How to get much more from Yammer

In this FREE 19 page guide you will learn:
- why Yammer can improve your business
- what Yammer does and does well
- how to launch Yammer
- how non-profits can use Yammer
- Yammer as an intranet?
- how to measure its impact

Use Yammer to collaborate with:
Employees, customers, partners, suppliers and vendors

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How do you capture knowledge in your organisation?

A big problem is many businesses is harnessing information. Call it knowledge. This can be anything. From business processes, project management, product development, marketing, sales, distribution, manufacturing, people management and so on. Another one is location. Even if you have a centralised office structure there are still many silos within an organisation.

So one of the key aims of enterprise social networking is to get people talking to each other. Now that might appear to be obvious but it isn’t. In introducing it into your organisation, you have to look at what outcomes you want to get from it. What is it that you want enterprise social networking to do?

Barely a day goes by without seeing some new tool for internal communications, employee engagement or for use in the workplace. The Digital Workplace is well and truly here. But it is the proverbial minefield of trying to understand the how, what, why of choosing the right tool for your particular needs.

Ultimately these tools have to provide two things:

- Value to the business
- Usefulness to employees

If they don’t do both, then they will fail and fail big. The thing is that these tool MUST integrate with existing platforms, they must fit in with how people work and they must fit in with the culture of an organisation. It is very difficult to provide yet another tool to ‘communicate or collaborate’, another destination that people have to go to and sign in. It is another tool to learn. So how you introduce such tools is one of the main parts of your planning.

You have to ask yourself: What will success look like for using these tools? And how will we measure that success?

These are just tools. You are probably using your current tools and technology in your company. Perhaps you need to improve and work with what you already have. A shiny new tech toy might not
be the answer. Again it is about value to the business and your people. If an existing tool is doing OK, why not invest some time in improving it?

**We are all different**

All organisations are different, indeed, departments, regional offices, branches are different in an organisation. **You have to understand your business.** Even departments within organisations are different in the way they work. And people are all different. Sounds obvious but that is the difficulty of introducing any of these tools and getting people to use them properly.

Social tools can help employees to access the knowledge and resources they need to work together effectively and solve business problems. And of course one of the best things about technology is analytics and how you can measure your communications. It’s tricky to do that with a printed newsletter.

**Examine performance gaps**

Common reasons for introducing ESNs is to improve collaboration, to get people sharing knowledge and to break down silos. But these are not necessarily the problems that individual workers face on a daily basis. It’s the organisation that perceives these issues to be a problem and introduces something like Yammer to improve the situation.

**But they are the wrong performance gaps.** You have to look at it from the employee’s point of view and how they work, how they share information and how they collaborate (or not). Are people struggling to get the right kind of information in the right way? Maybe, maybe not.

This is where you have to have a cold, hard look at your organisation and how people work, how they communicate and how they share information. You have to look for the performance gaps for employees. Then you have to look very clearly as to the whether Yammer or any other tool is going to help with that. There has to some very compelling reasons to use these tools. They have to have value to both the organisation and the employee.

**Capture the conversations**

Many conversations going on within any organisation. A big problem is many businesses is harnessing useful information (and making good use of it).

So one of the key aims of Enterprise Social Networking is to get people talking to each other and yes, sharing information. It also about giving employees a voice and a chance to speak, to respond, to question, to ask, to comment and even to complain. ESN is all about capturing and managing conversations within an organisation. But you have to show where it can fit within their day job. Show the VALUE it can bring to them. “What’s in it for me?” is the apt question.

**What do you need for an ESN to work?**

- What (specific) business problem(s) will it solve? What is the business value?
- Understand your organisation’s culture
If behaviour is modelled by leaders it will be modelled by employees
✔ Understand the comfort zone of users
✔ Show the VALUE it can bring to their day job
✔ Trust. From your senior team and your people

But Enterprise Social Networking is not a magic solution, it is not a silver bullet. If there are cultural issues or employee engagement problems then introducing a social network is not going to magically transform your business. If line or middle managers are not involved then you will struggle.

