

Supporting a Unified Workforce with Community Cloud

Salesforce Communities + Chatter

Communication is key in times of crisis, especially when multiple functional areas and constituents are involved. The COVID-19 pandemic has made this abundantly clear on college campuses. Schools have made the investment to communicate with diverse constituents by text, email, and voice recording, so broadcasting plans and operational changes related to the COVID-19 health crisis has been fairly straightforward at most schools.

A greater need is emerging for faculty and staff to have access to secure, relevant, and bi-directional information sharing—a need that is ever present but is even more evident in today's rapidly changing and uncertain environment. There are many tools to help with intra-organization communications, but as some clients have learned, leveraging existing Salesforce Communities combined with Chatter offers a powerful faculty and staff communication platform with several unique advantages.

Audience Targeting/Relevancy

Reach the appropriate faculty, staff, and leadership constituents with relevant, targeted, and centralized messaging with a Salesforce Community.

Communities allow for segmented messaging using attributes of an individual, group, or department without the need for separate portals or custom development. This means greater adoption and consumption of information as the content is timely and relevant. Communities can also be branded for familiarity to ensure high user trust and adoption.

Secure Channel

Not all information should be posted on a public platform—a walled garden is a better place for some types of messaging. Salesforce Communities are just that, accessible through single sign-on with the school's existing network authentication. Communities offer a robust and secure authentication experience to ensure that information is kept where it should be and viewed only by your faculty and staff.

Interactive and Collaborative

In addition to content messaging in the Community, Chatter is a built-in collaboration tool that allows users to connect and share information in real-time using Chatter feeds. Chatter has all the expected social feed features such as @mentioning, adding media and links, but can also be segmented into targeted and/or private groups, securely curating messages and content for specific audiences. Use broadcast-only channels for more official messaging and polling for structured feedback. Additionally, all Chatter posts can be sent out as Daily Digests so members can see when relevant data is posted.

Content Endures

How many emails do faculty and staff receive? Is it all relevant? How much is read? How easy is it to search past information? When communicating through a Community, messages endure as they are easily searchable when the need arises. Add the messaging to Chatter for easy searching and sharing to relevant groups or add the content as a "Knowledge" article for quick reference in the future.

Who's Seen It?

Salesforce Community also allows for messaging to be natively tracked based on who has seen what and when. A messaging campaign can then be quickly implemented to reiterate important information in a directed and strategic manner without fatiguing already engaged audiences.

Improve Metrics

User activity reporting capabilities in the Community allows management to understand who is engaged and with what content, monitor Chatter for recurring topics in case additional guidance is needed, and ensure that users are equipped with the information they need to be productive.

Mobile First

Salesforce Community is fully mobile responsive by design. It can also be accessed through the Salesforce1 native mobile application. Schools can also create their own mobile application for a fully branded mobile experience.

Next Steps

Salesforce Communities are quickly and easily added to an existing Salesforce instance or spun-up on its own as a new Salesforce deployment on campus.

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