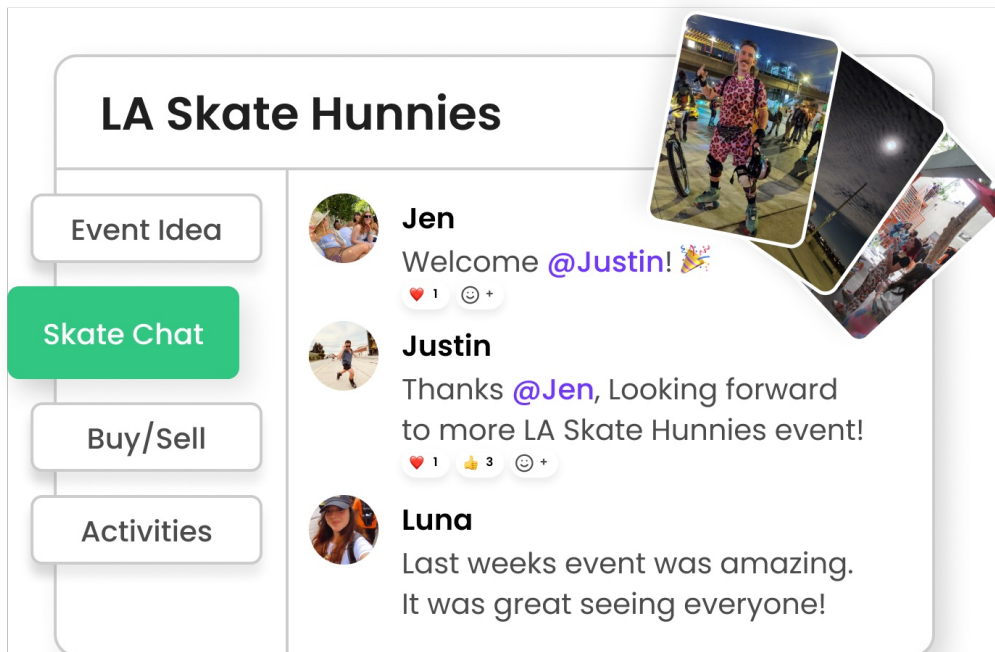


Communications

11/15/2024 8:24 pm PST



Build community on Heylo

Heylo is designed to help groups build a vibrant and engaged community. Whether it's [signing waivers](#), [collecting payments](#), or [joining events](#), every interaction within a Heylo group is an opportunity to bring people together and spark member engagement.

Heylo empowers members to communicate with each other without distracting from important leader communications. Member communications welcome new members, answer other members' questions, and help members get more value out of the group without creating more work for leaders. Members of groups on Heylo have made life-long friends, sought career help, and supported one another through their most challenging times. These interactions create a huge impact on members' lives, and the value accrues back to the group.

In addition to member communications, leaders get a dedicated space to communicate with and reach all members. Heylo's communication features are designed to strike a balance between member-to-member interactions and leader-to-member communications, ensuring that both aspects are well-served in a Heylo group and actually complement one another.

Communication tools on Heylo

There are several ways to communicate on Heylo:

1. **Topic Chats:** Chats are organized chats categorized by specific themes or interests. Members

have the freedom to join the topics that align with their preferences and engage in discussions that interest them. By categorizing conversations, members can communicate in the topics that interest them and avoid information overload, noisy notifications, and too many messages. Chats are easily discoverable and facilitate focused discussions and help members connect with like-minded individuals within the group.

2. **Event Chats:** Event chats provide dedicated spaces for attendees of specific events to communicate. When an event is created, an associated chat is automatically generated, and members are added to the chat upon signing up for the event. These event chats allow attendees to coordinate logistics, ask questions, and share excitement leading up to the event. Once the event concludes and there is no further activity in the chat, it is automatically archived, preserving the conversation history for future reference but keeping it separate from daily communications.
3. **Announcements:** The Announcements chat serves as a dedicated space where group admins can send messages to all members. It is prioritized at the top of the screen so important leader communications reach every member reliably. Additionally, Announcements are integrated with email, enabling admins to extend their reach beyond the Heylo platform and communicate with members who may not be actively using the app.
4. **Direct Messages:** Direct messages provide a private communication channel for one-on-one or small group conversations. Members can connect with specific individuals within the group, facilitating personal discussions, sharing confidential information, or collaborating on specific tasks. Direct messages enable deeper connections and more personalized interactions within the community.
5. **Benefits.** Benefits are a dedicated space to display partners, playlists, and merch. Each benefit now comes with its own dedicated chat.

Strong communications serve as the backbone of groups and help everyone get the most out of the community.