Culture club
The culture of an organisation has a huge impact on ESN. Every organisation is different. Indeed departments within an organisation can be different. They can think and respond to communications in very diverse ways. We have silos, branches, regional offices, head office. It has to be a part of the organisation’s strategy and vision. But it is very difficult to measure and to determine.

What is Yammer?
I’ll let the company describe it: “Yammer is a Private Social Network that brings together people, conversations, content, and business data in a single location. With Yammer, you can easily stay connected to co-workers and information, collaborate with team members and make an impact at work. And because Yammer can be easily accessed through a web browser or mobile device, you can connect and collaborate with co-workers anytime, anywhere.”

I used a phrase recently with a client. It was like ‘thinking out loud’. But you can control the platform. It is for your own employees or you can set it for partners, suppliers or customers. But it can be hard for people to get their head around how to use it in business.

Think of Yammer groups as your distribution lists around specific projects, departments, locations and teams to do those same tasks more collaboratively - with the added bonus of a real-time, 2-way dialogue, across the company that doesn’t expire after 90 days!

It's not about shutting email down completely (it does have a purpose), but finding ways to weave Yammer into how people are already working for an added benefit.

Have a look at this Yammer versus email video (2 minutes) "Email is where knowledge goes to die."
What does Yammer do?

Think like a network. Two networks.

Yammer has two main parts to it. An internal network for people who have the same email address or domain name that is your company. The second part is external networks for people inside and outside of your company that you can invite in to use your network. Both are separate though your employees can join the external network as well. But external people cannot join your internal one.

Grouped into groups

Within each network, you can set up groups. These are sub sections of the network. They can be access controlled or open to all. So you could have a group for your sales team or IT developers. Nothing wrong with these sort of groups but you should look to avoid silos where the same people meet and talk in the same place. One of the main benefits of Yammer is having cross department interactions and discussions. This is where you will get the value of people from different areas providing comments and insights into the business.

Within each group you have the newsfeed or conversations and files. You can discuss anything in the newsfeed, create a poll, praise someone or share and talk about a file.
But it is all about the conversation.

Yammer is about having a public conversation. Well, among people you know or are part of your organisation. Too often conversations happen in email. But there is no central place to view, search, see and discover all these conversations and the documents/files they refer to. You know what it’s like filtering and searching your inbox? Madness at times. Let Yammer handle all that for you. So much easier. And look at the governance too. All managed and controlled because it is so transparent and you decide who takes part in the conversations.

Great for customers
However, it is the external networks that have the greatest potential for many organisations. Hands up those who have used email and something like Dropbox to share files and information with vendors, partners, customers and suppliers? That would be all of us.

Now put all that into Yammer as a very useful and interactive extranet. You (and those with access) can see, discuss, use, comment, share and work with those files and that information. It has huge value for those working on projects for example. You can manage the conversations around the project, you don’t have to go searching your inbox.

Day-to-day use
Of course Yammer can be used on a day-to-day basis as well. Here is a quote from Julia White, General Manager of the Microsoft Office Division. She was asked how to integrate Yammer successfully into an employee's typical and daily work life.

“We find the most natural way employees are using Yammer in day-to-day work is communicating all team-level information there by default. Most people continue to use email for 1:1 and 1:few communications, but for broader communications and discussions Yammer is super effective to both better disseminate information and
enable faster decision making by connecting dots across the team quickly. In essence, the moment you have a fluid group of people trying to coordinate their work, Yammer’s a great option. There is also integration between Yammer and email, such that a hard-and-fast email user can keep up on Yammer discussions via email notifications.”

Source: SharePoint Pro Mag

What can you use Yammer for?

Yammer is a flexible tool in terms of what you can do with it. Here are some examples where you could use Yammer (there are many more). But always remember. It’s about business value.

