yammer
Launch Ideas
What is a Yammer Network Launch?

A launch is a powerful opportunity to gain momentum and create excitement around your network. Spark interest through written communications and training sessions as well as events and fun activities that support and inspire the use of Yammer.

A Yammer launch is a highly effective way to:

- Build awareness of your network
- Show support for the network’s goals
- Demonstrate leadership within the community
- Drive user adoption and engagement
- Train your team on how and why to use Yammer
Types of Launch Activities
Yammer Network Competitions

DETAIL
Organize a daily or weekly competition on your network, and award prizes or recognition to participants.

VALUE
Helps to get users actively engaged on the network by practicing their Yammer skill set. Select competitions that build off your Yammer Tips, highlight your use cases, or support your company’s vision.
Yammer Profile Photo Day

DETAIL
Organize a headshot photo shoot in a public place such as the cafeteria (you can even use Yammer to find a volunteer photographer within your organization!). Encourage employees to be themselves and show some personality.

VALUE
Helps to ensure most staff have a profile photo which encourages greater connection amongst staff, both on and off Yammer.
"Streaming it Out Loud" is an application that allows you to easily display a feed of Yammer messages on a TV or computer screen. This is particularly useful during large internal events so that staff can post about the event as it takes place. Place your display in a shared space so that everyone can engage with the network.

**Value**

Publicizes the network to employees, reminds them to participate in the network, and highlights how many other people are actively using the network.

Watch this video to learn how to use Streaming It Out Loud: [https://streamingitoutloud.com](https://streamingitoutloud.com)
Freebies! Treats!

DETAIL
Hand out Yammer-branded or Company-branded swag as prizes, or as delicious blue treats to bring employees together to talk about Yammer in the break room.

VALUE
Everyone loves something sweet, or better yet, something free! Builds excitement and energy around the Yammer launch, and can be used to reward people for participation.
Types of Launch Activities (Continued)
Executive Discussion
(a.k.a.) YamJam

DETAIL
Engage one or more executives to participate in a one-hour, live discussion via Yammer. Discussion topics are predefined and a Yammer Community Manager can facilitate and moderate the discussion.

VALUE
Visibility of executive leadership, employee engagement with leadership and communication of corporate strategy and values.
Company Yammer Time

DETAIL
Schedule companywide ‘Yammer Time’ - a time for employees to meet on Yammer to provide feedback on important issues or develop ideas for an organizational initiative.

VALUE
Employee feedback in an open environment, leading to enhanced productivity.
Use Yammer to promote a charity fundraiser or other philanthropic activity. You can use Yammer to recruit volunteers and organize the event, apply a related hashtag, and update frequently with progress towards goals so that everyone is informed.

**Value**

Promotes sense of volunteerism across the organization and also demonstrates the wider uses of Yammer.
Social Media Conference

**DETAIL**

Educate employees about the benefits and differences of using social tools like Facebook, Twitter and Yammer. You can compare your company’s external Facebook pages and Twitter profiles with the internal communication and collaboration that occurs within Yammer.

**VALUE**

Build awareness of the differences between Yammer and other social networks that employees may be more familiar with. In addition to driving Yammer engagement, employees will learn how to use Yammer as their social workspace.
DETAIL
Showcase the various collaboration tools available within the organization (e.g. Skype for Business, Outlook Groups, Yammer) and provide guidance on which tool to use in different circumstances. Invite project team members to share the specific ways they managed projects and coordinated work, what they learned, and best practices.

VALUE
Build awareness of collaboration tools and educate employees on how Yammer fits with these applications.
Types of Launch Activities (Continued)
Lunch & Learns / Trainings / Open House

**Detail**

Hold informal Yammer learning sessions in the same space every day for several days. Share sample messages, best practices, and encourage users to sign on and interact through Yammer during these sessions.

**Value**

Gain greater exposure of Yammer by reaching more employees in the spaces they will congregate (e.g. lunch canteen) and give them an opportunity to take it for a test drive.
**YamCam of the Week**

**Detail**
Record a video interview with a coworker. Include what they enjoy most about being an employee and what they’re currently working on. Alternatively, invite employees to post their own video and vote on the best one.

**Value**
Foster business collaboration, operational awareness and community cohesion. Build greater awareness of Yammer functionality.
Think Tank

**DETAIL**
Create Yammer Groups for various topics. Assign times for Yammer members to enter the Yammer group to discuss a particular subject and crowd-source ideas.

**VALUE**
Encourages employee collaboration, idea generation and greater engagement in organizational objectives.
Coordinate with Existing Event

**Detail**
If an existing event is scheduled near the launch of Yammer, use that opportunity to drive event communications through Yammer.

**Value**
Greater promotion of the existing event and embedding use of Yammer into existing operations.
Yammer Tips

**DETAIL**

Post Daily or Weekly Yammer Tips on a variety of topics, such as:

- How to use Yammer features
- Tips & tricks
- How to use Yammer to accomplish a certain task/goal
- Highlight Yammer groups that make work/life better

**VALUE**

Helps to educate users on features and functionality while providing network activity and content during your initial ramp-up phase. Asking your Yammer champions to help post the topics will get more individuals throughout your network engaged, and showcase them as the Yammer experts throughout your organization.
How to Choose Your Launch Event

Consider your Yammer network vision and what your company goals are for using Yammer. How can your launch event support these objectives and these particular parts of the business?

Consider your company culture. What types of activities will resonate with your leadership and your employees?

Consider your time and resources. Mix and match different types of event activities to plan something that suits your needs and fits into your schedule.
A Yammer customer coordinated a one-day global launch of its Yammer network. The activities included:

- Planning team & champions wore Yammer shirts
- Yammer banners were displayed throughout the offices
- Held a Photo Day to take employee Profile Pictures
- Yammer leaflets & post-its were displayed on all desks
- Set up dedicated Yammer Help Desks throughout the office to answer questions
- Displayed Stream it Out Loud on screens throughout the offices
Customer Launch Example

A Yammer customer planned a week-long network launch that included:

• Planning team & champions wore Yammer sweatshirts

• Daily network competitions with Yammer prizes for the winners (pens, coffee mugs, water bottles, etc.)

• An executive YamJam to discuss company news

• Daily Lunch & Learns covering Yammer topics while participants enjoyed Yammer treats (like cookies, cotton candy, and more)

• Displayed Stream it Out Loud on screens throughout the offices
Customer Launch Example

A Yammer customer planned a month-long network launch that included:

• Holding weekly competitions within the network, including prizes for the winners (Yammer water bottles, company shirts, etc.)

• Yammer training sessions focusing on something new each week

• Posting YammerTips every day of the month

• Throwing a cookie party for teams who participated in #NoEmailDay by switching all team communication into their team group

• Recapped the month with a Yammer newsletter to showcase the network’s successes
Customer Launches
Yam & Mer = JOINING YAMMER

HEY MER, WHY WOULD I JOIN YAMMER? TO YELL TO YOU? I GET RIGHT INSIDE YOU.

WELL, I REALIZE THAT, BUT I HAVE HOPED YOU COULD LEVERAGE YOUR ENERGY TO BRIGHTEN UP OTHER PEOPLE'S MONDAYS.

presented by tyco

WHO'S THAT YAM?

ANDREW & PAMELA'S STRANGULAR SONGS

MC YAMMER

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YAMMY CARTOONS

YAMMY CUPCAKES
For more launch resources visit: http://fasttrack.office.com/