Better campaigns with Yammer

A step-by-step playbook

Microsoft

Yammer

Strengthen your campaign with Yammer

Yammer helps you improve engagement with everyone in your organization. It enhances communication to build a culture of transparency, keeping everyone from leadership to Firstline Workers informed, aligned, and moving forward. Build communities of interest to bring people together around shared topics, interests, or areas of practice.

Yammer amplifies and broadens conversations—it is a great companion to company-wide initiatives and perfect for building your Yammer network.

This playbook walks you through the fundamentals of using Yammer in a range of campaign management scenarios. It focuses on four simple steps:
1. Choosing the right campaign
2. Campaign preparation
3. Plan, build, and execute
4. Measuring impact

Included in this playbook is a list of campaign ideas that have been successfully implemented by companies that use Yammer every day to build company culture, improve communication, and drive engagement.

Happy planning.

Choosing the right campaign

Step one

Choosing the right type of Yammer campaign is important as it will allow you to see what connects and binds your people together. It is an opportunity for people to establish deeper connection and develop a level of trust and comfort that will facilitate problem solving and ideation.

There is power in a campaign

Yammer is an open and transparent communications channel and is perfect for supporting and hosting campaigns. Using Yammer to drive conversation and campaign participation can increase business value and add authenticity. The type of campaign you choose will help you determine how Yammer can best suit your needs.

Types of campaigns

Targeted
You have a specific message and objective you want to address with a key audience

Large Audience
You want to address a broad audience with a general message

Passive
You want to activate a conversation but don't want it to be a distraction from daily responsibilities

Supportive
Yammer is used to manage the digital conversation of the primary campaign

Campaign ideas

Knowing what type of campaign you want to execute will help you develop your idea and strategy. The type of campaign you choose should influence the idea you choose and help determine desired engagement. A list of campaign ideas can be found on the following page.

NOTE: With the flexibility of Yammer you are not limited to one type per campaign. Combine different types to help your campaign reach its full potential.

Campaign ideas

Knowing what type of campaign you want to execute will help you choose and develop your campaign idea and strategy.

Company initiative (P) (S)
Use Yammer to support a key initiative within your organization. Seek feedback and gain insights.

Top 5–sink or swim (T) (P) (S)
Find out what's working and what's not at your company. Have your people weigh in on programs, tools, initiatives and more and spark an active conversation.

Win. Win. Win. (T) (L)
Use Yammer to manage the motivating and engaging conversation of wins. Share, congratulate, discuss, and learn.

Product launch or roll out (T) (P) (S)
Use Yammer to announce a new tool roll out and include community support all in the same place.

30 days of focus (T)
Pick a topic/idea and spend 30 days actively discussing in Yammer.

Problem solve out loud (T)
Choose a group of people and openly think a problem using the collective IQ of the team.

Community support (L) (S)
Crowd source your support. Shift away from one-way emails and tickets and let coworkers help each other.

Innovation generation (T)
Team hacks, group thinks, and more. Use Yammer to connect asynchronously to imagine tomorrow.

Leadership series (T) (P)
Use Yammer as a channel for employees to connect with leadership. Leaders take turns to engage and educate.

Corporate-wide efforts (P) (S)
Coordinate company efforts to give back to the communities in which you live. Share key messages, track progress, and seek participation.

Recognition of participation (P)
Who are the individuals and teams who are making it happen? Who are actively participating and having an impact? Reward them openly on Yammer.

Scavenger hunts (L) (S)
Games are always fun. Hide key messages in different communities and have your people explore and learn at the same time.

Legend: (T) Targeted   (L) Large Audience   (P) Passive   (S) Support

NOTE: Avoid common campaign traps by being flexible and follow the flow of the conversation even if it doesn't track exactly to your plan. And ignore or divert naysayers.

Campaign preparation

Step two

The success of a Yammer campaign can be determined by how well your team prepares. This includes choosing a relevant topic that will connect with your audience, clearly defining the roles and responsibilities of the people who will participate and ensuring the logistics are carefully thought through.

Building your campaign plan

Opportunity or problem?

Are you running your campaign because you see an opportunity or are you trying to solve a problem? Once you have determined the reason you can start to focus on the details that will help drive the nuances of the campaign, such as: topic or theme, purpose and objectives, campaign type and supporting idea, and ultimately why you think Yammer is the best channel to manage this effort.