- **Intranets.** Building an intranet for employees and supporting internal communications. Ideal for SME’s and with people on the road or scattered away from a central office.
- **Extranet for customers, partners, resellers, suppliers, distributors.** A great way to work closely with these important groups. Partner companies are the lifeblood of many businesses especially in the B2B area. Using Yammer you can foster and encourage more cooperation and sharing of ideas, new developments and potential solutions.
- **Line manager communications.** Use Yammer to manage and control internal communications with managers.
- **HR portals, onboarding/induction.** Again Yammer can be used for HR in introducing new people to an organisation, for providing HR and employee information. It allows for two way communications and a great way of getting people involved in the HR process.
- **On the road communications.** Another great way of using Yammer to keep the hard working sales teams or road warriors in the loop as they are away from the office a lot of the time. Feedback on competitors, leads, the market, products and services can all be dealt with.
- **Helpdesk/Customer support.** Queries, issues and questions come into helpdesks all the time and they might not have the answers. Setting up a dedicated group in Yammer would allow helpdesk people to ask questions internally and get responses instead of trying to find someone for an answer. There is always someone somewhere who should have a solution.
- **Change Management.** Global IT Consultancy, Wipro, used Yammer extensively as part of their change management process when migrating to Office 365 and SharePoint Online.
- **Events.** You can use Yammer to run online events (the nick name is YamJam) that take place for a few hours or over a few days. It could be for brain storming, for giving feedback, product feedback and research, latest advertising, CSR initiatives, for pretty much anything. A tool to help with this is streamingoutload.com which can display all updates from feeds in real time across a single screen. You can see a library of YamJam’s on the Office 365 Yammer Network.
You can use Yammer for…

- Building an intranet for employees and supporting internal communications
- Extranet for customers, partners, resellers, suppliers, distributors
- Line manager communications
- HR portals, onboarding/induction
- Communications for remote workers using mobile app
- Helpdesk/Customer support
- Events. You can use Yammer to run online events or YamJams. [How to run a YamJam.]
- CSR & volunteering initiatives
- Competitions
- Project management & communications
- Surveys and feedback
- Change management
- Ask the CEO sessions
- Brainstorming ideas and solutions

There is a great series of podcasts called the Yaminade where experts from the world talk about their experience of using Yammer and implementing it into their organisations. I highly recommend listing to them as they have a huge amount of very useful information. [http://www.theyaminade.com/podcast/]

One of the interviews was Naomi Moneypenny. She talked about how her company decided to stop using internal emails and to use Yammer instead. And it has worked. Employees use Yammer to work and share information. The upshot is if you are not Yammer then you don’t know what is going in the company. She has many more examples of how valuable Yammer is for their business so check out the podcast. Naomi’s company has a great tool for displaying a Yammer stream online with their ‘Streaming It Out Loud’ app. It’s a great way of presenting a Yammer stream in a single view.

[https://streamingitoutloud.com/](https://streamingitoutloud.com/)
9 ways for non-profits to use Yammer smartly

We’ve already seen the many ways Yammer can be used and most of them focus on commercial or very large organisations. But what about non-profits or charities? How can they use Yammer?

The great news is that Microsoft offers very special concessions for registered charities to use Office 365 (and Yammer comes with those business plans). For more information on that and how to apply, have a look at [www.justsocial.ie](http://www.justsocial.ie) (for Ireland).

Create an external network
One of the best and most useful elements of Yammer is being able to build an external network and invite whoever you want in to use it. Many non-profits would have volunteers or fund raisers who work with the organisation. They don’t have to have an account or an organisation email address, they can use their own email address.

The 9 ways to use Yammer:

1. Sharing, communications and collaboration among volunteers. It's such a simple thing to get everybody in one place and talking about what they are interested in.
2. Use Groups: you can have groups for different topics (fundraising ideas, new campaigns, planning, etc.)
4. Events: Monthly YamJams can be organised for meetings or discussions instead of people meeting up in person. This can reduce costs significantly. It doesn’t replace face to face it can reduce the number of meetings.
5. Media: share photos and videos from events and what people are doing. This can be a great way to show the success of a campaign or new retail outlets, indeed anything at all.
6. Other charities: show what other charities are doing around the world with links and content from the web or photos from local events.
7. Communications. There is a huge transparency in Yammer which is hugely beneficial for effective communications especially with volunteers from all walks of life. A CEO can look for feedback on issues or changes and everyone can see the conversation and contribute. For charities that have retail outlets or several offices Yammer provides a simple and secure communications platform.
8. Helpdesk and Support: Yammer is a great tool for providing support to volunteers in particular. People can ask questions and get answers.

