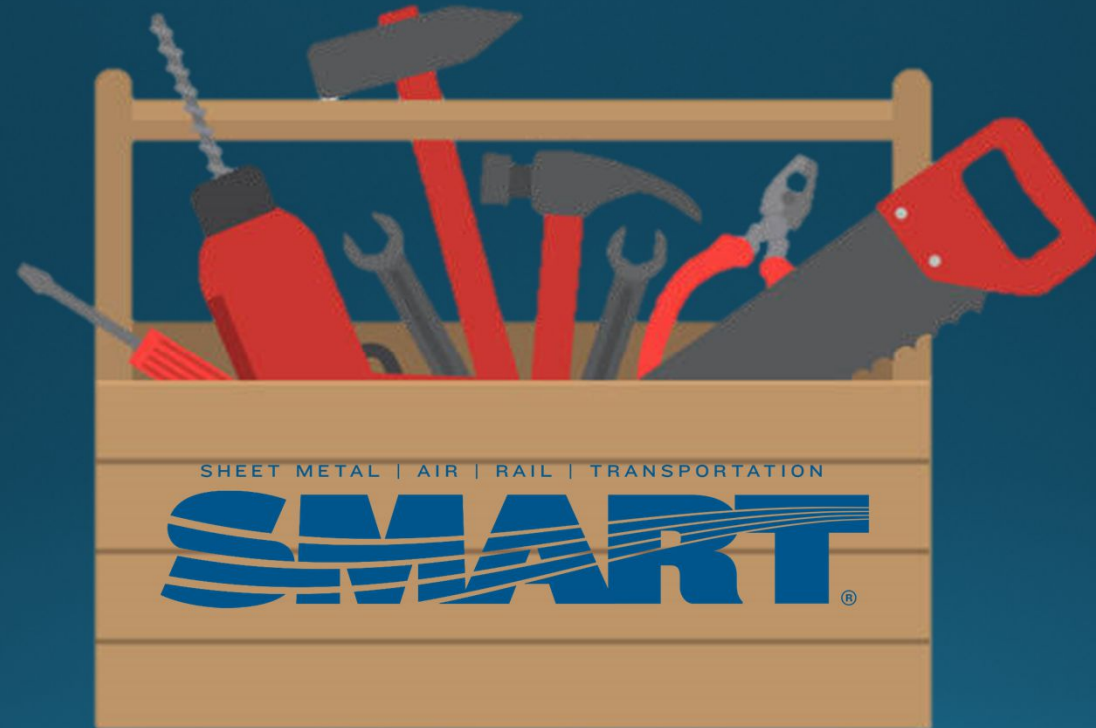


# Recruitment and Retention Toolbox



# The Tools



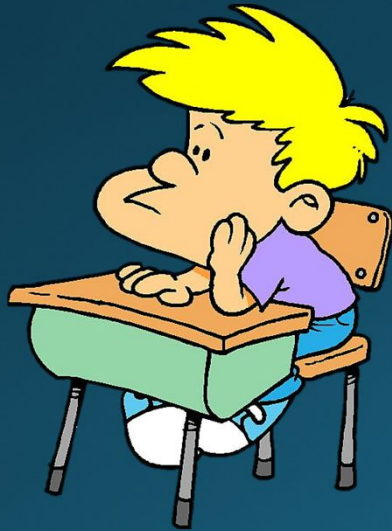
- The power of social media
- Resources to help better recruit
- Resources to help better retain

# When Recruiting, Be Aware of Short Attention Span

- How long is the average short attention span?

Year: 2000

**12 Sec**



Year: 2022

**8 Sec**



**9 Sec**

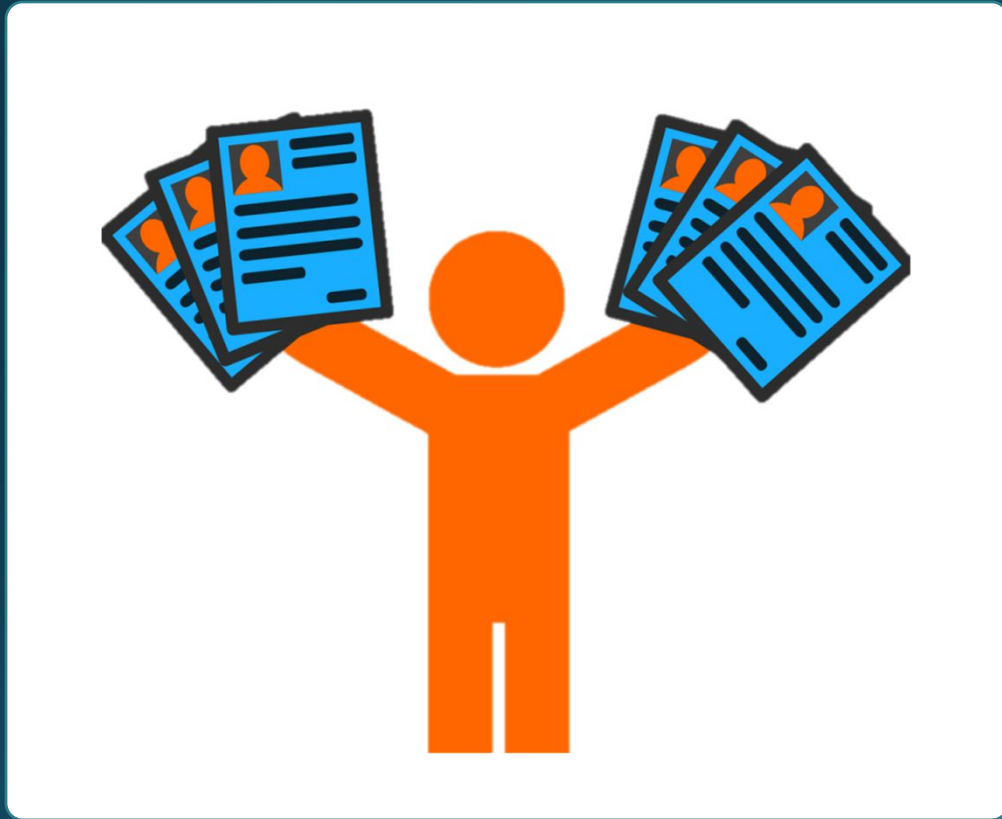


# Tools for Recruitment

- Flyers
- Social Media
- Reels
- In person



# Tips when putting out information



- Be clear in your messaging
- Keep your messaging short and sweet
- Personalize material if possible
- For videos, make the first 8 seconds attention-grabbing
- Post often

The screenshot shows the Canva website interface. At the top, there is a navigation bar with the Canva logo, menu items like 'Design spotlight', 'Business', 'Education', 'Plans and pricing', and 'Learn', and a 'Create a design' button. Below the navigation bar, the user profile 'Personal' is visible. A large purple and blue banner contains the text 'Discover a magical new era' and a search bar. Below the banner are icons for various design categories: 'For you', 'Docs', 'Whiteboards', 'Presentations', 'Social media', 'Videos', 'Print products', 'Websites', and 'More'. A section titled 'You might want to try...' displays six design templates: 'Doc', 'Whiteboard', 'Flyer', 'Facebook Post (Landscape)', 'Facebook Cover', and 'Your Story'. Each template is represented by a thumbnail image and a label below it.

Canva Design spotlight ▾ Business ▾ Education ▾ Plans and pricing ▾ Learn ▾ 🖨️ ⚙️ [Create a design](#) J

J Personal Free • 8 1

👑 Get another free trial

🏠 Home

📁 Projects >

📄 Templates >

🏠 Brand Hub

🗄️ Apps >

[Create a team](#)

## Discover a magical new era

Custom size Upload

🔍 Search your content or Canva's

🌟 For you 📄 Docs 🗒️ Whiteboards 🗣️ Presentations 📱 Social media 🎥 Videos 🖨️ Print products 🌐 Websites ⋮ More

### You might want to try...

Doc

Whiteboard

Flyer

Facebook Post (Landscape)

Facebook Cover

Your Story

# Using Canva.com



**IS HIRING!**

Almost \$100K in Wages & Benefits  
in your first year!

STARTING \$ 24.58 PER HOUR (Top Rate \$37.64)  
UP TO \$4,000 **HIRING BONUS**

**DRIVERS  
NEEDED!**



*"NO EXPERIENCE NEEDED!  
PAID TRAINING PROVIDED!"*

[WWW.GOVERNMENTJOBS.COM/CAREERS/SCMTD](http://WWW.GOVERNMENTJOBS.COM/CAREERS/SCMTD)  
QUESTIONS? CALL 831-420-2542



 SCAN ME

# Organizing/New Hire Kits



**Why you should join a Union...**  
**and why your choice should be SMART-TD**

**VETERAN SERVICES**

*"With honor and respect,  
we thank you for your service."*

**MEMBER BENEFITS**

**UNIONPLUS**

**HERE'S HOW SMART-TD MEMBERSHIP DOESN'T COST — IT PAYS!**

**MEMBER BENEFITS**

**HERE'S HOW SMART-TD MEMBERSHIP DOESN'T COST — IT PAYS!**

**DISCIPLINE INCOME PROTECTION PROGRAM**

Protecting your way of life when you need it most

**DIVERSITY & INCLUSION**

**VOLUNTARY SHORT TERM DISABILITY PLAN**

Self-funded by SMART and administered by Southern Benefits Administrators, Inc.



# Why you should join SMART Trifold



**JOIN US TODAY!**



**Our Benefits**

With a Union YOU have a say about **PAY, BENEFITS, SAFETY & WORKPLACE IMPROVEMENTS!**

Through a collective bargaining agreement, workers are able to improve their jobs & their lives

- Union members' wages, on average, are **MUCH HIGHER** than non-union employees doing the same work
- Unions create a legally-binding document that holds your employer accountable

As an **AFL-CIO** Member Largest Federation of Unions

As an **AFL-CIO** affiliate, we are committed to working with other labor organizations from various industries in efforts to improve wages, benefits, and work place safety for all unionized members across the United States!

