

Yammer connects people and information across the organization. As part of Microsoft 365, Yammer helps leaders and employees engage, share knowledge, and create culture.



# Get Inspired

Discover Yammer for your organization.

This Lookbook will showcase how Yammer powers:

- Leadership Engagement
- Communicating at scale
- Communities of interest or practice
- Driving knowledge sharing and innovation
- Engaging the frontline

And see examples of using Yammer for:

- Crisis Communications
- Live Events
- New Employee Onboarding
- Yammer Integrations



# Yammer superpowers

Yammer connects people and information across the organization in ways that no other enterprise software can.

Organization-wide engagement

Open and inclusive by default

Discover and innovate across boundaries

Mobility, security, and compliance backed by Microsoft 365

Lightweight browser and mobile experience

Easy to use UX with familiar social features

Get guidance on these and other scenarios at [aka.ms/YamResources](https://aka.ms/YamResources)

## Yammer for different departments and industries



### Communications

Modernize communications with announcements, polls, video and Q&A.  
Reach a broad and targeted audiences with critical info across web and mobile.



### Leadership Engagement

Align people toward shared vision and objectives to drive organizational change.  
Foster two-way dialogue between employees with a community and live events.



### Human Resources

Manage on boarding, training and reviews across departments.  
Employee advocacy and resource communities  
Support flexible workstyles (remote, geo)



### Marketing

Listen and collect customer feedback. Answer inquiries about proper brand usage and marketing materials.  
Celebrate public campaigns and use a front door for marketing team.



### IT

Drive IT transformation, change management, and awareness.  
Plan, execute and troubleshoot all phases of IT deployment, adoption and rollout.



### Sales

Share best practices and competitive insights between employees.  
Enable field reps to talk with internal product teams.



### Firstline Workers

Keep your Firstline workforce informed, included and engaged.  
Provide an opportunity for feedback and knowledge sharing from the field.



### Knowledge Sharing

Crowd-source ideas, feedback, expertise and knowledge.  
Easily loop in experts and tag knowledge and best answers.



### Engineering

Drive innovation and ideation campaigns using Q&A and open communities.  
Build knowledge bases for developers and project teams.

