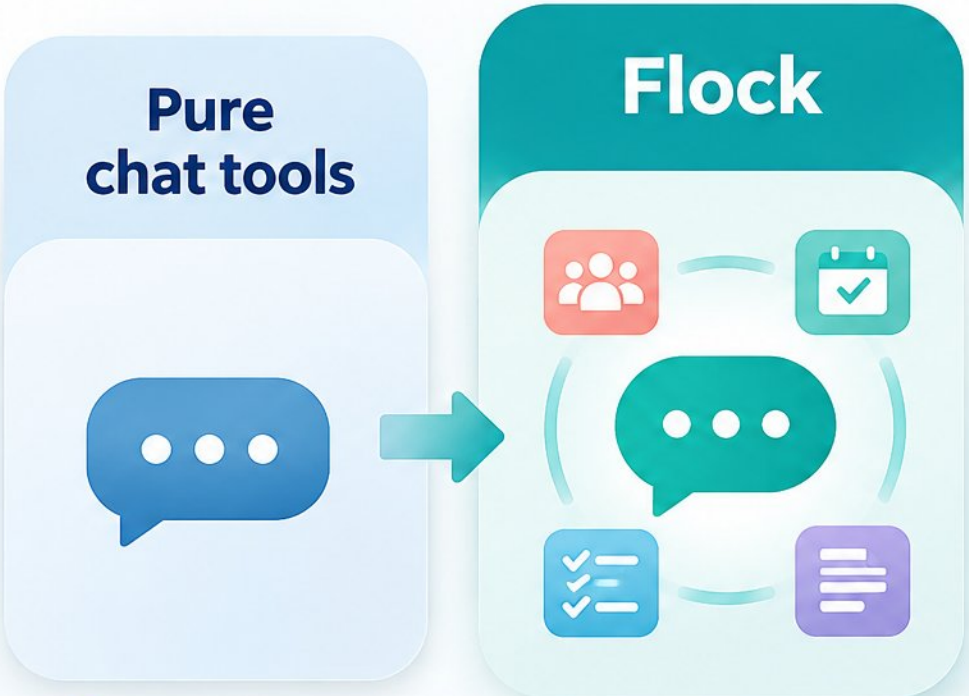
Flock Team Communication Software Features

- Purpose: evaluate and roll out Flock with confidence
- Flock is messaging-first: channels, DMs, built-in productivity apps, 60+ integrations
- Scope: communication, productivity tools, admin and security, rollout practices
- Outcomes: identify high-value features and map them to team workflows
- Leave ready to plan an internal training and pilot program



