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 while using a friendly and familiar experience.

Organization-wide Engagement

- Yammer’s purpose within a company’s communication strategy is to connect and engage employees.
- Unique use cases help determine how Yammer can empower people to scale across the whole organization.
- Yammer adoption resources:
  - https://aka.ms/yamresources
  - https://aka.ms/yammer-stories
  - https://aka.ms/yammer-use-case
  - https://aka.ms/rollout-with-yammer
  - https://aka.ms/yammer-blog

Community Connection

- Yammer’s super powers can drive two-way engagement that is inclusive and non-invasive.
- 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.
- 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 scale across the whole organization.

Lightweight

- Yammer is designed to connect employees in ways that no other enterprise software can.
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Familiar UX

- lightweight and familiar across the entire company.
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Mobility and security

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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.

Photos and GIFs

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

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.

Open and inclusive

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

Non-innovative productivity

- More people can join conversations.
- Participate and contribute on your own time.
- Views of feeds and conversations let you easily catch up.

Knowledge capture

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

Plural expression

- May refer to multiple instances.
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Serendipitous discovery

- Yammer’s super powers can drive two-way engagement that is inclusive and non-invasive while using a friendly and familiar experience.

Organization-wide transparency

- Bring people together from around the company.
- Stay informed about what’s going on broadly across the company as well as in the little corners of the organization.

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Did you know?

- @ mentioning a person is a powerful way to draw the person into a conversation. It leads, on average, to 73% more replies.
- Asking a question is a great way of starting a conversation and leads, on average, to 150% more replies.
- 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.
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150% at

123

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