**UNIONS GIVE YOU A VOICE!**



smart-union.org/joinus



Short and Long Term Disability



UTUIA - Fraternal Benefit Society Insurance and Retirement



UnionPlus Savings and Discounts





**WE GET BETTER**

- ✓ **PAY**
- ✓ **MEDICAL BENEFITS**
- ✓ **RETIREMENT**
- ✓ **SAFETY IN THE WORKPLACE**
- ✓ **JOB SECURITY**
- ✓ **PROTECTION FROM UNFAIR TREATMENT**
- ✓ **DUE PROCESS**
- ✓ **VACATION**
- ✓ **SICK PAY**

**WE LEAD**  
**WE PROTECT**  
**WE HONOR**  
**WE FIGHT**  
**WE'RE STRONG!**

**WE ARE...**



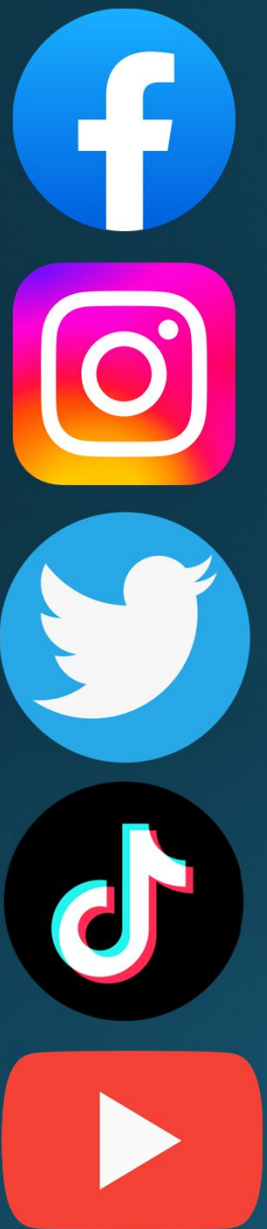

Learn more at [smart-union.org](http://smart-union.org)



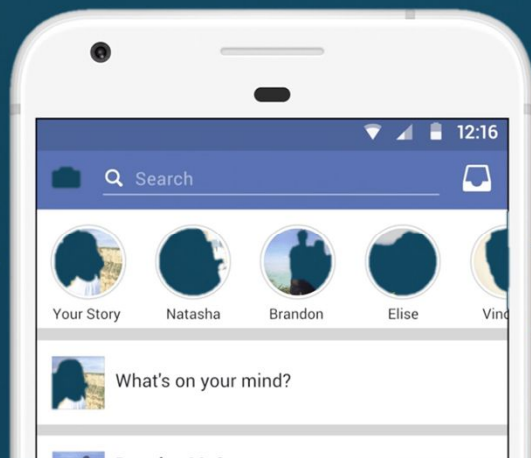

**Why you should join a Union...**

**and why your choice should be SMART TD**

# Social Media



## Stories



Visible for 24 hours

## Reels

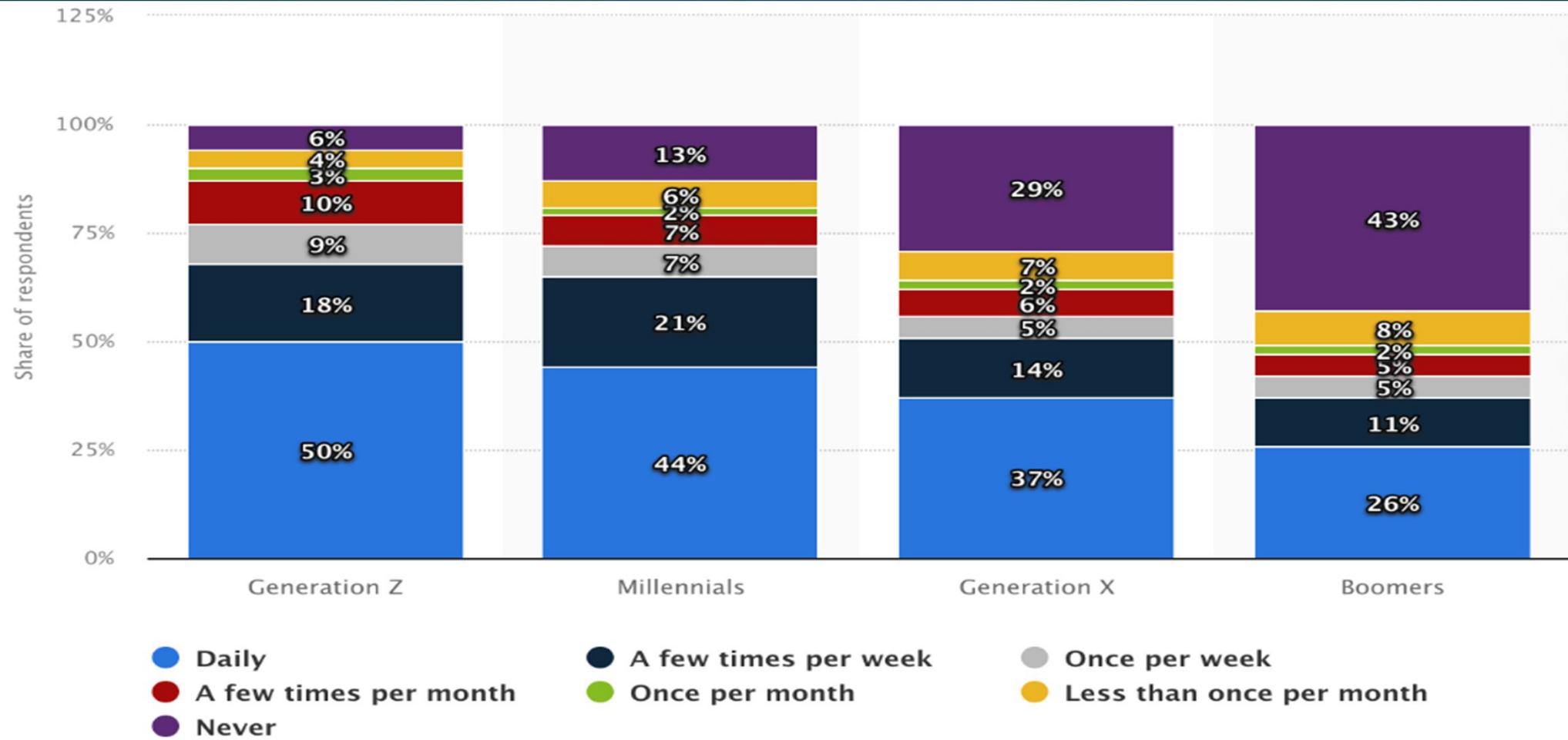


Minimum mandatory paid vacation days, normalized for a five-day workweek:

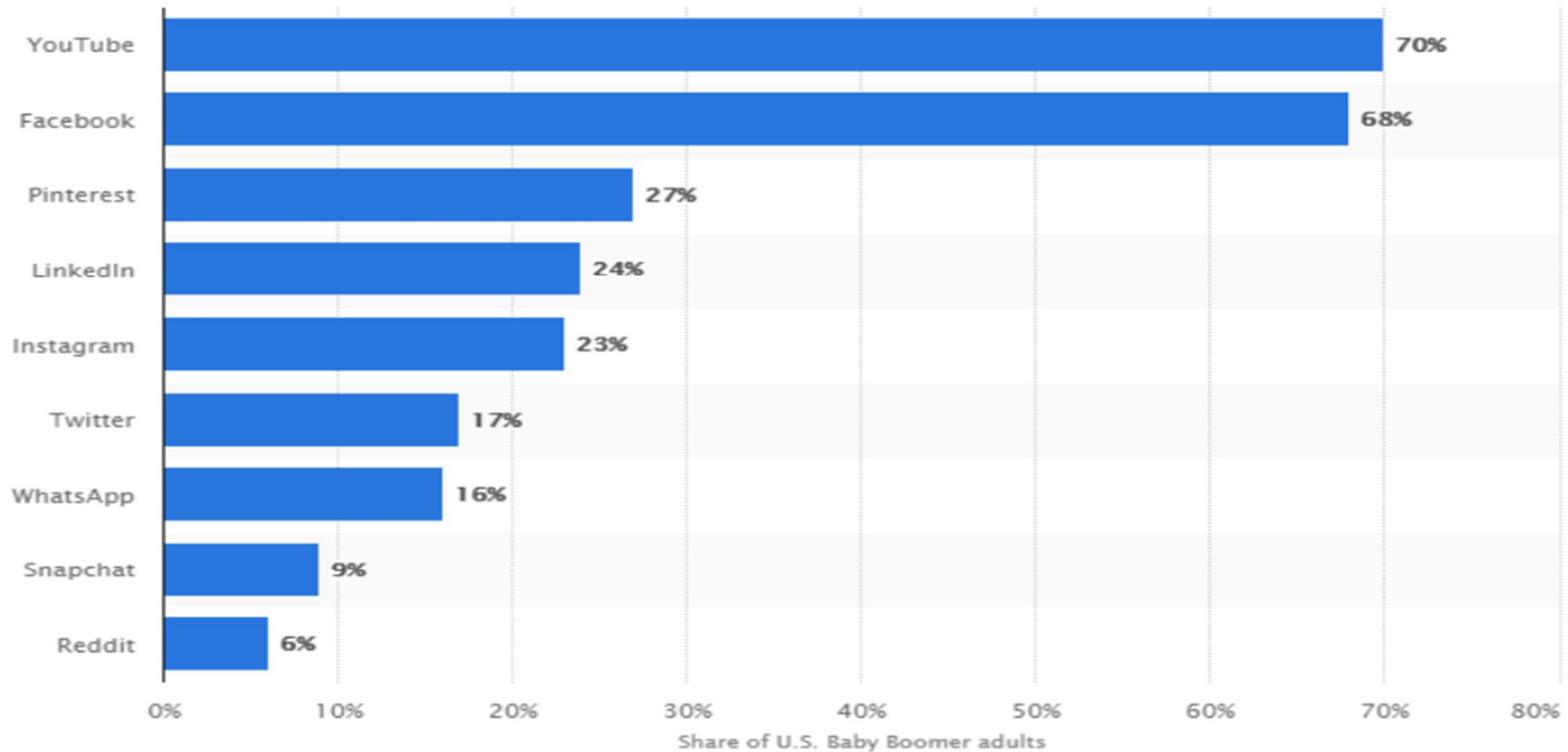
No data at all	11-15 days
No mandatory vacation	16-20 days
1-5 days	21-22 days
6-10 days	23-28 days

It's time to unionize!