Where Flock Fits in the Collaboration Market

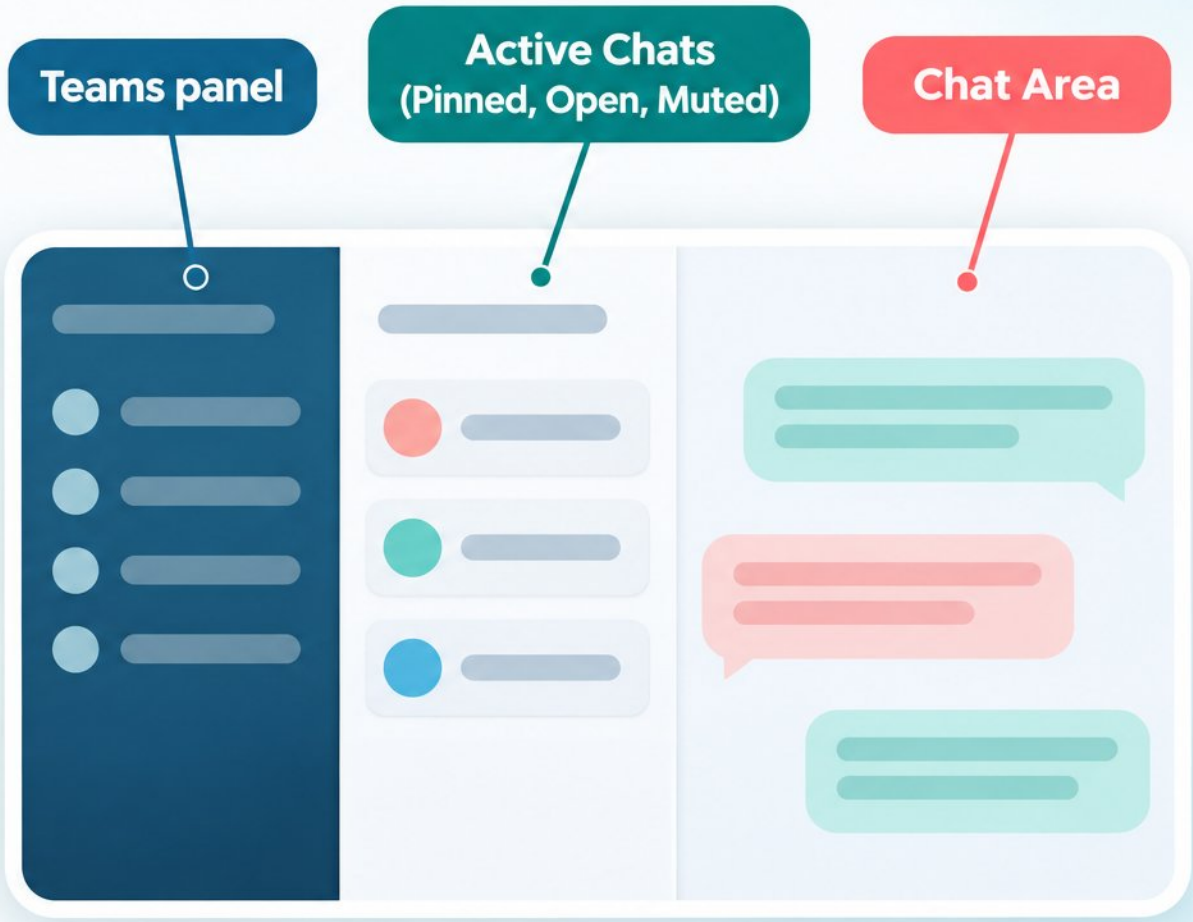


Messaging and built-in productivity in one workspace

- **Messaging-first workspace:** channels, DMs, video/voice, and productivity tools together
- **Core uses:** team messaging, project coordination, announcements, and workflow alerts
- **Differentiators:** Smart Channels, one-way Announcements, built-in to-dos, polls, notes, reminders
- **Evaluate:** adoption cost, integration coverage, storage and history limits, governance features
- **Best fit:** small-to-mid teams and startups; growing firms should check scalability and workflow depth

Navigating the Flock Workspace

- Three-panel layout: Teams panel, Active Chats (Pinned, Open, Muted), Chat Area
- Auto-joined channels: #TeamHub for all-hands, #Announcements for one-way broadcasts
- Quick search finds people; history search filters by sender and conversation
- Profile menu: notification preferences, DND, admin panel, app management
- All Channel feed and display density options reduce noise for coordinators



Core Communication: Channels, DMs, and Guests



- Public channels: open to all, searchable and joinable
- Private channels: focused or confidential work for invited colleagues only
- DMs and group chats: quick 1:1 alignment without channel noise
- Smart Channels: predefined membership rules and auto-join for onboarding
- Announcement channels: one-way broadcast restricted to admins
- Guests: scoped channel visibility for clients and vendors; billed after 90 days

Company directory, Mailcast, and Favorites bookmarks keep conversations connected

