Yammer Owner's Guide

So you want to start a Yammer group at James Cook University (JCU) to share information, discuss ideas, get updates, and crowdsource answers from co-workers. As the owner of a JCU Yammer Group here are a few things you need to know to keep your group running smoothly!

JCU Staff are welcome to create groups relating to general interests, as well as work groups and projects.

Before Creating a New Group

- Browse the existing JCU Yammer groups to see if a similar group already exists and **only** create a new group if you really need it.
- Name your group carefully (there are lots of groups out there) and make sure you follow **JCU's O365 Group Naming Convention**, which is:

  JCU Work Related Groups -   Department/College - YammerGroupName
  JCU Hobby or Interest Groups - JCU - YammerGroupName

- Unless your group is a currently existing work team, do not use the "Add Members" function to automatically join colleagues. Staff should join groups of their own accord.
- Staff who create groups are responsible for administrating the group, including moderating requests to join the group, and assigning additional administrators (there should always be more than one administrator of a group).
- Keep it professional, the University has the right to remove any groups it deems unsuitable or offensive
- Let your colleagues know that they can access Yammer via the Web, Mobile Apps and a Desktop App – though as a Yammer group owner the Yammer web app is by far the best experience for managing your group.

Accessing Yammer

1. **Open** a web browser and go to https://staff.jcu.edu.au/
2. **Log in** with **JCU staff email address** and **password**.
3. **Click** on the **Application launcher** and select **Yammer**, this opens the Yammer home page.
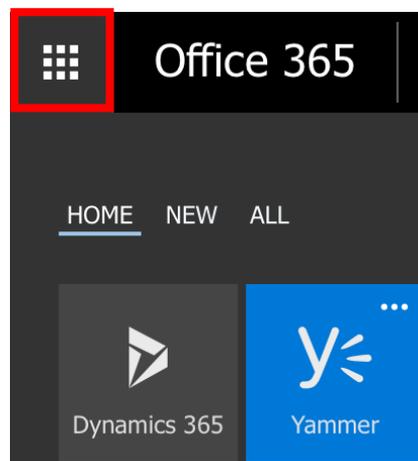
Home Page

Once logged in, the Yammer home page is displayed. The home page has three columns, with multiple elements.
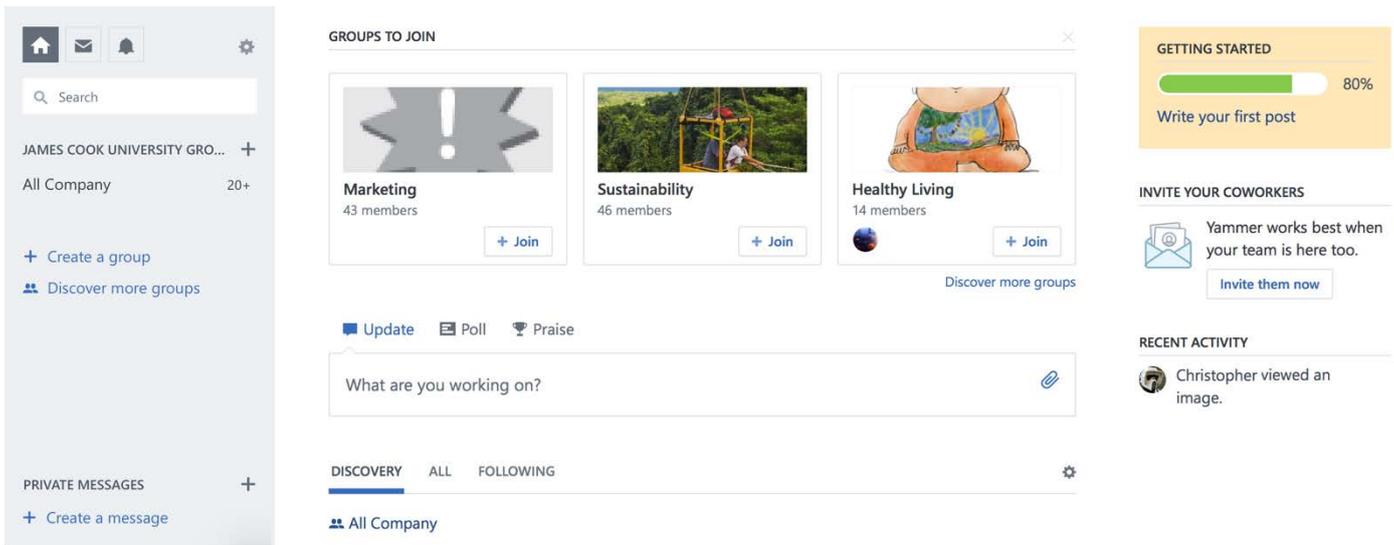
Create a New Group

