Etiquette Guide

Yammer

As a Yammer Community Manager, you have the opportunity to inform and shape the way that the members in your Yammer network share information. Often Yammer Community Managers create guides to help new members understand how they share is as important as what they share. Feel free to edit to align with your Yammer goals and objectives and use within your own community.

Tips for managing the conversation

Sometimes community members are bold behind a keyboard, so remind the community that every Yammer post is associated with a name and profile picture. In the likelihood your community disagrees, remind them to be respectful and to have common sense in each conversation.

- Sometimes people post in one group and another group would be more appropriate. You can direct the members to the better group or share the post and @mention the person to continue the conversation.
- Praise and encourage the members who share their work, help others, and respond to posts.
- Draw others to experts and pull in new members to the conversation as necessary.
- Direct members to resources to help them become aware of best practices.
- Loop in a Community Manager or Admin if a conversation needs additional attention or there's a violation of the usage policy.

Better group to use and include experts

Praise for sharing their work
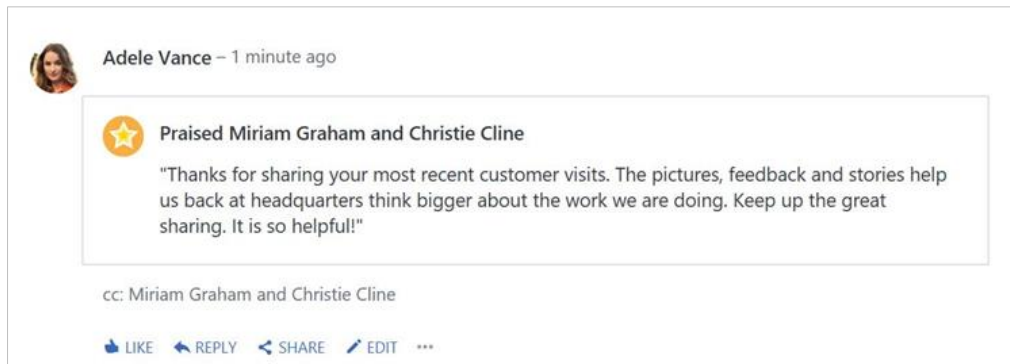
Best practices for creating your own community etiquette guide

Feel free to customize the following pages to fit your organizational culture and usage policy. Update the screenshots with examples from your own network if possible.

You can include this guide in your Pinned Company Resources on your Yammer Network, add it to your Yammer Training, or upload to you Yammer Help Group.

- Include the vision and purpose of your Yammer network to help set the tone of the guide.
- Include specific details relating to employee handbooks and code of conduct that also translates to Yammer.
- Include a list of do's and don'ts.
- Share clear examples of "Good, Better, Bests" posts.
- Be sure to let your organization's culture show in the guide. Be creative!

Sample [COMPANYNAME] Etiquette Guide

[Insert Yammer purpose, objectives and where to get more information]
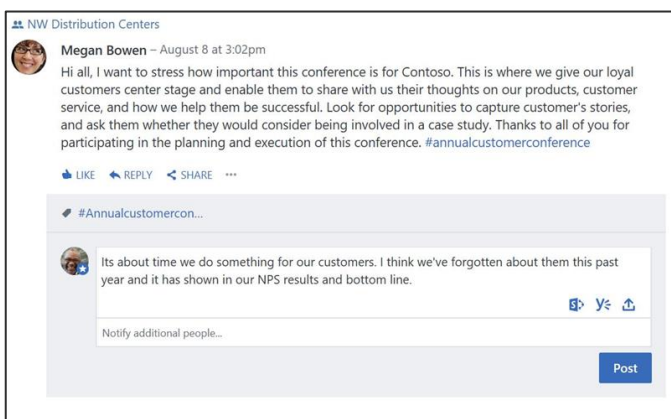
Format posts to make them easier to read/scan