# Leadership engagement

## Specific opportunities:

Engage employees in the goals and vision of the company

Inform employees about strategic initiatives and important updates

Show employees that their feedback is being heard by senior leadership

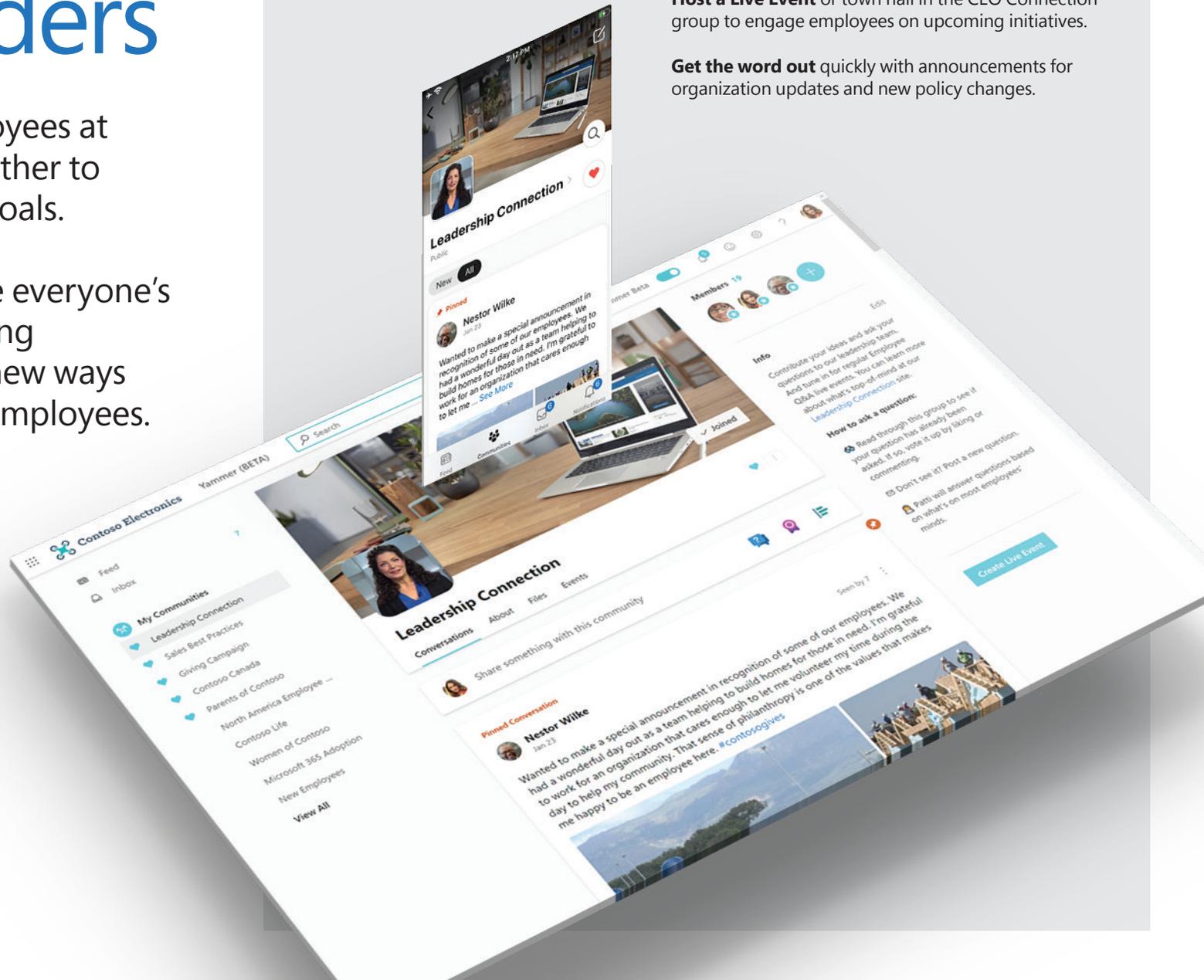
## Yammer Solution

Yammer can create a more effective corporate communications strategy. By facilitating two-way conversations between leadership and the wider employee base, Yammer can drive employee engagement and open discussions to the entire organization using modern tools like townhalls, announcements, pinned posts, Q&A, and mobile sharing.

# Connect with Leaders

Management and employees at all levels must work together to achieve organizational goals.

Yammer helps make sure everyone's voice is heard by flattening hierarchies and finding new ways to connect leaders and employees.



**Post messages, photos and videos** from executives at their desks or on the road visiting customers to the entire organization.

**Participate in conversations** and reply directly from Outlook.

**Host a Live Event** or town hall in the CEO Connection group to engage employees on upcoming initiatives.

**Get the word out** quickly with announcements for organization updates and new policy changes.

# Communicating at scale

## Specific opportunities:

Keep employees informed about news, policies, safety, and changes

Use announcements to reach specific communities or the entire network across web & mobile

Pin any conversation to the top of a community

## Yammer Solution

Create compelling, modern communications with rich storytelling tools that enable everyone to be an effective internal communicator and land their message to the right people at the right time. Yammer makes it easy to share campaigns, news, and updates across applications in just a few clicks.

# Share information quickly

Share news and information at scale and enable two-way communication across hierarchies.

Use announcements, cover photos, and pinned posts to ensure that important content gets the visibility it needs across the apps that people use most.

