



ALL ABOUT
FB
WORKPLACE



facebook

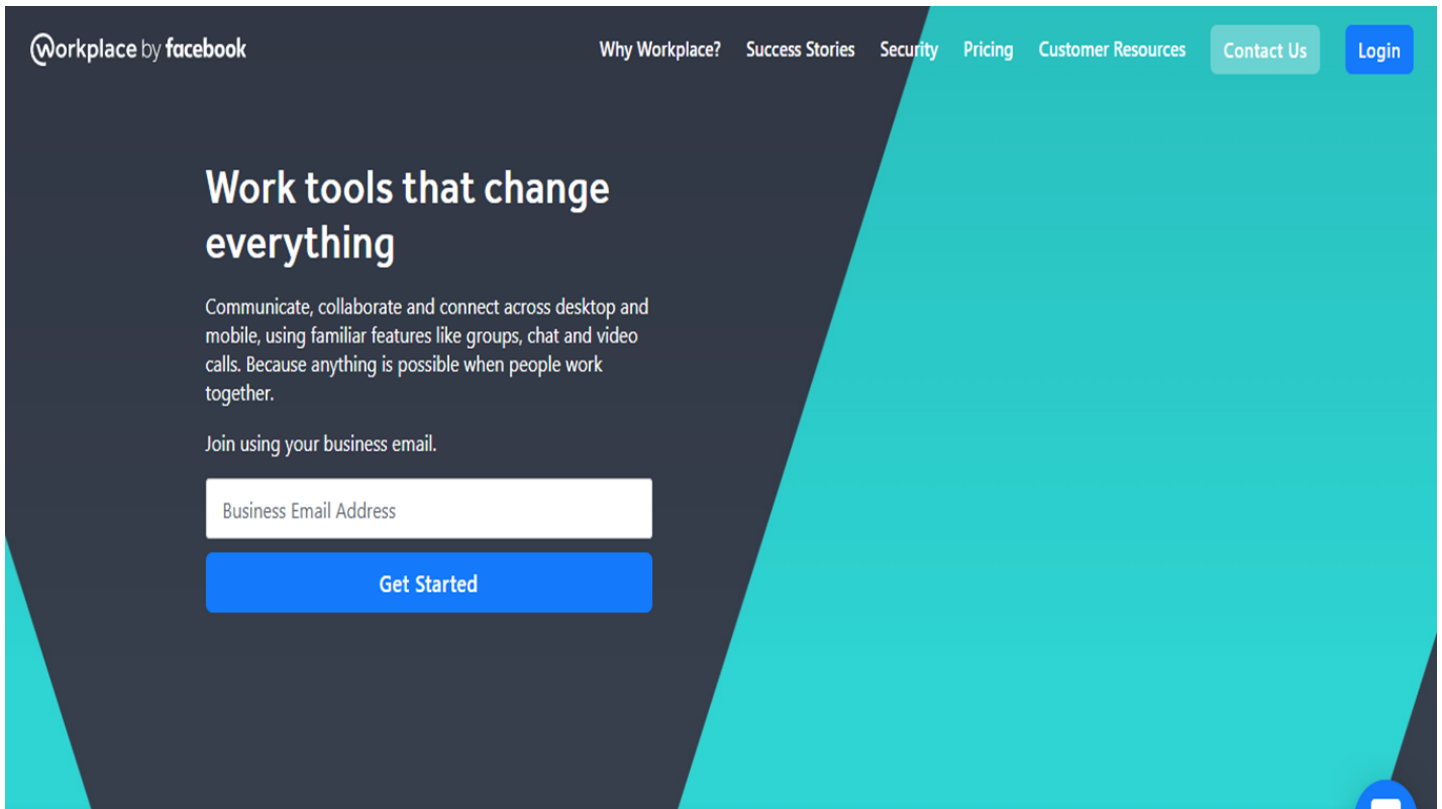
Did you know that you can use Facebook for business?

I'm referring to what's known as Facebook Workplace, the business only solution from Facebook that's designed to help businesses increase communication and collaboration and make getting more work done easier and more efficient.

You're obviously very familiar with the Facebook tool or a social media platform for personal use, given that it's by far the largest social media platform on the planet and just about everybody has an account at this point.