And of course...
everyone else can contribute too.

9. Yammer is available on desktop, mobile and tablet. And if you think it’s too much for maybe mature volunteers, see the quote on the previous page ‘so simple a 97 year old woman uses it’.

In Northwood Housing for example, here are the benefits they got from using Yammer:

- Stronger and more transparent corporate culture. Yammer forges connections that span functional boundaries and information silos, empowering staff to work like a network.
- A way to listen. Northwards uses its network to stay attuned to staff, customers, and business partners.
- More productive communication. The targeted, multifaceted communication on Yammer cuts down on email and meetings - saving time and money.
- Quicker adaptation. The network keeps staff on top of key developments, both in the field and at headquarters.
- A forum for innovation. Yammer groups facilitate discussion and collaboration, helping good ideas get better instead of getting lost.

Yammer case studies for non-profits

**Northwards Housing**

Northwards Housing is a not-for-profit organization that was created by tenants’ representatives and the Manchester City Council to deliver top-notch housing services in the northern part of the city. Some of the 340 people who work for Northwards oversee everything from rent collection to repair scheduling from the organization’s headquarters; others spend their days out in the field, handling cleaning, maintenance, and other tasks.

[https://about.yammer.com/customers/northwards-housing/](https://about.yammer.com/customers/northwards-housing/)

**Unicef**

With staff in more than 190 countries, UNICEF’s global reach is its biggest strength. It means UNICEF can deliver assistance where it is needed most, mobilizing rapidly when disaster strikes to deliver life-saving help to children. But organizational reach also presents challenges, such as unifying its many field operations and other locations around the globe. UNICEF UK is just one of the organization’s national committees using Yammer to support internal communication and cohesion. “Yammer is a tool that helps our amazing staff work together more effectively for children,” says UNICEF UK Head of Strategy and Innovation Katherine Crisp.

[https://about.yammer.com/customers/unicef-uk/](https://about.yammer.com/customers/unicef-uk/)

**Earth Hour**

On March 31, 2012, hundreds of millions of people around the world switched off their lights for Earth Hour, the largest environmental event in history. Earth Hour began five years ago as a local Sydney event organized by the World Wide Fund for Nature (WWF) Australia. Since then, the annual action has expanded its reach through the power of social networking—including the Yammer network that has become the backbone of Earth Hour’s operations.

[https://about.yammer.com/customers/earth-hour/](https://about.yammer.com/customers/earth-hour/)
How to launch Yammer in your organisation

There are many different ways of bringing in Yammer or any ESN tool. You can do a pilot, a soft launch or an all bells and whistles launch. It really depends on your organisation and your employees. You do need champions across the organisation who will help you push it and support it in their own areas.

On the Office 365 Yammer network there are many templates and guides to launching Yammer as well as people to give you help, support and ideas. You should be looking at a launch period of 3 to 6 months to allow it to take off but it really depends on your organisation and its size. Yammer has a useful ‘Guide to running 31 Days of Yammer in your organization’ available [here](#) (PDF) to get you started.

And I’ll mention the Yaminade podcasts again where you can hear a great many examples of how other organisations did it and the challenges they faced.

Launch assistance
1. Get a senior manager or three involved from early especially for posting content.
2. Keep governance and the rules as simple as possible but be clear about it.
3. Review and coordinate all the technical aspects of access and sign-ons with IT.
4. Recruit champions who are interested in using it.
5. Make it easy to get into. Integrate it with SharePoint or your intranet.
6. Demonstrate the mobile apps.
7. Show people how to update their profile and change notifications
8. You know why Yammer is useful, make sure everyone else knows why as well.
9. Bringing in social and Yammer is a journey. It’s not a three month project.

The technicalities
Yammer is of course a cloud product and hosted outside your organisations existing network. It links with SharePoint, Office 365 and other platforms (Salesforce for example). It works with Active Directory for Single Sign On (SSO) and it has mobile apps for phone and tablets on iOS, Android and Windows Mobile.