# The Power of Social Media



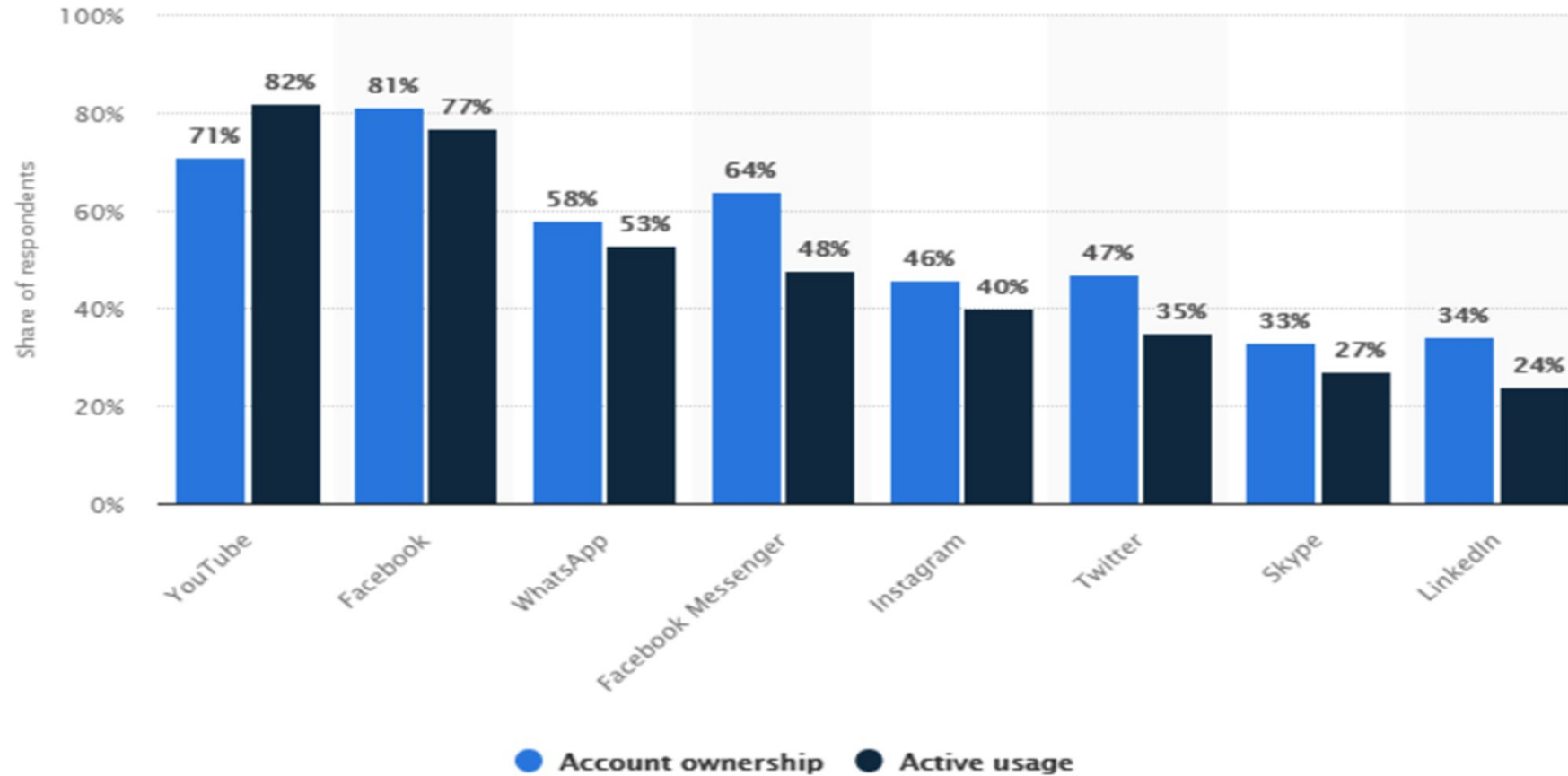
# Baby Boomers: 1946 – 1964



Source: Statista

Preferred sites: YouTube, Facebook, Pinterest, LinkedIn, Instagram

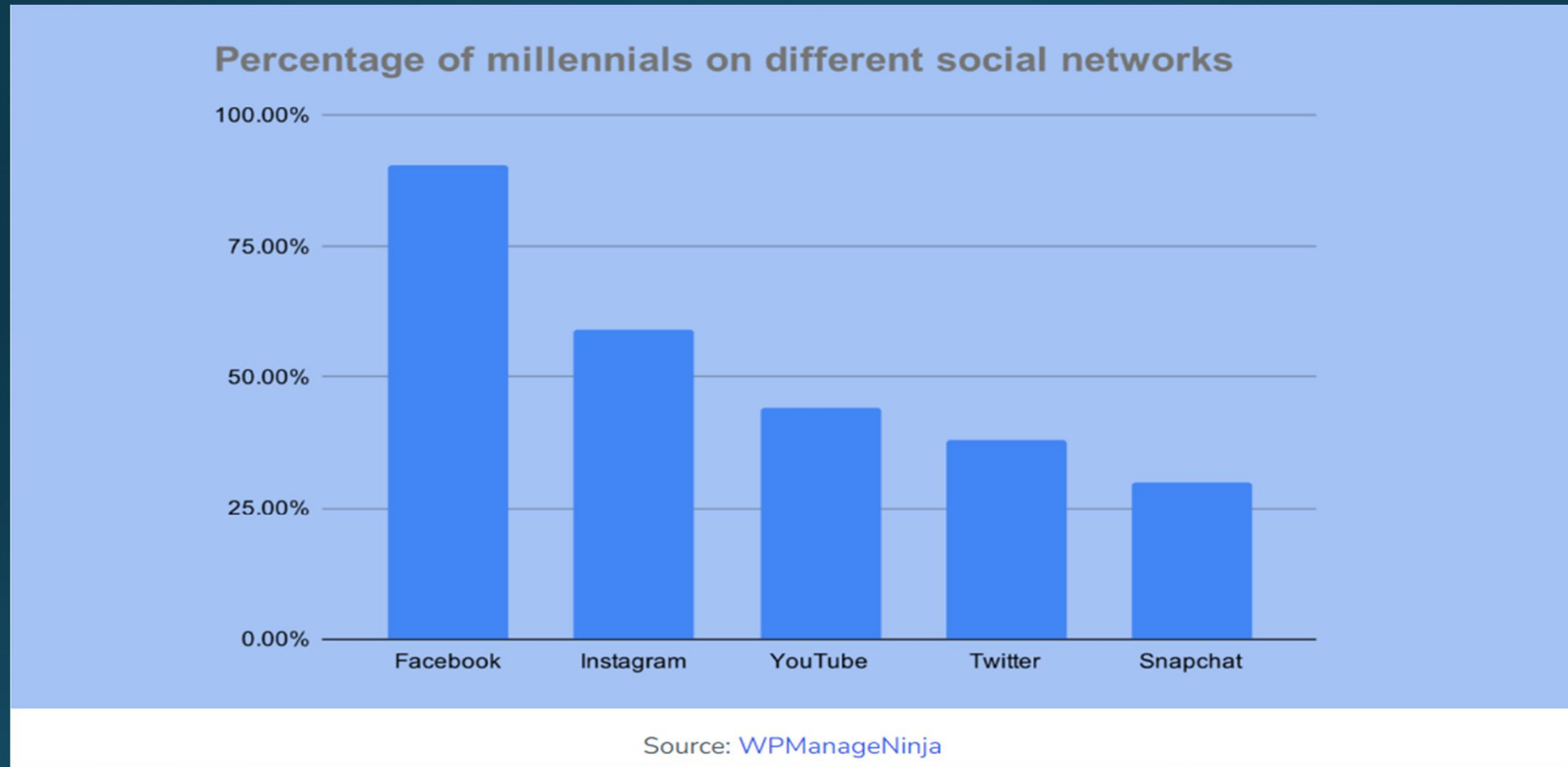
# Generation X: 1965 – 1979



Source: Statista

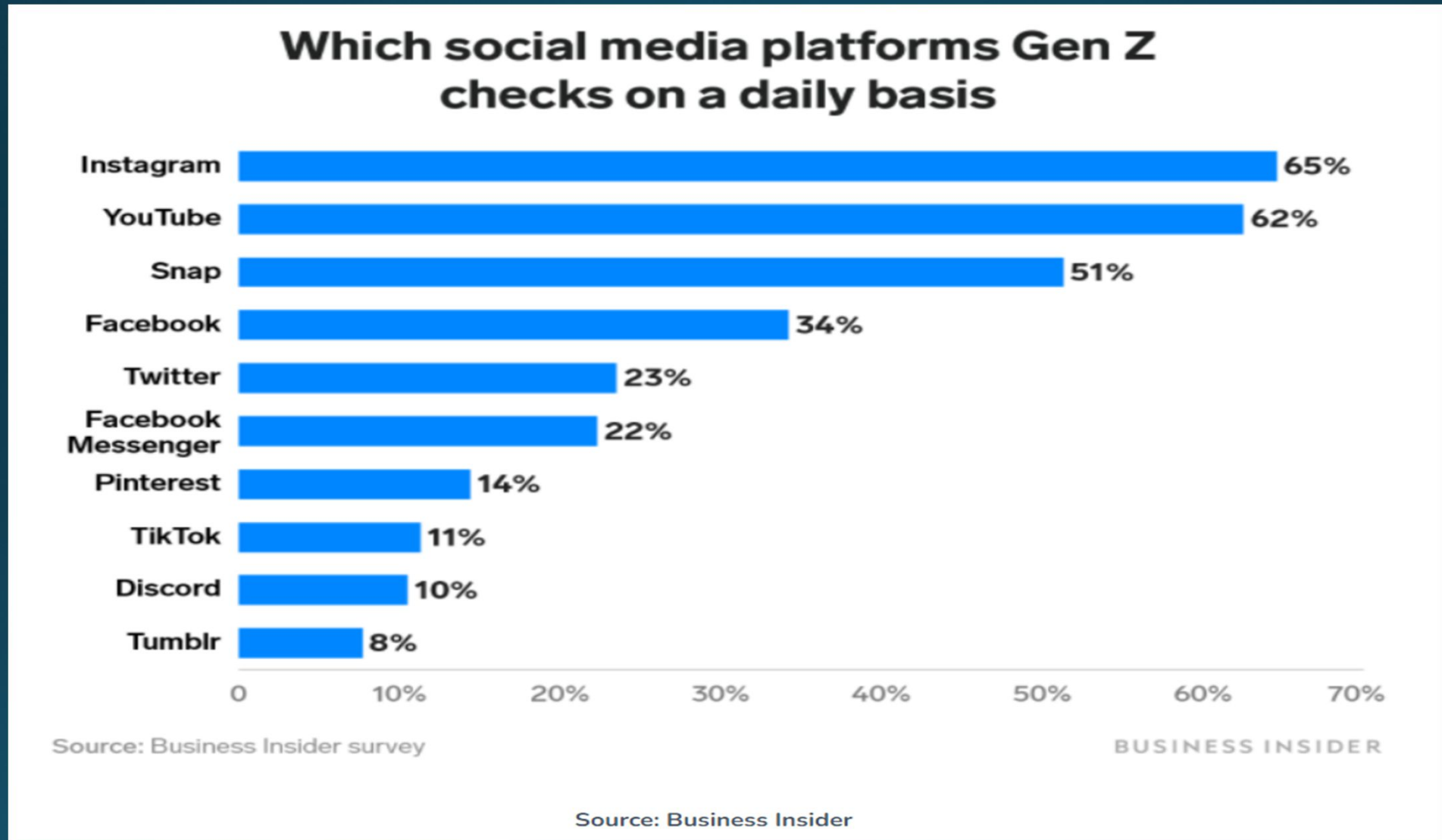
Preferred sites: Facebook, YouTube, WhatsApp, Messenger, Instagram