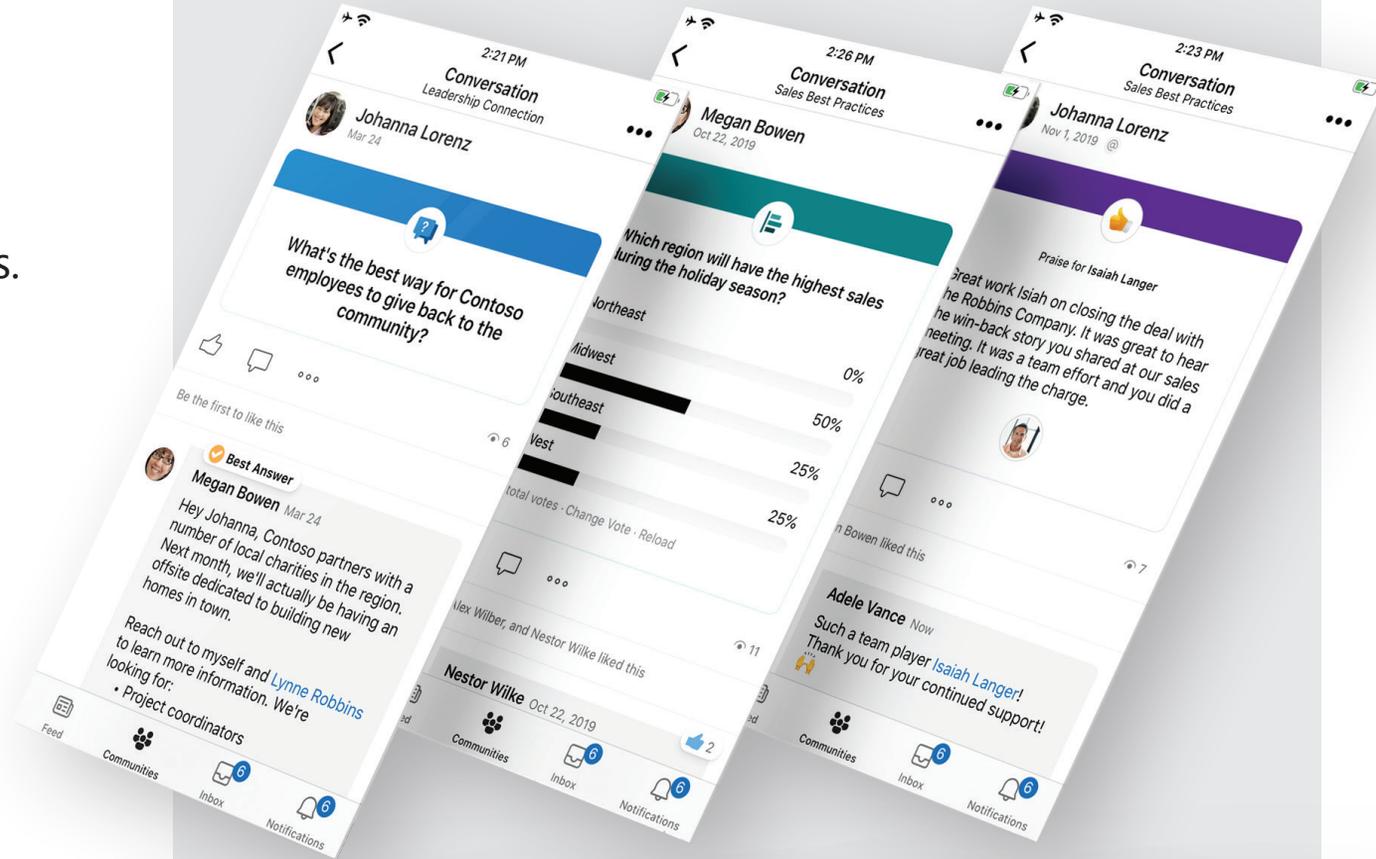
**Modernize communications** by sending announcements with rich text, videos, polls, questions, praise, and gifs.

**Reach your employees** with targeted, interactive messages that can extend across Outlook, Microsoft Teams, and SharePoint.

**Set a question as an announcement** to reach users in their email inboxes and drive higher response rates.

**Share across boundaries** with persistent conversations that can be translated into 60+ languages and town halls that can be watched on-demand to accommodate busy schedules and different time zones.

