



Atelier SOCIALware

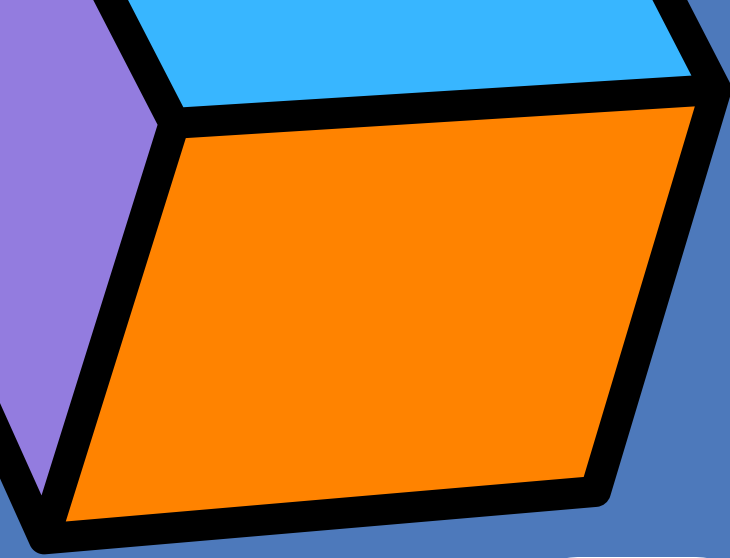
Collaborer à distance : Méthodes et outils