# Millennials: 1980 – 1995



Preferred sites: Facebook, Instagram, YouTube, Snapchat, Pinterest

# Generation Z: 1996 onwards

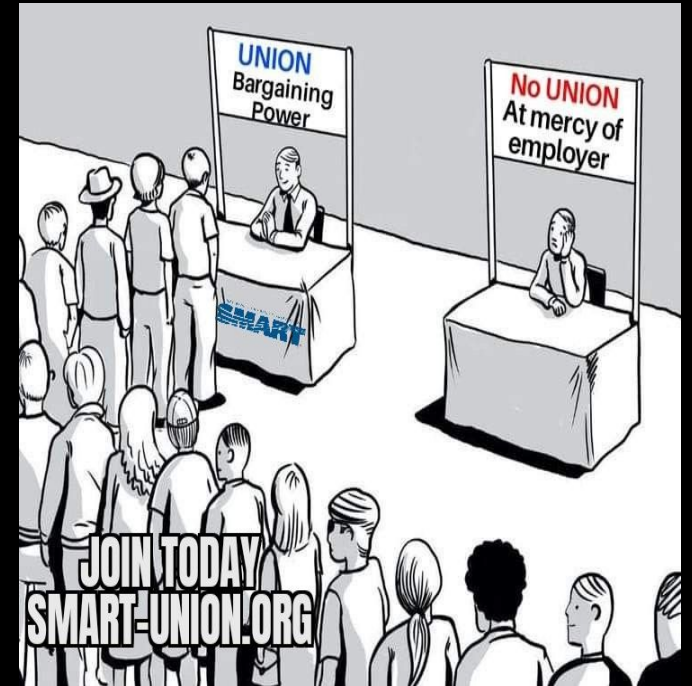


Preferred sites: YouTube, Facebook, Snapchat, Instagram

HOW DO YOU GET A JOB THAT  
RESPECTS YOU, PAYS YOU WELL,  
AND GIVES DECENT BENEFITS?



meme  
generator



BOSS TO NON-UNION WORKER:

You don't need a UNION, I'll  
take good care of you 🙌





# Group Discussion Questions

- 1) What do you use for internal communication?  
(e.g.: *postings on union board at work, emails, texts, etc.*)
- 2) What strategies do use for recruiting?  
(e.g.: In person, flyers, social media, etc.)
- 3) How do you get information such as feedback from members?  
(E.g.: Union meetings, in person, etc.)

# Retention Toolbox

## Communication

Listen to members

Provide opportunities for involvement

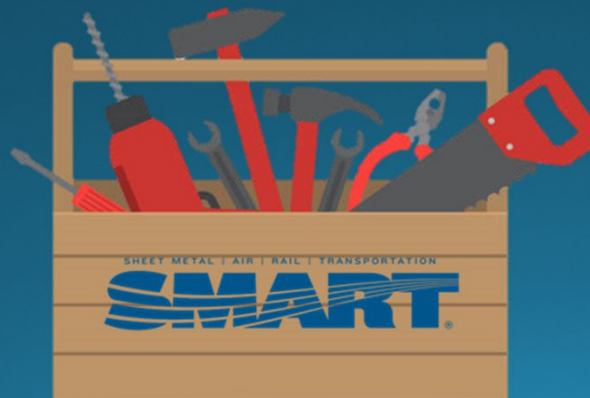
Educate members

Collaborate with other organizations

Diversity, Equity, and Inclusion

Staying Organized

Celebrate successes



# Communication:

Create your own Local's website

AFL-CIO

UnionHall Tutorial videos to update your website

<https://youtube.com/playlist?list=PL9noZK4TxZ5h-iJPylqDPyaxmZ794gVIX>

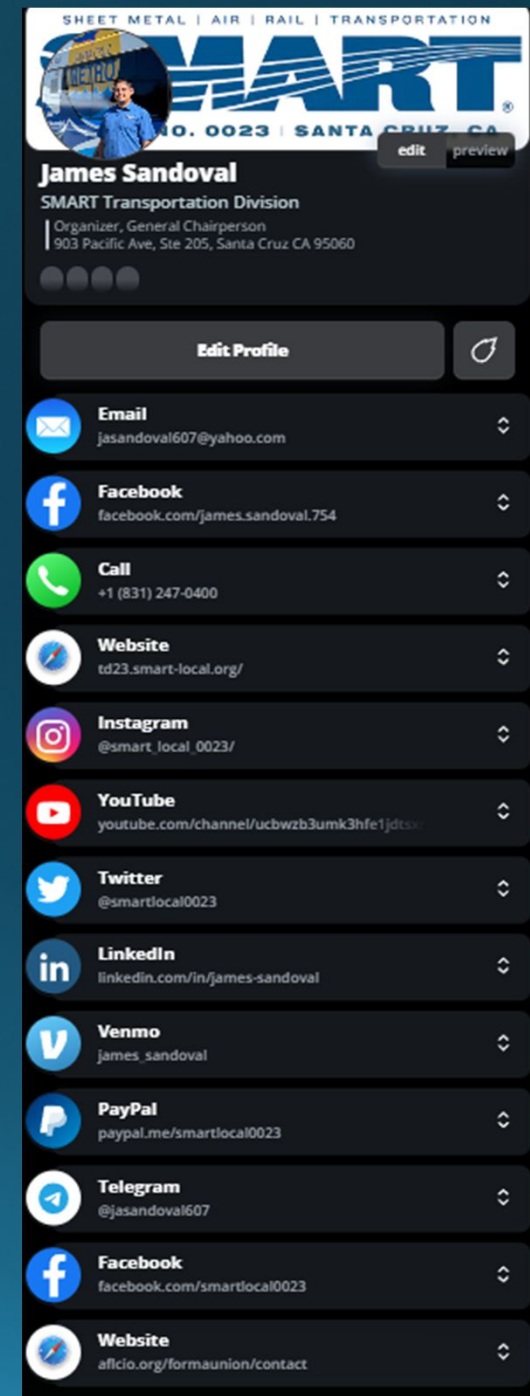
The screenshot displays the website for SMART TD LOCAL 0023. The header includes the SMART logo with the text 'SHEET METAL | AIR | RAIL | TRANSPORTATION' and 'TRANSPORTATION DIVISION'. The navigation menu contains links for CONTACT US, ABOUT US, EVENTS, CONTRACTS, MERCHANDISE, TAKE ACTION!, MEMBER TOOLBOX, OUTBOUND REVISITED NEWSLETTER, and THE BENEFITS OF SMART MEMBERSHIP (VIDEO). A search bar is located on the right. The main content area features a large group photo of members at an outdoor event. An overlay on the right side of the photo reads: 'Sign Up for Local Updates', 'Your source for: SMART-TD email alerts', 'Action alerts', and a 'SIGN UP' button. The URL 'smart-union.org/td' is visible in the top right corner.

