Google Update Comms guide for Productivity Team

Ready to tell Salesforce about a new update from Google? Here's your guide to get it done!

Initial questions:
1. **How big is the impact of this change?** This will determine whether we step in to help or not.
   a. If it is a small, helpful, "nice to know" benefit for our employees, use the guide below to share about it yourself.
   b. If it's something a bit bigger that will have a bigger impact on our employees and they'll "need to know", touch base with the BT Comms team through our [intake form](#) before posting *anything* about it to Slack. It'll be helpful for us to take some time to think through the most strategic approach for sharing with our employees.
2. **Who will be affected by this change?** This will determine what Slack group we post to, or if it warrants an email.
   a. Will all of our employees be affected by the change? If so, it might be smart to strategize communication with the BT Comms team through our [intake form](#) so we can make sure the entire audience receives a strategic message.
   b. Will it only be available for our Google Evangelists? Feel free to use our guide below to draft and share about it yourself.
   c. Not sure who the audience is? Chat with us so we can get insight into the strategy more.
3. **When is the change happening?** This will determine the timing of any and all communications.
   a. If Google has a set date, consider whether you'll need to communicate in advance, the day of the change, or after the change is released? Consider how big of a change this is and how much time people will need to take any action.
   b. If Google has not released a date, will it still be something that people should know about ASAP to prepare for?

If you've determined you can post it yourself, make sure your draft has the following:
- **Name**: What is the name of the new feature or feature that is getting an update?
- **Timing**: Is the feature live? Is it coming on a certain date? Let people know!
- **What it does/how to use**: Explain what the feature will do and how to use it/activate it if needed
- **Benefits**: Explain why people should use this or get excited for it
- **Questions**: Where can people ask questions or get help with the feature?
- **Resources**: Share any Salesforce or Google resources that can help people understand or adopt the change
- **Screenshots**: Are there any screenshots/images that will be helpful to include for users?