How much?
As a cloud service, Yammer has both free and enterprise versions. It is also connected with Microsoft accounts and Office 365. You pay per user per month (on an annual basis). The prices vary from the services offered for standalone to those connected with Office 365 and a Microsoft account. Full details [here](#).

How will we know it is a success (or failure)?
Yes there are metrics within Yammer. They will provide an analysis of how your network is performing, the number of messages posted, the number of people using, how they access it and so on. You can download the data and run it through a very nice Excel file to crunch the figures further. But that is all well and good. Management love their figures sure and you can give it to them. If you want more detail using Excel and Power BI, then [here is your answer](#).
However, you have to look at the bigger picture. **You have to look at the hows, the whats and they whys.**

- How are people using Yammer?
- What are they using it for?
- Why are they using it?

Without looking at metrics, you will be able to tell if it is working or making progress. People will mention it in meetings, conversations will take place about some aspect of business and it will start to become accepted. But it can be a slow process. It probably will be more popular in certain parts of your organisation. That's fine, encourage that.

Once you have some success stories, then you can share them with the rest of the organisation. One example of this was to create a ‘Use Case’ group and to include examples of where Yammer helped one part of the organisation. This is so easy to do.

There are many case studies you can also look at and share to get more ideas.

http://www.theyaminade.com/podcast/

Again I urge you to listen to the Yaminade podcasts as there are great examples of how Yammer is used and the how Yammer was launched in various organisations.
But what about control and governance?

Rules.
Rules define an organisation. They define what people can and cannot do. There is also a fear of opening up such tools to employees. Fear of litigation, risk management and compliance. Any good organisation already has the relevant policies in place so this is just another tool. As Sarah Moran states in a Yaminade podcast: “Don’t be dumb!” Which is a good a way of any as describing how to use (or not use) Yammer.

One of the key elements of an enterprise social network like Yammer is Trust. However, that is pretty impossible for HR to define in a policy, isn’t it? Most organisations now have policies about using social media, internet, email, IT applications, etc. You do not need new rules or policies for Yammer. You already have them in place. If it’s not suitable for email then it sure as hell isn’t suitable to Yammer either.

When giving people access to your Yammer network for the first time, they have to read and accept your own policy for using it. You can also use the admin settings to monitor keywords that are used on the network. You can get more information on that here.

It’s a balancing act
Too many rules and people are unlikely to use it much. Too few and HR and senior management are very likely to knock it on the head. ‘Why take the risk?’ they say.

Hey, we’re all adults here
You do have to treat people as adults though. Sadly there will always be someone, somewhere who just wants to be stupid. In a former employer, there was a ‘3 strikes and you’re out’ rule on their social discussion forum (based on SharePoint). Break the rules three times and you were banned. It was reported to your line manager and recorded on your HR file. And it worked. The other main area of security is revealing or talking about something confidential. Again the email analogy would apply. ‘Would you email this to everyone?’ No? Then don’t use Yammer - unless it is in a private group designed for that purpose.
Integrations with the outside world

Yes Yammer integrates with quite a few applications and platforms. From Yammer itself, there is the App Directory which features 3rd party applications and web sites that integrate with Yammer. It can be accessed within your Yammer network.

Two that I have used are Mindflash which is an online training application and Streaming It Out Load which is an online streamer of your Yammer network. This app is particularly good for events and YamJams. Another good tool is the Harmon.ie Outlook plug-in which allows you to connect both to SharePoint and Yammer from within your desktop version of Outlook 2013.

Other applications that Yammer integrates with are a mix from CRM platforms, to learning/training tools to employee recognition systems. Microsoft has also integrated Yammer with it Dynamics CRM platform. They had also announced the Document Conversations sidebar for Office 365 in late 2014. This allowed Yammer conversations to take place alongside document libraries in Office 365. However this has not been fully rolled out.