Before creating a new group search the JCU Yammer Groups to determine if a similar group already exists.

1. To create a new Yammer Group **click + Create Group** from the left menu.
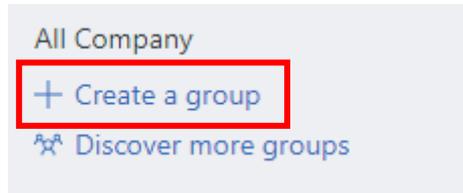
2. **Select** an audience for the new Group – Internal Group or External Group.
   Internal Group   To collaborate with other JCU Staff
   External Group   To collaborate with people inside and outside JCU
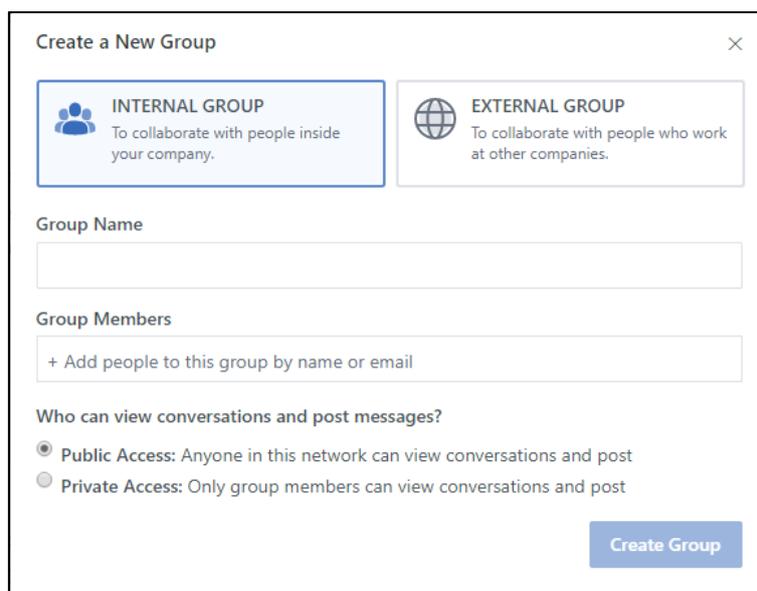
3. Create a name for the Group and enter the name into Group Name box.
   Ensure the name you choose complies with **JCU's Yammer Naming Convention.**

   Group Name

   [   ]

4. Add members to the group by typing names (only works for JCU staff), JCU ORGU codes or email addresses into the Group Members box.
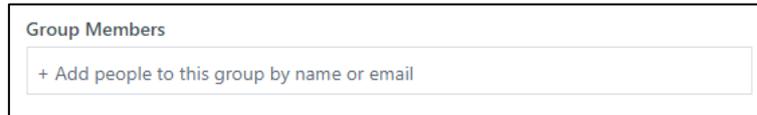
   Group Members

   + Add people to this group by name or email

5. Set the group privacy settings and then click **Create Group**

   Who can view conversations and post messages?

   ○ Public Access: Anyone in this network can view conversations and post
   ○ Private Access: Only group members can view conversations and post

When creating a new Yammer Group the creator is automatically added as a Group Administrator.


