Yammer's super powers

Yammer is designed to connect employees in ways that no other enterprise software can. It has the ability to empower employee conversation and participation across the entire company. Yammer's super powers can drive two-way engagement that is inclusive and non-invasive all while using a friendly and familiar experience.

Organization-wide Engagement

Empower everyone in the organization to engage, inform, and connect in a social and inclusive environment

Community Connection

Strengthen cross-organizational connections, while empowering key stakeholders and influencers

Lightweight
With 10 years of experience, being very well built, and having a clearly defined purpose allows Yammer to be lightweight and fast and easily accessible from your desktop or mobile device

Video
Upload a clip directly from a device, embed an internal video from Stream, or post a clip from YouTube, Yammer serves it up in the context of the conversation

Familiar UX
Yammer leverages a lot of the same governing principles that drive consumer brand social experiences and is therefore familiar to employees, but in the form of business value

Like, comment, share
Increase the speed and ease of participating in the conversation and different levels of engagement with a simple like, contextual comment, and/or spread the word by sharing

Mobility and security
As a member of the Office 365 family, Yammer is also built with enterprise-grade management, mobility, reliability, security, and compliance

Photos and GIFs
Give posts and comments more context and fun by using a photo or GIF to help contribute to the conversation

Yammer has a very specific purpose within a company's communication strategy which is to connect and engage employees. These unique use cases help determine how Yammer can empower people to at scale across the whole organization.

Open and inclusive

- Access to information and people across organizational silos
- Groups are open by default
- Asynchronous engagement over time and across distance

Non-invasive productivity

- Replies don't go to everyone's inbox
- Participate and contribute on your own time
- Views of feeds and conversations let you easily catch up

Knowledge capture

- Designed and built to organize conversations
- Common topics are managed across groups using hash(#) tags
- Conversations are easily referenced and shared outside of Yammer with a URL
- Preserve context

Organization-wide transparency
Bring people together from around the company

Plural expression
Two-way expression in a flattened communication hierarchy

Serendipitous discovery
Stay informed about what's going on broadly across the company as well as in the little corners of the organization

Did you know?

150%
Asking a question is a great way of starting a conversation and leads, on average, to 150% more replies.

@
@ mentioning a person is a powerful way to draw the person into a conversation. It leads to, on average, 73% more replies.

1 2 3
The most value comes from good conversations. Follow this ratio as a rule of thumb to get the balance right: For every 1 Post, also make 2 Replies, and 3 Likes.

Insights provided by SWOOP Analytics

Yammer Resources

Yammer Adoption Resources > https://aka.ms/yamresources

Yammer Case Studies > https://aka.ms/yammer-stories

Yammer Use Case Catalog > https://aka.ms/yammer-use-case

Manage your Office 365 Rollout Using Yammer > https://aka.ms/rollout-with-yammer

Yammer Blog > https://aka.ms/yammer-blog

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