

# Adobe Workfront “Communications Cookbook”

How a System Admin communicates with their end users varies greatly from organization to organization. Some Admins communicate regularly, some only communicate when there are major changes. Some Admins communicate directly with end users, some communicate through Group Admins or SMEs. The goal of this “Cookbook” will be to showcase real world examples of how Admins at different organizations communicate with their users. No example is too small, and your peers will thank you for the ideas and inspiration!

## **SUBMISSION FORM**

Please complete each question in full. Submitting this form does not automatically guarantee entry into the Cookbook. Each submission will be reviewed, and we will be in touch if additional information is necessary. Once completed, return the form to Kristin Farwell at [farwell@adobe.com](mailto:farwell@adobe.com).

Question	Response
<b>Your Name &amp; Company</b>	John Doe, Adobe
<b>Communication Title</b> The name of your communication – “Monthly Newsletter”, etc.	Workfront Wednesday Slack Tips
<b>Prep Time</b> How long does this communication typically take you to create?	30-minutes or less
<b>Yield</b> What is the benefit to the end user receiving this communication? WIIFM (“What’s in it for me”?)	Quick, easy to digest tips to make day-to-day use of Workfront easier for users
<b>Serves</b> Who is the intended audience for this communication, and what is the delivery channel (email, Announcement Center, meeting, etc.)	New or casual users of Workfront who need a refresher of the “basics”.
<b>Difficulty Level</b> On a scale of 1-5, how difficult is this communication to create? 1 being simple, 5 being the most difficult.	1
<b>Ingredients</b> What information does this communication include?	How to log into Workfront using SSO

## Directions

Add as many steps as required to share how you build and distribute this communication. Please include screenshots with each step, where possible, to help the reader follow along visually. Remember to blur any sensitive data!

Step 1: Review System Admin request queue submissions to find questions commonly asked by new users. What are the trends? Where do new or casual users typically have questions?

Step 2: Draft a list of common questions and answers.

Step 3: Post where users can easily find it. In our case, it's Slack, but you might use Teams, Sharepoint, email, etc. We also like to have a bit of fun with ours, but do what feels right for your company culture.

Tip: Keep the answers simple. We find if our posts are getting too long, we should break them into multiple tips over a few days or weeks.

## Additional Screenshots

Screenshots will bring this recipe to life! Remember to blur sensitive information or use sample if there are any privacy concerns.



**Kimberly** 3:56 PM


It's Workfront Wednesday and today we take inspiration from David Byrne of The Talking Heads and paraphrase his Once in a Lifetime lyrics:

*And you may ask yourself "How do I work this?"*

*And you may ask yourself "How do I log into Workfront?"*


No worries David...we got you.

Adobe uses SSO to access Workfront. The URL below will take you to the Okta login page, and then onto Workfront.

Be sure to bookmark the login link  in your browser.

[https://\[redacted\].my.workfront.com/](https://[redacted].my.workfront.com/)

And if you are so inspired, we HIGHLY SUGGEST adding this to your Workfront Wednesday playlist <https://www.youtube.com/watch?v=5IsSpAOD6K8> (edited)

 **YouTube** | Talking Heads

Talking Heads - Once in a Lifetime (Official Video) ▾