Chat messaging

On Heylo, communications are built on modern, real-time messaging and chat, like texting. Real-time messaging is paramount to bring people together.

Included in Heylo chat are:

- Text-based messages
- [Photos and videos](#)
- GIFs
- [React](#) to messages
- Reply to messages
- [@mention](#) other members
- [Polls](#)

- [Link previews](#)

Group chat

Group chats on Heylo are organized into topics. They allow admins and members to create separate chats for messages focused on specific subjects or themes within your group.

Every member of the group has a chat screen with two sections: Joined and Not Joined. People who join group chats can contribute to the conversation by sending messages. They can also receive notifications for that chat. For chats not joined, they can still see the messages in the chat but cannot send any messages or receive any notifications, unless they were [@mentioned](#).

Everyone in the group can choose the chats to join except [Announcements](#) and [private group chats](#).

Group chats are organized on the chats screen by the most recent message sent. Heylo does not use an algorithm to determine which group chats to display.

Join a group chat

To join a group chat, navigate to the chats screen and select an interesting group chat. Tap the "join" button to be added to the group chat. Joining a group grants access to the conversation by sending messages and receiving relevant notifications. When joining a group chat, a system message will indicate who joined, and others will receive a [notification](#) if enabled. There is no limit to the number of group chats that anyone can join.

Leave or mute a group chat

To leave a group chat, select the header and then "leave quietly". When someone leaves, no notifications or system messages are sent. Alternatively, group chats can be [muted](#) to prevent message notifications while still remaining a member of the group chat. Members only receive messages from a not joined group chat if they are specifically [@mentioned](#) and have those notifications enabled in [permissions](#).

For a quick action, simply long press the group chat from the chats tab to leave or mute a group chat.

Creating a new group chat

Depending on the group's [permissions](#), admins or members of a group can create a new group chat. A new group chat can have a name, photo, and description to help others understand what the

group chat is all about.

When creating a new group chat, the creator can invite specific members. Invited members are automatically added to the group chat, and the group chat appears in "joined." Public group chats will also notify everyone in the group by push notification and/or email depending on their personal notification settings. In addition, the group chat is listed at the top of the chats screen and labeled as "new".

There is no limit to the number of group chats that anyone can create.

Moderators

Moderators have administrative privileges over a specific group chat. Moderators can edit the details such as the name, description, or image. They can also add or remove members from the group chat, and delete any message or photo shared. Anyone can be a group chat moderator, including both [admins](#) and [members](#). By default, the creator is the moderator. If all moderators are removed, then everyone in the group chat is a moderator of that group chat.

View group chat details

To see details, navigate to the group chat and then the top header. Anyone in the group can see the photo, description, and full list of members.

Archived and deleted group chats

Group chats with more than 30 days of inactivity are automatically archived for the group. Only [admins](#) can delete any group chat.

Announcements

[Admins](#) can make announcements that reach everyone in the group. They are integrated with email. All members receive a notification in Heylo, a push notification, and an email notification. Recipients include both active and inactive members - essentially, anyone who signed up for the group.

To make an announcement, select "@announce" in any event chat or group chat.

Or, use the Announcement chat. Announcements are always pinned to the top of the chats screen and visible to everyone in the group at all times.

Emails are sent to any members who have signed up for the group, as well as any members invited to the group by email.

Event chat

Event chats on Heylo provide a dedicated space for real-time communications with attendees. [Hosts](#) can reach everyone with real-time communications, and members can ask and answer their own questions. Whether planning logistics or sharing photos, event chat helps connect everyone before and after the event, without blowing up the full group communications.

When an event is [created](#) on Heylo, an event chat is automatically generated for that event. Hosts, [registered](#) attendees, [waitlisted](#) members, and those interested are automatically added to the chat. When active, the event chat is visible on the chats screen.

Event chat empowers attendees to connect with each other, ask questions, share updates and photos, and engage in conversations related to the event. It helps create a sense of community among event attendees and facilitates effective communication before, during, and after the event.

Auto-archived

Once the event concludes and there are no more messages for 24 hours, the event chat is automatically archived. This helps keep the group chats organized and focused on the specific event timeline. However, anyone can still access the chat history to revisit previous discussions and retrieve important information by going to that specific event and selecting the “chat” button.

Who can see and message the event chat

Visibility of the event chat depends on the event settings.

[Private event](#): Only hosts and invited members can see and send messages

Group event: Everyone in the group can see messages. Only registered attendees can send messages.

Public event: Anyone registered to the event can see and send messages.

Benefits

Use the benefits tab to showcase all your group has to offer.