However, if you're not aware of Facebook Workplace yet, the idea is that you can take advantage of Facebook's incredible social media platform's capabilities to increase your communication with your team in a work environment as well.

Facebook Workplace was released a few years ago, pretty quietly, but it's had a very strong success in the marketplace already and is now getting more attention.



In fact, Facebook Workplace now has more than 2 million users according to the recent announcements from Facebook and has many more free user are taking advantage of their Facebook subscription or from nonprofit and educational institutions, which Facebook doesn't charge.

Why would you use Facebook Workplace at your business? There are five main reasons.

Communication

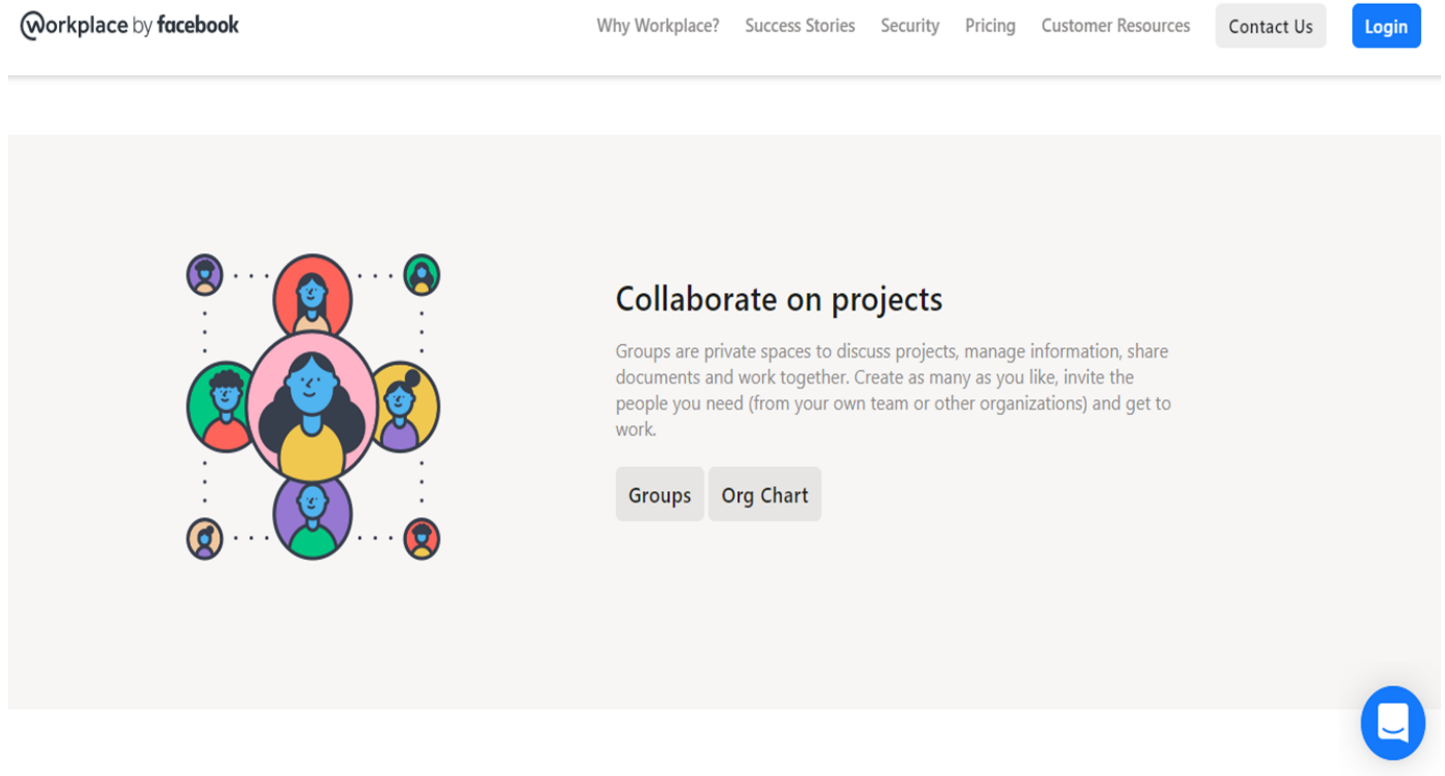
The first is instant communication anywhere.

