



Better Relationships. Better Lives.

Guide to Success

*For Organizational Leaders and
Quillo Pro Portal Administrators*



Contents

Welcome to Quillo Pro _____	3
Our Mission _____	3
How Quillo Pro Builds Better Relationships & Better Lives _____	3
Who’s Who: Checklist for Key Players _____	4
Key Player: Customer Administrator _____	4
General Responsibilities _____	4
Key Player: Content Manager _____	5
General Responsibilities _____	5
Suggestion: Build a Content Team to Create Videos Together _____	7
Key Player: Quillo Pro Champion(s), CEO and Organizational Leadership _____	7
Talking Points _____	7
Key Player: Users _____	8
Leveraging Key Features: Collections _____	8
Ways to Quillo _____	9
Resources for Orientation, Launch, and Use _____	10
Resources for Creating Videos _____	11
Uploading Captions/Subtitle files _____	11
Quillo’s “How To” Page on YouTube _____	11
Social Media _____	11

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Welcome to Quillo Pro

Quillo is an innovative platform that is designed to engage, educate, and inspire your staff by leveraging your communication strategy. Designed to improve outcomes, reduce turnover, and strengthen your culture, Quillo Pro promotes better relationships and better lives. Relationships begin with each of our stories. Quillo Pro uses the power of short videos (60-seconds or less), delivered daily to staff smart devices. Messages are based on the concept of well-being and are designed to make viewers smile, think, and appreciate how important they are to others.

Our Mission

Quillo provides an empowering platform for sharing stories, resources and knowledge for people with disabilities, support staff, and their families. With Quillo, we focus on possibilities, and motivating messages to build a sense of community, equity, and belonging for the respect and well-being of ourselves and others.

How Quillo Pro Builds Better Relationships & Better Lives

We built Quillo Pro to focus on relationships, retention, and engagement, helping your organization maintain a strong, committed, and enthusiastic workforce. While Quillo Pro is *not* a silver bullet to solve turnover concerns, it is a tool to support a positive workplace culture. If you are reading this Guide to Success, you are likely part of your organization's Quillo support team: organizational leadership, a Customer Administrator, a Content Manager, or a Quillo Pro champion in other ways. Each of you plays a key role in not only encouraging the adoption and utilization of Quillo Pro, but more importantly that it is part of a broader effort to support your mission, engage your staff, and provide quality services to the people you serve. By empowering direct support staff and connecting with them directly via Quillo Pro's communication platform, you are investing in them as individuals, helping to ensure a stronger and more committed team.

The platform helps build a culture that focuses on the **why**: *why* each person is important; *why* this work matters; and *why* you make a difference every day. An engaged, inspired and connected staff stays and succeeds. Quillo Pro is the platform to make that happen.

Welcome to Quillo Pro – we are glad you are here.



Who's Who: Checklist for Key Players

Key Player: Customer Administrator

The role of the **Customer Administrator** is general oversight and management of the organization's Quillo portal, including Users as well as Video content.

- **Quillo Tip:** Quillo recommends identifying TWO individuals for this role to serve as support and back-up.

General Responsibilities

- Full [Portal](#) administrator access to all menu items (Dashboard, Users, Videos, Daily Focus, Settings). In addition to the items listed here, Customer Administrators have access to the responsibilities noted under the Content Manager below
- Upload logo and manage organization profile
- Upload and manage Users (activate new Users; deactivate Users who leave the organization or choose not to use Quillo Pro)
 - *Optional:* Check the box that reads, "Show this user the New User Welcome series (4 videos)" while uploading users to the portal if you want new app users to view the Welcome to Quillo/New User video series. For bulk uploads, see the section on CSV files below.
- Monitor dashboard to track utilization, views, and report any concerns to support@myQuillo.com
- Provide dashboard and metric data to organizational leadership, as needed
- If no Content Manager is identified, see below for details on additional responsibilities

While preparing to launch Quillo Pro, the Customer Administrator's first steps include:

1. Log-in and become familiar with the Quillo [Portal](#)
2. Go to Settings and upload your organization's logo. Pick your featured color for the portal
3. Prepare and send Introduction emails to Users to let them know what to expect. *This is a chance to share why your organization is using Quillo Pro and what you hope Users gain from the experience.*
 - **Resource:** "Sample Emails to Send to Users (templates)" are available on the Quillo [Resources](#) page
 - **Quillo Tip:** Prepare CSV (Comma Separated Value) template form with names of Users (employees) to make uploading easier. To automatically check the "New User Welcome Series" box, mentioned above, make sure to type "Yes" into column D of the CSV upload template.