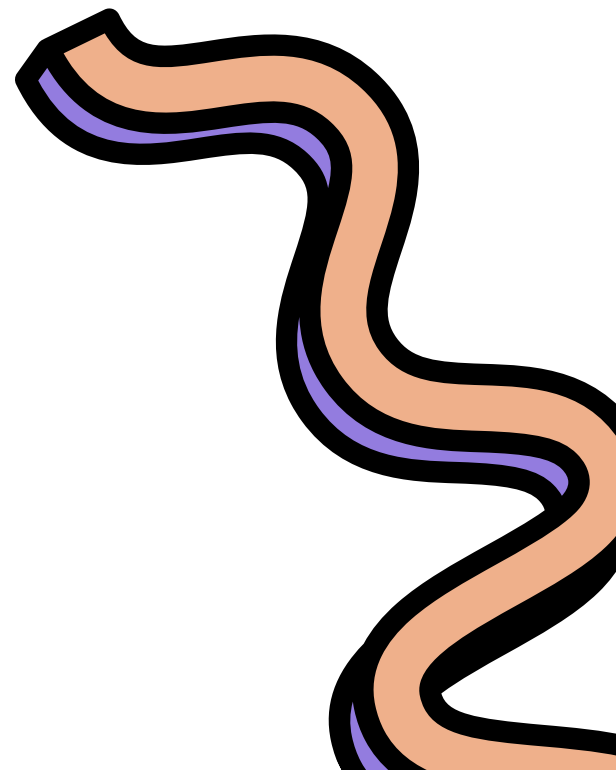
Chanel Genova

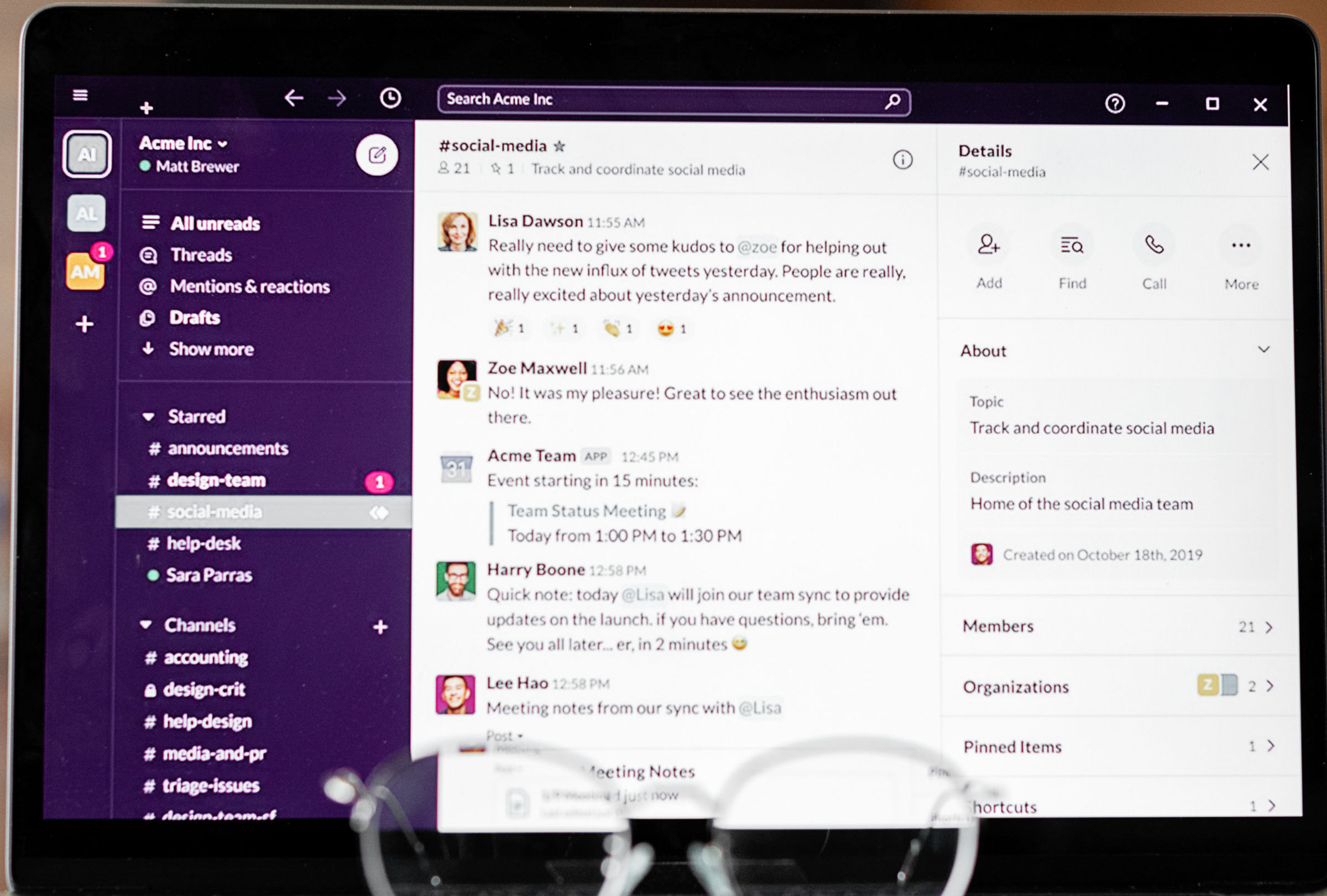




Comment vous
collaborez
aujourd'hui ?

Comment vous collaborez aujourd'hui ?





- Acme Inc
 - Matt Brewer
 - All unreads
 - Threads
 - Mentions & reactions
 - Drafts
 - Show more
 - Starred
 - # announcements
 - # design-team
 - # social-media
 - # help-desk
 - Sara Perras
 - Channels
 - # accounting
 - design-crit
 - # help-design
 - # media-and-pr
 - # triage-issues
 - design-team

#social-media

Lisa Dawson 11:55 AM
Really need to give some kudos to @zoe for helping out with the new influx of tweets yesterday. People are really, really excited about yesterday's announcement.

Zoe Maxwell 11:56 AM
No! It was my pleasure! Great to see the enthusiasm out there.

Acme Team APP 12:45 PM
Event starting in 15 minutes:
Team Status Meeting
Today from 1:00 PM to 1:30 PM

Harry Boone 12:58 PM
Quick note: today @Lisa will join our team sync to provide updates on the launch. if you have questions, bring 'em. See you all later... er, in 2 minutes 😊