Just like you can use Facebook personally to connect with any of your contacts and friends no matter where they are on the planet, you can do the same with Facebook Workplace with your team.

This includes live video broadcast, voice and video calls, and of course, text-based communication either from a desktop or a mobile device. As long as you're connected to the internet, you can use Facebook Workplace to communicate with your team in any of those formats very efficiently.

In addition, Facebook Workplace also includes a translation capability, making it easier for you to translate or to communicate to teammates no matter what country they're in, and no matter what language they speak.

Collaboration



The screenshot shows the top navigation bar of the Facebook Workplace website. On the left is the logo 'Workplace by facebook'. To the right are links for 'Why Workplace?', 'Success Stories', 'Security', 'Pricing', and 'Customer Resources'. Further right are 'Contact Us' and 'Login' buttons. Below the navigation is a large section titled 'Collaborate on projects'. On the left of this section is a diagram of a network of people icons connected by dotted lines. On the right is the text: 'Groups are private spaces to discuss projects, manage information, share documents and work together. Create as many as you like, invite the people you need (from your own team or other organizations) and get to work.' Below this text are two buttons: 'Groups' and 'Org Chart'. In the bottom right corner of the screenshot, there is a blue circular icon with a white speech bubble.

The second major benefit of Facebook Workplace is an easy collaboration on projects.

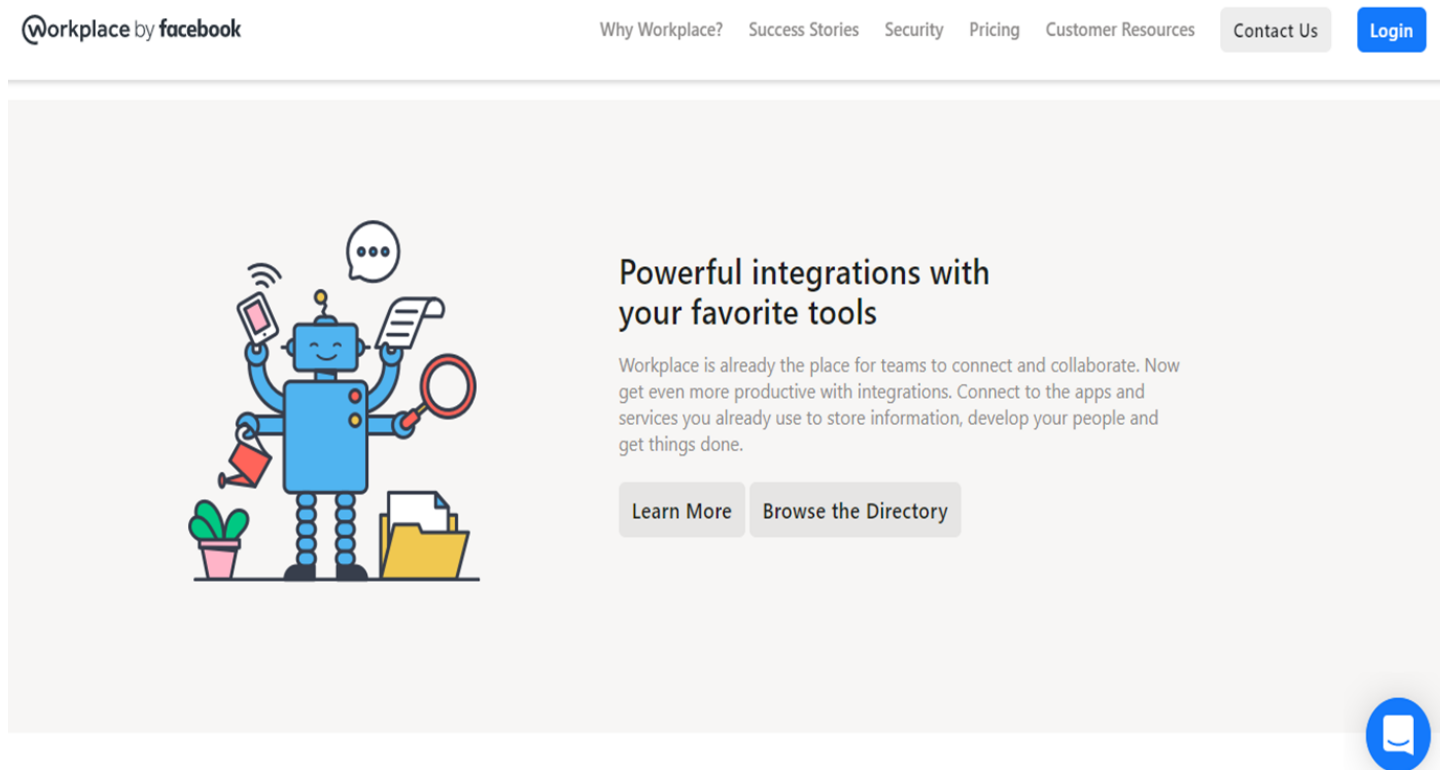
The Facebook platform has always done a great job of bringing people together in groups around common interests and that's exactly what Facebook Workplace will do for your work environment.