**Measure engagement** using community insights, seen counts and like counts.



# Yammer for building a community of interests or practice

## Specific opportunities:

Help employees learn from the best practices and learnings of each other

Connect people with common issues, goals, or interests

Identify and share expertise openly across departments or teams

## Yammer Solution

Yammer creates communities that encourage sharing insights. Employees can work together and solve group problems to maximize effectiveness and enable better decision-making. Coworkers are connected to leverage their shared knowledge and make business-changing discoveries faster.

# Connect with your communities

In today's fast-paced business environment, finding the right materials at the right time is critical to increasing productivity.

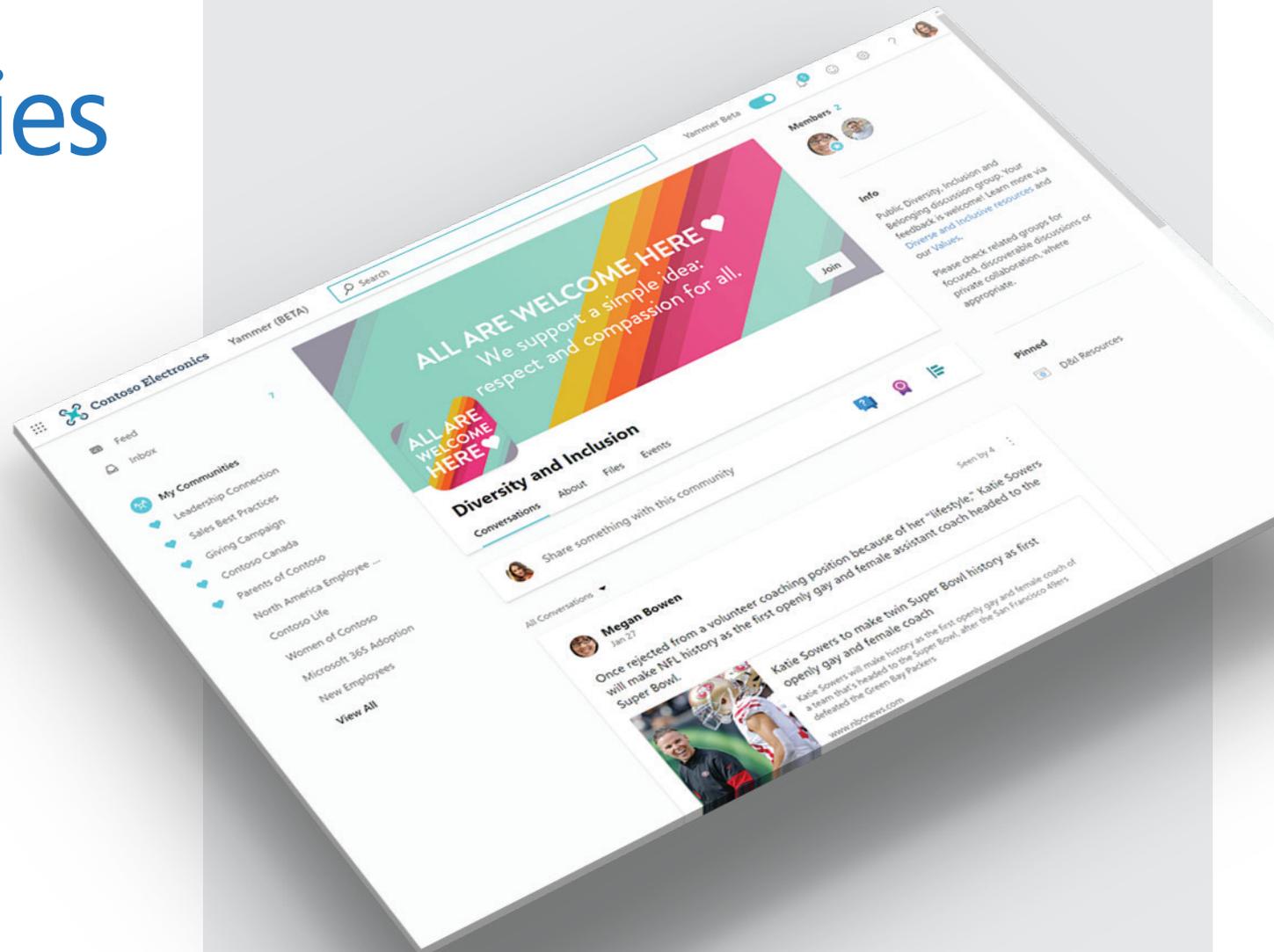
Yammer can improve organizational quality and performance by tapping into your most valuable resource— your people.

