Yammer success guide

A collection of best practices, tips, and examples to make your Yammer community launch a success.
Using Yammer to transform your business

Before you plan your launch, think about how you want to use Yammer and what you want it to do for your organization. Yammer is much more than a social tool for your organization—set up your Yammer network for the maximum impact on your organization by focusing on activities that drive business transformation.

- Social outlet for status and photos
- To connect around social interests
- YamJams and top-down broadcasts
- Posting to All Company/Newsfeed
- Vanity metrics and social badges

- Replace existing processes and tools
- To connect around common objectives
- Meaningful multi-way collaboration
- Using Groups for functional and project teams
- Measuring for business outcomes
Getting started
A great network starts with a great plan. Follow these five steps to make sure you’re ready for launch.

Introducing Yammer to your organization
Starting with your pilot users and champions, all the way up to the leadership team, get everyone on board and excited to use Yammer in four simple phases.

Keeping the conversations going
Now that you’ve launched, check out three ways to provide support for your Yammer network and continue to optimize for greatness.
Getting started

- Master the technology
- Develop your vision
- Identify your team
- Get executive buy-in
- Set policies and guidance
Master the technology

Start by working in partnership with your IT department to establish technical needs like mobile access and network support.

You can learn to administer your network like a pro with the Yammer admin guide. We walk through confirming system requirements, setting admin privileges, and how to understand your network.

Resources:
Use the Technical readiness checklist to ensure your network is ready for launch
Learn more at Yammer admin help

💡 Pro tip:
In order to enjoy the full experience of Yammer integrated with the rest of Office 365, ask your Office administrator to enforce Office 365 identity and connect your Yammer network to the Office 365 groups service.
Develop your vision for Yammer by department

Here are some examples of how Yammer helps drive collaboration, innovation, and engagement across every department of your organization.

---

**Marketing**

Create a Yammer group for customers to gather valuable feedback on a product or campaign. Share ideas and resources across groups for maximum impact.

[Watch to learn how]

---

**C-level executives**

Improve the effectiveness of the corporate communications strategy by connecting employees directly to executives, groups, and feedback.

[Watch to learn how]

---

**HR**

Reduce cost and initial training cycles for new employees by creating a designated group with the onboarding resources they need.

[Watch to learn how]

---

**Educator**

Extend collaboration with educators, classmates, and colleagues beyond the classroom walls. Manage lesson plans, assignments, and lecture notes in one place.

[Watch to learn how]

---

**Sales**

Maximize your sales team’s effectiveness with better account insight, instant access to experts, and enhanced information when on the road.

[Watch to learn how]

---

**IT professionals**

Speed up end-user adoption by sharing tips and tricks for new products. Enable self-help, access to peer expertise, and a searchable knowledge base for incident avoidance and reduced total time to problem resolution.

[Watch to learn how]

---

**Learning and development**

Encourage self-directed learning through discoverable special interest groups and access to subject matter experts across the organization.

[Watch to learn how]
Learn how Yammer can be utilized across your organization

Meet with business managers from across your organization to develop a vision, understand the different strategic uses of Yammer, and identify which solutions can help your organization tackle its business challenges.

- Build a community of interest or practice
  Create communities that share insights. Employees can work together and solve group problems to maximize effectiveness and enable better decision-making.

- Cultivate executive engagement
  Create a more effective corporate communications strategy. By facilitating two-way conversations between leadership and the wider employee base, Yammer can drive employee engagement and open discussions to the entire organization.

- Engage your frontline workforce
  Identify and resolve problems with the customer experience by giving employees on the front line an efficient way to communicate with headquarters and supporting teams.

- Drive ideation and innovation
  Foster innovation by connecting employees, ideas, and information regardless of time zones, geographies, or hierarchies.

*Sanofi Pasteur* shares best practices and improves processes

*Grundfos* engages across all levels of the organization

*Red Robin* speeds up process to develop new burger

*British Airways* cabin crew members send feedback to engineering team
Identify your team

The most successful Yammer rollouts occur when a committed team, representing a cross-section of your organization, works together to execute tasks on time.

