



Governance

Yammer

Feel free to use this document as a guideline for setting up your cross-collaboration governance strategy throughout your organization.

The most successful networks have some common characteristics. They've been thoughtful about having the right people help nurture, grow, and monitor the community.

While it's not required to have all of these roles or questions answered, we've found that the most successful networks invest in roles that include these responsibilities. By having specific roles and responsibilities and clear guidelines of expectations, members of the community know where to turn to when they need help.

Assemble the team

The responsibilities depend on your organization's usage of Yammer and the size of the network. Often responsibility will adjust over specific periods of time related to organization initiatives. We've seen organizations use opportunities such as an ideation campaign, new product launch, merger and acquisition, or a new executive joining the organization, become catalyst for Yammer usage.

Role	Responsibilities
Community Manager	<ul style="list-style-type: none"> • Liaison with Group Owners weekly • Enlist and grow champions monthly • Encourage executive sponsorship and involvement quarterly • Plan and prepare engagement activities ongoing • Content owner for the community • Analyze network usage weekly • Showcase success stories monthly
Group Owners	<ul style="list-style-type: none"> • Facilitate specific usage of Yammer monthly • Communicate with members related to use cases
Champions	<ul style="list-style-type: none"> • Encourage new members to use Yammer weekly • Share YamWins to the broader community monthly
IT Administration	<ul style="list-style-type: none"> • Technical integrations and setup • Support issues • User management • Data storage
HR Sponsor	<ul style="list-style-type: none"> • Mitigate risks • Address misconduct

With an established cadence of communication and a place to share information, stakeholders can make the best choices for the community. At minimum, your Yammer team should create a Yammer group to have discussions on upcoming initiatives, and product launches and the impact to your community.

Create network standards

Creating policy and procedures

Decide if there are policies that already exist that needs to be adjusted or modified to include Yammer usage. They may exist in your employee handbook, employee code of conduct, or social media policy. Other areas where similar policies may exist could be included in IT standards around email archives, file retention, and external sharing policies may already be in place for existing communication tools and technologies.

Usage policy

Find additional information and samples in the Resource Center.

Acceptable mobile usage and remote connectivity

There may be a policy or standard that already exists within your organization about employees' usage of devices away from the office. Evaluate these policies to see if you need to adjust to accommodate Yammer usage.

- Can you access Yammer while on your own personal devices, either mobile or at home?
- Are the specific parameters where VPN would be necessary?
- Do employees need VPN for access to Yammer?

We encourage organizations to allow users to connect at and away from their desks. Consider the impact of your decisions with the openness and ease of use Yammer provides.

Data management

Review retention policies that are in place within other systems. Some organizations consider Yammer not categorized as a system of record; thus the retention policies could look slightly different than other systems of record.

More information on what is available for Yammer and data management can be found [here](#).

Decide how Yammer data will be treated compared to other data collected in your organization.

- What is your data classification policies and procedures to manage these?
- What is your Data Retention Policy?

Ensure sensitive data is appropriately stored and shared.

- What are your data compliance requirements?
- What are your processes to identify and manage inappropriate postings, sharing, and storage?

Keyword monitoring

Some organizations have created a shared mailbox to include stakeholders (e.g., IT, HR, Comms.), or they create a process for alerting the right parties based on which keyword is shared and the context or severity.

- Who is responsible for escalations?
- What is the process? Does this change if it happens not during business hours?
- Who gets notified if something is said? Only one email can be listed.
- Is there a level of severity of follow up based on what is shared? A warning? Disciplinary actions as necessary?
- Is this different/same for your external networks?

Sample: <http://www.bannedwordlist.com/>

More on Yammer and keyword monitoring can be found [here](#).

External communication via Yammer

There are a variety of ways that your community can communicate with external parties. Based on what your goal is for communication with the external persons, there is opportunity to use Yammer.

External communication scenarios

Here are a few examples of external communications. Many other examples may exist.

You have hired a contractor to work on a project while someone is out on leave.

- If this contractor will have an email address, you could consider adding this member as a guest member to your home network.

You have hired temporary employees to help with processing information during the busy season.

- If these temps have corporate emails addresses they could be added to the network as regular employees.
- If these temps do not have access to employee level information, an external group may be useful.

You want to communicate with a design agency and their team of people working on the latest marketing launch.

- Since the agency won't have corporate email addresses, an external group would be a good starting place for the project.
- If you have multiple projects going on within an agency, including a variety of internal stakeholders an external network with the agency might be a better fit, with groups per project.

You want the opinion or feedback from an external source, on a specific conversation within in your internal network.

- If external messaging is enabled, add that specific person to the conversation via email.
- If they already use Yammer within their organization, you can @mentioned them within the conversation.
- They will only have access to that specific conversation.

You have partners who sell and/or distribute your product or service.

- Depending on the structure of your partner program an external group could work.
- If you have different partners per product, or variety of complexities differing your partners from each other, then an external network may be a better choice.

You bring an external training vendor onsite for your annual sales kickoff.

