Group Owner Guide And Best Practices

Yammer

Best practices for managing groups in Yammer

Groups are central to the way that people organize and communicate within Yammer. Anyone can create groups and groups can be about broad topics or for a community of practice or for a specific ideation campaign.

Community Managers should do their best to encourage and involve group owners to foster engagement on Yammer. Group owners will have great insight into how Yammer is being used for specific use cases. We have provided resources to equip community managers and group owners.

Setting up a group

Purpose of the group

Identifying the purpose of a group is critical for success. Groups that have a clear purpose and objectives help members understand what and how they should use the space to communicate. A group owner can add additional details for expectations, examples of sharing, or related process updates within the Info Box. This is the first step for groups to become successful.

Group naming conventions

Additionally, some networks have created a naming convention for specific groups. For example, the variety of office locations at an organization, all of the group names included the three-letter suffix + Office [PHX Office, NYC Office, LON Office, HAM Office].

Other networks have left it up to the group owners decide how to name each group.

Size of the group

It depends on the objectives and goals of the group. Often groups start more with a broad topic and eventually work their way into a more narrow and specific group, like cross-collaboration within a variety of departments. Other times a group starts out with a specific objective in mind, then realizes it needs a broader reach to achieve the objectives, for example a community of practice around project management. Regardless of size, determine the use for the group and identify specific audiences to engage will help the engagement of the group.

Recommended groups

As more members join the network, community managers may highlight specific groups for them to discover and self-join.

Recommendations to these groups may be based on engagement, activity, or broad topics that would relate to members within their organization.

Often times the group's purpose and additional instructions will be included in the Group Info Box. Some groups specifically use this space for specific #topics related to their purpose, special events, or additional context for members.

Example group	Sample purpose
Yammer Help (Yammer 101, New to Yammer)	Provide opportunity for new members to get up to speed and ask "how do I" questions, share success, and #yamwins.
CEO Connection Group	Space for senior leaders to host Q&As, share business objectives, progress, and new opportunities. Engage in two-way communication.
O365 Support Group	Used for managing the change to O365 products, including new users, and champions. Opportunity for communications and training around the time of the rollout.
Health & Wellness Groups	Members can share tips and best practices for staying healthy in the workplace.
Diversity & Inclusion Program Groups	Existing programs create a space to have conversations between meetings or events. Share resources and have discussions around new topics relating to the community.
"COMPANYNAME In the News" Group	Includes when and where the organization is in the news, social media posts, and other media outlets.
Customer Experience Group	Members can share their customers' needs, wants, and desires with a broader group.
Location Specific Groups	Office location related conversation, including events, special location specific opportunities, recommendations, good for new hires, and employees relocating. E.g., PHX Office, NYC Office, LON Office, HAM Office.
Helpdesk/IT Support Group	Includes specific instructions on how to gain and access technical support from the organization. If technical issues arise, including screenshots of error, details of the problem, and following process for tracking and reporting.

Responsibility of Group Owners

Based on the group's objectives and goals this may differ. Best practice includes having a minimum of two Group Owners, in case someone is out another admin can step in and help assist the group members.

However, you can have many admins within a group. Be mindful of the actions a group admin can take before promoting too many group admins.

Group Owner checklist

Community Managers can use this list to share with new Group Owners and/or append it to fit the needs of the Group Owners within their network.

| ✔	Group Owner Tasks
	Decide on purpose and goals for the group.
	Indicate a simple objective, how this group benefits the community and members.
	Search to see if there's an existing group that suits the purposes rather than creating a new group. Yammer will check for exact group name duplicates, but variations of the group may be useful.
	Decide on the group privacy. We encourage groups to be open by default.
	Appoint one additional admin as back up to help facilitate admin responsibilities.

Add new members

You can enable the dynamic membership for groups connected to the O365 group service. New members will be added to groups based on who the new member is, which teams they are part of, departments, and location. They will be added and removed from the relevant groups. Learn more about O365 Dynamic Groups here.

You can also manually add new members or bulk upload via CSV file via the Edit Group Settings.

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Customization options for Group Owners

During Group Creation or Edit Group Settings

Edit	More Details
Group name	As descriptive as possible. You can edit this after group creation. If the exact name already exists, Yammer will not let you create the group. Search prior to creating a group, to see if something similar exist already.
Group description	The description can be up to 150 characters and should let members know more details about the group purpose. This should be as clear as possible and is helpful in search.
Group privacy settings	Public or Private can be set up during creation. This can be changed at any time through Edit Group Settings. All members will get a notification that the group privacy has changed.
Group logo	Upload group logo, a square logo is preferred. You can also select a banner to match branding of the group.
Add additional admins	Select from existing or new group members and promote them to administrative responsibilities. Group Owners/Admins will have a STAR on their profile picture within the group they are owners.
Bulk add members	Use a .csv file to add new members to the Yammer Group. If you have a group larger than 250, chunk up the members to groups of 250 or less.
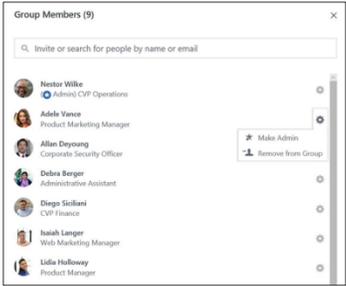
Within the Yammer Group