- Try to keep posts short to medium length. About 1–2 sentences per paragraph.
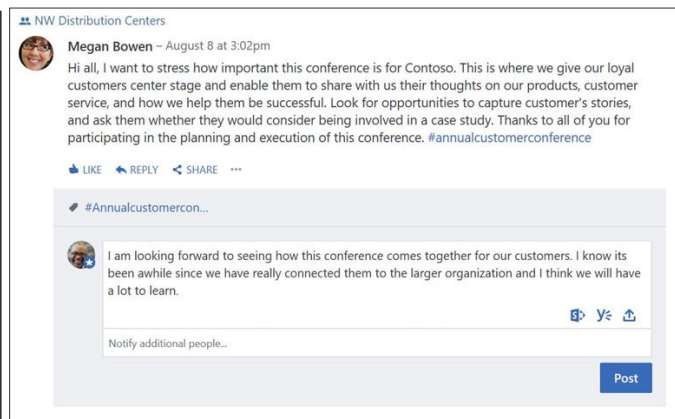- Long blocks are difficult to read.
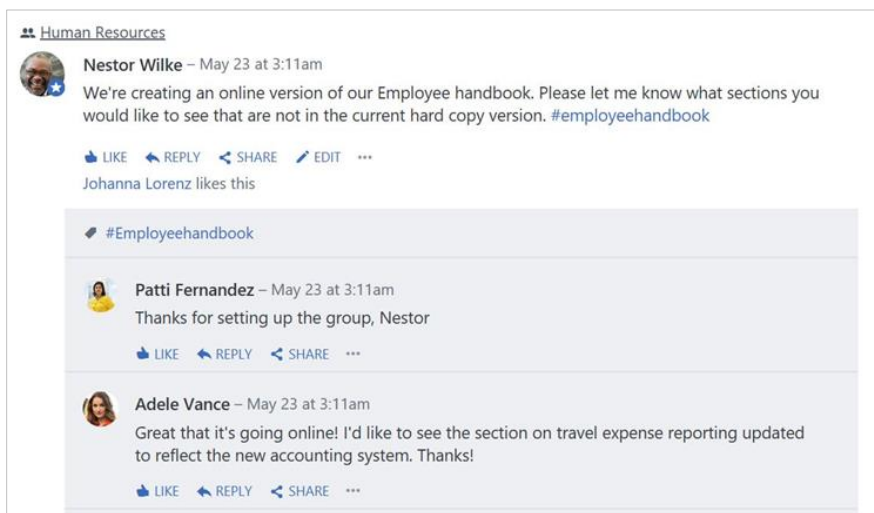
Set a tone that is constructive, helpful, and informal

- Be honest but respectful.
- Add to conversation to help move it forward.

Destructive	Constructive

Sample list of do's/don'ts

These are sample suggestions, and these may vary based on your organization's specific usage policy guidelines.

Do's

- Share what you are working on, what you are learning.
- Keep your posts short and easy to scan.
- Be positive by liking, sharing, and commenting on conversations.
- Ask questions.
- Respond to @mention and tag others who may have insight to contribute.
- Search before your post, someone may have already posted it.
- Offer critiques with respect. Be mindful of the tone.
- Use your judgment and common sense.
- Keep private or confidential things private.

Don'ts

- Solicitation.
- Personal attacks, be careful of inside jokes, sarcasm, and blame. These do not translate well online.
- Use of profanity.
- Public embarrassment, including birthdays or performance issues.
- Talk about religion or politics should abide by our organizations handbooks and code of conduct.

How you share is just as important as WHAT you share

Before posting to the network, be sure you are sharing articles from sources that are known and confirmed professional sources that would meet your network's usage policy guidelines.

Best practices when sharing:

- Post to the correct group.
- Summarize key points, giving a sneak preview.
- Include relevant topics.
- Ask a question.
- Include a link.
- Upload a relevant picture if no thumbnail is attached.
- Tag other group members.

For example, here's a few posts of community members sharing something of interest. None of them are "wrong", but some add additional context for others to gain insight directly from the post.

Good: Member posted to a group, and included a link and a comment. Post has comments, and has been liked.

Better: Member posted to group, added a bit of context, recording, and relevant hashtag.

Best: Member shares within group, includes own insight/opinion, includes an attachment, adds relevant context, ends with a question.

Encourage one another

Engage with others to share, like, and comment. Tag someone in a conversation if you think their opinion or insight would be valuable. Showcase your success with connecting across the organization.

Additionally, encourage leader, including managers to engage and like posts. This helps validate the contributions of others. Yammer serves as a tool to promote engagement and encourages members to continue to share their work.

Finally, if something doesn't seem quite right, loop in the Community Manager to help address the situation.