Example: A new update is ready to be pushed live. An internal campaign has been created to educate employees on features and functionality. Yammer is used to manage the ongoing conversation, educate, and answer questions.

Know your people

It's important to know who will be supporting you in the execution of the campaign. They will need to know their roles and related responsibilities so be sure to provide clear guidelines and expectations.

Primary audience
This is the community you primarily want to reach with a specific business purpose.

Executive sponsorship
Leaders who support the campaign, are engaged in the strategy, and care about the outcome.

Stakeholders
Those who make it happen -- your experts, community managers, and campaign managers.

Example: A campaign manager works with the executive sponsor to find a subject matter expert who is recognized by his peers as a thought leader in the industry to help mediate and direct a team hack.

NOTE: Implementing a Yammer campaign is a great way to showcase features and functionality but be sure to focus on business value and don't make it just about the tool.

Building your campaign plan

Content strategy

Once you have determined why you need a campaign and who will be assisting in the execution, you need to develop your content strategy. Your content should have a clear and defined goal that educates, supports, and/or entertains.

Your content strategy should have an easy-to-understand main idea, strong supporting points, and a clear call to action.

A messaging framework, supporting documents, conversation starters, pre-written social posts, and campaign materials should leverage the content that is organized and allow for a cohesive message and voice that will drive the campaign.

Example: The campaign manager, under the direction of the executive sponsor, creates a brief to support the company's giving campaign. The brief is used by the subject matter expert to develop a content strategy and related messaging framework and call to action.

Think through the logistics

Once you have determined why you want to create a campaign and who will be participating you need to work out the logistics. This will assist in the promotion, execution of the campaign as well as evaluating success and subsequent reporting.

The key areas to plan for are what primary communication channels you will use, timing and budget, and establishing an analytics baseline using qualitative and quantitative data sources. A detailed campaign brief template can be found on the following page.

Best Practice: The community manager makes sure there is campaign description in the community info section and links/resources and adds a pinned post to the top of the community to make it easy for people to find information.

Campaign brief template

This outline will help you determine the key areas of your campaign and aid in determining which campaign best suits your needs and what it will take to implement.

Details	
Opportunity/problem	What is the opportunity you want to take advantage of or the problem you are looking to solve?
Background	Why is this campaign happening?
Topic/theme	What is the topic or theme that will drive this campaign?
Purpose/objective	Outline the purpose or objective this campaign is being developed for
Campaign type	Focused, large community, passive, or supportive
Campaign idea	What idea will be the foundation of your campaign?
How Yammer?	How can Yammer support this campaign?

People	
Primary audience	Who are you targeting and why?
Executive sponsorship	Who is the executive and/or organization sponsoring this event and what responsibilities will they have?
Stakeholders	Who are the subject matter experts, community managers, and campaign managers and what responsibilities will they have?

Logistics	
Primary communication channel(s)	Which Yammer communities will be used to host campaign communications?
Budget	Will any dollars be needed to make this campaign happen? If yes, how much?
Schedule	What are the key dates for this campaign? Kick-off, launch, check-ins, close, report and review.
Analytics baseline	What are the key data points you will use to showcase progress and success?

Best Practice: Use this as a template for creating a campaign brief that can be used to gain executive sponsorship and educate stakeholders.

Plan, build, and execute

Step three

Besides being a fun, affordable, and engaging way to connect people, a Yammer campaign should reflect your company's culture.

Key pre-campaign milestones

Even though a Yammer campaign is easy to set up, building and implementing it still requires planning.

Here is a high-level overview of some key milestones you may want to consider when promoting executing your campaign.

Campaign kick-off

Days before

One week before

Two+ weeks before

Determine schedules content and posts

Upload documents, photos or videos

Send out reminders

Clearly define KPIs

Finalize planning and messaging

Prepare & train stakeholders

What type of campaign do you want to run and what idea will determine the theme?

Fill out your campaign brief template

Put a meeting invite on stakeholders' calendars

NOTE: Each campaign is different and may require different prep work, have unique success criteria, and will vary as to what to expect in terms of outcomes.

Campaign best practices

Is your team trained and ready?

