

# Digital Onboarding - Level 3

A “how to” document describing how to gain access, use, and learn the language of our digital operating systems.

## Managing the Lifeboat Academy Inbox

“friends@lifeboat.academy” comes into a gmail inbox (the account for which is friendsofthelifeboatacademy@gmail.com). We share the responsibility for monitoring the LA inbox [with one person assigned the task of checking the mail at huddle].

We have created labels (which work like tags) to represent each of the functional areas. Some areas may have sub-labels for special projects. Each email can have multiple labels assigned to them which means the same message would be visible if you looked in any of the particular areas. For example, “Pigs” have a sub-label for each year’s pig sale inquiries, deposits, and payments and any of those messages that include receipts would also be labeled with “Highgrove Inc. / Receipts”

When messages come in, the first person to see the message should label it with the right functional area / project and decide if it requires a response / action or just needs to be filed.

If it requires response / action, star it and tag (label) with the most appropriate person to respond. If it’s not you, [send a Slack head’s up as a direct message / add an Asana task / other?] to let them know.

As long as email conversations are active, leave the message in the shared inbox. If we have responded and are waiting for a response to come back, click off the star. As soon as things are resolved, click off the star (if not done already) and archive the message.

## Highgrove Calendar

For managing farm commitments, events, or notable times for the people of Highgrove.

*How to grant editing access to the Highgrove calendar*

1. If you have access to the friendsofhighgrove gmail, then you can already access and edit the farm calendar from there using google apps. For things like time on or off the farm, add day-long events to document it.
2. If you are 1) full-time on the farm, 2) use google calendar already and 3) have a complicated calendar, you could add your normal gmail calendar to the farm view. Individual’s calendars can be toggled on and off as appropriate to keep the overall calendar view neat.

3. In rare cases, you might want to create a separate google calendar (e.g. "Teya's Farm calendar") that you only add farm related days into, and we can add that to the farm calendar (without you having direct access). And when you add to Teya's Farm calendar, it'll update within Highgrove's calendar

Note: Our calendar is also [shareable](#) (unsure if this link may change over time)

## **Adding Posts to the Website**

[To be developed]

## **Asana Advanced**

Because of how interconnected Asana is to our meeting facilitation, the "Advanced Asana" how to guide is incorporated into the [The Nitty Gritty Stuff](#) (mostly for facilitators) .

## **MailChimp and Newsletters**

Login to [MailChimp](#)  
Login: HighgroveFarm  
PW: x9813KDaosjy!

(You might need a two-factor authentication code sent to Ben's phone)

Then go to "Campaigns" and "Replicate" the most recent newsletter.

## **Creating a Segment**

The questions we ask on the landing page create a "group" and each of the boxes people can check is a "group name".

You can create a "segment" from this information by going to the MailChimp dashboard, clicking Audience > All Contacts then clicking the "New Segment" button.

Select the left most box in the line and select the group (which will be the question asked on the landing page) and which group names you want included in the segment.

In the Lifeboat example, the group would equal "What's your lifeboat status?" and you could select to send only to those who clicked "I'm ready to start building my lifeboat" and send a campaign only to them.