- Please note, the New User Welcome Series is designed as an introduction to the Quillo app, providing tips on using various features of the app as well as what to expect. Because these videos are key to a quality experience on the app, the video will present as the Daily Focus for the full day. Users will continue to see the same Daily Focus day-to-day. After they have watched the New User Video, a new one will be ready the next day. Once all 4 videos have been viewed, users will return to the regularly scheduled Daily Focus videos on the next day.
 - **Quillo Tip:** Make sure your IT person is aware of the Quillo emails so they will not be blocked by asking them to “whitelist the @myQuillo.com” address. Be sure donotreply@myQuillo.com is allowed on your organization’s whitelist.
 - Send Introduction emails to Users
4. On the Portal, upload the Users from the CSV form that was created in the step above. This will immediately send an authorization email to Users, prompting them to create a password and set up their Quillo Pro account
 5. Utilize Quillo technical support (myQuillo.com/support, support@myQuillo.com or 1 866-784-5561) to answer questions as needed

Key Player: Content Manager

The role of the **Content Manager** is to help create videos for Quillo Pro that are specific to your organization. Users generally enjoy seeing people they know and hearing stories that pertain to their own organization. This is an opportunity to celebrate success and highlight the key values of your team.

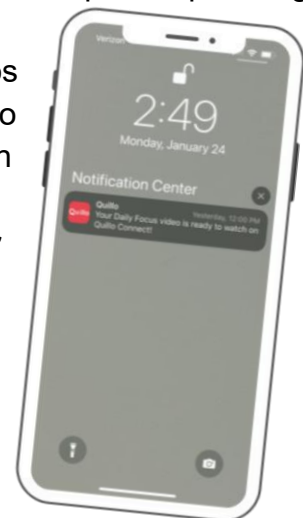
General Responsibilities

- [Portal](#) access to Content menu items (Dashboard, Manage Videos, Daily Focus)
- Create and upload videos.
 - **Resources:** See the [Resources for Orientation, Launch, and Use](#) below for a list of resources, tips, and notes for creating videos.
 - **Quillo Tip:** the actual filming and creation of videos is a collaborative effort. For example, a colleague may film their own video on their phone and then share it with the Content Manager to moderate and upload the video. Thus, part of the role of the Content Manager is to work with direct support staff, frontline managers, leadership, and others to brainstorm video ideas and identify who will film/create it.
- If desired, add Captions/Sub-titles to videos.
 - **Quillo Tip:** Quillo videos have English captions and Spanish sub-titles, but Content Managers can upload sub-titles in any language using free or low-cost tools.
 - **Resource:** See [Uploading Captions/Subtitle files](#) below for more.

- Schedule your organization’s Daily Focus video, as desired, Note, scheduling your own Daily Focus will override Quillo Pro’s nationally scheduled video, though Quillo Pro’s video will still be featured on the home page.
 - **Quillo Tip:** We encourage local Daily Focus videos, created by your organization and featuring people your Users will recognize. Viewers often engage more often with local content, and it is a great opportunity to highlight your organization’s successes and values, as well as address your team directly.
- Set-up your own Collections video playlists with themes and videos customized to your organization’s needs and interests. See below for additional information about Collections.
- Monitor, moderate, and approve videos created by your organization
- Provide information to leadership as needed

While preparing to launch Quillo Pro, the Content Manager’s first steps include:

- Get familiar with the [Portal](#), including the Dashboard
- Create four 60-second videos to kick things off, such as a CEO welcome message, overview of your organization’s values and mission, or other messages leadership would like to share
 - **Resources:** Visit Quillo’s Resources page for video templates, planning calendars, and more to get started
- Upload any video(s) you create to the portal. When videos are uploaded, you can choose whether you would like to have Users notified immediately by text, email, push notification, or a combination.
- **Quillo Tip: Quillo recommends Push Notifications for the most effective engagement for smartphone and tablet users.** While push notifications are scheduled through the portal, users will need confirm that their device (smartphone or tablet) is set to allow push notifications from Quillo. This is typically done by going to the phone’s Settings > Notifications > Quillo and ensuring it is set to “on.”
- **Quillo Tip:** Schedule a few videos as the Daily Focus for your organization to build excitement, share local content, and grow your Quillo community.
- After launch, continue to create video messages that support the team, creating a healthy, productive culture. Encourage users to provide feedback and ideas for creative videos.
- **Resources:** Stay in touch with the Quillo support team! Help is available for the Portal, User Engagement, Video Creation and more by contacting support@myQuillo.com



Suggestion: Build a Content Team to Create Videos Together

Making, creating, and coming up with ideas for video content should be a team or collaborative effort. Consider creating a Content Team that can help with the ideas and production of videos. Who is seeking out good news and stories to tell? Who has a smartphone and can capture a great moment at a meeting? While not everybody needs Quillo portal access as a Content Manager, consider working together and scheduling monthly meetings to talk about video priorities. A Content Team could include Content Managers, organizational leadership, people your organization supports, DSPs, and others who can help capture the message and goals of your organization.