Know who are going to be your main voices and use @mentions to get them engaged early.

Use a SharePoint communications site as an entry point for the campaign.

Know how you want to address key topics and use #tags to track engagement.

Do you have a clear content strategy? Set up campaign #tags and define key messages.

Are you going to use an existing Yammer community or set up a new one?

Seed the community with a few posts that are relevant to get the conversations started.

Create a video introduction to get people primed for the campaign.

A powerful communication tool

Yammer communities have opportunity to amplify your messaging and share expectations and guidelines for your campaign.

Customize Yammer

Use the community cover photo to brand your campaign.

Add information to set expectations and guidelines in the Info Section.

Admins can pin conversations that are important for community members.
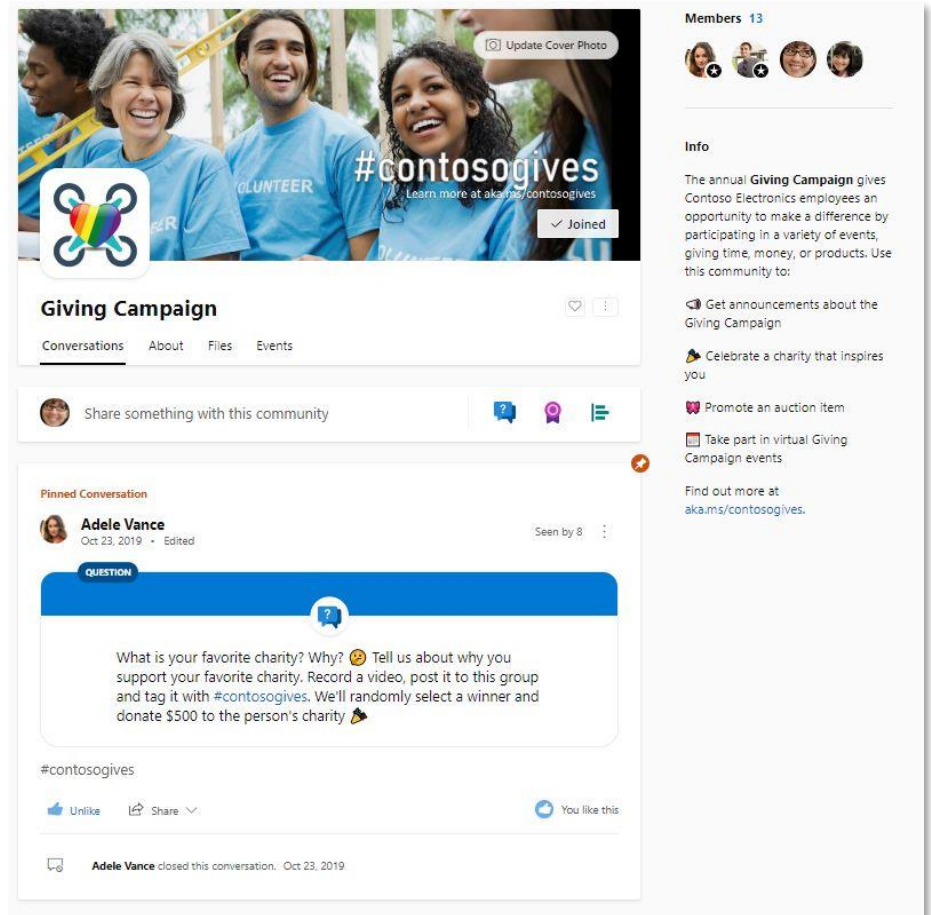
Make announcements

A message posted using the announcement tool will send a message to everyone in the community. Anyone with email notifications will also receive an email. Community Admins can announce any type of message, including polls or questions.

Best Practice: Use the Community Admin Guide and Best Practices for more templates and resources for managing a Yammer community.

Content management strategy

These guidelines will help you better understand some key features and functionalities Yammer gives you to better manage your campaign.