Lee Hao 12:58 PM
Meeting notes from our sync with @Lisa

Details

#social-media

Add Find Call More

About

Topic
Track and coordinate social media

Description
Home of the social media team

Created on October 18th, 2019

Members 21

Organizations 2

Pinned Items 1

Shortcuts 1





Slack

Messagerie instantanée





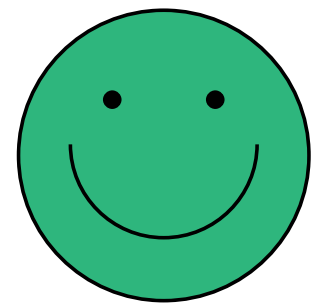
Slack

Messagerie instantanée

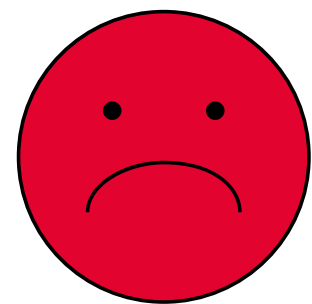
Disponible à tarif réduit
pour votre organisation



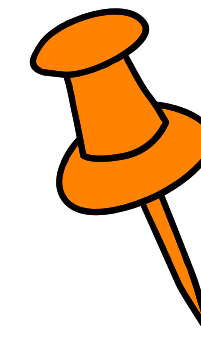
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- Organisation du travail en canaux
- Appels d'équipe (Huddle, Clips)
- Messagerie privée (1-to-1)



- Synchronie vs. Asynchrone
- Suivi de conversations
- Notifications (Contre-productivité)



Intégrations de Slack

Adobe Creative Cloud
DocuSign
Zoom



MAX IDENTITY MARK

Note: Updated to a Smart Object! Added to brand library. Ready for go time.

Erica Katrak

SHIP IT



Light and shadow log Bushra Mahmood



Bushra -- I love where this is going. Can we expand the segmentation framework to also include MAX logo art!

Community portraits

LOOOOOOVE THIS YEAR'S LINEUP!!!!

MAX STANDARD LOGOS

This is great! Can you add some versions at other resolutions so we can use the spread?

MAX 2021 EMAIL CAMPAIGNS



Adobe MAX

The Creativity Conference

A free virtual event Oct 26-28

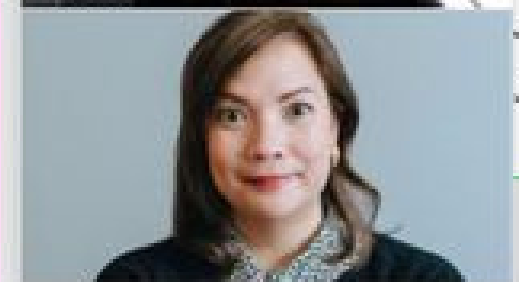
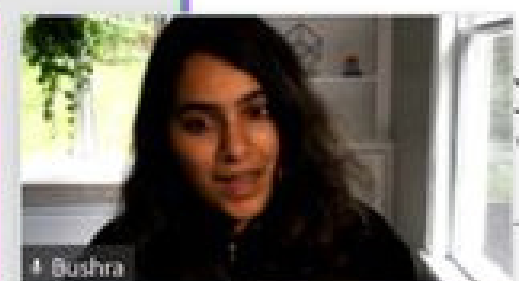
Zorana Gee

Creativity connects us all.

Come together for this annual celebration of creativity. Refuel your passion, retool your skills, and reconnect with fellow creatives from around the world. Be a part of this amazing community.

SPEAKER HEADSHOTS

Note: still pending 14 headshots, editing needed on 23





Adobe Creative Cloud

Graphisme



LOOOOOOVE THIS YEAR'S LINEUP!!!!

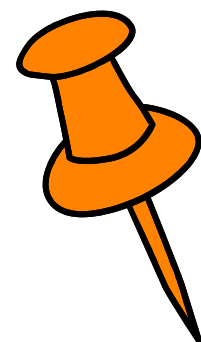
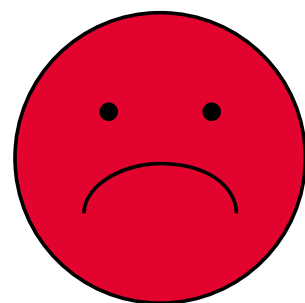
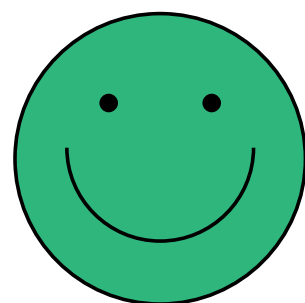
WHAT! We really get to see Tilda Swinton?