Yammer Administrators

Yammer administrators have certain privileges and options not available to other group members, including the ability to configure:

- Group Image: Upload an image for your group.
- Group Name: Set the name of your group here.
- Description: Add a description of your group that will be shown to the rest of the network.
- Member Management: Add or remove members and admins.
- Announcements: Group admins can make announcements that will be delivered to all group members.
    o Official Content: Group admins can mark notes and files as Official. This signals to other users that this is the authorized version of the document. It also locks down the content so that only admins and the owner of the document can edit the content. Official content is also exposed within the content directory and is ranked higher in search results.
- Content Moderation: Group admins can delete any message, file or Note from the Group.
- Who can view content: Group admins can change the privacy of the group. This affects who can view content within the group. Group members are notified whenever the group's privacy is changed.
- Who can join this group: Control how members can join your group.
  For public groups, you can restrict membership to admin approval or allow all users on the network to join.
  For private groups, you can require admin approval or allow existing members to invite other users.

Customise Group Settings

Customizing your Yammer Group by adding your own logo and header image is a great way to build comfort and familiarity with Yammer users.

1. To begin customising a Yammer group, **open settings** by **clicking** the **cog** on the right of the group banner.
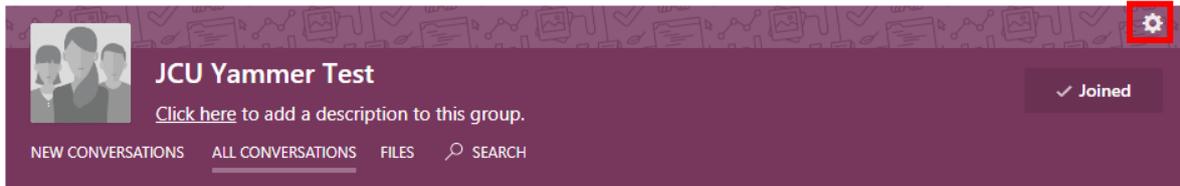
2. In the **Settings** menu an administrator can add a group description, add extra group administrators, change the default colours, add a logo image, manage members, alter permissions to view group conversations and posts or delete a group.
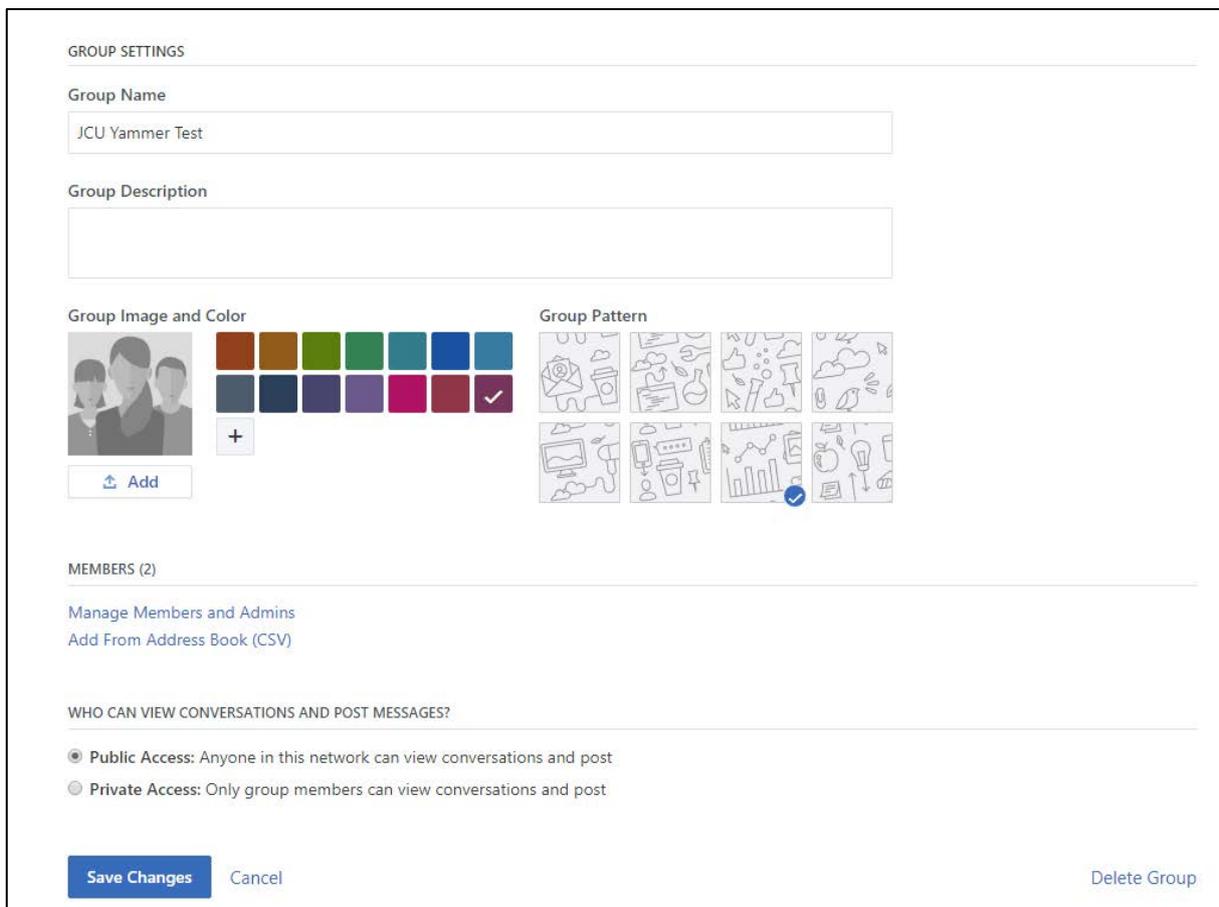
3. Click **Manage Members and Admins** to add, remove or promote a group member to an administrator.