Stakeholder communications

A Microsoft Teams channel is a great way to ensure a consistent message is managed throughout the life of the campaign. You can add a Yammer tab to stay on top of conversations.
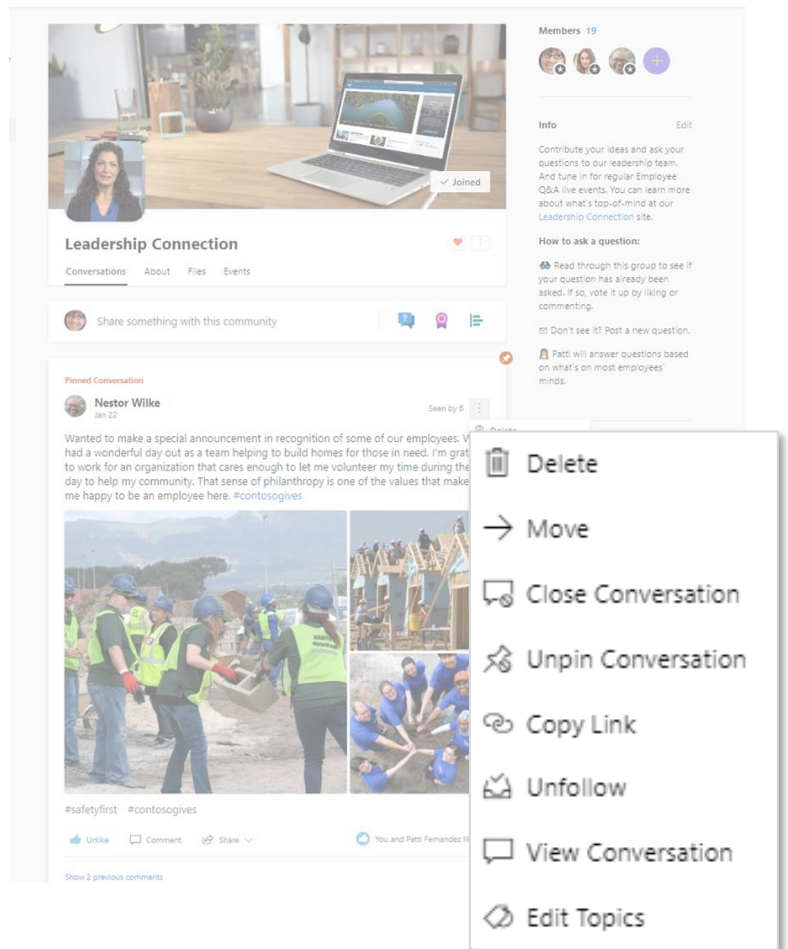
Manage Conversations

You can move or share conversation to other communities. You can close or reopen conversation. And add topics to any conversation.

Add experts

Use the @ mention functionality to extend and deepen the conversation. Mentioning people will send a notification Yammer inbox which will increase the chances of them responding and engaging.

Amplify your message with events

Using live events in Yammer is another way to deliver critical messages across organizations of all sizes and encourage employee engagement.
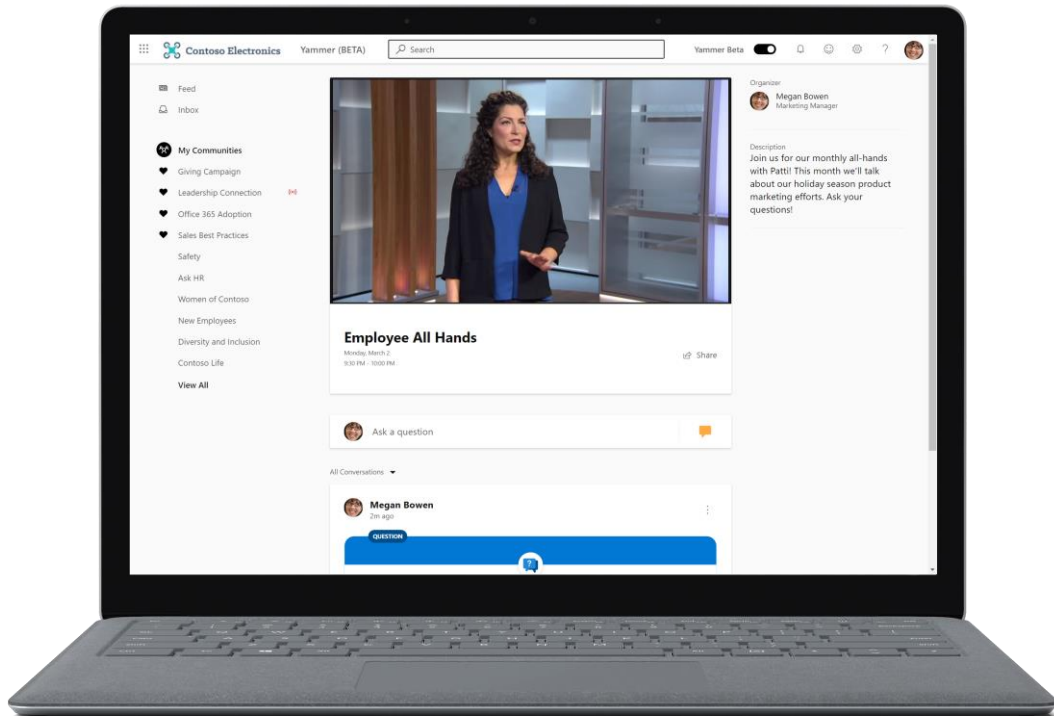

