yammer

ADMIN'S GUIDE TO GETTING STARTED

Use Yammer as your social workspace to share updates, ask questions, get feedback and collaborate on files – all in one central location.

Welcome, we're glad you're here!

So, you've been chosen as your company's Yammer admin. Now what? Get started with this quick start guide to plan, build, manage and promote Yammer. Once you've completed the tasks on the checklist and successfully launched Yammer, you can always come back to these resources to take the growth and development of your network to next-level greatness.

Join the **Office 365 Network** to share tips and best practices with other customers.
Get started in these groups— simply click the blue +Join button to participate:

- Community Management
- Yammer & Enterprise Social
- Training Yammer

It's easy to get started

To roll out a successful social workspace for your organization, follow these steps:

1. Activate Yammer. Details in the "**Yammer Activation Guide**".
2. Develop your launch plan and identify stakeholders.
3. Personalize your Yammer network and include guidance on usage.
4. Launch your network to the first wave of groups that fit the target use case.
5. Launch the network to the rest of the organization.
6. Drive ongoing membership and usage.
7. Give yourself a pat on the back for a job well done.

y

Get started checklist

Use this checklist to guide you through the process of planning, building, launching, and promoting your Yammer network.

✏️ PLAN

- ✔ **Identify your network's purpose:** Who will use it, what content will be shared, and what value will it bring to various teams?

- ✔ **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.

- ✔ **Establish technical needs:** Decide how your employees will access the network and identify any integration needs, mobile needs, as well as ongoing network help and support.

SP295

Executive

Real-world challenges and value in introducing enterprise social

Melanie Hohertz
Online Communications Lead
Cargill

Learn lessons from Cargill's global Yammer launch.

- Watch a presentation on Cargill's lessons learned while implementing Yammer **here**.
- View the Cargill customizable Yammer strategy. **Join the Office 365 Network**, and then **click here**.

📦 BUILD

- ✔ **Use the Yammer Admin Console to customize your network in a few simple steps:**
  - Click the "**Configuration**" tab to add your company logo, network name and customize your Yammer message prompt.

- Click "Usage Policy" tab and add the sample Yammer acceptable use policy **located here** or create your own.
- If you want a custom masthead in Yammer, use the "**Design**" tab to customize.

y⪪

Get started checklist (continued)

⬡ BUILD

Learn more about administrative settings in the Yammer Admin Guide.

✔ Create an **Etiquette Guide** to educate employees on how to use Yammer productively and establish a positive community culture. **Join the Office 365 Network**, and then **click here** for a good example from one of our customers, Cargill.

✔ Launch first to a target team before rolling out to the rest of the organization. Good teams to start with are the ones working with departments across the whole company (HR, Legal, Learning and Development, Sourcing) and ones that are geographically diverse and will benefit from having a single space to communicate and collaborate.

⚙ MANAGE & PROMOTE

✔ **Raise Awareness:** Let your network know about Yammer through all of your internal marketing channels (company newsletter, email, corporate event, message boards) and incorporate your Yammer vision to get them excited about what they will gain from engaging with it!

- **Plan your Launch Event** - Generate excitement about Yammer and spark user engagement. View the "**Yammer Launch Ideas**" guide for tips and examples from other Yammer customers.

✔ **Provide Training:** Give your team the confidence and knowledge to be active on Yammer from Day 1.

- Create a Yammer 101 Group in your network, where employees can post questions and request guidance, and admins can upload "**Getting Started**" resources and tutorials.

- Organize internal sessions to build awareness and help employees get started. Review and repurpose the End User Training Guide to help with any internal presentations. Check out these **creative training videos** one of our Yammer customers created.

y⋲

Get started checklist (continued)

⚙ DRIVE ONGOING ENGAGEMENT

After launch, use the ideas below to keep people engaged on Yammer and make the most of your social workspace.

✔ Consider holding a special event in your group such as a YamJam, to generate ideas or promote discussion on a specific topic. Like a Reddit "Ask Me Anything" (AMA), a YamJam is an online event for real-time discussions that are held in a Yammer group. YamJams can be used to achieve of variety of objectives. Here are some examples:

- Invite senior leadership to hold a Q&A on a specific topic using Yammer.

- Use Yammer to get feedback from a broad set of people in response to a particular set of questions.

- Hold a real time brainstorming session in a Yammer group with geographically distributed team members.

Visit the YamJam Summary Library on the Office 365 Network to see examples.

✔ Create a summary video covering the first year of your Yammer network, including its key successes, milestones and best conversations.

✔ Hold a 'social media week' with live events and training sessions to mark the occasion. Include 'Yammer lunches' each day so staff can learn more during their lunch.

✔ Conduct '**31 Days of Yammer**' in which you broadcast daily tips, create new Yammer mastheads, hold workshops and drive involvement from executives and employees throughout the organization.

✔ Use Yammer to facilitate Q&A following company town hall meetings.

✔ Incorporate Yammer into company campaigns and employee recognition programs.