Keeping Conversations Useful: Replies, Mentions, and Notifications

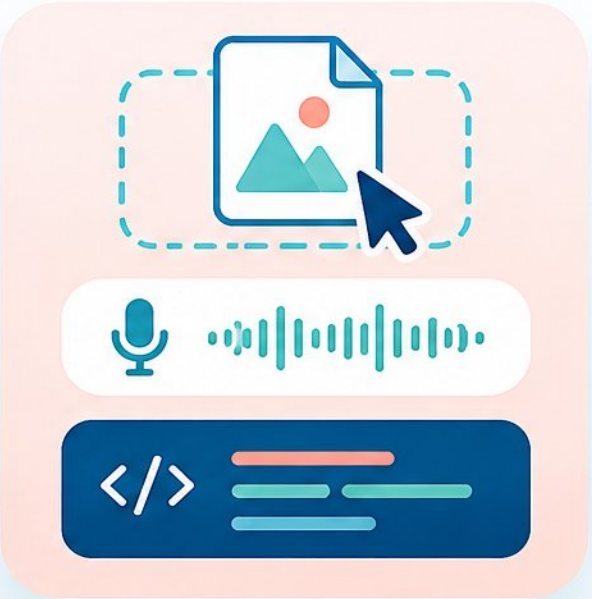
- Inline replies stay next to the original message; no full threaded views
- Busy channels need reply conventions to keep topics traceable
- Mentions: @name, @all, @online draw attention deliberately
- Per-channel settings: All messages, Only mentions, Only direct mentions
- Muted channels drop into a dedicated section; DND protects focus time
- History search filters by sender and conversation to recover decisions



Calls, Files, and Everyday Chat Actions







- Launch video or voice calls right from a chat or channel
- Screen sharing for walkthroughs; group calls up to 20 on paid plans
- Pin-based audio conference rooms help when bandwidth is low
- Drag-and-drop files with previews and one central shared-files view
- Voice notes for tone; code snippets with auto syntax detection
- Confirm storage caps and searchable history per plan before training