4. Once the Group Member panel opens, click a **cog** to alter a current member's settings, close window to save settings and return to previous screen.
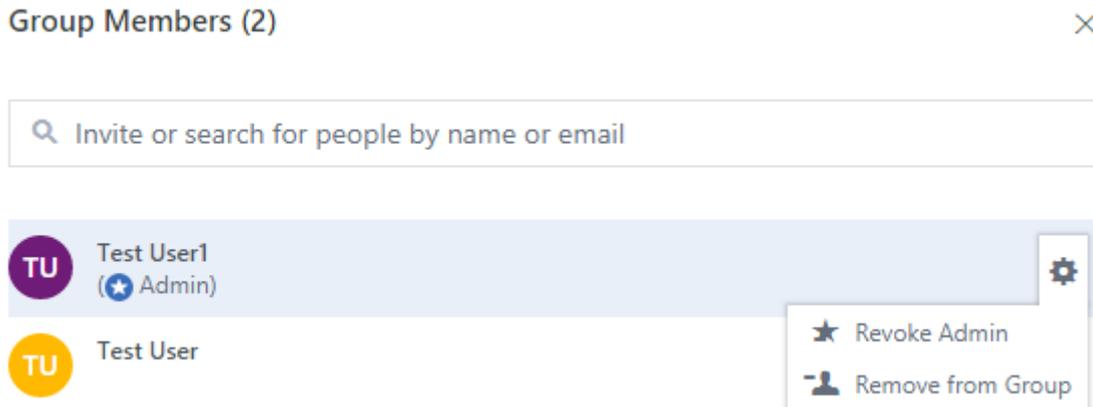
5. Once all changes have been made, click **Save Changes**.