# Communication: Digital Business Card

*dotcards.net*



NFC reader & QR Code

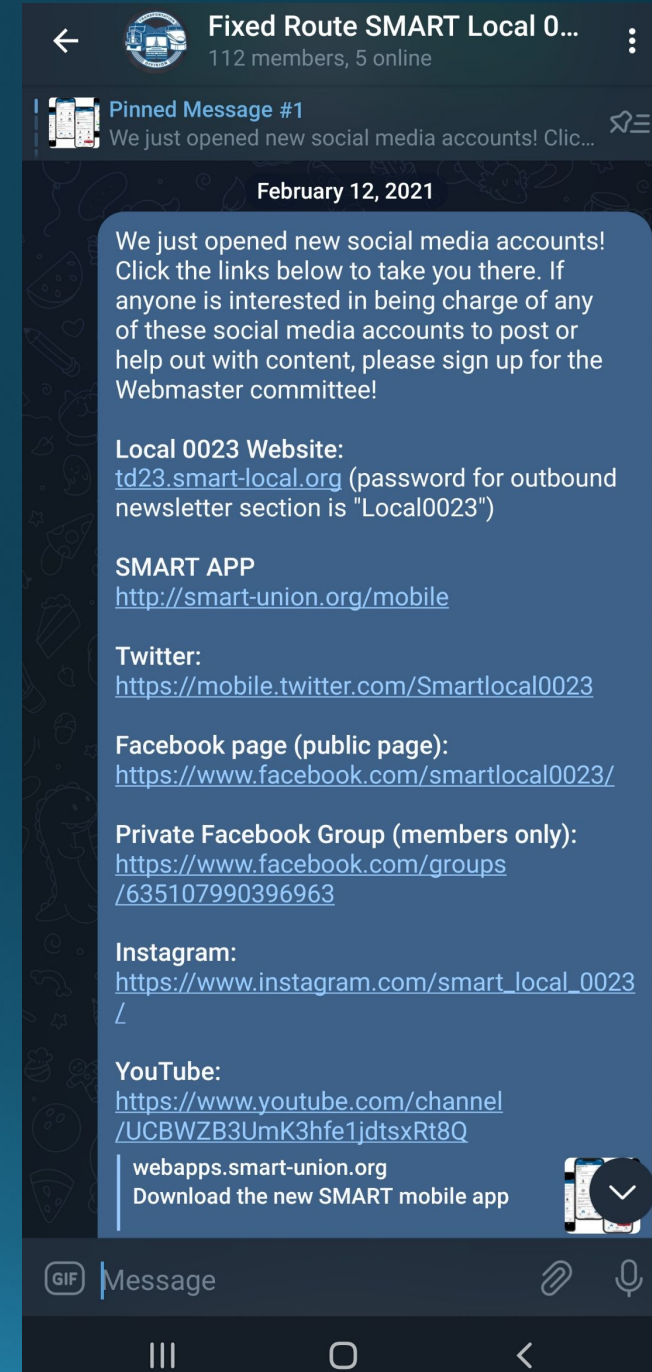
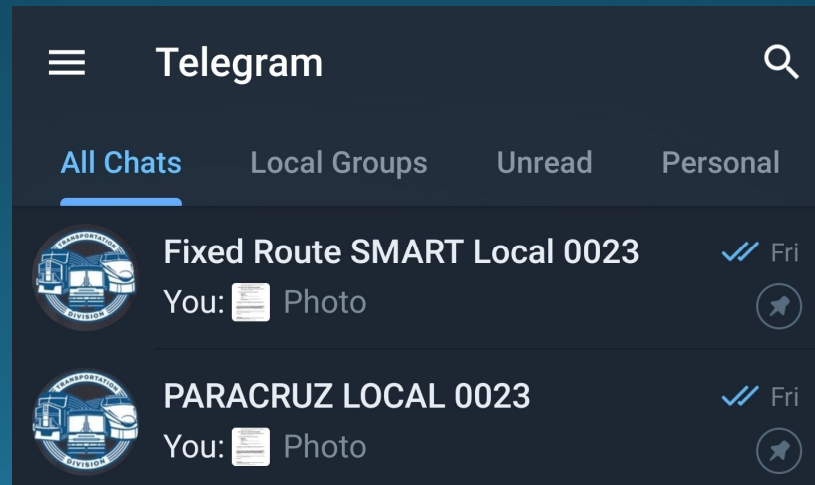


# Communication: Telegram



- One-way communication feature for large group
- QR code to join group
- Share PDF
- Polls
- Video and Audio Chat

- <https://desktop.telegram.org/> for the desktop version



# Hierarchy of Communication

- **In-person**

- Phone Calls
- Individual Text Message
- Individual Email
- Mass Text Message
- Mass Email
- Flyer left on the table in the breakroom/Bulletin Board



# Listen to members:

Google Forms



The screenshot shows a Google Form titled "Contract Negotiations Survey". The form is displayed in a web browser interface with a top navigation bar containing "Questions", "Responses" (with a count of 24), and "Settings". The form content includes:

- A title "Contract Negotiations Survey" and a paragraph of introductory text: "Please take the time to fill out this survey in case we end up having to negotiate our contract instead of an extension. We are still negotiating over a contract extension but we are preparing as if we will be going through regular contract negotiations because we can start as soon as April 1st."
- A "Full Name (voluntary)" question with a "Short-answer text" input field.
- A question "Are you from Fixed Route or ParaCruz?" with two radio button options: "Fixed Route" and "ParaCruz".
- A question "What is most important to you in your contract?" with a table of radio button options.
- A question "Have you read your contract?" with three radio button options: "Yes", "No", and "Somewhat".
- A question "What benefits would you like added to your contract?" with a "Long-answer text" input field.

	Wages	Medical	Double Time	Occurences	Annual Leave A...
1st	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2nd	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3rd	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4th	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5th	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Provide opportunities for involvement:

## SUB-COMMITTEES

Health, Safety and Wellness

Newsletter

Morale & Welfare

Community Outreach

Webmaster





# Provide opportunities for involvement: [www.the-qr-code-generator.com/](http://www.the-qr-code-generator.com/)

The screenshot shows the 'My QR Codes > Converted QR Code' page on the website. The interface is divided into several sections:

- Navigation Bar:** A green bar at the top contains the text 'My QR Codes > Converted QR Code' and three icons (a wave, a folder, and a checkmark).
- Category Selection:** A row of icons allows users to choose the QR code type: URL (selected), MULTI-URL, FREE TEXT, CONTACT, PDF, and APP.
- Input Field:** A text box labeled 'Enter URL' with a placeholder 'Link to open when scanned, e.g. https://example.com/' and a speaker icon for audio input.
- Dynamic QR Code Section:** A section titled 'Dynamic QR Code' with a link icon. It contains the text: 'The URL `https://qr.page/g/3hChonMHXo3` is encoded in the image and forwards to your actual content. You can update the content later without needing to reprint.'
- QR Code Preview:** A large QR code is displayed, along with several smaller, colorful QR code options.
- Bottom Navigation:** A row of icons for sharing or linking: CONTACT, PDF, APP, EMAIL, PHONE, and SMS.

Free

# Provide opportunities for involvement:

## Code Generator Tool

- [https://cha4mot.com/t\\_mailto.html](https://cha4mot.com/t_mailto.html)
- One-click message campaigns where people can click on a link to send an email in support.

### "mailto" Code Generator Tool

#### Enter Message Details Here

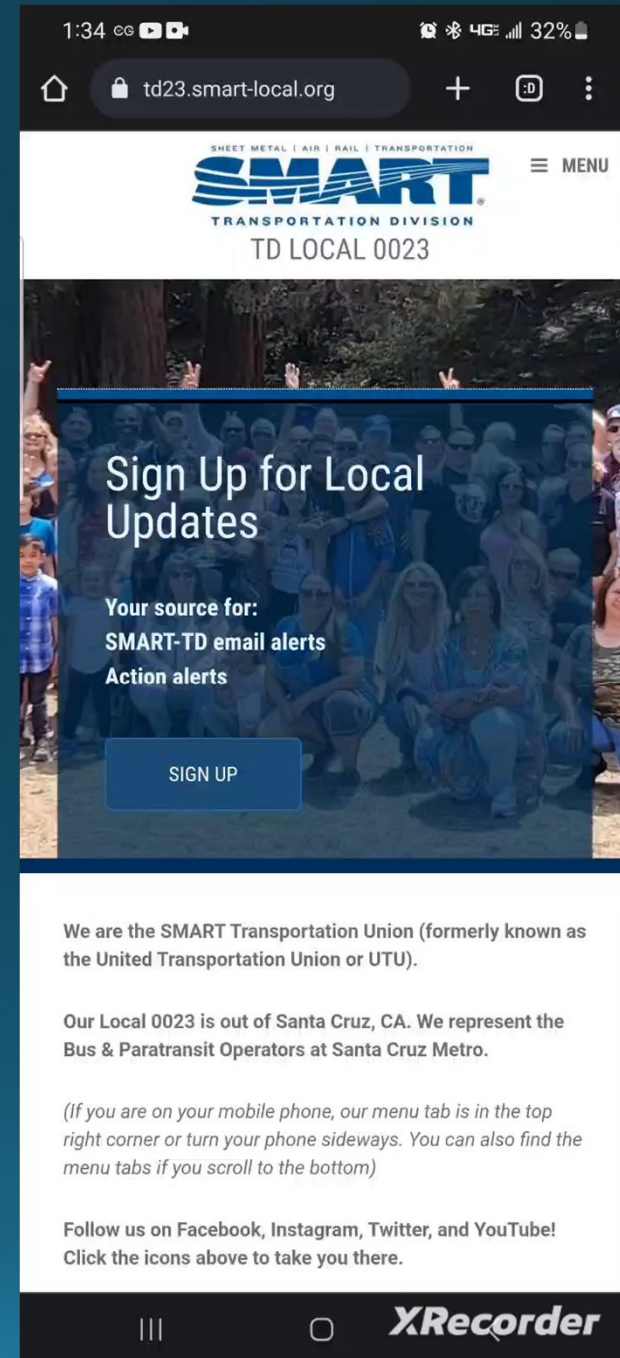
To:	<input type="text"/>	Email address of person (or persons) to receive this message. (Note: Separate multiple email addresses with commas.)
CC:	<input type="text"/>	Email address of person (or persons) to be copied on this message.
BCC:	<input type="text"/>	Email address of person (or persons) to be blind-copied on this message. (This address does not appear anywhere in the header or body of the message, so nobody else knows that this person received a copy.)
Subject:	<input type="text"/>	The subject of your message -- a brief description of what the message is about.
Body:	<input type="text"/>	
<input type="button" value="Clear"/> <input type="button" value="Create URL"/> <input type="button" value="Create HTML"/>		

#### Here is your mailto URL or HTML

Mailto URL:	<input type="text"/>
<input type="button" value="Test URL"/> <input type="button" value="View URL"/>	

- Tiny URL allows users to create smaller URLs to use the "Code Generator Tool

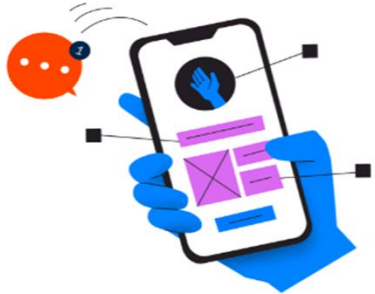
[tinyurl.com/app](https://tinyurl.com/app)



# Provide opportunities for involvement:



[actionnetwork.org](http://actionnetwork.org)



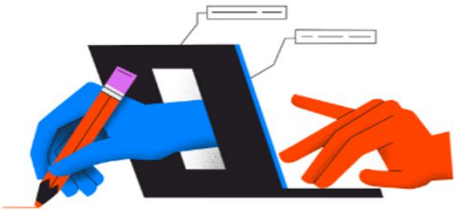
Mobile Messaging →



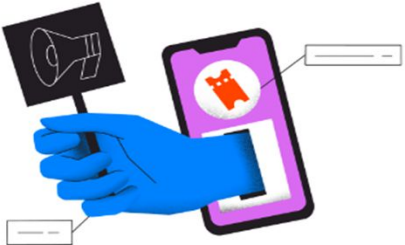
Email →



Fundraising →



Petitions →



Events →



Automation →

# Educate Members: SMART University



Member Portal

Welcome, JAMES

Search

Log out

My Dashboard

My Profile

Resources

Newsroom

Job Bank



## TD — SMART University: Membership 101

Full SMART University site for officer training links

- Benefits of Membership | Local Meeting Basics
- Local Officer Duties | Tips to Survive a Hearing/Investigation | Penalty Claims
- Safety Reporting | RR: Critical Incident Guide

## Officer Training Classroom

Katina Hazimihalis  
Technical Writer

Serving the union as a chairperson is a responsibility that comes with a learning curve. Choose your role to find the tools you need to learn the ropes and streamline your routine.