Edit	More Details
Info box	Group Owners can edit this rich text box to include best practices, common #hashtags or links to additional documentation.
Pin documents	Link popular documents, websites, or other content important to the group members.
Post announcements	Group Owners can post an announcement that pushes notifications of a Yammer post into members Yammer inbox and/or email inbox. Announcements also can have rich text within them.
Delete message/files	Within the group, the owner can delete a message. Only Group Owners or the file owner can delete files posted within a group. Be mindful of this, as it may be more appropriate to have the member delete themselves.
Mark files as official	Files can have an official mark (star), indicating to group members that the file has been validated by the group. Official files are listed first in the file tab.
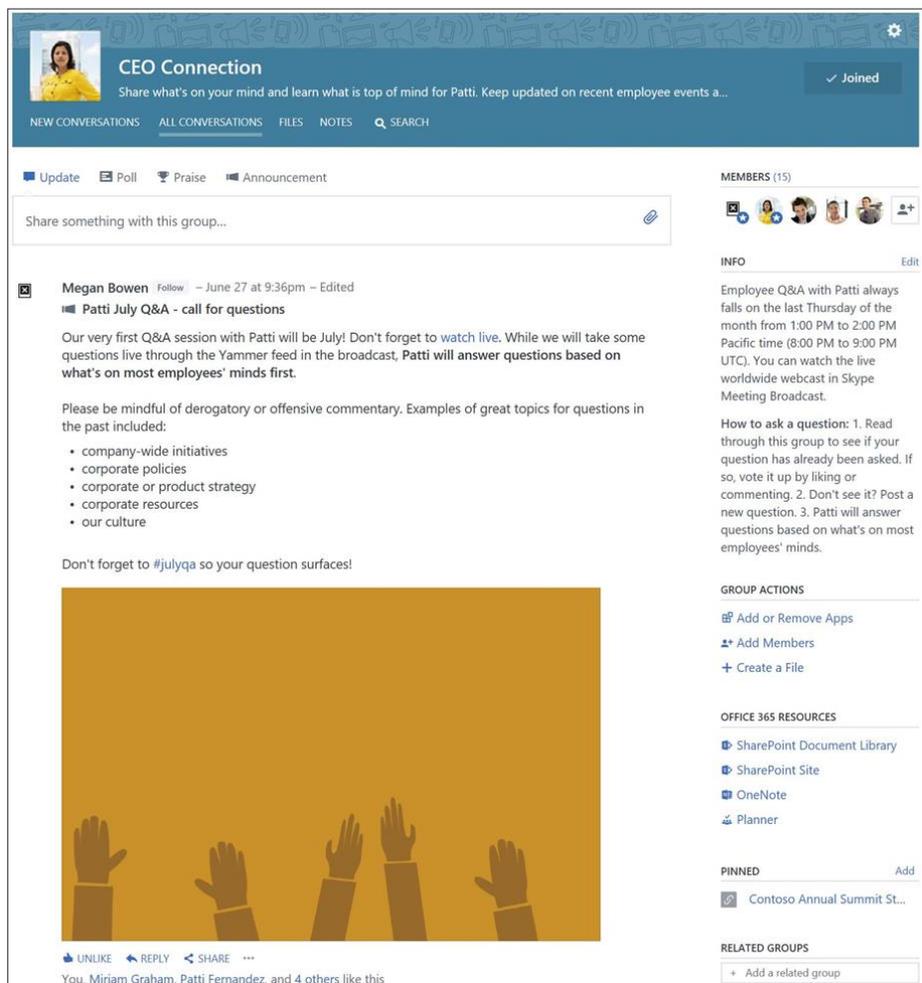
Get started as a Group Owner

- Send an email with the group's purpose objectives and goals. Include the link to the group if the group is public and members can self-select to join.

- Start a welcome post introducing the main objectives, goals and a question relating to the group.

- Share the Yammer Etiquette Guide and other resources to get members up to speed with how to use Yammer.

Sample new group member communication:

This could be posted as an announcement or sent via email to your group members, as appropriate for the audience.

Welcome to our new Yammer Group [**insert name**]! We will be using this group to [**add group purpose/objectives**]. Join the conversation in Yammer [**link group**].

Once you have joined the Yammer network, visit our group [**link**] and post an update. Consider updating your profile and notification settings. We encourage you to share, ask, learn, and build connections in the [**Company name**] Yammer Network. Don't forget to download the Yammer App on your mobile device.