Built-in Productivity Tools

Shared To-dos
assign tasks, set due dates, export reports; daily bot reminders

Polls
anonymous voting, image-based polls, downloadable vote tallies

Notes
shared, editable, synced across every chat where shared

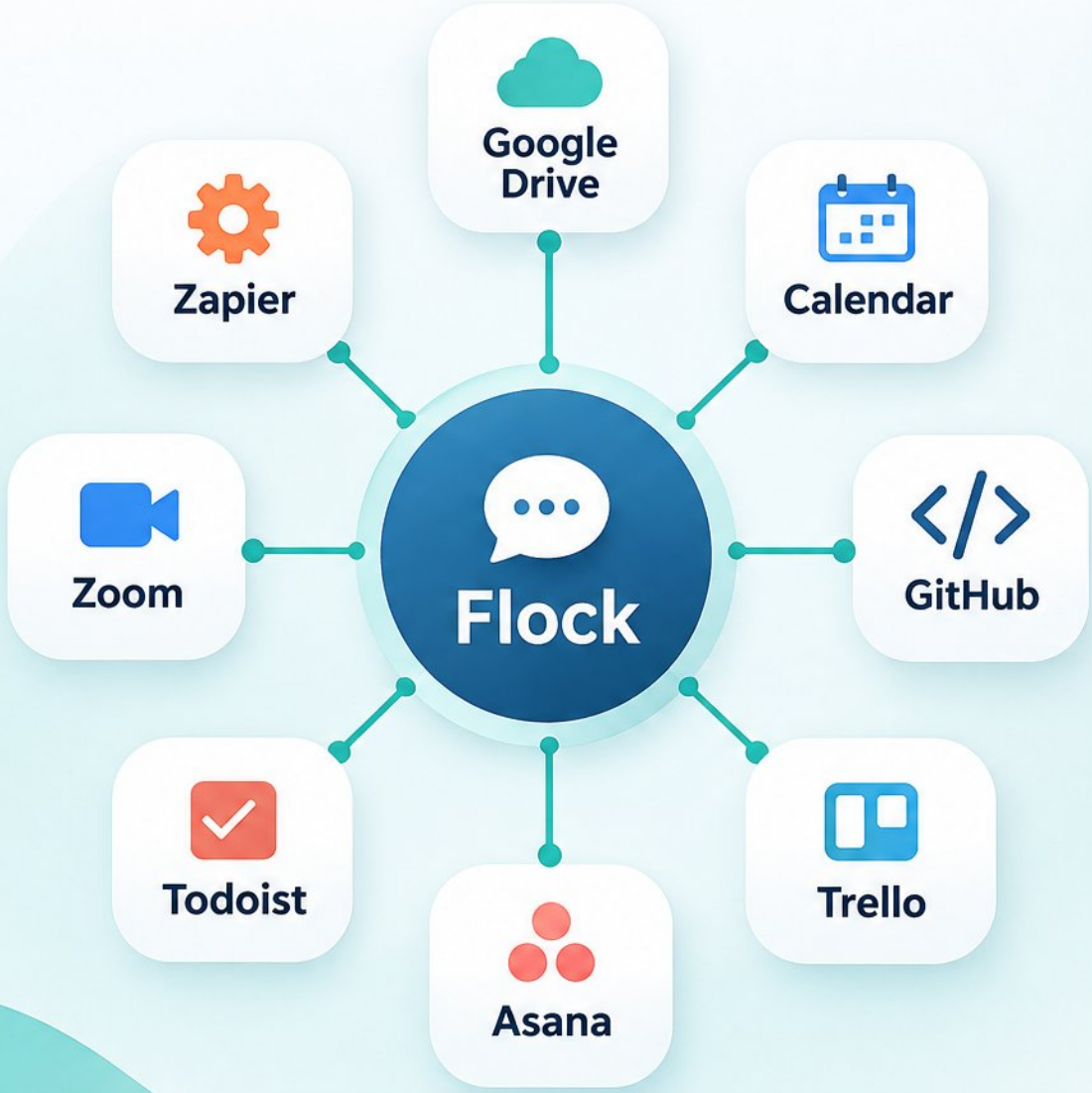


Reminders
set on messages or via slash commands; recurring options supported

Process Automation
template-based workflows like IT requests and reimbursements

Positioning: lightweight in-conversation coordination, not a full project management suite

Integrations, Bots, and Automation



- 60+ apps in the Flock App Store; custom apps via Flock API and webhooks
- Deep integrations: Google Drive, Google Calendar, GitHub, Trello, Asana, Todoist, Zoom
- Slash commands and bots post notifications, reminders, and workflow triggers into channels
- Route alerts to project channels so stakeholders see updates without switching tabs
- Use Zapier for apps outside the App Store; verify coverage against your daily tools
- Process Automation templates offer a no-code start for recurring requests