General Committee  
& Local  
Chairpersons

State Legislative  
Board

Local & LCA

### Bus Tutorials

Bus:  
The Role of a  
Chairperson

For: General or Local Chairpersons

Bus: What is a  
Grievance

For: General or Local Chairpersons

Bus: Negotiating  
the Contract

For: General or Local Chairpersons

Bus: Disciplinary  
Representation

For: General or Local Chairpersons

Bus: NLRB

For: General or Local Chairpersons

### Resource Documents

Chairperson's Manual

Click to view or Download



Useful Resources

Click to view or Download

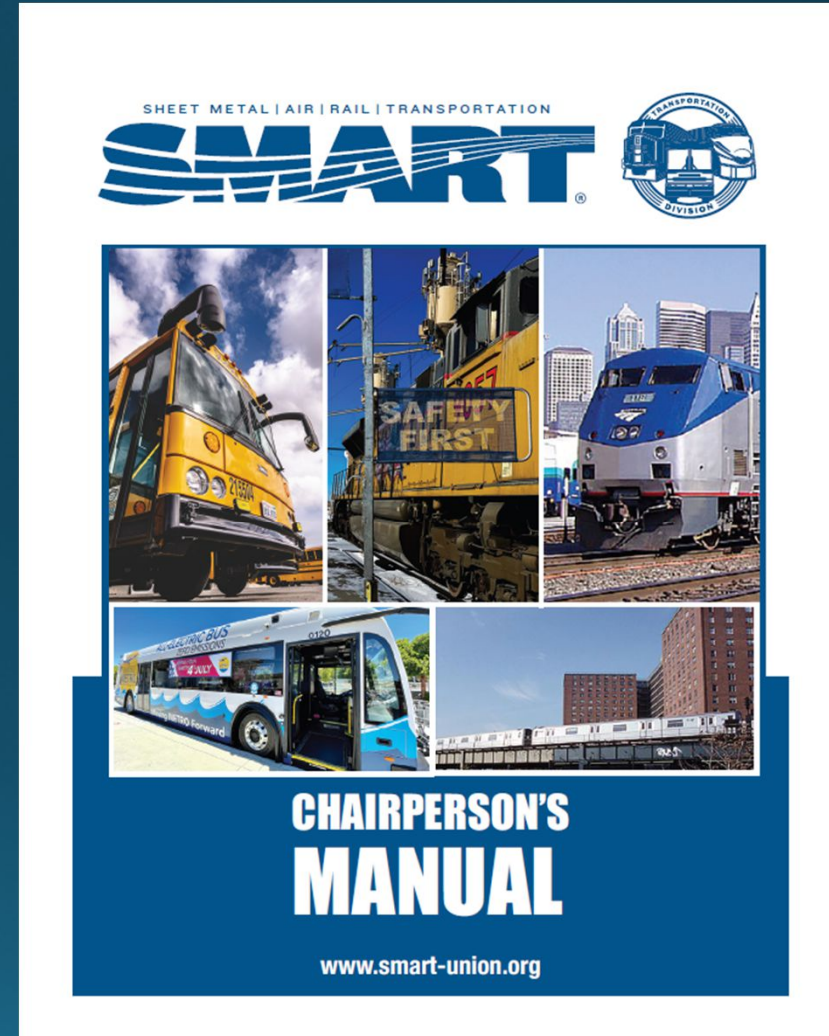


Documents You're Entitled to Request

Click to view or Download



# Educate Members: Bus Chairperson's Manual



Can be found in SMART University

# Educate Members:

New Hire PowerPoints during Orientation

The screenshot shows a Beamer presentation interface with a slide navigation pane on the left and a main slide area on the right.

**Slide Navigation Pane (Left):**

- 1 Welcome to our Union
- 2 What is a Union?
  - Strength in numbers
  - Collective Voice
  - Progress through Unity
- 3 Benefits of being union vs. non-union
  - UNION** (Green arrow):
    - Ability to negotiate a contract which provides wages, benefits and working conditions.
    - Have your voice heard through your representative.
    - Get your grievances resolved through the grievance procedure.
    - Ability to work better under working conditions.
    - Collective power with your coworkers.
    - A contract at work and at home.
  - NON-UNION** (Red arrow):
    - Difficulty to negotiate a contract in management.
    - No voice.
    - No benefits.
    - Unfair discipline.
    - Unfair pay.
    - Unfair working conditions.
    - No contract at work and at home.
- 4 The Union Difference
  - Higher Wages:** Union members receive higher wages and benefits.
  - Better Benefits:** Union members receive better health, dental, and retirement plans.
  - Job Security:** Union members have job security and are protected from unfair dismissal.
  - Voice on the Job:** Union members have a voice on the job and can resolve grievances through the grievance procedure.
- 5 Unions built the middle class
  - 4 day workweek
  - Paid sick leave
  - Health benefits
  - 5 day workweek
  - Child care
  - Retirement wage
  - Safety standards

**Main Slide (Right):**

SHEET METAL | AIR | RAIL | TRANSPORTATION

# SMART

## Welcome to our Union

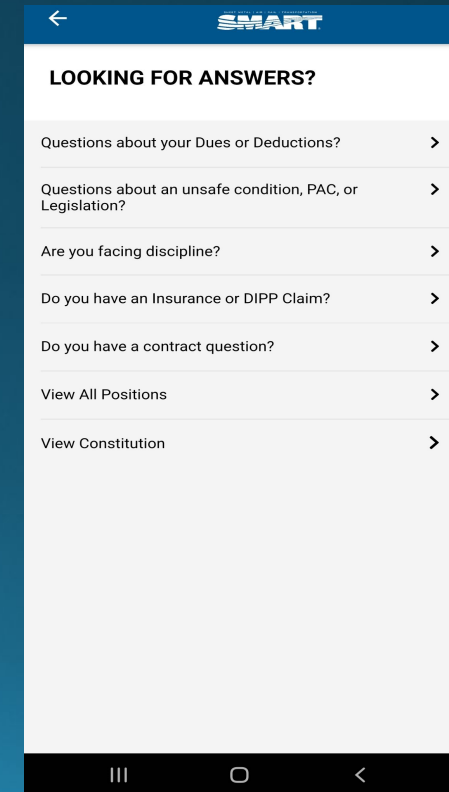
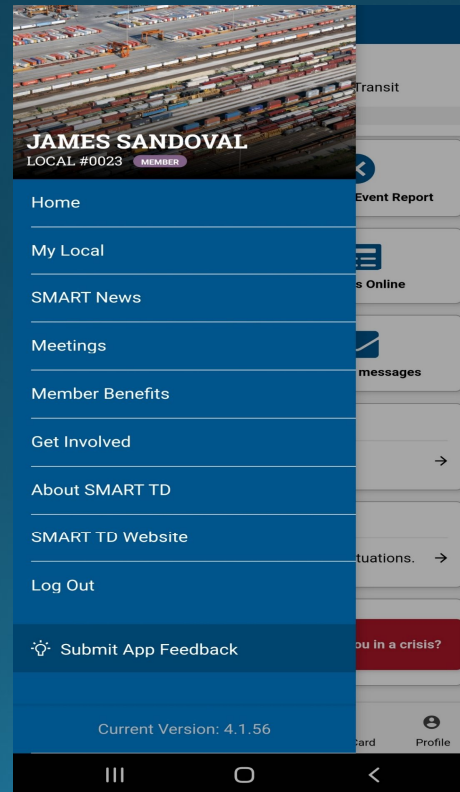
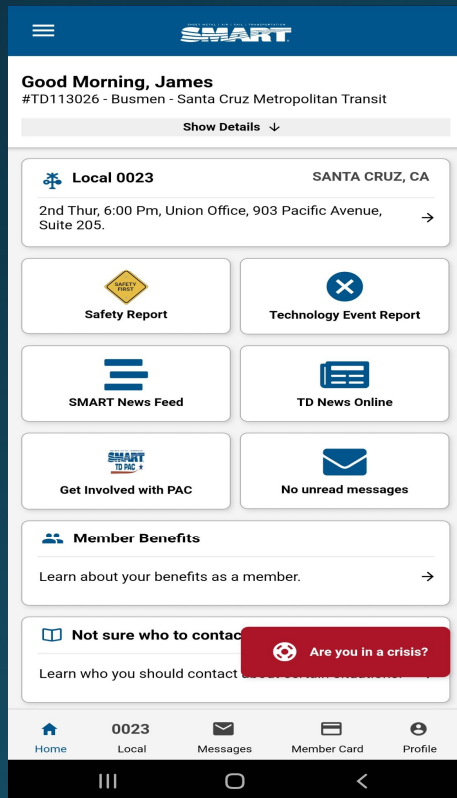
Slide 1 of 35 | English (United States) | Accessibility: Investigate | Notes | Display Settings

# Educate Members:

## SMART APP



- Officer contact Information
- Local meeting date and time
- Benefit Information
- SMART News
- Breakdown of your dues



# Educate Members:

- Just Cause – A union guide to winning discipline cases

<https://labornotes.org/store/just-cause>

(You can request the full NLRB & Arbitration cases in back of book from labornotes.com)