**Create an open community** and invite peers of similar interests such as people in the same function or participants in a trending topic.

**Exchange ideas, insights and news** with peers by posting messages into your Yammer community. Upload a cover photo to welcome users.

**Share files, photos and videos** that others may find relevant to the community.

**Use this community as a front door** to field questions, share best practices, and represent your interests to the organization



# Yammer for driving ideation and innovation

## Specific opportunities:

Develop new products and keep up with the competition

Improve processes to react to changing markets

Ensure hierarchy doesn't act as a barrier to the fluid exchange of ideas

Encourage collaboration between cross-functional or geographically dispersed teams

## Yammer Solution

Yammer drives transparency across your organization so that employees can seamlessly share ideas and information, eliminating barriers by differing time zones, geographies, or hierarchies.

# Innovate faster

Innovation is driven by ideas and expertise from all parts of your organization.

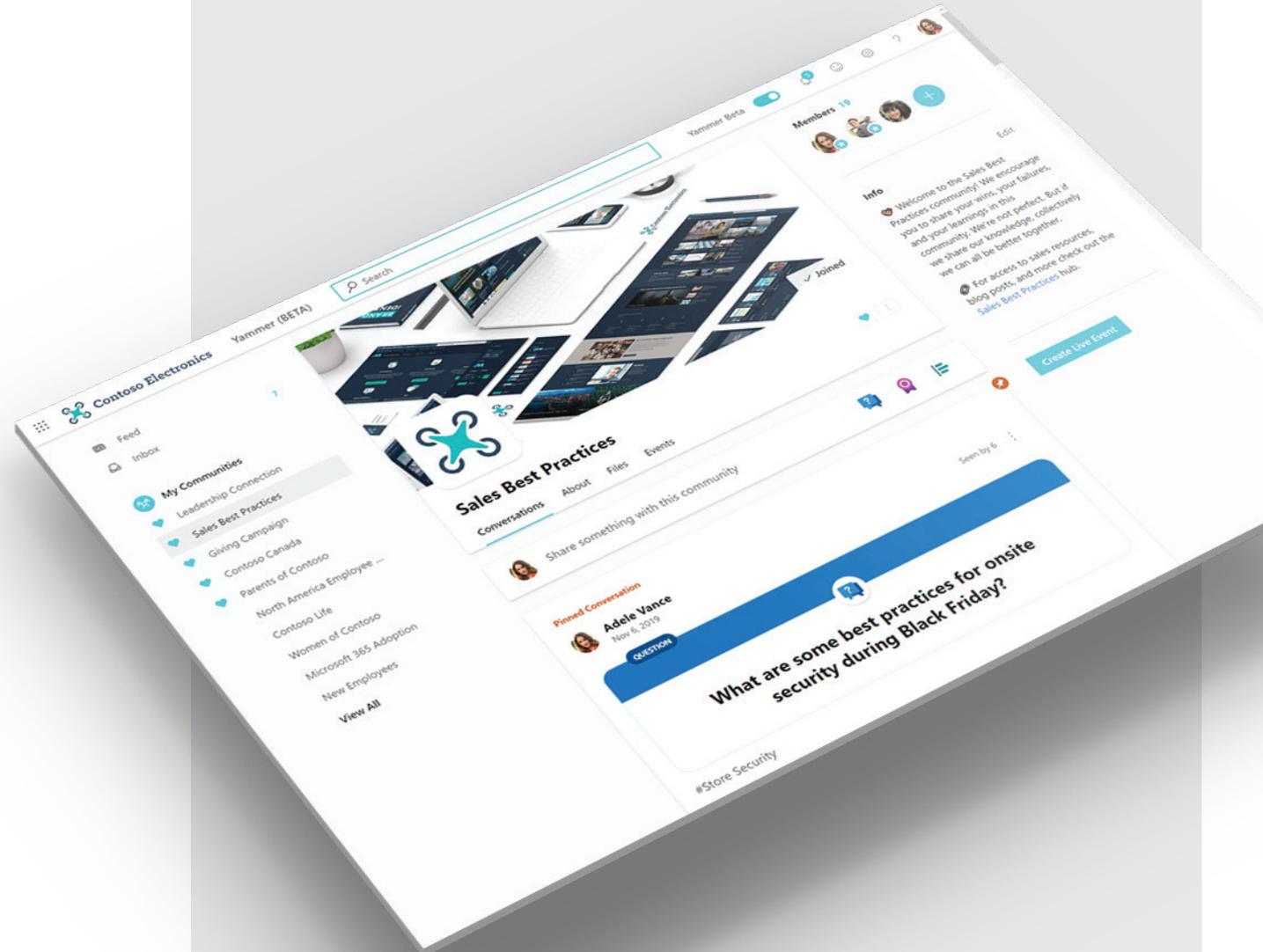
Yammer provides a platform for breaking down silos and empowering individuals to work together, use their collective knowledge to solve problems, and make better decisions, faster.