Live events

Live events use video and interactive discussion across Teams, Stream, and Yammer. Up to 10,000 attendees can participate in real-time from anywhere, on any device, and catch the event recording if they can't make the scheduled time. Learn more about live events here.

Campaign amplification

Yammer can embed Microsoft Stream video, ask questions, conduct polls, and send praise to other people. Adding dynamic range of communication outlets gives people different ways to engage and contribute.

Campaign support

Yammer can give your campaign breadth with its ability to seamlessly integrate with other Microsoft Office 365 applications and services.
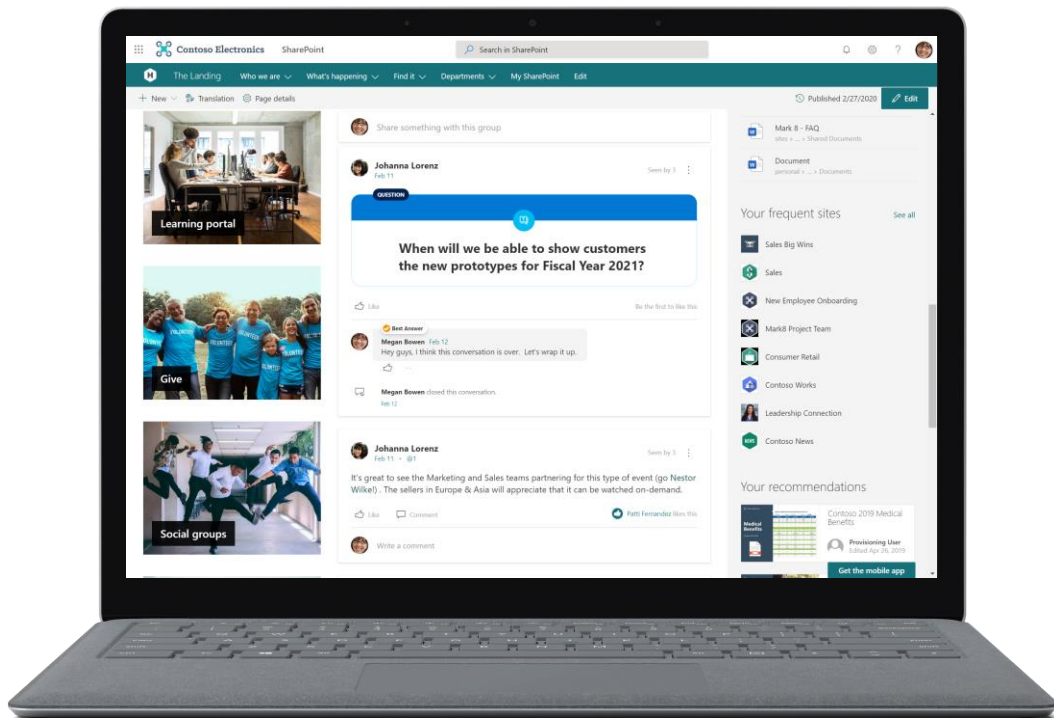
Give your campaign home

A SharePoint communication site can share news, updates, and other information in a visually compelling format. Embed a Yammer feed, bringing the formal information of the campaign and the informal conversation together in one place.