- The legal rights of union stewards

<https://labornotes.org/store/legal-rights-union-stewards>

- FMLA Handbook

<https://labornotes.org/store/fmla-handbook>

- How to win past practice grievances

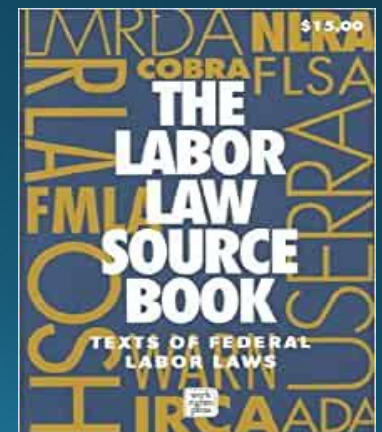
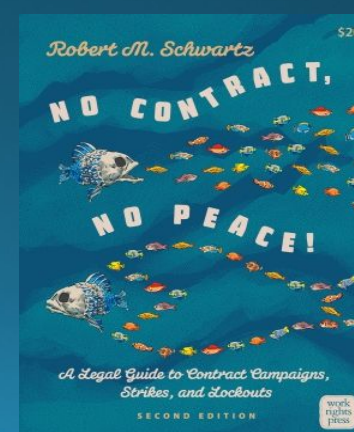
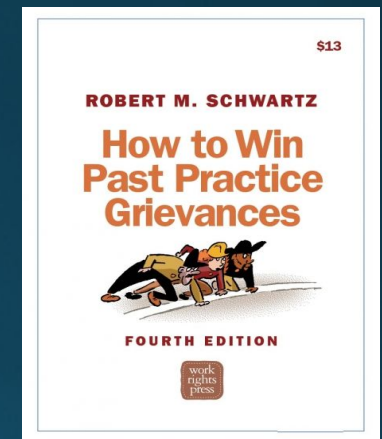
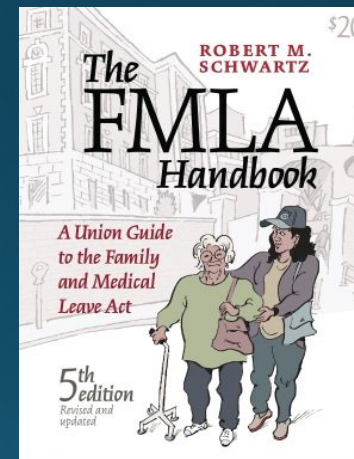
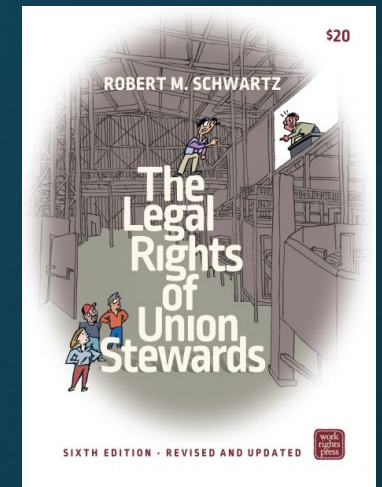
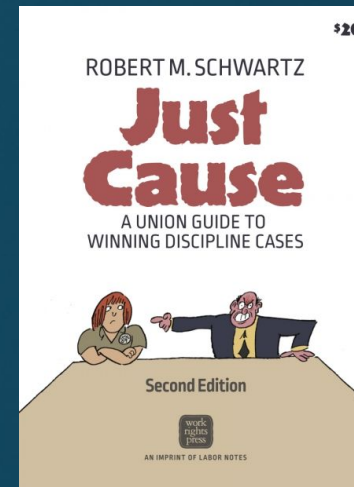
<https://labornotes.org/store/how-win-past-practice-grievances>

- No contract, No peace!

<https://labornotes.org/store/no-contract-no-peace>

- The Labor Law sourcebook

<https://labornotes.org/store/labor-law-source-book>





# Educate Members:

# LABORNOTES

SUBSCRIBE

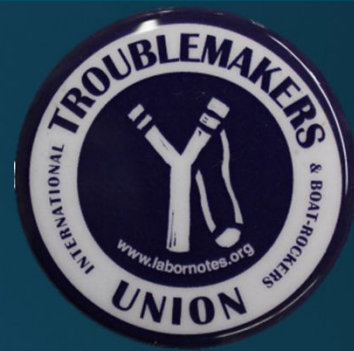
Log In

HOME ABOUT DONATE STORE **EVENTS** ARCHIVES

Search this site...



## Online Workshops



labornotes.org

# Educate Members:

## UNION Bullseye

### So, where do you land?



**THE CORE:**

Members who are always thinking about organizing our members and how to get others involved by sharing ideas on how to make our union stronger and run for officer positions.

**THE ACTIVISTS:**

Members who can be counted on to help when needed. They get involved, help get the word out, and recruit others to act.

**THE SUPPORTERS:**

Members who will come to meetings, vote, wear union merchandise, stay informed and don't fall for rumors. They ask questions, know our contract, fill out surveys and sign petitions, but don't take responsibility for getting others involved.

**THE DISENGAGED:**

These members don't see the relevance of the union in their lives. They don't care to know what is going on with the union and they don't participate. They tend to see themselves as too busy to be involved with the union and rely on the core members to pull the weight of responsibility.

**THE HOSTILE**

Not team players, these people are outside the circle, creating rumors and division within our membership with no intention of being supporters, activists, or core members of the union.

### YOU are the UNION...

and a union's true strength comes from the loyalty and devotion of all of us.

Good officers and a sound financial structure are essential, but YOU determine the success of your union.

Help make your union stronger, and it will serve you more effectively!

It is this simple:

WEAK Contract ◀ Weak Union ◀ Hostility ◀ The Union ▶ Solidarity ▶ Strong Union ▶ STRONG Contract

### Let's commit to being CORE members!



Special credit to Labor Notes (labornotes.org) for some of this content

# Collaborate with other Organizations:

## AFL-CIO

[aflcio.org](https://aflcio.org)

The American Federation of Labor and Congress of Industrial Organizations (AFL-CIO) is the largest federation of unions in the United States.



## Local Labor Council Across the U.S

<https://www.afge.org/take-action/find-your-clc/clc-map/>



## State Federations

[aflcio.org/about-us/our-unions-and-allies/state-federations-and-central-labor-councils](https://aflcio.org/about-us/our-unions-and-allies/state-federations-and-central-labor-councils)

## State Federations and Central Labor Councils

State federations and central labor councils are the heart of the movement. These local organizations partner with state and community organizations and conduct state, local, and national campaigns to improve the lives of working families. Get connected with the movement in your area now.

ALABAMA	ALASKA	ARIZONA	ARKANSAS
CALIFORNIA	COLORADO	CONNECTICUT	DELAWARE
DISTRICT OF COLUMBIA	FLORIDA	GEORGIA	HAWAII
IDAHO	ILLINOIS	INDIANA	IOWA
KANSAS	KENTUCKY	LOUISIANA	MAINE
MARYLAND	MASSACHUSETTS	MICHIGAN	MINNESOTA
MISSISSIPPI	MISSOURI	MONTANA	NEBRASKA
NEVADA	NEW HAMPSHIRE	NEW JERSEY	NEW MEXICO
NEW YORK	NORTH CAROLINA	NORTH DAKOTA	OHIO
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# Staying Organized: ilovepdf.com

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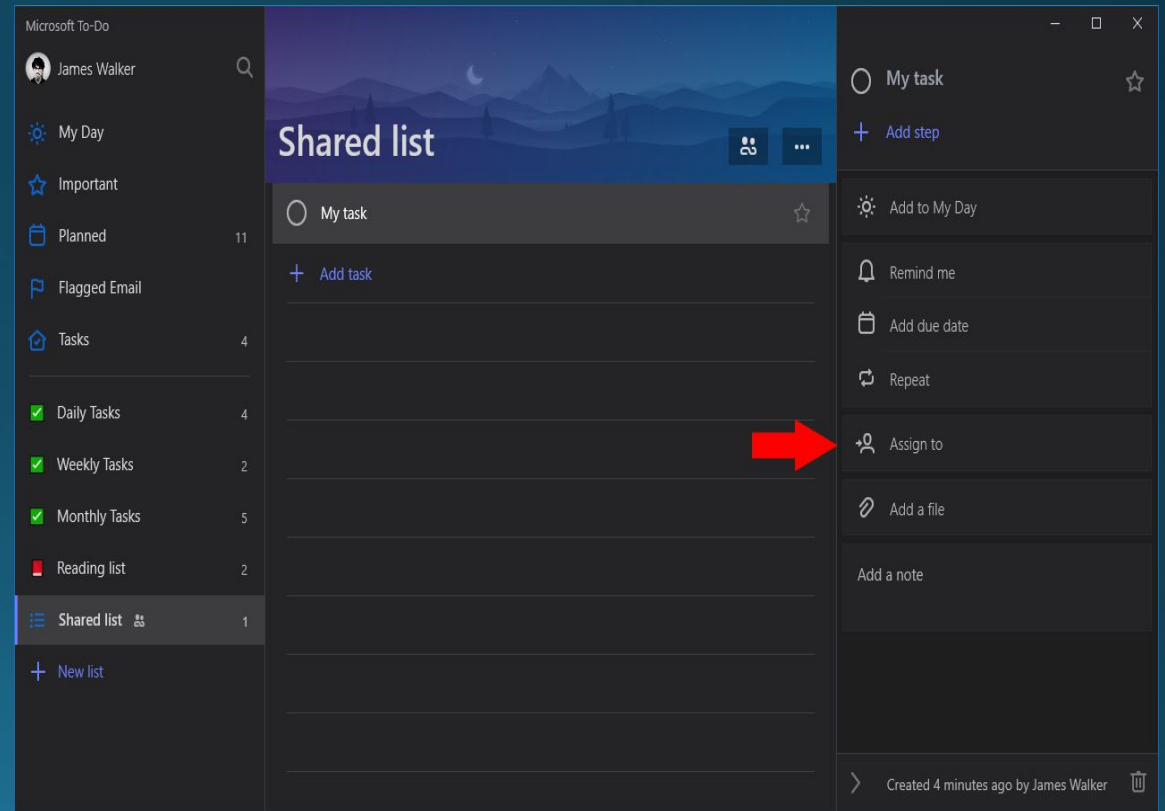
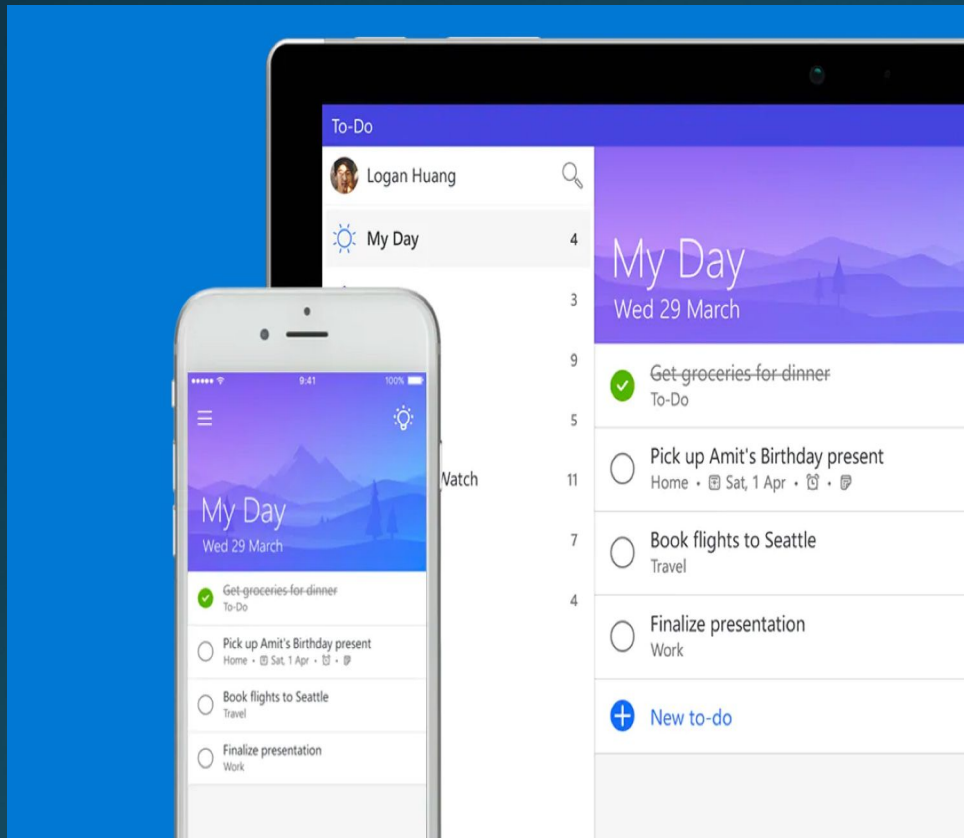
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New!