The benefits tab is a dedicated space to display your group’s partners, playlists, and merch. Every benefit has a summary, direct link, and discount code storage for your members.

Additionally, each benefit has a dedicated [chat](#). In the benefit chat, members can gather around the benefit and make the benefit interactive. Whether it’s sharing photos, product reviews, or asking questions, the benefit chat keeps the benefit relevant over time and helps members get more out of your group benefits.

Creating benefits

An admin of the group can grant additional [permissions](#) to others in the group using roles. Anyone with the role can create a benefit. Members can be added to the role or invited by link.

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Private group chats

Private group chats enable people in the group to communicate in private. They remain on the chats tab, and only members of the group can be invited. They are separate from a private group DM where anyone connected to others on Heylo can be invited to join outside of the group.

To create a private group chat, press the create button at the top of the chats screen, and then toggle "private." Invite initial participants from the group, and they'll be automatically added to the private group chat. Anyone can leave the private group chat at any time, and a system notification will be printed when left.

After creation, any member can add new members to the private group chat. When someone new joins a private group chat, they are not able to see messaging history.

Any member of the private group chat can remove any other participant. To rejoin, simply get an invite from another member.

Default private group chat for Admins

Groups on Heylo have a default private group chat for admins. Admins can use the private group chat to plan upcoming events, chat about big initiatives, or expand their leadership team.

Anyone with the Admin role is automatically added to the admin private group chat. If an admin leaves the private group chat, they can still remain admin but must be invited back to the private admin group chat individually.

Direct messaging

Direct messaging is a one-on-one or private conversation with another person and therefore private. No one else can see direct messages, including [admins](#) of a group.

A direct message can be initiated by anyone in the group to another person in the group. Only others in your group can be contacted via direct message, not anyone on Heylo, generally.

To initiate a direct message, navigate to the [profile](#) of the member and select the "chat" button. Or navigate to private messaging and select "new." All of direct messaging is housed under the personal "messages" icon on the top right of Heylo.

To leave a direct chat, select the arrow button in the top right header, and then "Leave chat." No one is notified and the direct chat is no longer visible to you or the other person in the direct chat. Direct chats can also be [muted](#).

Private group direct messaging

Private group direct messages on Heylo offer a way to engage in more personal and focused conversations that are not limited to members of a single group. These private group direct message chats can include members from the same group or even individuals from different groups.

Private group direct messages are not discoverable by members - they are invite-only. No one else can see a private group direct messages, including admins of the group.

To start a private group direct message:

1. Navigate to private messages by selecting the "message" icon in the top right corner.
2. Click on the "New" button to create a new private chat.
3. Invite the desired individuals to join the private group direct message.
4. Begin the conversation by sending the first message.

Invited participants are instantly added to the private chat and can start receiving notifications and messages right away. The private group direct message will appear in their private direct messages.

Private group direct messages are not discoverable by other members. They are invite-only, ensuring that only those who are specifically invited can join and participate.

In a private group direct message chat, any participant has the option to leave the chat by navigating to the arrow icon in the top right corner of the chat and selecting the "leave" option. While others are not directly notified, a system notification is displayed in the chat to inform everyone about the departure ([unlike leaving a group chat](#)). If someone leaves, they cannot rejoin unless they are re-invited by another participant.

Any participant can invite new individuals or remove existing ones as needed.

When someone joins a private group direct message chat, a system notification is displayed in the chat to indicate when someone is added to the conversation. New participants can access message history.

Polls

Polls provide instant group feedback. Whether planning an event or looking for advice, a poll in Heylo can gauge the preferences and insights of group members.

Target your audience

Polls on Heylo live in [chat](#), and chats are organized by [topics](#). The poll creator can choose their audience by selecting the appropriate chat. Because Heylo chats are categorized, the poll creator can select which category to post the poll and only target the appropriate members in that chat. Admins can everyone as well with polls in [announcements](#).

How to use polls

- **Make an announcement.** Find a good date that works best for the whole group and add a poll as an announcement
- **Seek feedback.** Get specific feedback after an event and add a poll to an event chat
- **Learn about a benefit.** Add a poll to a benefit chat and learn from people who are most interested in the benefit.
- **Keep it private.** Share a poll in a private group chat, like Admin chat, to only get responses from those participants.