New to Yammer? No problem! Here's 5 tips for new group members:

1. Search for your answer before posting a question.
2. There is no need to follow every member in a group. If you join a group you will see all messages in your Following feed.
3. If you think there are useful conversations going on in other places share them to the group.
4. Encourage interesting and dynamic responses to your post—@mention people in posts and encourage replies. Go beyond a status update, give it some context and request feedback.
5. If you want a response from one specific person, use the @mention as opposed to private messaging, as the conversation will be useful to others in the network.

For more best practices on how and what to post, view the Etiquette Guide [**link**].
If you need help or have questions on using Yammer, visit [**link Yammer Help Group**].

We look forward to seeing you in Yammer!

Sincerely,
[**Group Owners & Leadership Sponsor**]

10 engagement tactics for new groups and group owners

Once the group is up and running, here are few tactics Group Owners can take to keep the momentum going. The frequency may change based on how active your members are in the group.

1.	Welcome and encourage new members to introduce themselves to the group.

2.	Ask questions—see [**Conversation Starters**] for ideas.

3.	Tag an expert to draw their opinion or insight into a conversation.

4.	Share other relevant conversations happening in the network to the group.

5.	Add topics to conversations.

6.	Post weekly roundups or related content to the group.

7.	Praise group members for behavior you'd like to see replicated.

8.	Don't leave a post to your group un-answered! If you're unsure of the answer, @mention someone who may know.

9.	Add relevant content—upload files and notes to add context to conversations.

10.	Use Announcements for important updates that need to reach the entire group. This will prompt an email and a notification to all group members, so only use Announcements for important updates. Be sure to provide supporting documentation or links.

Measure group success

Just because you can measure it, doesn't mean it tells the full story. Be sure the data supports the purpose and objectives of the group.

Group reporting scorecard

Some Group Owners have created a simple scorecard for their group to highlight progress, growth, and success of the group.

Before you measure anything, consider:

- What are your groups' goals and objectives?

- What metrics are already accepted for this specific group? Are there measurable KPIs that the group has direct or indirect impact on?

The basics

- What types of data can you measure? What do they tell you?
- How can they help improve engagement, connections, conversations?
- What types of other data outside of Yammer is helpful to consider?
- How frequently are you reporting and to which stakeholders?
- What tactics are you using to achieve the current status/future status?

Examples

If you want to measure the correlation between Yammer engagement and employee attrition, you would need to gather attrition details (names, emails) and the Yammer data, with help from HR and potentially a Yammer Admin.

If you wanted to correlate Yammer engagement and sales revenue within a specific team or region, you gather sales revenue End of Quarter and Yammer data, with help from Sales Analysts and Yammer Admin.

The nuts and bolts

- If you have access or can gain access, the O365 Usage Reporting dashboard can provide information at the network level, including active users, numbers of posts read, likes, and device usage. Additionally, you will be able to drill down to view activity per group.

- Within the O365 Reporting Usage for Yammer you can drill down into a bit more specifics on user, content, and device activity. You may need to request access to this information.

- In the Yammer Product within the group-level, group members will have data available, including active members and non-members, user activity including posts, reads, and likes.
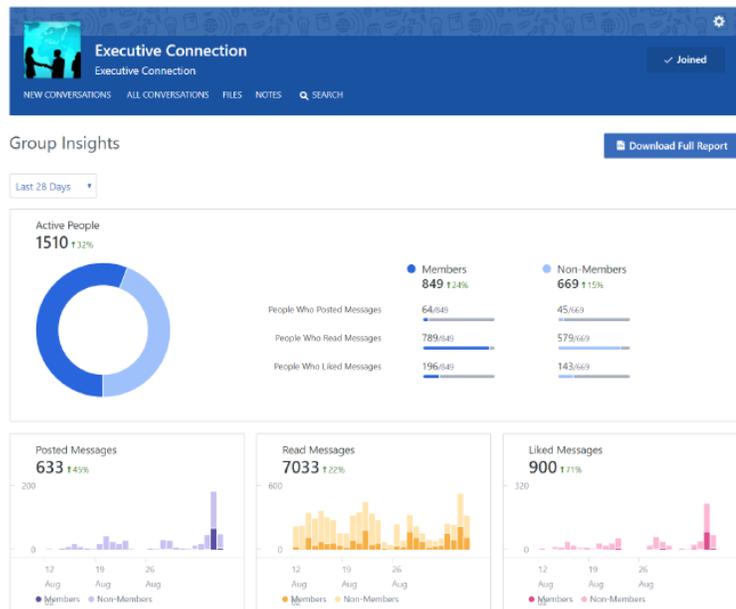
- Finally, if you have technical resources to help pull Yammer API there may be additional information you can pull to showcase your group.

View the Measuring Success Guide for more details and examples for how to measure adoption, engagement and success in your group and network