**Create a community** around company's specific strategic initiatives so that anyone can share information, feedback or ideas and can push them forward.

**Ask questions** and mark the **best answers**. Filter the community by questions or unanswered questions to see what's top of mind.

**Ask for feedback** and crowd-source employee solutions to common problems and customer issues.

**@mention subject matter experts** to pull them into the conversation and to respond to questions



# Yammer for engaging the frontline

## Specific opportunities:

Give employees on the frontline a voice to provide feedback and escalate issues

Help employees communicate between teams, shifts, or locations

Break down silos so you can harness the collective knowledge of your frontline

Keep every employee in the know about important updates

## Yammer Solution

Yammer is a connectivity tool that transcends organizational barriers. Engage your entire organization through important announcements and empower your frontline employees to share valuable ideas and knowledge.

# Give everyone a voice

Your employees on the front line are the eyes and ears of your organization, interacting with your product and your customers daily.

Yammer provides a platform to communicate with the broader organization, to easily share game-changing insights and ideas.

**Create a community** where firstline employees can engage in company discussions and share their perspective across departments.

**Use the Yammer mobile app** to share videos and ideas from the front lines and access conversations while on the go.

**Use Announcements and pinned posts** to keep employees up to date about important info, share training, and get instant feedback from various locations.

**Drive culture and mission** by praising ideas and solutions from all levels of the company.



# Create live events in Yammer

Create connection and engagement between leaders and employees using live events in Yammer.