Closing out your campaign

☐ Have a plan on how to use people who were the most engaged during the event in follow up efforts.

☐ Remind subject matter experts to track conversations and answer questions.

☐ Send out follow up and thank you communications to key sponsors, stakeholders and participants.

☐ Capture some of the anecdotal highlights and conversations.

☐ Collect Yammer usage and engagement data from the Community Insights tool.

☐ Start planning your next campaign.

NOTE:

Have you captured insights the relate to the KPIs established pre-event?

Measuring impact

Step four

Working out loud and across geographies is a fundamental principle of a modern work environment and using data to track the impact of this style of working is critical in determining what works and what doesn't. Your campaign will contribute to the holistic view of how your company is evolving into a modern workplace.

Campaign impact

Once your campaign has concluded it is recommended that you focus your efforts in two key areas: community insights and keeping the conversation active.

Community insights

It's important to track and measure what happened during the campaign. The *Insights* link will give you access to data such as active users (members and non-members) posts, read and liked messages.

Additional information is also available such as seen counts at the top right of each post.

Learn more https://aka.ms/communityinsights
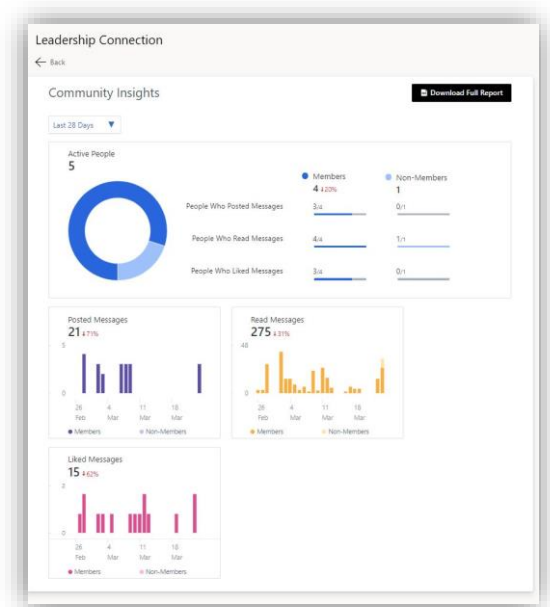
Keep the conversation going

Not only do those who actively participate in the campaign benefit from the live conversations, the discussion is now captured and, much like a document, can be referenced and add value long after the campaign is finished.

Be sure to emphasize with those involved with the campaign the importance of the post-campaign conversation. Invite them to continue to participate, engage, and reference the campaign as a resource for future learning.

Tracking the conversation also can provide valuable insights into how future campaigns can be positioned and managed.

About

Connect with Contoso employees around the globe and share what's top of mind.

