

## Slack Partner Press Release Guidelines

Below are some guidelines for putting together a press release about your Slack app or integration. When in doubt, feel free to reach out to the Slack Communications team ([pr@slack.com](mailto:pr@slack.com)) or your account executive to clear up any confusion.

### **The Big Picture (headlines and messaging):**

- Your headline and subsequent messaging should always lead with the name of your company and/or app
- The release should not imply a partnership or joint launch (i.e. “partners with Slack” or “ACME and Slack Announce...”)
  - Alternatives: “...built on Slack” or “xyz integration for Slack”

### **May we humbly suggest you include:**

- The benefit to users and how the app works in Slack
- A description of Slack:
  - “Slack is a collaboration hub that connects you to the people and tools you work with every day.”

### **We politely ask that you don't include:**

- Slack messaging or references to shared values
- A quote from a Slack spokesperson (we do not provide supporting quotes)
- Slack boilerplate or Slack Communications team contact information
- A Slack logo

### **Approvals:**

- All releases must be approved by the Slack Communications team prior to distribution
  - Submit drafts to: [pr@slack.com](mailto:pr@slack.com)
- Please allow at least 5-7 business days for approvals and edits (but we'll try to be quick!)

### **Suggested Template**

#### **[COMPANY] Introduces [APP] for Slack**

*Subhead to highlight customer benefit*

FIRST PARAGRAPH: 4-5 word standard summary of company, today announces (or today launches \*if launch\*) its Slack integration. First paragraph should contain a 2-3 sentence summary that highlights the big picture and customer benefit (will help to solve X, how it will change Y) *When describing Slack, use “Slack is a collaboration hub that connects you to the people and tools you work with every day.”*

SECOND PARAGRAPH: Three to four sentence summary of the details of the announcement and how the app works in Slack.

THIRD PARAGRAPH: Your Quote (*Slack does not provide supporting quotes for press releases*)  
Format: “QUOTE,” said Jane Doe, CEO of Company Name. “QUOTE.”

OPTIONAL FOURTH PARAGRAPH: Additional detail on how app works and/or explanation of features.

OPTIONAL FIFTH PARAGRAPH: Customer, investor quote  
Format: "QUOTE," said John Doe, CEO of Company Name. "QUOTE."

SIXTH PARAGRAPH: Additional info on details if needed, pricing information if applicable, link to where more info can be found.

## **ABOUT COMPANY**

Short summary paragraph included at end of all press releases as well as pitches and other various materials.

*(Do not include Slack boilerplate)*

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## **PRESS RELEASE EXAMPLE**

### **Talla Introduces Intelligent Assistant for Slack Talla's Task Assistant is Natural Language ToDo List Manager**

*Talla the Task Assistant will integrate with Slack*

NEW YORK, July XX, 2019 – Talla, the company building intelligent assistants to help office workers get more done, has just announced the launch of their first product, the Task Assistant. The Task Assistant, a free Slack App, gives users the ability to create and manage todo lists right in Slack's interface. The app is an exciting preview of future Tallas launching this year, all aimed at improving workplace productivity.

With the in Slack task list management, and Talla-generated reminders about due dates, Task Assistant users are able to free up mental space and focus on their most important work, without worrying about remembering what's due when, or using multiple interfaces to both manage their projects, and chat with coworkers. Talla accomplishes this by using natural language, so you can talk with her just as you would to a human, saying things like 'Add this to my list, Talla.' Talla gives users everything needed to stay on track and get more out of the day.

Today's employees already live and work in chat programs, like Slack and Hipchat. Traditional chatbots extend the functionality of these apps by removing friction and letting users go directly to what they want to; no longer do people need to download a separate app, open it up, and learn how to use it. But Talla is more than just a simple chatbot; she's your intelligent assistant.

"We created Talla on the following premise: that the rise of AI and conversational interfaces creates a unique inflection point to build something that didn't currently exist — an intelligent assistant that can both automate portions of a job that keep individuals from higher level tasks, and, use a corporate knowledge graph to perform all sorts of interesting tasks. Information within organizations can be siloed, which present challenges with productivity and goal alignment. But when entire teams are able to query an expert on their company, which is what Talla will act as,

there are powerful implications for uses across entire teams. Specifically, recruiting, hiring and general management,” said Rob May, CEO and Cofounder of Talla. “It is a really big vision about changing the way people work. Today, we’re proud to be launching a first glimpse of that.”

Talla the Task Assistant is only a small portion of what the full platform will be able to accomplish in the future. Future iterations of Talla will be able to help companies manage tasks such as scheduling meetings, onboarding new employees, and surveying. Another exciting application that is coming soon is employee Q&A, making Talla an expert about your company, as hinted above by May, answering questions about any company focused topics that you have taught her. Whether it’s which holidays you have off, where people sit, or how many customers you have, Talla will have the ability to learn about an organization and tap into existing information resources to answer the questions your employees are asking. Employees benefit by having better access to information through a knowledgeable Talla assistant.

If you want to try out the Task Assistant, you can add it directly to your team’s Slack account [here](#). Stay tuned for more exciting news updates and new features.

### **About Talla**

Talla is your intelligent assistant for getting more out of your workday. Be more productive by having Talla take over mundane tasks and workflows, all from within your company’s existing chat apps. She speaks your language and improves with every interaction, using the latest in natural language processing and machine learning. Learn more at <http://talla.com/>.