Getting started

Create your poll and get feedback instantaneously:

1. To set up a poll, head to the appropriate chat and press the "poll" icon
2. Add the question
3. Add a few options for your members to select

4. Hit 'Send' to make it live
5. Receive real-time notifications for each response. Note: Responders will not be notified
6. Access live results that are visible to everyone in the chat

Details

- Polls are not randomized
- Anyone in the group can create a poll
- Everyone can see responses
- Members can select multiple options
- Polls cannot be edited
- Polls do not currently have an “end” time

@mentions

@mentions send notifications to specific individuals in the group or chat. They work like tags as a way to draw someone specifically into a conversation. To see who all available people are to @mention, type the “@” symbol on the keyboard in a message.

When @mentioned, the mentioned person receives a notification, ensuring that they are alerted to the message or conversation that requires their attention. Notifications can be received through the Heylo app via [push notification](#), [email](#), or both, depending on the member's notification settings. In all cases, the person will receive a notification in their [notification center](#) as well.

Reactions

Message reactions on Heylo provide a convenient way to respond to a message without a full written reply. Use any emoji to react to a message or photo in any [chat](#).

Any emoji

There are 6 default emojis

- ❤️ for love
- 😄 for laughter or humor
- 🤩 for excitement or energy
- 🙌 for admiration or support
- 🤗 for welcoming
- 👍 for liking or approval

Beyond, anyone can react with any emoji. To access more emoji options, select the “+” icon in the reactions menu.

The last reaction is automatically stored in the reactions menu for fast future reacting!

Skin tones

A skin tone can be customized for default yellow reactions, like 🍌. To select a different skin tone, tap a message or long-press a photo, and long-press the skin tone reaction. Changes to a skin tone apply for all reactions on that device.

How to react

There are two ways to react:

1. Tap or click a message and select the applicable reaction. For photos, long-press.
2. Tap an existing reaction to add one more.

View all reactions

To view who reacted, long pressing any reaction.

Notifications

When submitting a reaction, only the message sender receives a notification. Notifications are limited to [push notifications](#) and [notification center](#), not email.

To remove a reaction, select the “+” icon and then tap or click the selected reaction again. The reaction is removed, and no notification is sent.

Custom reactions

Custom reactions or GIF reactions are not available at this time. If interested, [get in touch with Team Heylo](#).

Edit messages

Make a mistake or type in your last chat message? No problem - edit the message on Heylo.

Any chat message can be edited. Only the message sender can edit the message. Message edit is only available for four hours after the message is sent.

Edit a Message:

1. **Open Heylo** and navigate to the chat where the message was sent.
2. **Long-press** on the message you wish to edit.
3. From the menu that appears, select **"Edit."**
4. Make the necessary changes to the message text.
5. Tap check icon to the right to update the message.

Once edited, the message will display an **"Edited"** tag for transparency. Keep in mind that only the original sender can edit their own messages.

Message edit is available for both group leaders and members to ensure clear and effective communication within the group.

Photo album

[Photos and videos](#) are automatically collected into a group album. Whether photos and videos are contributed through a [group chat](#) or [event chat](#), photos are accumulated into the album automatically. Photos sent in [private group chats](#) and [direct messages](#) are not included.

All [members](#) in the group can access the photos. Photos and videos can be saved locally, whether from a computer or phone. Admins can delete any photo from the album.

The album is sorted by recency and lives on the group tab.

Notification center

Heylo's notification center serves as a centralized hub for all the latest activities and important information on Heylo. It is designed to provide a summary of new events, messages, and other relevant updates. The notification center is also agnostic to individual groups. If you are in [multiple groups](#), all notifications from all groups will be consolidated in the notification center. Access the notification center by selecting the "bell" icon located at the top of Heylo.

Whenever there is a new activity, such as a new [event](#), [announcement](#), or [message](#) in a group chat, the notification center will receive a badge notification. This badge serves as a visual indicator to alert new activity.

Each notification is tappable and will navigate to the appropriate screen in Heylo, whether it's an upcoming event or a message sent in a group chat.

The notification center ensures everyone stays informed about important updates and can easily navigate to the relevant information on Heylo.

Notification settings

Notifications are critical for staying connected and informed in a group. However, managing a flood of notifications can sometimes become overwhelming. Heylo is designed only to provide helpful information and reduce noise. [Admins and members](#) can control their push notifications to adjust the level of notifications.

To control notifications, navigate to your account in the top right, and toggle on or off notifications to adjust notification settings.

Email

- To turn off all email notifications for events, announcements, and weekly communications, toggle the email notification button.