Admin, Security, and Compliance Controls



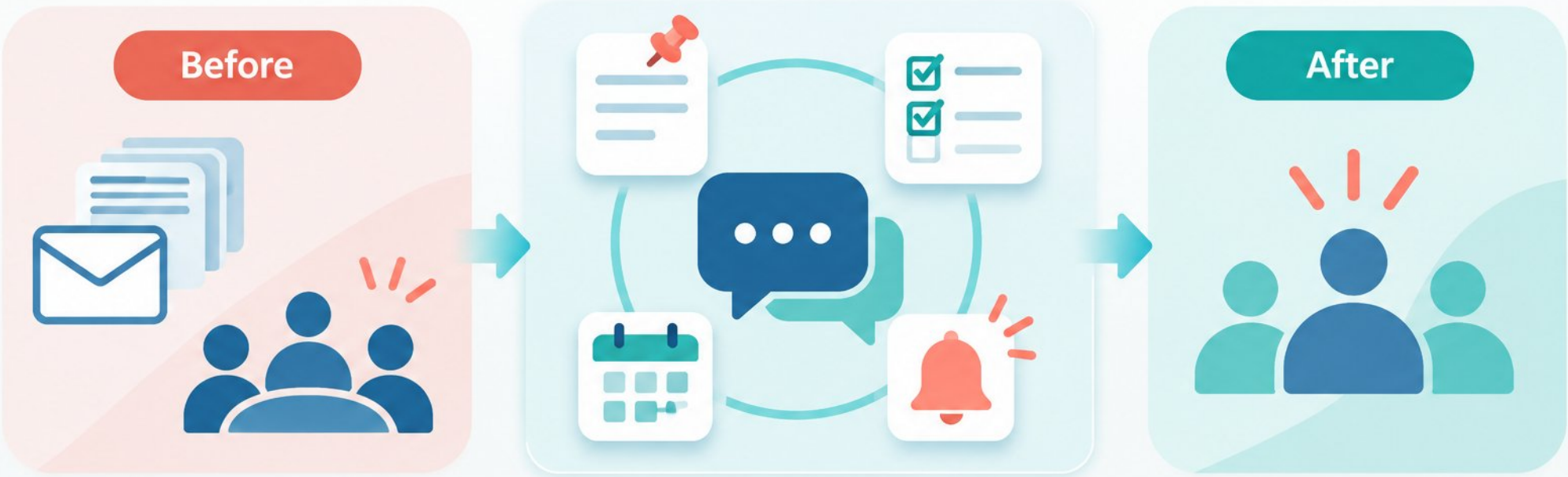
- Admin panel: manage users, roles, custom fields, and user groups
- Control who creates channels, invites members, and shares files
- SSO via SAML providers, Google OAuth, and Active Directory sync
- Approved domains, domain blocking, and IP whitelisting
- Custom retention policies and compliance export of all messages
- SOC 2 compliant, TLS 1.2 with AES, hosted on AWS
- Confirm plan tier needed for SSO, retention, and compliance export

Plans and Feature Availability

	Starter (free, 1–20 members)	Pro (20–100 members)	Enterprise (100+)
History	10,000 searchable messages	unlimited channels and search	
Storage	5 GB total	10 GB per member	20 GB per member
Calls	1:1 video only	group calls and screen sharing	
Admins	single admin	multiple admins	
SSO	—	—	SSO, AD sync

