

Introducing User Groups in Brief Mode for Recipients

We've introduced user groups in Brief mode's recipients so brief owners can populate a brief's recipients from a reusable, named set of people in a single action and set the same group-based defaults on their brief templates.

Brief owners often send briefs to the same set of people: a brand group, a review group, an agency group. Until now, the Brief recipients field accepted individual people only, added one at a time from a flat picker, so briefing that recurring set of people meant re-selecting every one of them by hand on every brief. It was slow, it was easy to miss someone, and when the makeup of the group changed there was no quick way to update all the briefs that had captured those people individually, so the lists drifted out of date. Brief templates had the same limit: they could pre-set default recipients, but only as individuals.

User Groups in Brief Mode for Recipients extends Pencil's User Group feature to the Brief recipients field, attaching a group as a live reference that resolves from its current membership every time the brief notifies its recipients.

Loom showing how to create/edit/delete User Groups:

<https://www.loom.com/share/449394165f89485cbd1e74763a029b3d>

Loom showing how to use User Groups in Brief Mode recipients and Brief Template

Recipients: <https://www.loom.com/share/0298dd1076534ceb8ca6a0cb91d05ad1>

What's new

- **Add people and groups in one picker:** the Brief recipients field now opens a single dropdown with separate People and Groups sections, so you can select individuals,

user groups, or any mix of the two, with each group showing its member count.

Brief recipients *
Add anyone who should receive updates as this brief progresses.

