

Discord Team Communication Guide

This page is the complete guide to Discord team communication at Crowned Credit — covering server structure, channel purposes, communication etiquette, and daily workflows.

This page covers the essential guidelines and procedures for **Discord Team Communication Guide** at Crowned Credit. Use the sections below to quickly find the information you need.

Discord — Team Communication Guide

Discord is Crowned Credit's primary internal communication platform. With a 45+ person team spread across the Philippines, Nigeria, Colombia, and the Dominican Republic, Discord keeps everyone aligned, organized, and moving in the same direction — without the chaos of sprawling WhatsApp threads.

Every team member is expected to check Discord at the start of their shift, respond to relevant messages promptly, and use the correct channels for every type of communication.

Server Overview

- **Server Name:** Crowned Credit HQ
- **Server ID:** 1484412224037458085
- **Team Size:** 45+ active members
- **Purpose:** Internal operations, task management, billing updates, content coordination, and AI system communication
- **Access:** By invitation only — sent by your manager or team lead during onboarding

Who's on Discord

Team	Location	Primary Use
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Dispute Team	Philippines	Dispute coordination, client updates, Dianna's team channels
CS / Support Team	Philippines	Client escalations, billing flags, call coverage coordination
Billing Team	Philippines	Invoice updates, payment issues, #billing-updates
Content / Social Team	Philippines / Nigeria	#blog-seo, #trends-content
Sales Closers	Philippines / Nigeria	Pipeline updates, #general announcements
Leadership (Jethro)	USA	All channels — final say on all decisions
Peter (AI System)	Mac Studio (USA)	#agent-tasks, #ideas-for-peter, automated reports

Channel Structure & When to Use Each One

Channel	Purpose	Who Posts	Posting Rules
#general	Company-wide announcements, policy updates, celebrations	Leadership, Managers	Keep it professional. Team members can react and reply, but don't flood with off-topic messages.
#agent-tasks	Task assignments for Peter (AI system) and automation work	Jethro, authorized managers	Structured task format required. Include context, expected output, and priority.
#ideas-for-peter	Feature requests and ideas for the AI system (Peter)	Anyone	Share ideas clearly. Peter reviews these and Jethro decides what to build.

Channel	Purpose	Who Posts	Posting Rules
#blog-seo	Blog assignments, SEO performance updates, content approvals	Content team, Jethro	New blog briefs must include keyword target, word count, tone guidelines.
#trends-content	Social media trends, viral content references, ad inspiration	Social media team	Share with context: platform, why it's trending, how we could use it.
#billing-updates	Billing flags, payment issues, failed charges, invoice adjustments	Billing team (Khryzza, Regine)	Every billing flag must include: client name, issue, and what action is needed.
#announcements	Company updates that require attention from the whole team	Jethro only	Read-only for most team members. Do not post here unless you are Jethro or have explicit permission.

Private/Direct Messages (DMs)

- Use DMs for personal coordination, sensitive information, or 1-on-1 conversations that don't belong in a channel
- Do NOT use DMs to bypass channel protocols — if something needs to be documented, it should go in the right channel
- When in doubt: use channels for team-wide visibility and DMs for private conversations

Notification Settings

Getting Discord notifications right is important — too many and you get overwhelmed; too few and you miss critical updates.

Recommended Notification Setup

1. Open Discord → Go to User Settings (gear icon at bottom left)
2. Go to **Notifications**
3. Set **default server notifications** to "Only @mentions"
4. Override individual channels based on your role:
 - **Your team's primary channel:** All Messages (so you catch everything relevant)
 - **#general and #announcements:** All Messages (important company updates)
 - **Other channels:** Only @mentions

5. Enable **mobile notifications** if you're on the Aircall app or mobile — important for urgent alerts during your shift

@Mention Etiquette

- **@everyone** — Only Jethro uses this. It pings all 45+ team members. Do not use unless you have explicit permission.
- **@here** — Pings all currently online members. Use only for time-sensitive, channel-relevant messages. Don't overuse it.
- **@[person's name]** — Direct mention. Use when you specifically need a named person's attention. Always include context so they know what you need.
- Do not mention people just to get a faster response — only mention someone when you genuinely need their attention.

