

# Digital Onboarding - Level 1

A “how to” document describing how we use communication tools to keep guests, helpers, and online supporters up-to-date on what’s going on on the farm.

## **How we use Social Roots - Keeping up with Guilds and the Lifeboat Network**

As of Spring 2025, we’re beginning to use Social Roots as a way for people to keep up-to-date with the activities of each guild. People get to choose for themselves how much information they receive; they can engage with the Social Roots platform to keep up with things, and/or choose to receive a daily or weekly digest that puts all the new updates in one place.

Long-term, we’re hoping that Social Roots can be a way for members of different lifeboats to connect around shared interests/needs. It’s a useful way to visualize the Lifeboat Network and who’s who as it continues to grow and change.

If you’re not yet a member of the Lifeboat Academy Social Roots community, reach out to one of the Outreach caretakers - Ronnie or Ben - and we can send you an invite.

## **How we use Slack - how to follow along with the everyday nitty-gritty?**

We use our [Slack](#) channel for “walkie-talkie” information around the farm.

Every guild has its own channel, so you can choose to follow the channels that you are interested in for “as it happens” information. It’s a “must have” if you are an intern or fellow farmer, but anyone can join us there. It’s a great way to follow along and participate in our farm life no matter where you are. We love some extra “chatter” on the channel.

[Click here](#) to join our Slack channels.

### **Slack How-to’s**

- Setting Notification Preferences
  - Click on the channel, then click the down arrow “V” next to the name of the channel at the top.

- This brings up a pop-up menu. From here, you can
  - Star the channel
  - Set notification preferences
  - Mute the channel
  - Leave the channel
- How to “tag” a message
  - Click on or mouse over the message. (You can only tag a message after it’s posted)
  - A pop-up menu will appear in the upper right corner. Click on the smiley face with a plus sign “add reaction” button and pick the icon that you want. You can also search for an emoticon if you know the name.
  - Each guild has an associated emoticon and if you tag a message with that emoticon, it will be cross-posted in the associate channel.
    - ❤️ = heartwork & philosophy
    - ⚖️ = principles & governance
    - 💰 = finance & legal
    - 🚜 = farm, food & housing
    - 🕸️ = outreach & network
    - ♻️ = coordination circle
  - In addition, you can tag messages to indicate:
    - 📖 = needs documentation / next step
    - 📱 = consider for social media
    - ❓ = requires a response
- We use threads when responding to a message to keep things tidy.
  - If the discussion gets to a conclusion that should be more widely shared, use "share to channel"
  - Include @[individual] or @everyone if it requires feedback.
  - Everyone should “thumbs up” when they see it or make a comment.
- If it's an agreement, tension or issue for coordination, then:
  - Tag it with :book: so it's tagged to make sure it's documented and can be added to the appropriate agenda
- ❓ requires an answer - even if the answer is "I don't know"
- Use "announcements" to for things everyone should be aware of including links to meeting notes

## **How we use Social Media**

Around the beginning of each month, we send a newsletter via MailChimp to the roughly 500 people on our lists. We also post the upcoming events to the [Events page on our website](#).

We post about special events series, like Connect the Dots Club, on our social media pages - Mastodon and Bluesky, and Facebook and Instagram, though we are in the process of transitioning away from Meta platforms.

We regularly post memes to our social media pages as well, with relevant hashtags related to resilience, community building, permaculture, etc.

As of Spring 2025, we are starting to post text-based testimonials from various Lifeboat Builders to our social media platforms. We encourage people to share their own experiences, as well, so you can scroll down to “If you’d like to be a Helper” to learn more about how to do that.

### **How we use YouTube**

We realize it’s hard to coordinate schedules when you’re working across networks, so we record our Coordination Circles and Guild Meetings and post them to our [YouTube channel](#) so you can catch up when you have the time. We post links to the most recent videos in our social media channels.

As we move forward, we hope to create more video content including updates on our on the farm projects and helpful webinar content.

### **If you’d like to be a Helper:**

- Share our posts on your own social media accounts. Here are the links to our social media pages:
  - [bsky.app/profile/lifeboatacademy.bsky.social](https://bsky.app/profile/lifeboatacademy.bsky.social)
  - [mastodon.social/@lifeboatacademy](https://mastodon.social/@lifeboatacademy)
  - [tiktok.com/@lifeboatacademy](https://tiktok.com/@lifeboatacademy)
  - [facebook.com/lifeboatacademy](https://facebook.com/lifeboatacademy)
  - [instagram.com/lifeboatacademy](https://instagram.com/lifeboatacademy)
- Use our hashtag! Add **#lifeboatbuilder** to your posts and feel free to tag our account on the platform as well.
- Share any photos and videos you take on the farm to our [social media content folder](#). These can be used to create social media content.

### **How do we use our newsletter - how to get the gist every once in a while?**

We currently produce a farm newsletter every two weeks. The newsletter announces events and work parties and often provides an update on a current project. You can sign-up for our newsletter [here](#).

As our plans evolve, we are hoping to beef up our newsletters a bit with more content that would be helpful to people who are trying to build their own lifeboats.

### **How do I know what events are happening?**

We provide information about upcoming events (work parties, workshops, etc.) in our newsletter and through our social media channels.

We also share events and our meeting schedules (Coordination Circle, Guild Meetings, HiveMind, etc.) on our [shareable google calendar](#).

### **What if I want to go deeper?**

If you would like to go deeper, check out [Digital Onboarding - Level 2](#)