Managing Posts and Files

As a Group Administrator there will be additional options on Yammer posts and files to ensure smooth running of the group. In addition to Like, Reply and Share, administrators are able to delete a post in a group they manage by clicking on the **...** menu and selecting **Delete**.
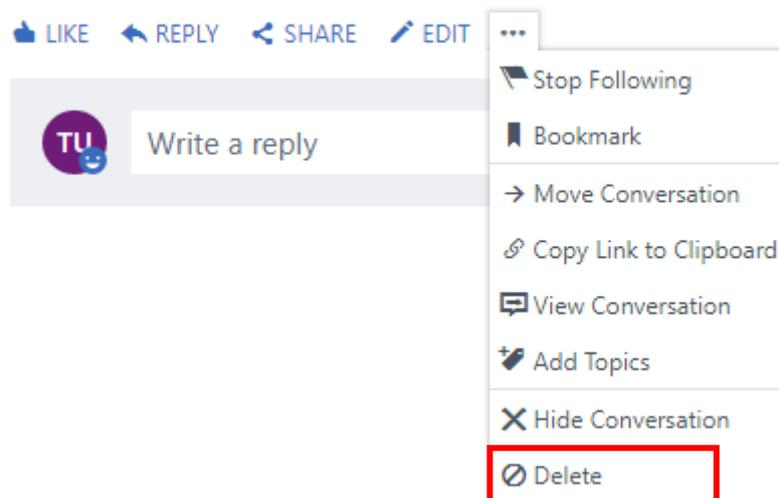

Official Content

Group admins can mark notes or files as Official. This signals that a document or post is an authorized version and locks down the content, so that only admins and the owner of the document can edit the content.

Marking a file or note as official

1. From the **File** page, open a file and choose **Mark Official and Lock Changes** from the right menu
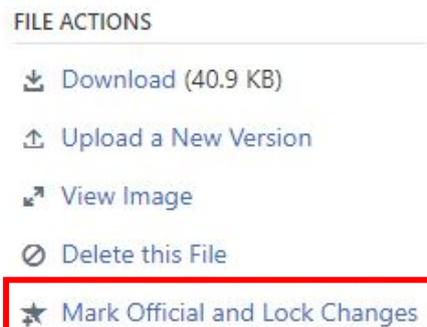
Add Praise

Use praise posts encourage people to post, celebrate achievements of your co-workers, or highlight excellence.

1. To publish a praise post, **Click** on the name of the **Yammer group**.
2. **Select Praise** as the type of post.

3. **Click** in the **text box** to begin typing and make sure to **Tag** & notify people or groups by adding their names in the notification box, or add an **@** sign in front of someone's name in the post body to tag & notify them.
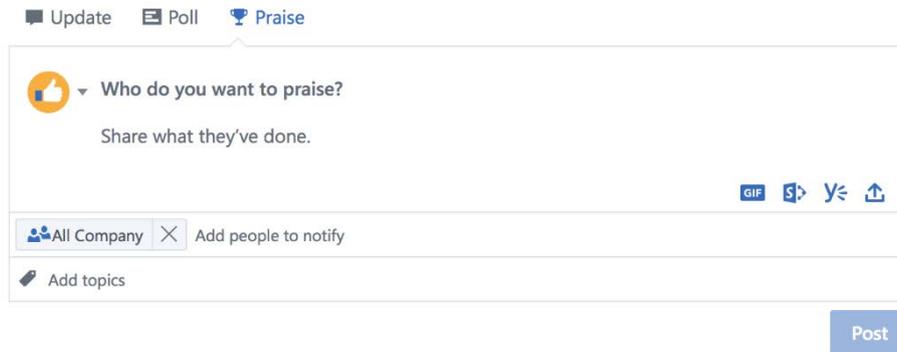
4. **Topics** can be added to posts via the topic box, topics make searching for information in Yammer easier.
5. **Click Post** to publish

Post Group Announcements

Group admins can post announcements to broadcast important information to all group members. Announcements are specially designed to stand out to help users see important updates, such as a special events.

Even if a group member has group email turned off, they will still receive the Announcement, so use wisely.