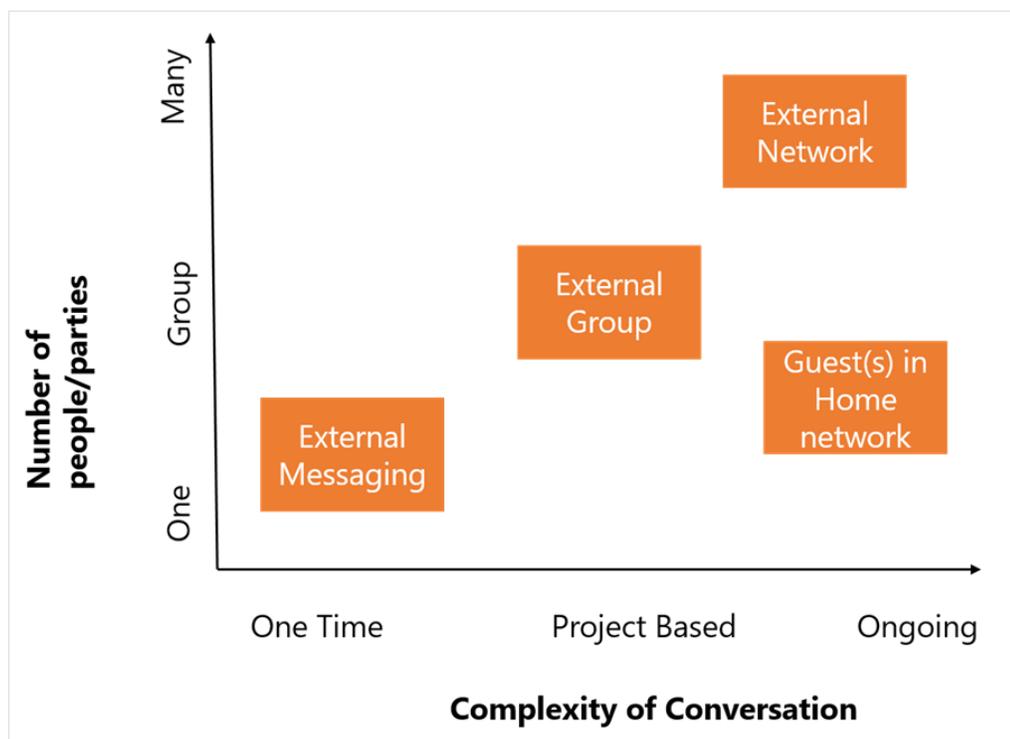
- Create an external group to add the trainer, coordinator, and sales teams to communication before, during, and after the training.

You want to engage your customers within a community.

- If it is multiple customers and customers to customers engagement, an external network would be the best fit.
- If it's only one or two main customers, an external group would fit better, and simpler to manage.

Cost benefits

Every organization will answer this differently. Be sure to prepare and plan specific external communication via Yammer Guidelines. Your community members may ask for abilities to communicate with a variety of parties they work with. Seek to find additional requirements for the communication needs and help them decide which channel is best suited for their business goals and objectives.



Additionally, creating new external networks includes a support team of resources, including community management and technical support. Ideally, this is a separate team from the home network that would need to engage the external community by responding and sharing information. If the need is more short term, an external group has less support and overhead needed and may be an easier solution.

Group lifecycle management

Often Community Managers and Network Admins may do a sweep of the network to look for ways to tidy up the network to make sure groups are up-to-date and relevant. Community Managers will need to work with the stakeholders to decide the importance and value in the conversations that have happened within these groups.

Additionally, learn more about group setup, best practices, and guides on the Resource Center. Remember, each member of your community engages with groups differently, so the more they engage with a specific group the higher and more prominent it will be in Yammer. Be sure to match the perceived value of a group with the actual usage and engagement level information and data.

Group clean-up approaches

1. Delete groups (and content) after a certain amount of time.
2. Archive groups (e.g., manually re-naming groups, e.g., ZArchive Back To School)
3. Do nothing.

If your network is new, set up this process from the beginning to establish a good foundation for your Group Owners and the network. Establishing this process upfront will help your Group Admins know they are supported if the group doesn't work out as intended.

If your network has been around for some time, more mature, or has many groups, try not to take an all-or-nothing approach and start simple. Allow for ample time for cleanup, communication, and decisions to be made. Some groups may have a lot of historical context, yet not been touched in a few years. While others may have two members and zero posts. You will need to decide how to accommodate each type of group. After the process have been defined, communicate it more broadly to show support of the Group Owners.

Alternatively, if you decide to do nothing at all, there's no harm in that either. There's no storage limit and search will continue to work as intended if you leave groups and content intact. Yammer can be used as a corporate memory for searching for resources and best practices so it may be valuable down the line.

Why would Community Managers do this?

- Clear out the old and abandon groups.
- Improve search (less to choose from).
- Focus conversations in the right places if there are duplicative groups.
- Re-ignite engagement of old groups

Guidelines for group and content clean-up

1. Define a process

- When was the last piece of content/conversations added to the group? What is an acceptable timeframe for this? Three months? A year? This can vary depending on your organization's purpose and goals for Yammer.
- How many members are in the group?
- The group name could be an indicator of a temporary group (e.g., the group name is "JOHNS TEST GROUP").
- List expectations of the Group Owners versus Yammer Community Manager (e.g., who is deleting, posting an announcement in the group, changing name).

2. Communicate to Group Owners

- Create buckets to prioritize the groups, depending on the number of groups, quantity of members, content.
- Identify timelines and indicate who is responsible for what part of the clean-up process, Group Owners versus Community Manager.
 - Decide what you'll do if the Group Owner wants to keep the group.
 - Decide what you'll do if the Group Owner has left.
 - Decide what you'll do if the Group Owner doesn't respond.

NOTE: If you are deleting content, review the process to make sure that IT/Legal are aware for retention and backup purposes.

Administration required

- Obtain a list of groups, activity, member level data.
- View activity and usage reports in the [O365 Admin Portal](#).
- View specific group level data and information within the group.