Adobe Creative Cloud

Graphisme

- Cocréation en temps réel
 - Bibliothèque graphique collaborative
 - Travail hors ligne
 - Liens de révision
 - PDF et signature électronique
-
- Pas très intuitif
 - Une majorité d'applications pour profils experts
 - Essai gratuit (Pas de version gratuite)



Intégrations pour Adobe CC

Asana
Zoom
Box.org

Disponible à tarif réduit
pour votre organisation



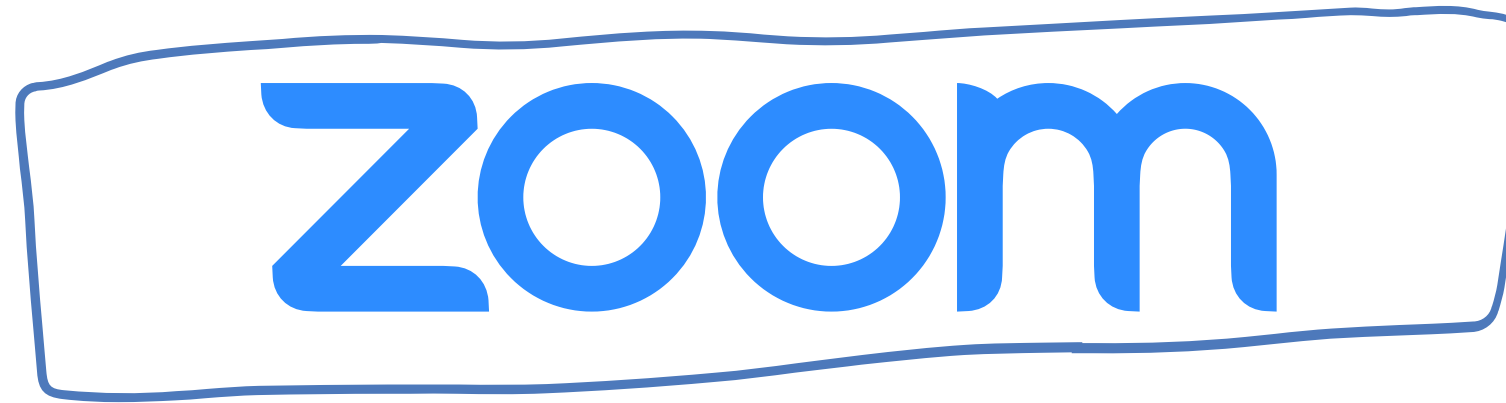
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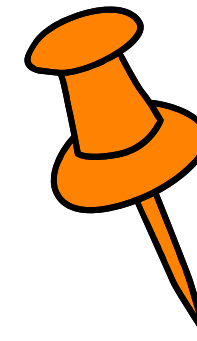
zoom

Visioconférence



Visioconférence

- Excellente bande passante
 - Plateforme tout-en-un d'organisation d'évènements (Meetings et Webinars)
 - Annuaire Zoom Chat
 - Enregistrements, retranscriptions
-
- Quid du Zoombombing
 - Cybersécurité : End-To-End Encryption
 - Nécessaire de télécharger l'application Zoom



Intégrations pour Zoom

Miro
Outlook Calendar (Google, etc.)
Zapier

Disponible à tarif réduit
pour votre organisation



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Marketing Campaign

List Board Timeline Calendar Progress Forms More...



Task name

Assignee

Due date

Status

▼ Planning

✓ Campaign brief and launch timeline 3			Approved
✓ Overall goals and success metrics 2 5			Approved
✓ Approved budget			Approved

▼ Milestones

✓ Campaign creative concepts 3		Jun 19 – 27	In review
✓ Campaign messaging		Jun 18 – 20	Approved
✓ Select agency and secure SOW 3 2		Jun 21 – 22	Approved
✓ Media plan 8		Jun 25 – 26	In progress
✓ Campaign performance tracking 8		Jul 3	In progress
✓ Video assets completed		Jul 10	Not started
✓ Landing pages live on website 2 5		Jul 24	Not started