You can take advantage of Facebook groups as well as share files, videos or anything else that you want to share with your team, including doing screen sharing. So if you have something on your computer screen that you'd like to share with your team, you can do that as well.

All of these features combine to make collaborating on projects much more efficient and increase communication.

Tool Integration

The third major benefit is integration with existing tools.



The screenshot shows the top navigation bar of the Facebook Workplace website. On the left is the logo 'Workplace by facebook'. On the right are links for 'Why Workplace?', 'Success Stories', 'Security', 'Pricing', and 'Customer Resources', followed by 'Contact Us' and a blue 'Login' button. Below the navigation is a large section with a light gray background. On the left is a colorful illustration of a blue robot with multiple arms, holding a smartphone, a document, a magnifying glass, and watering a potted plant. To the right of the illustration is the heading 'Powerful integrations with your favorite tools' and a paragraph of text: 'Workplace is already the place for teams to connect and collaborate. Now get even more productive with integrations. Connect to the apps and services you already use to store information, develop your people and get things done.' Below the text are two buttons: 'Learn More' and 'Browse the Directory'. In the bottom right corner of the section is a blue circular chat icon.

Facebook Workplace obviously has competition majorly from Slack and Microsoft. In order to be competitive against those options, Facebook knows that it has to integrate Facebook Workplace with the other tools that you're already using at your business so that it's seamless to integrate it with your existing workflows and communication.

Facebook has established dozens of integrations with very common and popular tools and is constantly adding more to the mix.