Members

- **New members.** Receive a notification when new members join the group

Group chats

- **New group chats.** Receive a notification when a new group chat is created
- **New messages.** Receive a notification when a new message is sent in a group chat or event chat you have joined
- **Members joining your group chats.** Receive a notification when members join group chats you are in
- **@mentions.** Receive a notification when someone @mentions

Events

- **New events.** Receive a notification when a new event is created, and the host elects to notify everyone
- **Event updates.** Receive a notification when an event you are attending is updated and the host elects to notify everyone
- **Weekly upcoming events.** Receive a notification reminder each week for upcoming events

Mute by group

Push notification settings can be toggled on and off by group. If push notifications are toggled off, no push notifications are sent to the recipient from that group. They still remain in the group.

Mutes are not visible to others.

Email controls

Members can receive emails for important [announcements](#), [direct messages](#), and [events](#).

Members have ultimate control over the emails they receive from Heylo. To turn off emails, navigate to my account in Heylo and then toggle “Email notifications from Heylo”

Muting

In addition to the [notification center](#), everyone can control notifications over a specific group chat or direct message. Mute any communication by navigating to that specific chat, selecting the top header, and then the “mute” option. No notifications are sent unless [@mentioned](#) and those notifications are enabled. Similarly, unmute by using the same steps.

Mute by group

Push notification settings can be toggled on and off by group. If push notifications are toggled off, no push notifications are sent to the recipient from that group. They still remain in the group. Mutes are not visible to others.

Deleting messages

You can delete any [message](#) you send. In addition, an [admin](#) can delete any message sent by anyone in the group in a [group chat](#) or [event chat](#). [Reactions](#) on deleted messages are also removed.

When a message is deleted, no notifications are sent, and any text or content is replaced with “message deleted.” Note that the whole message is not removed because others may have already seen the message and get very confused as to why it’s not there anymore.

To delete a message, open the message menu by long pressing or tapping on the mobile app, or clicking on the desktop.

Photos and videos: Size and multiples

Up to 9 photos or videos can be uploaded into a [chat message](#) at any given time.

Photo and video size and resolution are preserved. When a photo is uploaded to Heylo and someone else downloads it, Heylo does not reduce the size or format of the photo.

Share your group shots in all their glory!

Links

LINKS

Links save important information for your group. They can contain a cover photo and title along with a link. Links serve various purposes, such as displaying group guidelines, sharing helpful tips, or providing access to useful resources.

Links are easily accessible to your members on Heylo, providing a centralized location for members to access important information and resources whenever they need them. Links can be accessed via the group tab.

Key uses

1. **Information Hub:** Links can act as a central hub of information for your group. Admins can create links with details about the group's purpose, guidelines, rules, or any other important information that members need to be aware of.
2. **Resource Library:** Links can be used to curate and share valuable resources related to the group's interests or objectives. This could include links to articles, documents, videos, or any other relevant materials.

Visibility on group profile

Links can be displayed both in the group and on the [group profile](#) using the visibility setting. Links set to Public are visible on the group profile. Links set to private are only visible to members.

Permissions

Admins can control who in the group can create and edit links under [Permissions](#).

Email Integration

Heylo provides leaders with a powerful and easy-to-use platform for keeping their members informed and engaged both within Heylo and outside via email. Emails from Heylo are automatically delivered to all members who have either signed up for the group or been imported by the group leader. These emails are beautifully formatted, ensuring a professional presentation, and consistently achieve open rates over 70%.

How to trigger emails from Heylo

Heylo supports several types of emails, tailored to meet the needs of group leaders:

Weekly Email Newsletters

A weekly summary of the upcoming events for the group is sent automatically. This is a great way to keep members engaged and informed on a regular basis.

New Events

Whenever a new event is created, Heylo automatically sends an email notification to all group members. These emails include event details such as date, time, location, and a direct link to RSVP or learn more.

Use Case: Announce a new meetup, workshop, or group activity to maximize attendance.

Update Events

If an event's details are updated—such as a change in time, location, or description—Heylo ensures that all members are promptly notified. This minimizes confusion and keeps everyone on the same page. Members without push notifications enabled receive event updates by email.

Use Case: Quickly inform members about last-minute changes to event details.

Announcements

Group leaders can use the announcements chat to send out important updates or messages. This feature is ideal for communicating non-event-related news, such as group milestones, policy changes, or other relevant updates.

[Announcements in chat](#) can also be delivered to only members who register for an event or join a chat.

Use Case: Share major announcements like the launch of a new initiative or celebrate group achievements.

Why Heylo Emails Stand Out

1. **Beautifully Designed:** Heylo's email templates are professional and visually appealing, reflecting positively on your group.
2. **High Engagement:** With open rates exceeding 70%, you can trust that your messages will reach and resonate with your members.
3. **Integrated with Group Actions:** Whether creating an event or sharing an announcement, Heylo

seamlessly connects group actions with email notifications, saving leaders time and effort.