Another addition to the Office 365 family is Delve which uses advanced machine learning to show you the most relevant data based on your usage of Office 365 and Yammer. Changes and new features happen all the time to Yammer and Office 365. Best place to start looking is on the Office Blogs where you will find the latest updates and news. It is hard to keep track at times so start there.
One really useful tool/add-in/plug-in/extension/thingy is the one for the Chrome browser. If you open it on any page on the internet you might it has been referenced already in Yammer as this example below has been (the Yammer sidebar is on the right). Now that is really cool as it allows you discuss the article/page in question with others or just to see what people are saying. See. It’s all about the conversation.

Yammer as an intranet? Why not?

Last year, a very thought-provoking article on Simply Communicate which talked about a Norwegian shipping company Teekay, using Yammer as their intranet for their 2,500+ employees. It was impressive in the way they approached it. Recently on the Office 365 Yammer network there was an interesting discussion about using Yammer for intranets. (request access to get in)

So can you use Yammer as an intranet?
Yes. But…

The number of employees is a huge factor though. Ideally it is for fast growing start-ups or SME’s with at least 20 employees. There is no maximum but let’s face it, a multinational corporate with thousands is not really going to cut it using Yammer like this. Besides they are more than likely to have a platform already. No, scratch that, they must have a decent intranet already.

Now, what are the pros and cons of using Yammer for an intranet?

Pros
1. Yammer will give you an interactive social intranet for all employees to share, give feedback and basically give everyone a voice
2. It is pretty easy and quick to set up. Honestly, you could have one done in a few hours or less.
3. It is available on desktop and mobile so accessible from anywhere.
4. It is pretty easy for users to use. User adoption from a technical point of view is easy.
5. The network is for your domain only and your own employees
6. You can use polls to get instant feedback on anything
7. You can use the praise feature for recognition
8. It is relatively inexpensive and of course is in the cloud so no hardware
9. It will link with existing Active Directory set ups
10. You can customise the heading with a nice shiny logo
11. You can set up public or private Groups for any department or business section
12. Users can email directly to a Group with going into the Yammer application
13. Quite a few 3rd party tools. One of the best is Streamingitoutloud.com which allows you to view your Yammer feeds on a single page. There are quite a few more.

Right, there are many more but I’ll stop now, you get the idea.

**Cons**
1. Yammer has no document management. You upload files into a group and that’s pretty much it. So if you have hundreds of documents for employees, you need to use something else or link it to SharePoint which is the best way of doing it.
2. Editing documents within Yammer is not easy. They have to be downloaded and edited and uploaded again. There are plans to change this as it integrates with Office 365.
3. Customisation is limited, you can change colours and add a nice shiny logo but you can’t change much else.
4. Search in some respects is quite good but in others it can throw up all sorts of stuff and it can tricky to really find that bit of information you want.
5. Anyone can set up a group which is not always a good thing. You can get ‘group sprawl’.

And in the best tradition of **Blue Peter**, here is a Yammer intranet I made earlier.

![Yammer Intranet](https://www.gillbran.net)

But you do have to plan it and create a relevant and useful structure. It must fit in with how your organisation works, finds and shares information, collaborates and gets work done. However, as a relatively simple and interactive tool to share knowledge and ideas within a smallish organisation you could certainly do worse.
Yammer tips from Christian Buckley MVP

1. Clean up email-based replies using a double-dash
2. Track important conversations using Bookmarks
3. Coordinate activities using Notes
4. Pull people into conversation 3 different ways
5. Redirect conversations using Share
6. Enable shortcuts key using Shift /
7. Recognise someone
8. Create Polls
9. Use the YamJam model
10. Create external networks to collaborate with partners and customers
11. Create a usage policy
12. Never leave a post/conversation unanswered
13. Share best practices with your team
14. Review App metrics on usage
15. Use the Announcements
16. Embed your groups in SharePoint
17. Utilize Private Groups
18. Clean up content and comments
19. Remove yourself from conversations
20. Add relevant content and links to your front page

Source: Christian Buckley MVP

And there are my 10 quick tips

1. Send emails direct to specific groups without going into Yammer
2. Use topics to tag posts to make it easier to find posts
3. Follow people and conversations to stay in the loop
4. Use the short menu below for different options to manage conversations

5. Complete your profile, add a nice photo and some information about you.
6. Set up your email notifications to reduce the number of emails you will receive
7. Publish documents on SharePoint and link to them from Yammer – then you can track metrics
8. Use the Power BI tools to do some decent analytics on your networks
9. Recognise and reward regular users. These are your Champions.
10. Share success stories on Yammer of your business and of using Yammer successfully.
To sum up…

- Understand your business
- Understand your employees and your customers
- Understand your current platforms and how they work
- Understand your culture
- Understand the problems Yammer can (and can’t) solve

…before you even consider bringing in Yammer or any ESN tool.

