

First Steps in Threema Work

1. Define Credentials

Open your subscription in the management cockpit, and select “[Credentials](#)” in the menu. Click on “Add/import credentials,” and set a username and password.

2. Preconfigure the Threema Work App

The settings in “[App configuration](#)” allow you to set up the Threema Work app for your users and, if necessary, enforce company policies.

3. Customize the Threema Work App with Your Company Logo

In “[App configuration → Company logo](#),” you can add the logo of your company or organization. It will be displayed both in the app and in the management cockpit.

4. Distribute Credentials

[Distribute the credentials you have just created](#) in the management cockpit. You can do so by sending your users the username/password pair or an activation link via email or SMS, for example.

First Steps in Threema Broadcast

1. Distribution Lists

In order to reach certain departments, teams, or regions quickly and easily, you can create [separate distribution lists](#).

2. Groups

To promote regular exchange, you can create centrally managed groups for teams, departments, etc.

3. Feeds

Create [feeds for different topics](#) so your employees (and external parties, if desired) can subscribe to the ones that interest them.

4. Bots

Bots allow you to create simple information retrieval systems that provide predefined answers to your users’ questions. For example, a bot can help to facilitate the onboarding process.

Best Practices in Threema Work

1. Contact List Settings

In “App configuration > Individual,” you can add the first and last name ([th_firstname], [th_lastname]) of your employees and restrict communication to internal contacts only. In “App contact list,” you can label internal contacts, make contacts available, and add external contacts.

You can also send the following step-by-step instructions of the available backup options to your users (e.g., via a distribution list in Threema Broadcast):

- [Backups on Android](#)
- [Backups on iOS](#)

2. Company Directory: Look Up Employees and Categories

If you don't want to share all contacts in the app contact list but still make sure all employees can be looked up, activate the company directory in “App contact list > Settings.” In the company directory, you can query employees using their names or categories (team, department, region). The values for the category can be added in the setting [th_category] in “App configuration > Individual > Profile.”

3. Avoid Data Loss

To protect your data against unauthorized access, it is not stored on a central server but on your mobile device. However, if the mobile device gets lost and no backup was created, the data will also be lost. In “App configuration > Backups,” you can enforce the use of Threema Safe as backup option.

4. Check Usage Rate

In the “Users” section, you can check the date your users have last used the Threema Work app in the column “Last active.” The table can also be exported as a CSV file by clicking on “Export.” To make sure that Threema Work is used in your company, and to increase the usage rate, we recommend to have a look at the best practices of Threema Broadcast.

5. Inactive Credentials

Regularly check in “Credentials > Usage count” whether your employees have already activated the Threema Work app using their credentials. If the column shows “0/1” next to an employee's name, please resend them the activation link, and ask them to activate the app.

Best Practices in Threema Broadcast

1. Ensure Business Continuity

Every company can be the target of cyberattacks. If the IT is down, neither email nor VoIP work. The answer is [Threema Broadcast](#), which allows you, in combination with Threema Work, to ensure secure communication even in a serious situation like this. You can, for example, create a group and a “Business Continuity Management” distribution list and add the relevant employees for such scenarios. During a crisis, these channels help to maintain fast and easy communication with decision-makers.

2. Inform Employees About Company News

Share news about events, open job positions, new entries, etc. directly in a [feed](#), which employees can subscribe to. The inclusion of all employees has been proven to contribute to employee satisfaction and promotes identification with the company. Feeds can be created and configured in the management cockpit in the “Feeds” section.

3. Use the Poll Feature to Find a Meeting Date

The [poll feature](#) is the ideal way to find a suitable date for a strategic workshop, a training event, or even a team event. Select “New poll” in the menu “Distribution lists,” and create the poll. After you have sent it, the results can be viewed in the “Polls” section.

4. Improve Team Communication and Collaboration

Bring your corporate communication to the next level by providing [centrally managed groups](#). In the “Groups” section, you can create centrally managed groups for different topics. This helps to promote regular exchange within a team, a department, or a region. As administrator, you can conveniently send important messages to the group from the desktop and make sure the members are up to date.