Community Resources

Community Insights

✓ Joined

Contoso Life

♥

Conversations   **About**   Files   Events
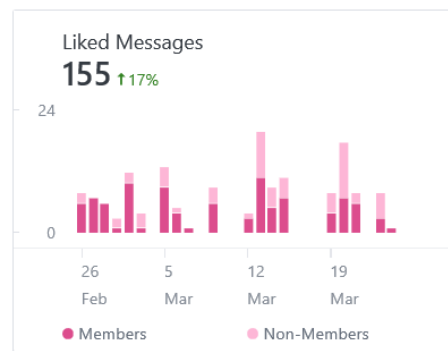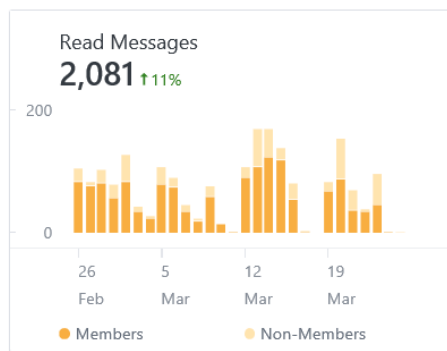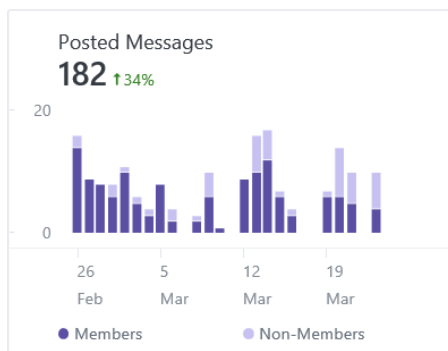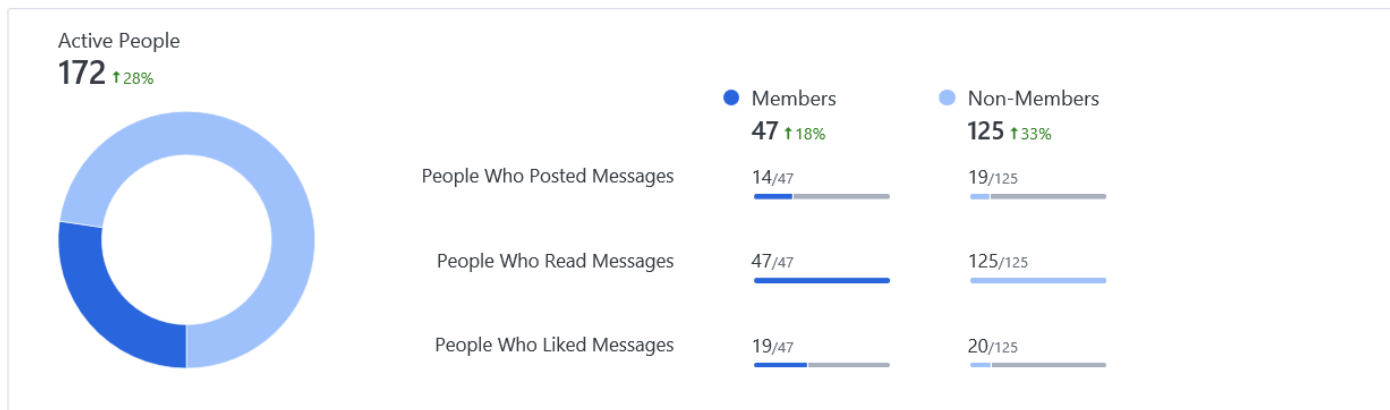
Members 19   +

Campaign reporting template

Campaign sponsor: [Leader, community, team, or organization]

Campaign background: [Add a brief sentence or two about why you created the campaign.]

People	Subject matter expert: Community manager:	[Key Takeaway]
Audience	Potential audience size Number of attendees (active and non-member)	[Key Takeaway]
Questions	Number of questions Number of comments per question	[Key Takeaway]
Engagement	Likes Shares Total comments	[Key Takeaway]
Anecdotal highlights and quotes	"quote" [highlight]	[Key Takeaway]

Last 28 Days ▾

Active People
172 ↑28%

Members
47 ↑18%

Non-Members
125 ↑33%

People Who Posted Messages — 14/47 — 19/125

People Who Read Messages — 47/47 — 125/125

People Who Liked Messages — 19/47 — 20/125

Posted Messages
182 ↑34%

20

0

26 Feb   5 Mar   12 Mar   19 Mar

● Members   ● Non-Members

Read Messages
2,081 ↑11%

200

0

26 Feb   5 Mar   12 Mar   19 Mar

● Members   ● Non-Members

Liked Messages
155 ↑17%

24

0

26 Feb   5 Mar   12 Mar   19 Mar

● Members   ● Non-Members

Community Insights data

Data can be collected by clicking on the Community Insights link on the right side of the Yammer community page.

From here, see statistics and trends over time such as:

- Active people (members and non-members)
- Posted, read, and liked messages
- Total numbers related to each data point

You can also download the full report which will give you an Excel file with more data points and the ability to set your own date parameters.

NOTE: Reporting shows the last 12 months, 28 days and 7 days. Take a screenshot before your event so you can see what impact your campaign had.

Communication examples

Here are a few examples of campaigns that have leveraged Yammer as a communications channel.

Email template

Subject: Let's start a conversation about [product name]

Let's talk about [Product name]

You are invited to join us for a "yamjam" where we will discuss [topic].

Date: August 10, 2018
Time: 2:00pm
Location: Washington conference room

Before we launch the next version of [product name] we want to make sure everyone here knows what's going on. The live event will cover some of the key features and functionality, but we want to make sure we answer your questions. I invite you to join our Yammer community where me and a few other experts are available to chat before and after the event.