Key Player: Quillo Pro Champion(s), CEO and Organizational Leadership

The role of the Quillo Pro Champion or CEO of the organization sets the stage for communicating why your organization has signed up for Quillo Pro. Even if CEOs are not in the Customer Administrator or Content Manager position, it is suggested they participate in onboarding to be prepared to discuss Quillo’s role at the organization and demonstrate leadership support. Additional action items may include:

- Work with Quillo national staff to consider who and how many Users will be uploaded to the app, as well as identifying Customer Administrator and Content Manager roles.
- Work with the Content Manager to film welcome videos for the app
- Work with leadership at your organization to plan an email or other means of communication (luncheon, staff meeting or virtual meeting) to all staff about the use and roll out of Quillo Pro. This communication should take place a minimum of 2 weeks before Quillo Pro is launched at your organization.

Talking Points

To help build excitement, sample talking points for the Champion(s) to emphasize throughout the organization:



- Quillo Pro is an exciting and supportive tool to remind you of your WHY.
- By being part of Quillo, our organization is investing in YOU and the unique skills you bring to this work.
- This is available as an app on your smartphone, tablet, or desktop.
- Quillo Pro has a library of over 1,000 sixty-second videos that provide support, ideas, and acknowledgment, created just for direct support staff like you.

- With more videos added every day, you'll be able to explore content from other DSPs, parents, self-advocates, and experts talking about topics such as advocacy, self-care, communication, health tips, sexual wellness, as well as videos that are just to make you smile.
- Make Quillo Pro part of your daily routine. A minute or two a day can help set you up with a [new perspective](#).
- See a video you liked? Ask others if they have seen it yet to spark discussions, encourage connections, and increase utilization.
- **Resources:** Check out "Tips for Increasing Quillo Engagement" on the Quillo Pro [Resources Page](#), such as setting a specific time (for individuals or for the organization) to "Quillo."



Ongoing support of and highlighting Quillo Pro is also key to its success.

Consider scheduling regular reviews with the Quillo national staff and champions to review Dashboard data, monitor utilization, and determine timing to roll-out Quillo Pro to additional users. Dashboard data of interest may include:

- Most popular videos
- Most popular times people use Quillo Pro
- Top Users

Key Player: Users

The User role is very simple: access the App frequently to gain knowledge, hear messages that reinforce the value you bring to the people you support and their families, and enhance your personal well-being.

The Customer Administrator must give authorization for a User to use the app. As soon as the User's email & name is uploaded to the portal, an email is generated to the User allowing them to set a password and get started on the app.

Leveraging Key Features: Collections

Collections are series of videos on key topics, helping to bundle content on the most relevant content. While Quillo's search bar allows you to enter keywords and explore all results, Collections puts some of the most popular or niche themes right at your fingertips. In addition to features videos, there is also a place to add web-based resources, allowing viewers to take a topic of interest a step further. Collections are created at a national level by the Quillo staff, as well as by customer organizations through the Quillo Admin portal. In that case, Collections created at the local level or only available to the organization's user base.

For example, national Quillo Collections include Friendship and Social Development Skills, Craft Corner, Travel and Conference Tips, Charting the LifeCourse Tools and Tips, and more.

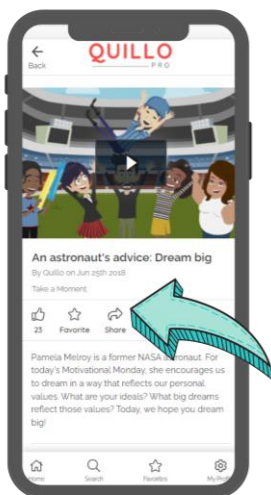
An example of a local Collection could include staff testimonials, mission-driven content, or highlight stories of people supported.