👤 Agency Group · 4 ×

👤 Review group · 3 ×

👤 Brand group · 5 ×

Team members

User groups

🔍 Search user groups

👤

Agency Group
4 members

✓

👤

Review group
3 members

✓

👤

Brand group
5 members

✓

👤

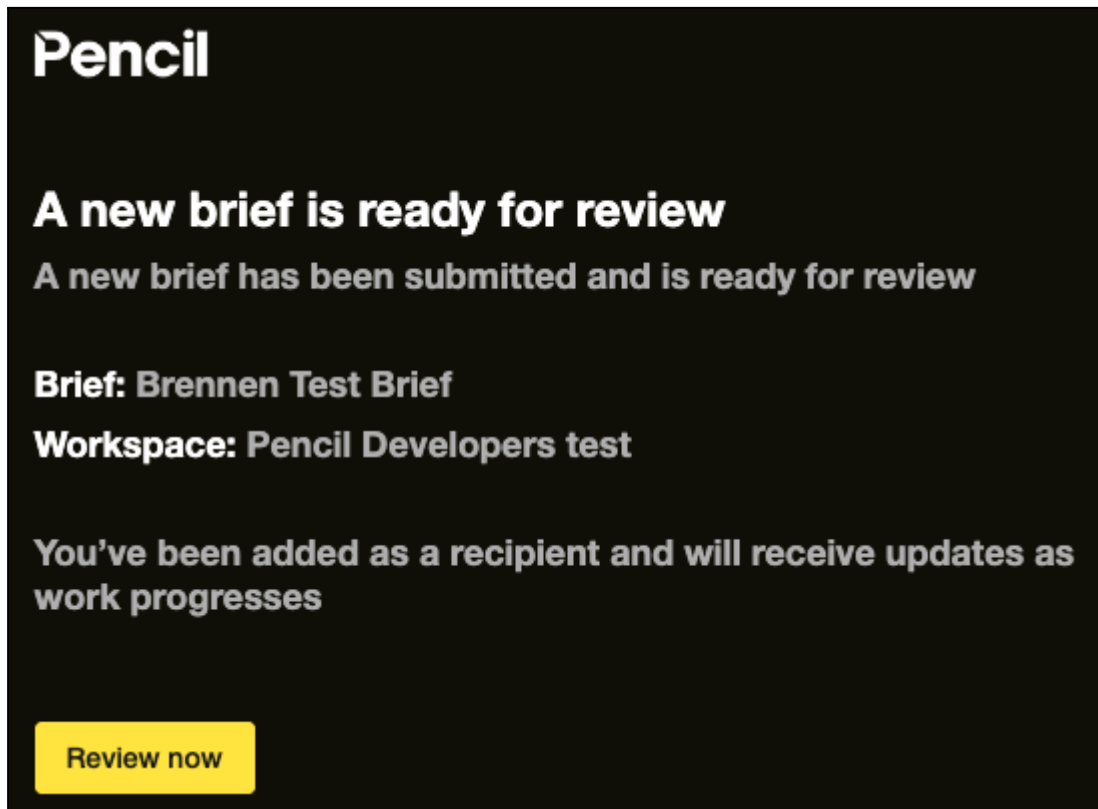
asda
2 members

☐

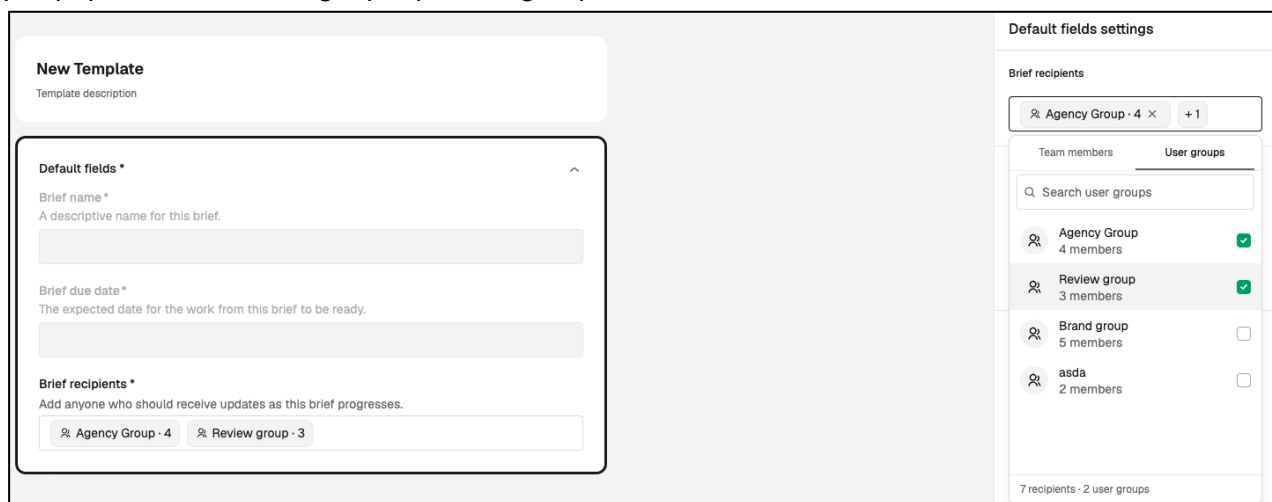
12 recipients · 3 user groups

- **Groups attach as a live reference:** a group is stored as a reference, not a snapshot, so recipients are always resolved from current membership: add someone to the group and they start receiving that brief's notifications, remove them and they stop, with no need to edit the brief.
- **Notifications reach every group member:** when a brief is submitted or cancelled, each individual in an attached group receives that recipient notification, exactly as

they would if added by hand.



- **Set group defaults on templates:** the same People-and-Groups picker appears in a brief template's default recipients, so every brief created from the template opens pre-populated with the right people and groups, live references included.



Why it matters

- **One action, not fifty:** define a recurring set of people once as a group and add them in a single click, instead of rebuilding the same recipient list on every brief.
- **Lists stay correct at the source:** because groups resolve live, membership is maintained in one place and every connected brief stays up to date automatically.
- **Nobody slips through the cracks:** reusable groups remove the hand-entry that made it easy to omit someone who should have been looped in.

- **Templates that start right:** templatised briefs can carry a group, so a team's standard brief opens with the correct people already in place.

Who it's for

- Brief owners who repeatedly brief the same set of people.
- Workspace admins manage the user groups.
- Brand, review and agency groups with large, commonly-used recipient lists.
- Enterprise teams running a high volume of briefs.

What this unlocks

User Groups in Brief Mode for Recipients turns a repeated, per-person chore into a single reusable step, letting brief owners populate recipients from named user groups, while live membership resolution keeps every brief's audience accurate over time without anyone touching the brief. Set a group once, and every current and future brief that references it stays up to date on its own.

Give it a try and let us know what you think! 🚀