Yammer is a fantastic tool for opening up an organisation, managing conversations, sharing knowledge and giving people a voice. And for any forward thinking organisation that can only be a Really Good Thing. So, yes, why yell when you can Yammer….

Finally, remember that enterprise social networking and Yammer is an ongoing journey, not a project. And it will not be an overnight success.

Thank you for reading this far. Hope you enjoyed it and found it useful. Please spread the word if you did and complain to me if you didn’t!

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Resources

Yammer Admin Centre

Office 365 Network on Yammer
The great Yammer network to find out everything about Yammer and Office 365.

Yaminade
A great series of podcasts from Paul Woods in Australia showing how people in different organisations introduced and developed Yammer.

Yammer Time case studies

Good Example of setting up Yammer

Just Social

Yammer Analytics - great solution using Excel and Power BI

YamJam Summary Library (on the Office 365 Yammer network)

Lessons learned from YamJams - Cargill (on the Office 365 Yammer network)

And my own blog of course, Digital Communications.
Andrew Gilleran is a Digital Communicator. He helps organisations use the measureable technology to improve communications with employees and customers. Find out how you can use Yammer effectively for both employees, customers, partners, suppliers and vendors.

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How to Get Work Done

Content is the data, information, documents, images and videos that we use every day. Communications is how we talk and listen to our colleagues and customers. And Collaboration is how effectively we work with colleagues and customers. Put them all together and the aim is to Get Work Done.

But it’s not about the technology:
✔ it’s the message that’s important
✔ it’s the content that’s important
✔ it’s working together that’s important
✔ it’s how you use technology that’s important

Yes technology is a major part of it but it is not the be all and end all of everything. It is how people use it that makes the difference. With the likes of SharePoint, Office 365 and Yammer, getting users using the platforms to Get Work Done is what matters most of all. Otherwise it is a complete waste of time and money. Ineffective user adoption will cost you money.

Andrew Gilleran has 20+ years’ experience in creating measureable content, communications and collaborative business solutions across multiple channels in many sectors. So why not ask for Content, collaboration and communications that Gets Work Done.

www.gilleran.net

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INTRODUCING YAMMER IN 3 STAGES

Stage 1 – Analysis: what, why, how, where...

1. What’s the problem? Analysis of where issues are that MIGHT be solved by ESN. Objectives. Why?
2. How do people work? What tools are used and how? What are your current systems and platforms? Look at platforms, technology and integration. IT.
3. What do people think? Feedback. Surveys, interviews and focus groups. Leaders buy in and support.

Stage 2 – Plan and Do

1. Set out the plan of for setup/configuration, launch and communications. How will it be structured? What groups are needed? Show people the business value (case studies in similar businesses). Connect to how people work.
2. Testing. Pilots are optional depending on company size and structure.
3. Pre-launch (get champions, training, communications & content)
4. Launch (communications and content)

Stage 3 – Evaluation

1. Yammer metrics dashboard and Power BI analytics
2. Does it work? Quality monitoring: types of posts, level of conversations/sharing. How is it being used? Who is using it? And what are they saying?

Content is the data, information, documents, images and videos that we use every day. Communications is how we talk and listen to our colleagues and customers. And Collaboration is how effectively we work with colleagues and customers. Put them all together and the aim is to Get Word Done.

But it’s not about the technology:
- it’s the message that’s important
- it’s the content that’s important
- it’s working together that’s important
- it’s how you use technology that’s important

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Andrew Gilleran has 20+ years’ experience in creating measurable content, communications and collaborative business solutions across multiple channels in many sectors. So why not ask for content, collaboration and communications that GETS WORK DONE.