**Executive sponsor**
Business decision maker who leads by example, sends announcement emails, drives accountability

**Project lead**
Oversees assigned tasks and ensures program stays on track

**Internal communications, HR, IT, Sales, Product innovation**
Representatives from teams that can benefit from Yammer
Get executive buy-in

The best way to get executive buy-in is by aligning Yammer with their business goals.

- Ask them what they want to achieve, then demonstrate that it can be advanced through Yammer.
- Show them that time invested in Yammer will deliver benefits to them and their business.
- Explain to them that showing interest and engaging with employees through Yammer drives employee satisfaction and performance.

Resources:
Read this [blog](#) about the positive effects of CEO participation in Enterprise Social
Use the [Use Case Deep Dive](#) to engage your leaders.

Pro tip:
Help your leadership lead by example by making a plan for how they will engage on Yammer. Here are some real client examples:
- See how the CEO of [Grundfos](#) ran a blog through Yammer

- Learn how [Telefonica](#) engaged the whole organization with executive strategy discussions on Yammer
- See how [Capgemini](#) uses Yammer to drive ongoing executive engagement
Set policies and guidance

Work with leadership to develop a usage policy and guidelines for governance. This will be important to ensure that activity on Yammer is positive, constructive, and in line with your company policies and culture.

Resources:
- Follow the usage policy setup guide and example
- Help setting guidelines for Governance

Pro tip:
Keep policy and guidelines positive (not just a list of “don’ts”), and provide plenty of examples and suggestions.
Develop a launch plan and materials

Identify and empower your Yammer champions

Pilot Yammer with a few use cases

Raise awareness and launch your network
Develop a launch plan and materials

Keep your team on schedule and prepared with a work back plan for the months, weeks, and days leading up to launch. This should include key dates for announcements, training sessions, and developing materials.

Prepare launch materials to get your network excited to join Yammer.

Resources:
Review the customizable [communication plan](#).
Customize [email templates, handouts, and posters](#) for your organization

Pro tip:
Pair your Yammer launch so it supports an existing initiative, [campaign](#) or event like the [launch of Office 365](#), company rebrand, or the start of new senior leadership.
Identify and empower your Yammer champions

Champions are your community of people who have bought into using Yammer from day one. Champions also are people who would contribute to and benefit from the value created by this group. Some examples could be:

Create a Yammer group in your network for your champions. In this group, they can share resources and best practices for getting the most of Yammer, and for encouraging others to get as engaged.

Pro tip:
Set up a Yammer specialist group that meets once a month to share insights, ideas, and best practices with the broader network.

---

**Millennials**
They will like the social aspects of Yammer

**Pilot program participants**
Those that demonstrated success with new technology adoption in the past

**Team influencers**
Regardless of title, these well connected veterans have that leadership vibe that naturally influences those around them.
Pilot Yammer with a few use cases

Launch first to a target group before rolling out to the rest of the organization. Here are some tips for choosing your pilot use cases:

1. Start with groups that provide a central service and work across departments (HR, Legal, Learning and Development, Sourcing).

2. Choose target groups that are geographically diverse and will benefit from having a single space to communicate and collaborate.

Resources:
Customize this email template and share with your pilot groups. It helps explain the uses for Yammer through short videos and links to more resources.

Pro tip:
Yammer is about collaboration, so encourage launch users to invite others to collaborate in Yammer by keeping groups public.
Raise awareness and launch your network

Raise awareness about what’s happening in your organization by making Yammer the hub of company activity:

Inspire leadership to reach out to the entire organization for feedback and challenges, such as one customer who hosted a cost-savings challenge.