Marketing Brand Campaign List

▼ Planning

- ✓ Campaign brief and launch timeline
- ✓ Overall goals and success metrics
- ✓ Approved budget

▼ Milestones

- ✓ Campaign creative concepts Jun 19 – 27
- ✓ Campaign messaging Jun 18 – 20
- ✓ Select agency and secure SOW Jun 21 – 22
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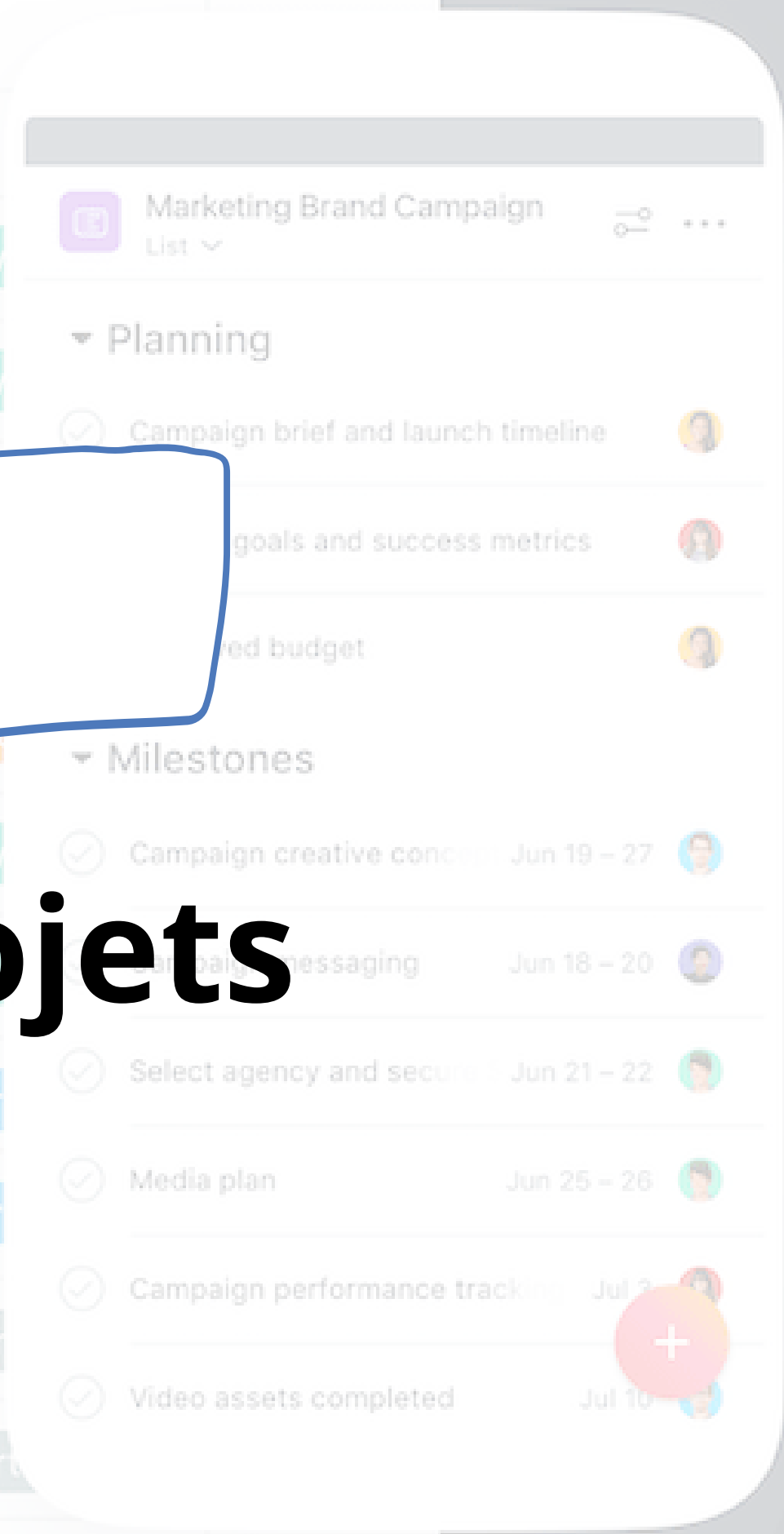
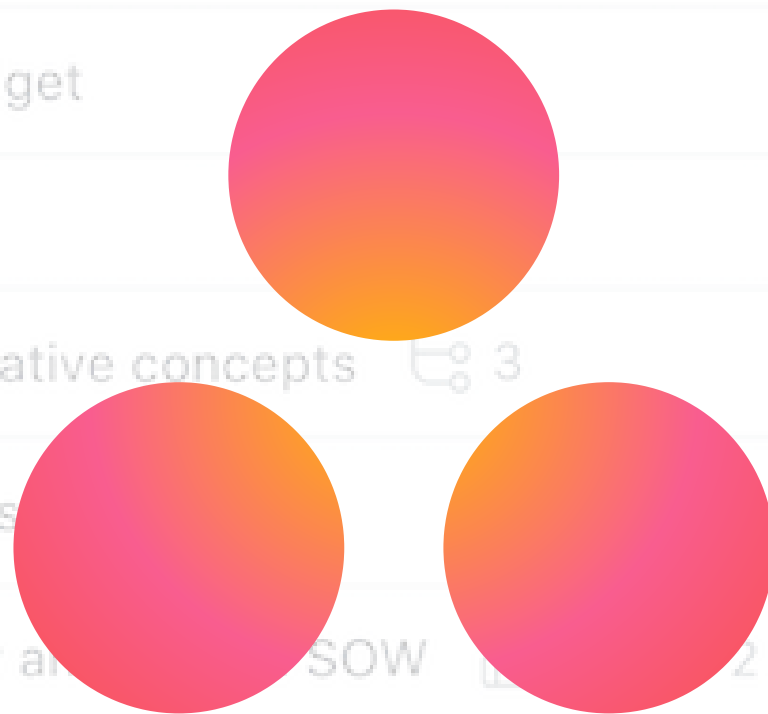
✓ Campaign performance tracking 8