# Staying Organized: Microsoft To-Do



- Organize all your tasks
- Access your tasks from phone or computer
- Shared task list with team members



# Staying Organized: OneNote



- Time-stamped notes from your phone or computer
- You can create shared folders with your team members.

The screenshot displays the OneNote application interface. On the left, a sidebar shows the user 'Anne Hole' and a list of notebooks: 'Module 1', 'Module 2', 'Module 3', and 'Module 4'. Under 'Module 1', there are sections for 'week 1 - ab...', 'week 2 - jjhk...', and 'week 3 - htc...'. The 'week 1 - ab...' section is selected, showing a page titled 'Lecture on .....'. The main content area displays the text of the note, including a timestamp 'Friday, August 25, 2017 11:13 AM', a paragraph 'Here you can type up, or add as an image, yo', another paragraph 'You can also add slides from Study Direct,', a PowerPoint icon, and the text 'Digital tools for study...', 'links to videos etc.', and 'Here is a photo of paper notes using phone a'. At the bottom of the sidebar, there are buttons for '+ Notebook', '+ Section', and '+ Page'.

# Staying Organized:



Scheduling made easy

Doodle is a fast and easy way to find out people's availability to schedule a meeting

Table Calendar

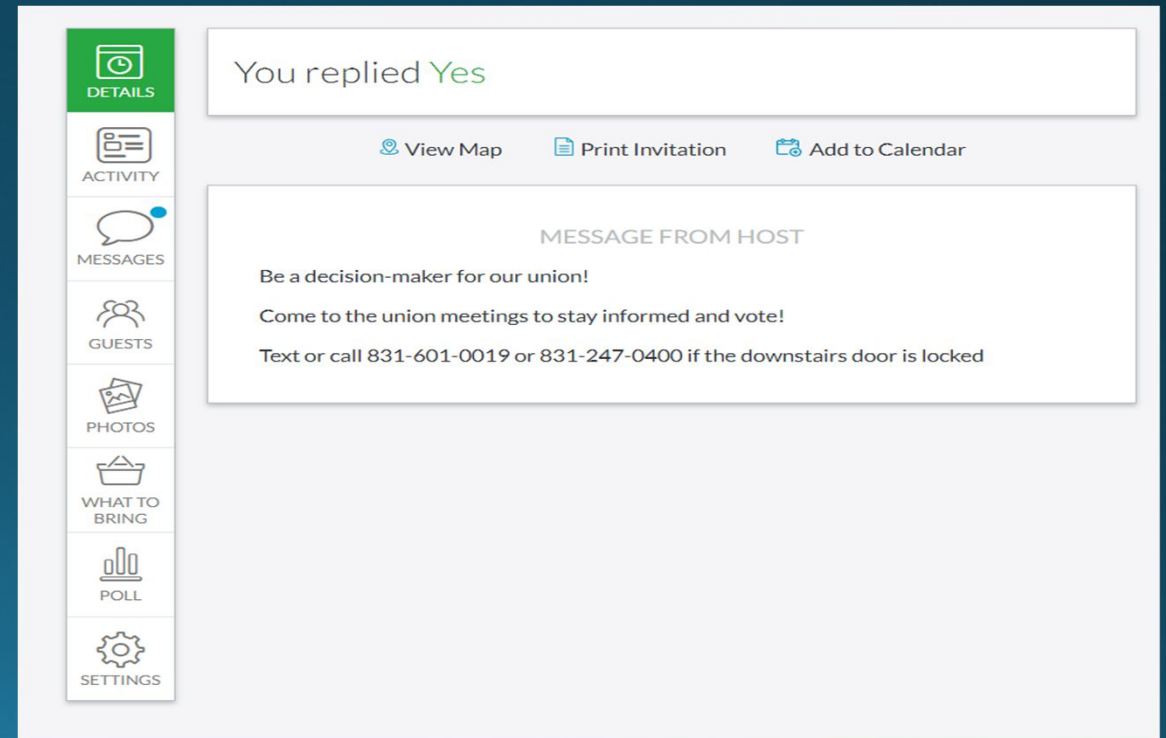
	Oct <b>15</b> TUE	Oct <b>16</b> WED	Oct <b>17</b> THU	Oct <b>18</b> FRI
	09:00 10:00	09:00 10:00	09:00 10:00	09:00 10:00
4 participants	✓4	✓3	✓3	✓4
<input type="text" value="Enter your name"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shannon Hills	✓			(✓)
Leonard Cooper	✓	✓	(✓)	✓
Martin Bruun	✓	(✓)	✓	✓

# Staying Organized:

Evite



- Creates events where people can RSVP





# Staying Organized:

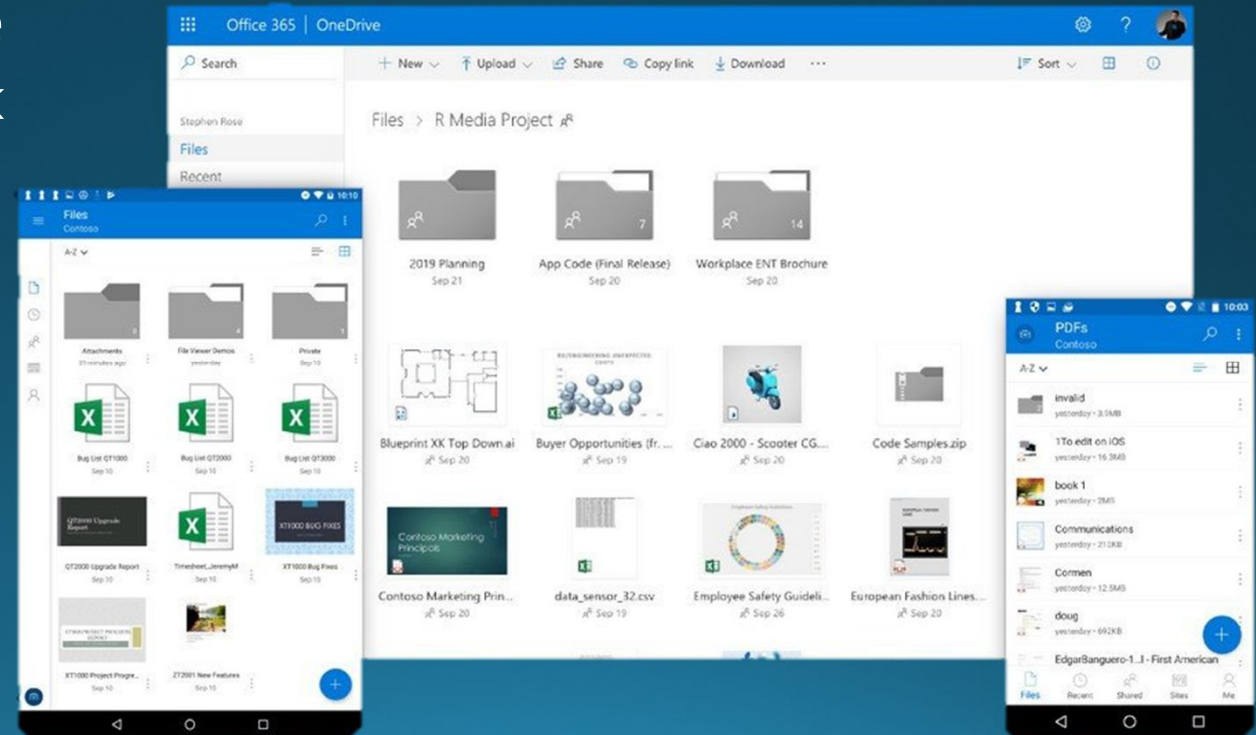
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