

[Note: This is a read-only template. Please make a copy of this for your own use.
Example text is in *italics*.]

Your Company/Team Comms Manual

GUIDING PRINCIPLES

- *If you are asking for something, always include the timeframe in which you need it!*
- *Whenever possible, put a time limit on every task (i.e., “Please take no more than 15 minutes to review the attached document”)!*
- *Unless explicitly stated in a text or WhatsApp message, no response is ever expected outside of an individual’s own working hours*

CHANNELS AND CADENCES

- **If a response is required or requested ASAP**, *send a text message or use WhatsApp*
- **If a response is required or requested within 24 hours**, *use appropriate Slack channel*
- **If a response is required or requested within 72 hours**, *use email*
- **For interesting stuff to share where no response is needed** *like articles we find and books we recommend, use Slack #interesting-stuff channel or email with [FYI] in subject (see below)*

EMAIL SUBJECT STYLE GUIDE

- **If a response is required**, *include [RESPONSE REQUIRED BY (DATE, TIME)]*
- **If a response is requested but is not a blocker**, *include [RESPONSE REQUESTED BY (DATE, TIME)]*
- **If a response is neither required nor requested**, *include [FYI]*
- **If an email is not to be forwarded externally**, *include [INTERNAL]*

Other questions to answer:

- *How do we communicate expectations and urgency in other channels (such as comments on collaborative docs)?*
- *Where does this comms manual live? How often do we revisit it? And when/how do we add or subtract comms channels?*
- *What do we do if somebody does not meet an expectation that has been set in an email?*
- *How do we manage working hours across individuals and teams? (i.e., what is expected when you receive an after-hours message?)*