Affordability

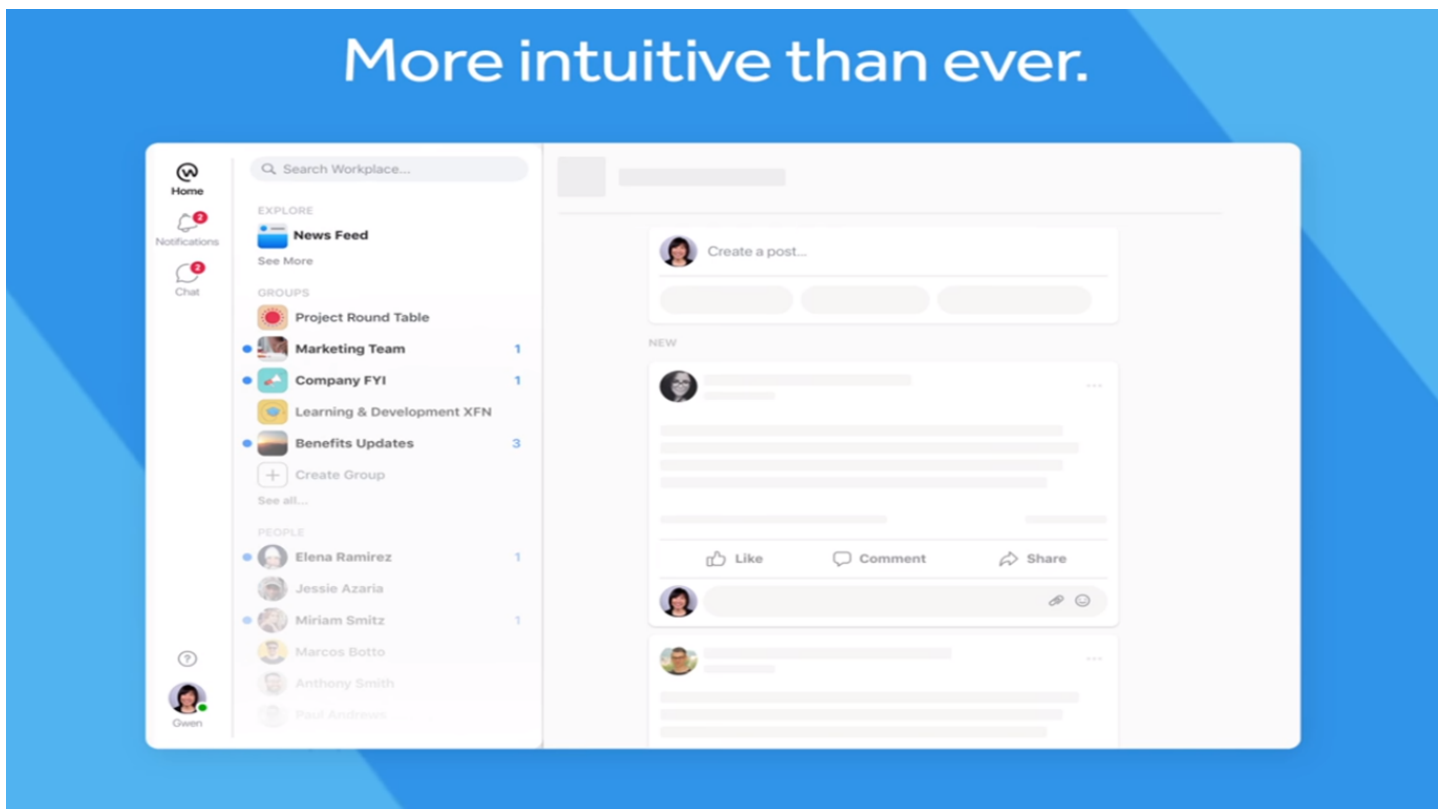
The fourth major reason to consider Facebook Workplace is it's very affordable.

The screenshot shows the Facebook Workplace pricing page. At the top left is the logo 'Workplace by facebook'. To the right are navigation links: 'Why Workplace?', 'Success Stories', 'Security', 'Pricing', and 'Customer Resources'. Further right are 'Contact Us' and 'Login' buttons. The main content area features two pricing cards. The 'Standard' card is on the left, showing '\$0 USD' and 'Free' below it, with a blue button that says 'Get Workplace for Free'. Below the card are three features listed with checkmarks: 'Instant Messaging', 'Video chat & Broadcast', and 'Groups or Project Collaboration'. The 'Premium' card is on the right, showing '\$3 USD' and 'Per active user, per month.' below it, with a blue button that says 'Try Premium Free for 90 Days' and a link '+5000 users? Contact us' below that. Below the card are three features listed with checkmarks: 'Everything in Standard', 'Integrations with your existing tools', and 'Admin tools & support'. A blue chat bubble icon is visible in the bottom right corner of the screenshot.

It's less than half the cost per user of Slack at just \$3 per active user per month. That's a very affordable price point that makes it a viable option for any type of business to use to increase their communication and collaboration.

The ROI of effective communication is easily more than \$3 per employee per month.

No learning curve



The sixth and final reason that we think that you should consider Facebook Workplace to help you increase communication and collaboration with your team is that there's almost no learning curve.

Just about everybody knows how to use Facebook already, and it's very common with the interface and the capabilities. When you go into Facebook Workplace you'll find a very, very similar interface and very similar features that will make you feel right at home.

You and your employees will be able to start taking advantage of the many features immediately with virtually no training and no learning curve.

That's five reasons to consider Facebook Workplace to increase the communication and collaboration at your business.

We highly recommend that you take a look because we think that Facebook Workplace maybe soon become the leader in team communication and collaboration tools.