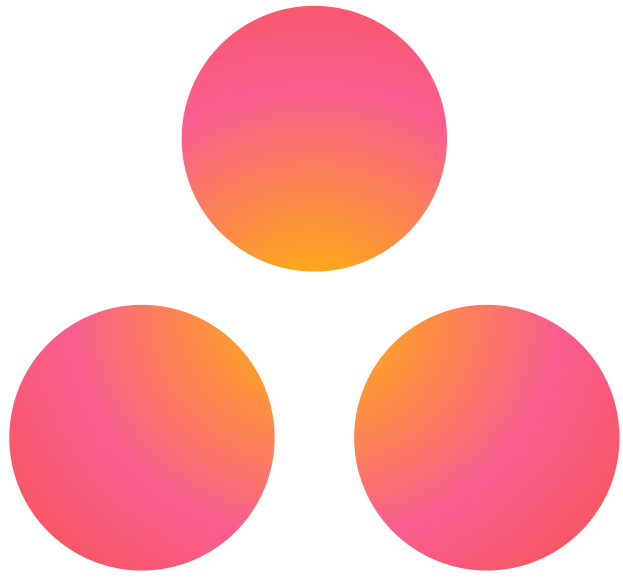
✓ Video assets completed

✓ Landing pages live on website 2 5

asana

Gestion de projets

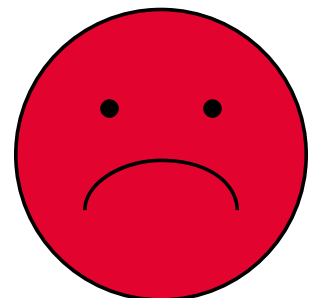




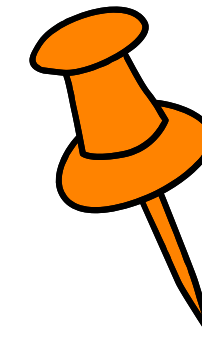
Gestion de projets



- Suivi global de la progression de vos projets
- Vues : Tableau, Chronologie, etc.
- Automatisation et rapports
- Collaboration en temps réel