Spark engagement with a Yammer launch event

Use champions to identify “wins” big and small, then celebrate by sharing on internal networks

Resources:
View the [Yammer Launch Ideas](#) guide for tips and examples from other Yammer customers

Pro tip:
Encourage executives to log in a minimum of once a week and engage with posts by liking and commenting.
Keeping the conversations going

- Provide support
- Monitor and optimize your network
- Drive ongoing usage
Provide support

Give your team the confidence and knowledge to be active on Yammer from day one with up-front training sessions and resources for getting set up.

Resources:
Review and repurpose the End User Training Guide to help with any internal presentations, and share with employees.
Check out these training videos and post them in your Yammer network.

Pro tip:
Create a Yammer 101 Group in your network.
Employees can post questions and request guidance.
Admins can upload “Getting Started” resources and tutorials.
Monitor and optimize your network

Follow these tips to establish and encourage a culture of positivity and inclusiveness

- Identify and celebrate milestones (work anniversaries, promotions, etc.)
- Encourage members to invite other collaborators to the group
- Acknowledge and reward with “likes” and positive feedback
- Break the ice by @mentioning new users in welcome posts

Resources:
- Learn how to use Office 365 metrics and reports in the Yammer admin guide
- Review and customize your own Yammer Usage Policy and Yammer Etiquette Guide

Pro tip:
Work with your Office 365 administrator to get metrics for understanding the health of your network and how you can optimize for growth.
Drive ongoing usage

Continue to identify areas of your organization that can benefit from cross-company collaboration and engagement. This could include people within the same function, collaborators on a company initiative, or participants in a trending topic – both work-related or not.

Promote ongoing discussion in Yammer:

- Replace existing in-person events (town halls and Q&A) with online events (YamJams)
- Ask champions to select highlights from corporate newsletters and post to Yammer
- Announce events, provide live updates, and deliver recaps
- Share corporate updates for new products or new employee bios

Pro tip:
- Find and nurture your “power users” – those that are using Yammer to its maximum abilities
- Provide positive enforcement by praising them on Yammer
- Give leadership visibility by hosting lunch with the executive team

Resources:
Empower more champions with this Yammer Group Owner Guide and Best Practices.
# Key resources for launch and usage

<table>
<thead>
<tr>
<th>Action</th>
<th>Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review Admin’s Key Concepts and &amp; Quick Start</td>
<td>Admin’s Guide to Getting Started</td>
</tr>
<tr>
<td>Plan launch to pilot groups</td>
<td>Yammer Use Case Catalog</td>
</tr>
<tr>
<td>Identify and begin working with target groups for launch</td>
<td>Email template</td>
</tr>
<tr>
<td>Give target group participants the Power User Guide for Getting Started with tips on creating and sustaining a successful group</td>
<td>End User Training Guide</td>
</tr>
<tr>
<td>Plan launch to rest of organization</td>
<td>Prepare for Launch (Governance)</td>
</tr>
<tr>
<td>Hold a launch event to celebrate and educate users on Yammer</td>
<td>Yammer Launch Ideas</td>
</tr>
<tr>
<td>Generate awareness of Yammer with announcement email, posters, and follow-up tips and tricks emails</td>
<td>Communication Plan and Templates</td>
</tr>
<tr>
<td>Work with internal teams to have Yammer promoted through existing channels (e.g., intranet, newsletters)</td>
<td>Yammer One Page Flyer (8.5x11)</td>
</tr>
<tr>
<td>Organize training sessions to build awareness and help employees get started</td>
<td>Yammer Poster (11x17)</td>
</tr>
<tr>
<td>Create a Yammer 101 Group in your network so employees have a place to post questions and request guidance. Upload Getting Started resources and tutorials</td>
<td>New Yammer User Checklist &amp; Videos</td>
</tr>
<tr>
<td>Learn and share with other Yammer customers on the Yammer Tech Community. Once a member, join the following groups to get tips and best practices from other customers using Yammer</td>
<td>Yammers Guide to Community Management</td>
</tr>
<tr>
<td></td>
<td>Group Owner  Guide and Best Practices</td>
</tr>
<tr>
<td></td>
<td>Yammer Tech Community</td>
</tr>
</tbody>
</table>