



ZAPIER AUTOMATIONS TO OPTIMIZE YOUR INTERNAL COMMUNICATION

A supplementary guide to enhancing team communication from *Chapter 4: Internal Communication*

CREATING YOUR OWN INTEGRATIONS

So, what happens if there isn't an integration already made? Well, that's when we use Zapier. We've already discussed the benefits of Zapier in *Come Up For Air*, and how you can use it to create custom automations between different tools. If you've never created a Zap before, internal communication tools are one of the best places to start.

Most zaps that utilize an internal communication tool follow the same format. Something happens in another tool, which then "triggers" the zap to fire to the other tool. The zap then sends some data or other information from that app into your internal communication tool. When you build out the Zap, you can customize every part of it—from what type of text is displayed in your internal communication tool, to when and how you receive it. Messages from Zapier can be sent into channels or direct messages, and they can also tag people or channels.



Here are a few examples of common Zaps you can easily set up with either Slack or Microsoft Teams:

Automatically share new company social media or blog content in a channel (helpful to keep your team up to date on things that are happening on company social accounts).

Trigger example: New item in RSS feed

Automation: Send Slack Channel message

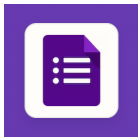


Create Zap

Share customer feedback form responses in a channel (if you do use this type of Zap, you may want to create a dedicated channel for these responses so as to not clutter other important channels).

Trigger example: New Google Form response submitted

Automation: Send Slack Channel message



Create Zap

Send a notification any time a new lead discovery call is booked (this can be great for keeping your sales team in the know and gets exciting if you see a wave of new calls scheduled).

Trigger example: New calendar task created in HubSpot

Automation: Send direct message to self

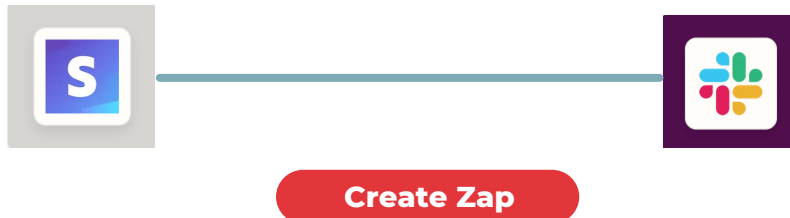


Create Zap

Send a notification any time a payment fails (or for any other mission-critical issues that you need to be informed of right away).

Trigger example: Stripe payment attempt fails

Automation: Send Slack Channel message



Just with this short list of examples, you can see how useful some of these custom Zaps can be. Once you understand what type of “triggers” can push information into your internal communication tool, the world is your oyster. Many of the mundane, frustrating, and time-consuming tasks that we do multiple times per day can be simply automated and fed right into your internal communication tool. That means less context switching, more time in flow, and fewer things to lose track of.

It's worth noting that Slack also has a native feature called Workflows that allows you to create simple automations without ever leaving the tool itself. For example, you could create an automated welcome message to new channel members, pointing them to important documents they should read. You can also create request forms and pull other apps in to create more complex workflows. This feature is only getting better, so depending on when you're reading this, there could be considerably more functionality.

Automations are liberating. Those small tasks that used to annoy you, fall through the cracks, or linger in the back of your mind all day just... disappear. As you push more information into your internal communication tool, you'll find yourself switching between programs less and less. That means more time for work that matters.

You've now created one central command center for you and your team, streamlining all important notifications into one central location. That's not to say that you'll be living in this tool, but checking it will become a key part of your daily routine.



[Book a call](#) to learn how we can help you leverage automation to optimize your internal communication.