

yammer

POWER USER GUIDE

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

To roll out a successful social workspace

- 1. Start Yammer.** Use your Office 365 credentials to sign in to Yammer.
- 2. Create your first group.** Start a public or private group for your team, a project or a common interest. Don't be afraid to get creative to rally coworkers behind a cause and stimulate discussions. See the checklist below for tips to set up and energize your group.
- 3. Build your community.** Invite team members to join your group and participate.
- 4. Start collaborating.** Write your first message, share documents and let the collaboration begin.

How to create a collaborative culture

As group admin, you play an important role in setting the right tone and helping others feel comfortable in the group.

- Break the ice and help others feel welcome by @mentioning them in welcome posts.
- Be sensitive to cultural differences among group members.
- Encourage an open and inclusive culture by modeling a positive tone and jumping in to redirect the conversation if a thread turns negative.
- Acknowledge and reward the contributions of others with “likes” and positive feedback.
- Encourage members to invite other contributors to the group.



Get started checklist

Use this checklist to guide you through the process of planning, building, managing, and promoting a group on Yammer.



PLAN

- ✓ **Identify your group's purpose:** Who will use it? What will they find here? How will group members benefit most by using this space?
- ✓ **Think about what "success" is for your group** – completing a project on time? Increasing membership, group engagement, overall posts, or posts per user? Or perhaps boosting participation, questions answered, ideas generated?
- ✓ **Use search to look for other groups serving the same need and audience.** Can you serve these needs in a group that already exists? If so, ask the current group admin to add you as a group admin, and help them build the community. If not, keep up with the discussions in the related groups. They might offer audience insight, best practices and opportunities for cross-posting and promotion.



BUILD

- ✓ **Give your group some personality and make it easy to find:**
 - Open your group's "Settings."
 - Give the group a unique name and include a clear description.
 - Upload a picture to the "Group Image" field.
- ✓ **Help members get the most from your group.** Provide tips and guidance in the "INFO" box in the right navigation to help members get the most out of your new virtual workspace.
- ✓ **Increase group membership:**
 - Use the box in the "MEMBERS" list in the right navigation to invite new people into your group individually.
 - Or save time with a **bulk invite using a .csv file**.
- ✓ **Identify champions:** Champions include subject experts, leaders and others who would contribute to and benefit from the value created by this group. Recruit them early and encourage them to join and post in the group right away!

Get started checklist (continued)

⚙️ **MANAGE & PROMOTE**

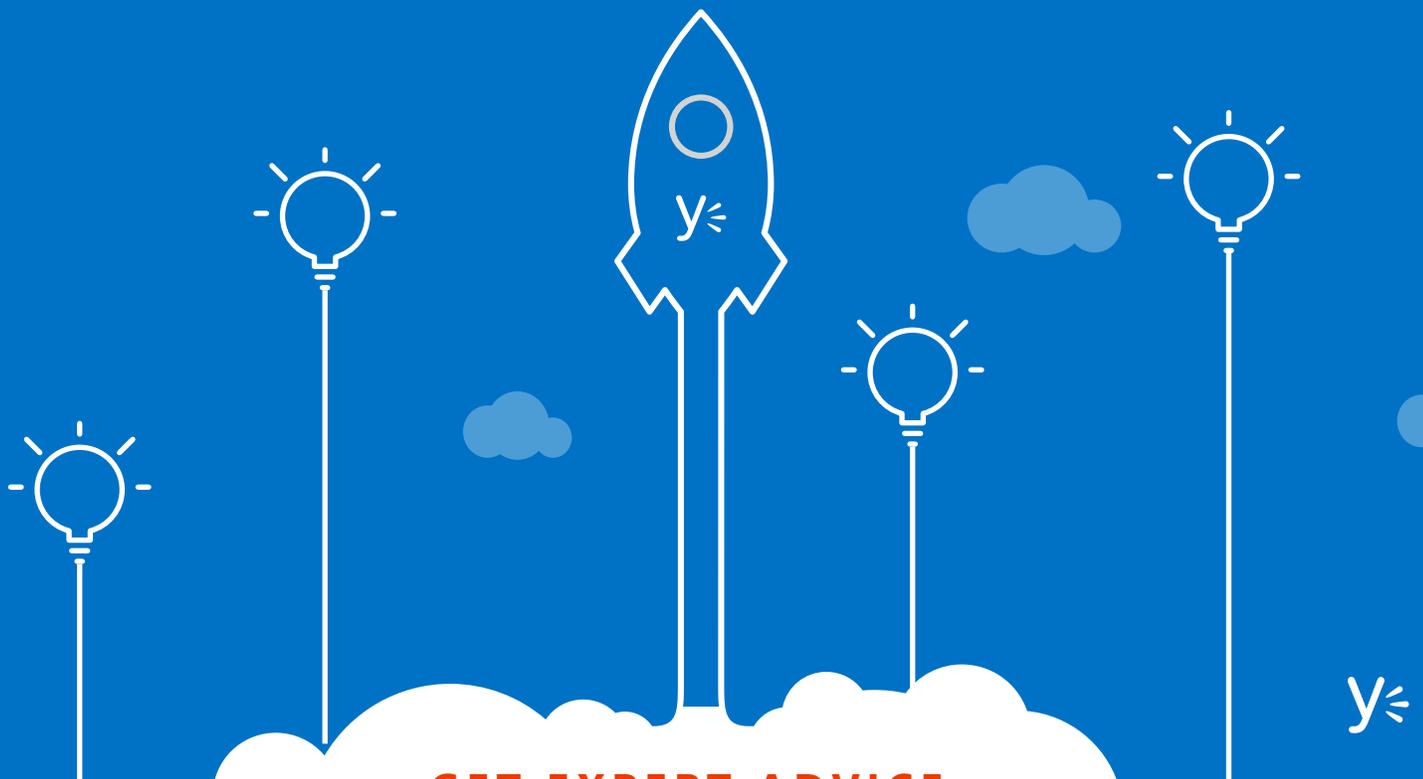
✓ **Promote the group through the channels your audience currently uses:**

- Newsletters
- Websites
- Events

- Invite a senior leader to hold a Q&A session around a specific topic.
- Get feedback from a broad set of people in response to a particular set of questions.
- Hold a virtual brainstorming session in real time with geographically distributed team members.

- ### ✓ **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 a variety of objectives. Here are some examples:

See more ideas and guidance on how to YamJam [here](#).



GET EXPERT ADVICE

Join the following groups on the [Office 365 Network](#) to share tips and best practices with other Yammer customers:

• **Community Management**

• **Yammer & Enterprise Social**

• **Training Yammer**