Ways to Quillo

Quillo Pro is available for use on smart devices (including iPhones, Android phones, and tablets), as well as on your computer. As your organization prepares for launch and roll-out, this is a good opportunity to consider the following:



- The desktop and smartphone app use the same interface, meaning you can login using the same username and password in both formats. Views, likes, and updates to your User Profile will be updated in either format.
- **Quillo Tip:**
 - Use the Desktop version during orientation or group meetings, connecting the computer to a projector or TV. This is an easy way to share Quillo Pro with larger groups or demonstrate particular features to colleagues and new employees.
 - Do residential homes or day programs in your organization have computers available for staff use? Consider reviewing your internet/computer use policy to maximize opportunities for Quillo Pro access. If it aligns with organizational practice, encourage staff to explore Quillo Pro during downtime, quiet times (i.e., night shifts), or other opportunities.
 - Share videos with others. Did you see a video that you like or know would lift someone's spirits? Click on the share icon located at the bottom of the video to send the video to coworkers and others in your organization. Videos can be shared by text or email. Click on the link and make others day by sharing a video.



Resources for Orientation, Launch, and Use

The chart below highlights documents, templates, and other resources to set your organization and Quillo Pro Users up for success! All resources below are available at www.myQuillo.com/Resources. Use the search bar at the top of the page to enter the Document Title and find your document.

Document Title	Purpose
Sample Emails to Send to Users (template)	As you prep to launch Quillo Pro, these emails can be tailored to your organization to help communicate why and how Users will get started. This pairs with the Launch Plan above.
Quillo Intro to DSPs (template)	Are DSPs asking about Quillo? This template gives an overview of Quillo Pro. Try posting it around your organization or include it as an email attachment if you are rolling-out Quillo Pro to a smaller group.
Orientation Info (Template available as half-page postcard or full-page flyer)	Some organizations have found orientation is a great time to introduce Quillo Pro. Not only do you have new staff's attention, but it demonstrates how Quillo is part of the organization's culture and communication strategy. It is also an opportunity to show one way that your organization's leadership is choosing to invest in the well-being and support of your employees. This orientation document is available as a full-page flyer or half-page postcard. It also includes a place for new staff to mark if they are interested in joining Quillo Pro. Use the one that works for you!
17 Ways to Excite, Ignite, and Inspire your New Hires	This document offers tips and best practices from the Quillo Community on how to set up new hires for success. Consider trying a few of these ideas at your next orientation.
Tips for Increasing Quillo Engagement	Looking for ways to encourage your team to make Quillo Pro part of their daily routine? Try these tips to increase utilization. Keep in mind that it isn't about the number of views; rather, using Quillo Pro is about ensuring your team feels connected, supported, and encouraged.
User Instructions – Access the App Today!	This document can be shared with the User to provide quick steps to help them access the Quillo app. This one-page resource can also be personalized for your organization to provide step-by-step instructions for Users to get setup on the app.

Resources for Creating Videos

As your team is ready to make videos, check out the Quillo Resources page for resources, documents, planning guides, template videos, and more to help the Contact Manager create videos specific to your organization. Visit www.myQuillo.com/Resources to view and download resources. If you're looking for another tool or resource to assist, contact Support@myQuillo.com with your idea!

Uploading Captions/Subtitle files

Quillo videos – including the ones you create for your organization – can have subtitles and captions. By default, videos produced by Quillo will have options to turn on English captions or Spanish subtitles. You also have the option to add these files to your organization's videos, as well.

- Caption/Subtitle files require a .VTT file that includes the transcribed text. See “Quillo’s Guide to Video Editing Tools, Resources, and Tips” the [Resources](#) page for suggestions on how to create VTT files.
- Caption/Subtitle files can be uploaded during the Video Upload process. After you click “Upload Video” and fill in the information under the Basic Info tab, click +Caption, select the language from the dropdown, and click Choose File to upload your VTT file stored in your folders.
- Would you like to add a language other than English or Spanish? Contact Quillo – we can add requested languages to the dropdown menu.

Quillo’s “How To” Page on YouTube

Need a reminder on how to use certain features of the Quillo portal? Quillo has a YouTube page with helpful videos just for you – including a playlist of [Portal How To Videos](#). Videos are short (between 20-seconds to a few minutes) and walk you through tasks step-by-step with screenshots and tips. For a more in-depth overview of the Admin Portal, the following tutorial is available, as well: [Overview of Quillo Admin Portal \(24 minute walk-through on YouTube\)](#).

Social Media

Join us on social media! Quillo would love to connect with your organization as well as individuals.

- Facebook: www.facebook.com/myQuillo
- Instagram: www.instagram.com/myQuillo
- LinkedIn: www.linkedin.com/company/myQuillo