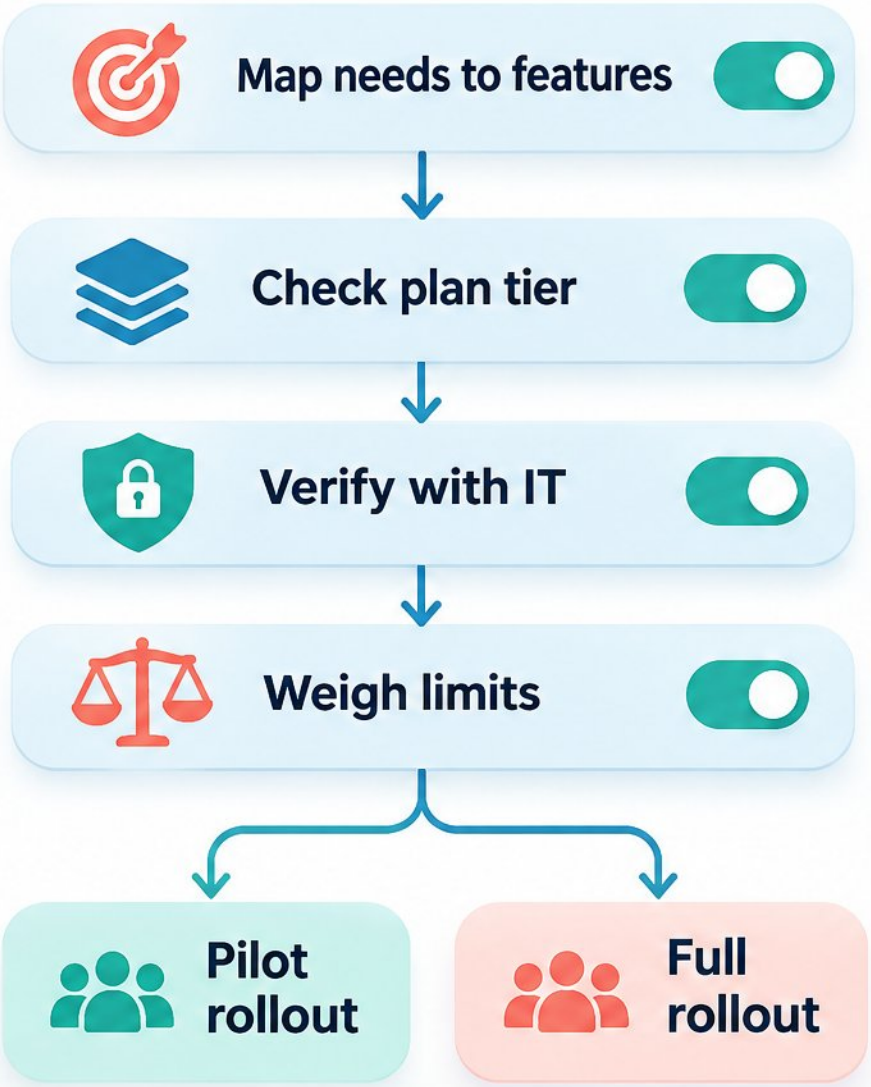
- Starter (free, 1–20 members): 10,000 searchable messages, 10 public channels, 5 GB total, single admin, 1:1 video only
- Pro (20–100 members): unlimited channels and search, 10 GB per member, group calls and screen sharing, multiple admins
- Enterprise (100+): 20 GB per member, SSO, AD sync, retention and compliance export, 99.9% uptime SLA
- Guests free for 90 days, then billed at member rate; Process Automation capped on Starter, unlimited on paid plans
- Pricing varies by source and region — confirm current figures on flock.com before budgeting

Workflow Examples for Leads and Coordinators



- Project channel: pinned files, shared to-dos with due dates, standup reminders, Trello/Asana alerts routed in
- Announcements one-way for company news; @mentions plus DND norms for urgent escalation
- Smart Channels for department groups; client or vendor guests in a scoped channel
- Before/after: channel plus to-dos replaces email threads and status meetings
- 75% less email reported in a published Flock customer story
- Notes for meeting summaries; bookmark key decisions so context survives staff changes

Evaluation Checklist and Decision Framework



- Map needs to features: messaging, productivity, integrations, admin, security, support
- Tier checklist: searchable history, storage, group calls, SSO, retention, compliance export
- Verify with IT: data residency, SSO effort, retention enforcement, guest policy
- Weigh limits: no full threading, basic tasks, notification granularity, call quality
- Pilot vs. full rollout: 20 and 100 member breakpoints, security, integration gaps
- Document decisions so trainers and IT share one source of truth

Adoption Plan and Internal Training Practices



- Staged rollout: core evaluation team runs one real project for a week
- Trainer toolkit: short workflow demos, one-page quick reference, FAQ
- Set conventions early: channel naming, public vs, private, Smart Channels
- Fix barriers: notification overload, channel sprawl, integration gaps
- Typical go-live: a day to a month; quoted onboarding around 10 days
- Measure success: active usage, response times, less email, fewer tools

Key Takeaways and Next Steps

- Recap: messaging, built-in productivity tools, integrations, and admin controls
- Next steps: run a scoped pilot, complete the evaluation checklist, and confirm your plan tier with IT
- Schedule internal training, and build a rollout action plan with owners, dates, and success metrics
- Key resources: flock.com/features, flock.com/plans, support.flock.com, and FlockOS developer docs
- Capture Q&A and feedback to improve the next training cycle

Next Steps Action Plan



Key Resources

- flock.com/features
- flock.com/plans
- support.flock.com
- FlockOS developer docs

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