- Beaucoup (trop) de fonctionnalités
- Le suivi des projets peut devenir complexe
- Import et export limité en formats (besoin d'un module complémentaire)



Intégrations pour Asana

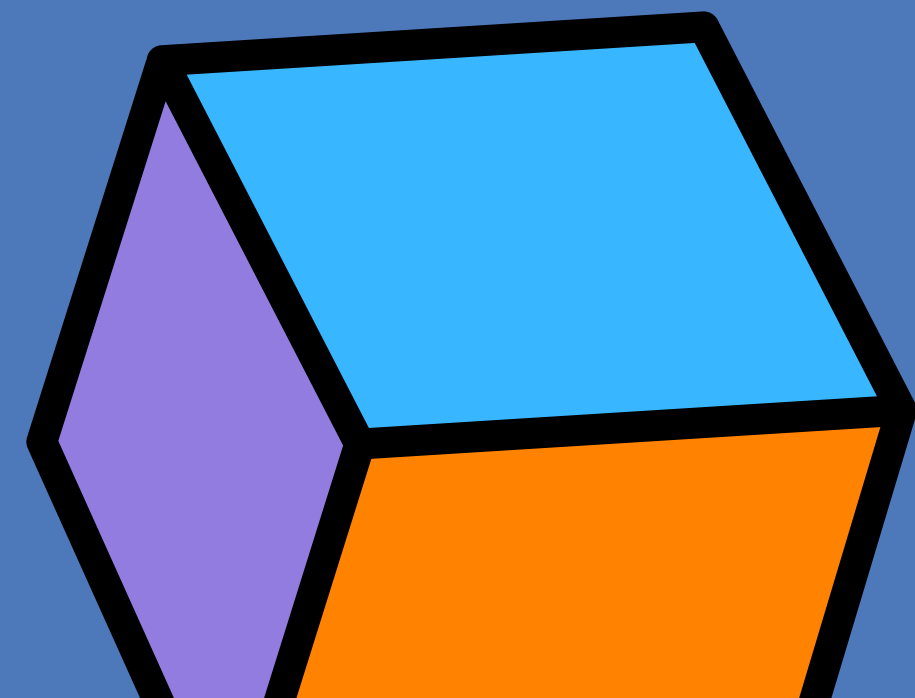
Microsoft Office 365
Google for Nonprofits
(Workspace, etc.)
Canva

Disponible à tarif réduit
pour votre organisation



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Récap'



Outils



Slack

Messagerie
instantanée

-85%



**Adobe Creative
Cloud**

Graphisme

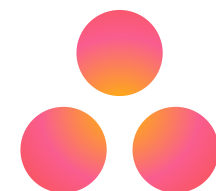
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zoom

Visioconférence

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asana

Gestion de projets

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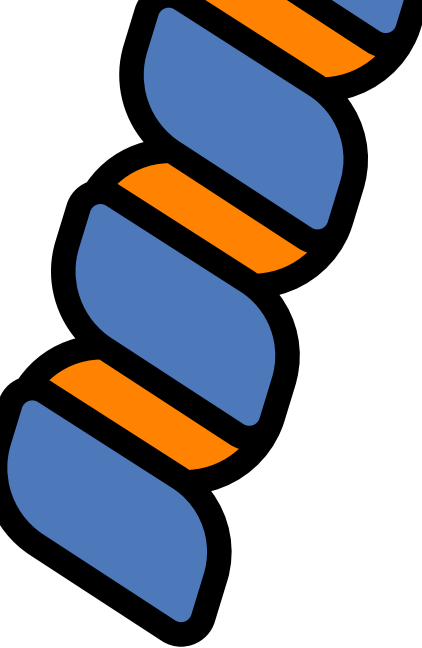
Méthodes

Comment choisir un outil ?

- Analyse de la situation actuelle : Quels outils sont utilisés par moi/mon équipe ?
- Pourquoi utiliser l'outil : En complément, en supplément, remplacement.
- Réponse aux besoins : Partielle, totale.

Comment utiliser un outil ?

- Former à l'outil : Soi et/ou son équipe.
- Prendre connaissance des méthodes de productivité : Kanban, GDT, Time Blocking...
- Questionner son utilisation de manière régulière.



MERCI !



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