

Your Company/Team Communication Protocol

GUIDANCE

- This is a guide, not a gag order.*
 - Unless explicitly stated in a message, no response is ever expected outside of an individual's own working hours.*
 - Assume positive intent in messages.*
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INTERNAL CHANNELS

Channel Type	Purpose
Phone Call <i>Response: ASAP unless otherwise stated.</i>	<i>For urgent communications, if call not answered follow up with a text or slack.</i> <i>If you're unsure how to say something in writing, just call the person.</i>
Text Message/WhatsApp <i>Response: Within 4 hours, during work hours</i>	<i>For quick personal updates or confirmations (not for critical work information)</i>
Slack <i>Response: Within 4 hours, during work hours</i>	<i>Generally for Internal Communications</i> <i>Team discussions, project updates, quick questions requiring same-day response</i>
Email <i>Response: Within 1 biz day</i>	<i>Generally for External Communications</i> <i>Detailed information, formal requests</i>
Meeting	<i>When messages back and forth are getting longer or generating more questions</i> <i>When your request requires a "yes or no" decision and a "yes" will make a big difference</i>
Slack/Teams #interesting-stuff channel	<i>For interesting stuff to share where no response is needed, articles we find, books we recommend</i>

URGENT & EMERGENCY GUIDE

- Urgent:** *Issue impacting immediate work or client. More than \$##,### will be lost if we don't respond prior to normal response times above. Slack message [to who], then if no response text and/or phone call, then escalate to [who].*
- Emergency:** *System outage, client crisis, immediate deadline issue, or if someone is bleeding or dying. Phone call [to who] immediately, follow up by text and slack message if phone is not answered, then escalate to [who]*

Other questions to answer in your own version:

- *Where does this comms manual live? How often do we revisit it? And when/how do we add or subtract comms channels?*
 - *Example: Lives in [Shared Drive/Wiki Link]. Reviewed quarterly. Changes discussed in team meetings.*
- *What do we do if somebody does not meet an expectation that has been set in an email?*
 - *Example: Gentle reminder in private message or private conversation.*
- *How do we manage working hours across individuals and teams? (i.e., what is expected when you receive an after-hours message?)*
 - *Example: No response expected outside of individual's working hours. Recommend using "schedule send" for emails and Teams/Slack Messages.*