Join the conversation here [Link to Yammer community]

Looking forward to chatting with you.

[Signed by executive or SME]

Sample Yammer posts

SME introduction

As you know, our community is always looking to add fresh insights and expert analysis. It is my pleasure to introduce Wendy Simons who will be available for the next few weeks to answer any questions and provide some in-depth analysis. Please reach out with your questions and comments. And don't forget to @mention Wendy.

TOP 5 – sink or swim?

Post 1: Looking for some feedback on our tools. What is one of the tools you can't live without? John Polson and Sheri Blair, you're up first.

Post 2: Another question about tools: What tool do we use as a team that just doesn't need to be part of our toolkit? Lunch is on Rolland Reed for the first comment.

NOTE: these questions can be a poll if you want to give specific choices.

Giving a coworker a shout out

A huge thank you to Mark Wilson for some of the amazing insights he has provided us this week. Make sure you take advantage of his unique perspective and experience by chatting with him in this community.

Another WIN.

Congratulations to Judy Anderson, Baker Freeman and team for their amazing work on the ACME account. Let's give them some kudos everyone.
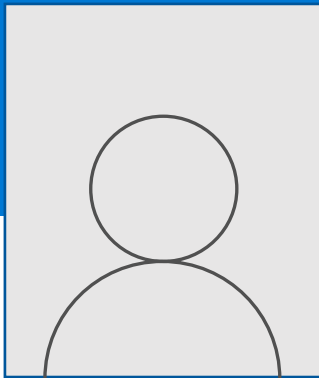
logo

You're invited to

[Topic] HACK

Hosted by [leadership member or team]

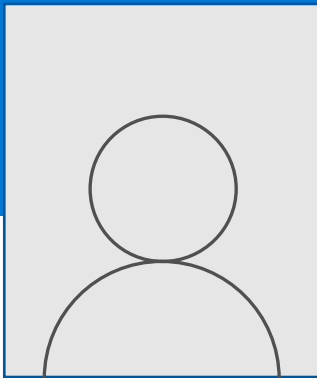Visit [Yammer community] to learn more and start hacking.

Women in Leadership

Betty Right
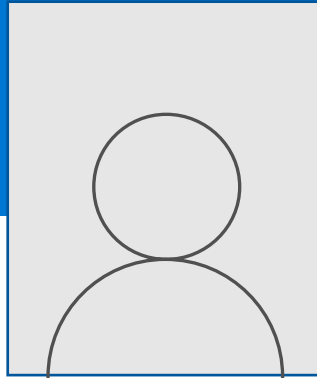CVP Sales & Marketing

Tuesday, 1/1/19

2:00pm

Anne Cho
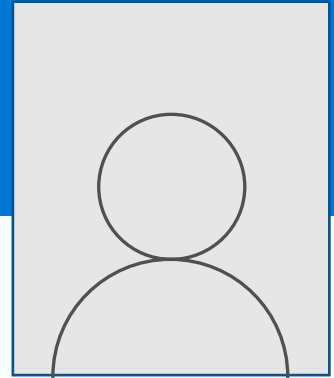Director HR Services

Tuesday, 1/8/19

2:00pm

Trish Potts
Director HR Services

Tuesday, 1/15/19

2:00pm

Kimberly Fae
Sr. Director Operations

Tuesday, 1/22/19

2:00pm

Join us for a weekly conversation on Yammer with some of the women who are helping to lead our company into the future. Bring your questions and comments to the Women at [Company] Yammer community and be a part of the conversation.

https://short.url/goeshere

Update your profile.

Tell us about yourself, what you do and your areas of expertise.

30 days of Yammer

30 Days of Yammer consists of a set of micro-actions in the form of daily challenges. They are intended to be simple, quick and relatively easy to do. They work by reinforcing behaviours and "building muscle" to help create the behaviours that are wanted, such as leader-led communication, story telling and collaboration.

And there you have it.

You now have the guidelines you need to plan, build, and execute your next campaign and how Yammer can be valuable communications channel.

It's important to remind you that Yammer is the tool, not the campaign. Use the features and functionality Yammer offers to invigorate your organization's communications and use creative and engaging campaigns to take advantage of opportunities and solve business problems.

Good luck building your campaign.