Posting an Announcement

1. **Click Announcement** at the top of the group page (above the update box) only visible to Group Admins.
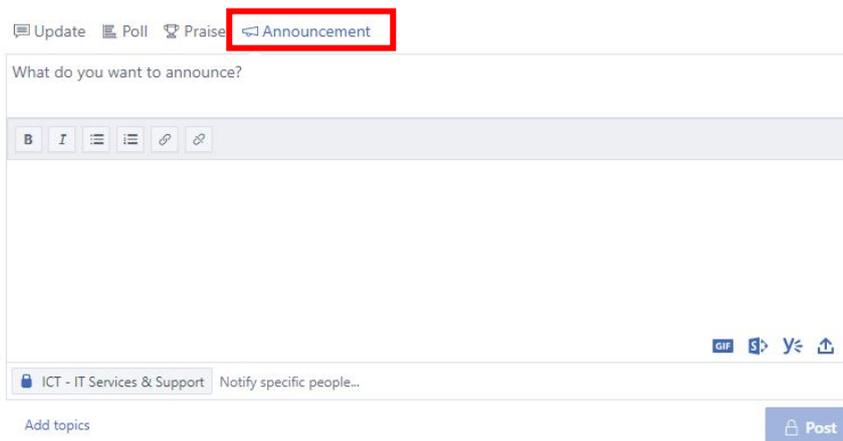
While Announcements have the same options as other posts, there are also additional features: Titles, Bulleted or Numbered lists, Bold or italic text and Embed links.

2. **Add** a **title** and a message, attach relevant documents and tag people if needed.
3. **Click Post**.

Note: The Post command pins the announcement to the group feed, and alerts everyone in the group with a notification.

Encouraging Yammer Use

Yammer can be used to ask questions, share news and ideas, brainstorm, make announcements, share articles, post surveys and polls, list events, send private messages or publicly praise a colleague. If you want to be sure someone received important information, use email. Effective Yammer posts are brief and informal, but still professional.

Use Yammer for:

- Information posts, where your post is of interest to most people, but if they miss it, no big deal.
  Good examples are: you have a cool story to share i.e. customer experience, you are traveling and just want to give people a heads up or to inform everyone what you're working on.
- Quick Polls or questions
- Praise and Likes
- Collegial conversations, eg: to ask a group question that perhaps anyone can answer.
- Events and Announcements.

When using Yammer:

- Fill out your Profile and upload a profile photo.
- Introduce yourself, and what you do.
- Set up Yammer on your mobile device with iPhone app and/or SMS
- Install the Desktop App on your computer
- Use @username to address a person, let someone know if an update relates to them or if they should respond.
- Post your message to the most relevant Group and use Tags, to ensure proper message delivery to members.
- Don't worry about people receiving messages that they may not be interested in. Yammer is structured so the recipient can choose what content they receive based on what or who they follow.
- Tell other people what you're working every time you switch projects or when you or your team delivers something significant.
- Before asking your colleagues a question, Search Yammer using the search bar in the upper right. Your question may have already been answered.
- Receiving too many emails from Yammer? Fine-tune your notification preferences within your email settings.
- Ask the question: "What value do you get from Yammer?" and post an example. It will help everyone understand why to use it.

Yammer Group Guidelines

- Follow the JCU Code of Conduct, ICT Acceptable Use Policy and the JCU Social Media policy. The JCU Yammer Network is an official channel for internal communication at the University, all staff are expected to join and participate in relevant conversations. It is important to remember that Yammer is an organisational communication platform rather than a general social networking platform. As such, content that may be considered appropriate in the context of personal social media use may not be appropriate on Yammer.
- Information on Yammer is for internal use only: don't share it outside the University without specific approval from the relevant manager or director.

Want More?

Lynda.com has information and tutorials on using Yammer or please contact the ICT Help Desk.

- Yammer provides a range of resources and training material at: https://support.microsoft.com/en-us/yammer
- Microsoft Yammer Essentials - Basic Video Guides
- Yammer 38 Ways - A quick guide containing 38 ways to engage with Yammer