How to Post Effectively

Clear, structured messages get faster responses and better results. Here are the standards for posting in Crowned Credit HQ:

General Message Standards

- Be specific: say what the issue is, who is affected, and what action you need taken
- Use bullet points for multi-point messages — avoid walls of text
- Lead with the most important information (don't bury the key point at the end)
- For urgent issues, use @mentions and label it clearly: "**URGENT:**" or "**ACTION NEEDED:**"
- Follow up in the same thread when an issue is resolved — close the loop

Billing Update Format

When posting in **#billing-updates**, always use this format:

- **Client:** [Full Name]
- **Issue:** [Payment failed / Invoice dispute / Refund request / etc.]
- **Action Needed:** [What needs to happen — retry charge / contact client / escalate to Jethro / etc.]
- **Urgency:** [Standard / Urgent — same day / High Priority]

Blog / SEO Brief Format

When posting a new brief in **#blog-seo**:

- **Topic:** [Blog post topic or title]
- **Target Keyword:** [Primary SEO keyword]
- **Word Count:** [Minimum word count target]
- **Tone:** [Educational / Conversational / Authoritative]
- **Deadline:** [Date]
- **Notes:** [Any specific instructions, competitor examples, or required links]

Discord for Managers & Team Leads

If you are a team lead or manager, your responsibilities in Discord go beyond just communicating:

- **Monitor your team's channels daily** — spot unanswered questions or blocked work before they become problems
- **Respond to escalations within 2 hours** during your shift
- **Pin important messages** in your team's channel for easy reference (right-click → Pin Message)
- **Archive resolved threads** — don't let channels fill up with old, unresolved-looking conversations
- **Report channel-level issues to Jethro** — if team members are using Discord incorrectly, address it in a 1-on-1 DM before making it public

Bot Integrations

Crowned Credit HQ has active bot integrations that post automated updates directly into Discord:

Bot / Integration	What It Posts	Channel
Peter (AI System)	Daily reports, cost tracking, ad performance updates, morning briefs	#agent-tasks, #general
GHL Webhook	New client enrollments, failed payments, pipeline updates	#billing-updates
Aircall Alerts	Critical call metric alerts (e.g., missed call spike, Saturday coverage failure)	#general, relevant team channels

📌 *When you see a bot message, do not delete or dismiss it without reading — these are automated alerts that often require human action. If you're unsure whether a bot message is actionable, check with your team lead or Jethro.*

Professionalism Standards

Discord is an internal tool, but it is still a professional workspace. These standards apply at all times:

- Communicate professionally — no offensive language, personal attacks, or inappropriate content
- Disagreements should be handled privately via DM, not argued in public channels
- English is the primary language for all official channels — use it for all work-related communication
- Personal conversations should stay in designated spaces — not in ops channels
- If a client's personal information (name, SSN, address) needs to be shared, do NOT post it in Discord — use a secure method
- Respond to messages directed at you within 2 hours during your shift — going silent without a status update is not acceptable

Getting Access & Onboarding

1. Your manager or Jethro will send you a Discord invite link during onboarding
2. Create a Discord account (or log in to an existing one) and join the server using the invite link
3. Set your server nickname to your **real name** — not a username or alias. This is required.
4. Read the pinned messages in **#general** before posting anything
5. Your manager will add you to the relevant team channels based on your role
6. Complete the onboarding checklist item for Discord and notify your manager when done

If You Lose Access

- Contact your direct manager via WhatsApp or email to request a new invite link
 - Do not create a new account if you lose access — recovering the old account preserves your message history
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Quick Reference: Channel Cheat Sheet

I need to...	Use this channel
See company-wide updates	#general / #announcements
Report a billing issue	#billing-updates
Share a content idea or trend	#trends-content
Get a blog brief assigned	#blog-seo
Request Peter to build something	#ideas-for-peter
Give Peter a task	#agent-tasks (Jethro/authorized only)
Talk to a specific person	Direct Message (DM)

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