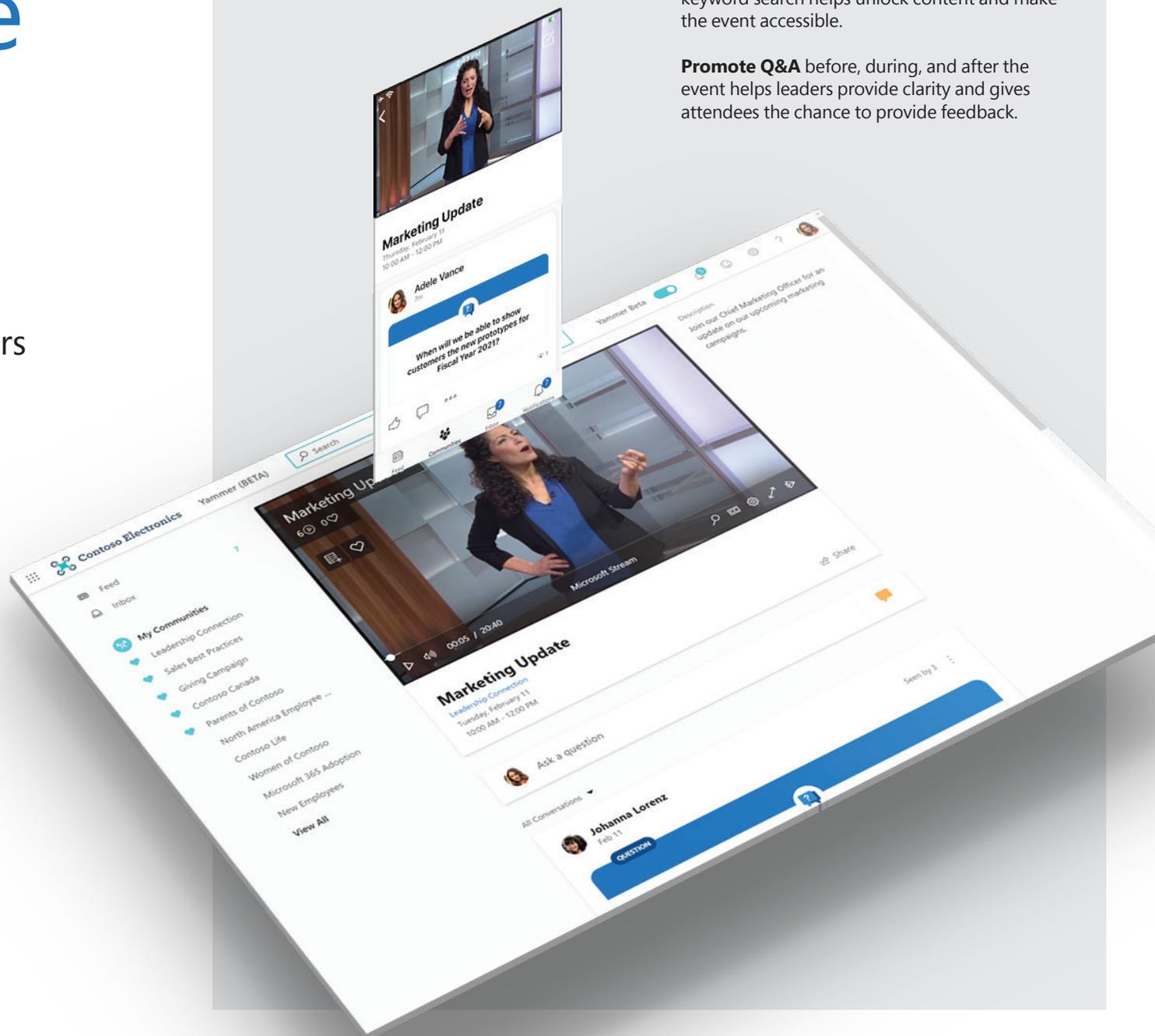
Host do-it-yourself events using webcams and screensharing or a full-scale professional production, both scenarios support viewing live or on-demand from almost anywhere on virtually any device.

**Host a town hall, product launch or all hands** to create a single moment of high engagement where leaders can share vision and celebrate milestones.

**Up to 10,000 attendees** can watch from anywhere on virtually any device.

**Powerful AI features** like auto transcription and keyword search helps unlock content and make the event accessible.

**Promote Q&A** before, during, and after the event helps leaders provide clarity and gives attendees the chance to provide feedback.



# Yammer for Crisis Communications

In a community, every member benefits from a sense of support and belonging, and the organization learns what people need.

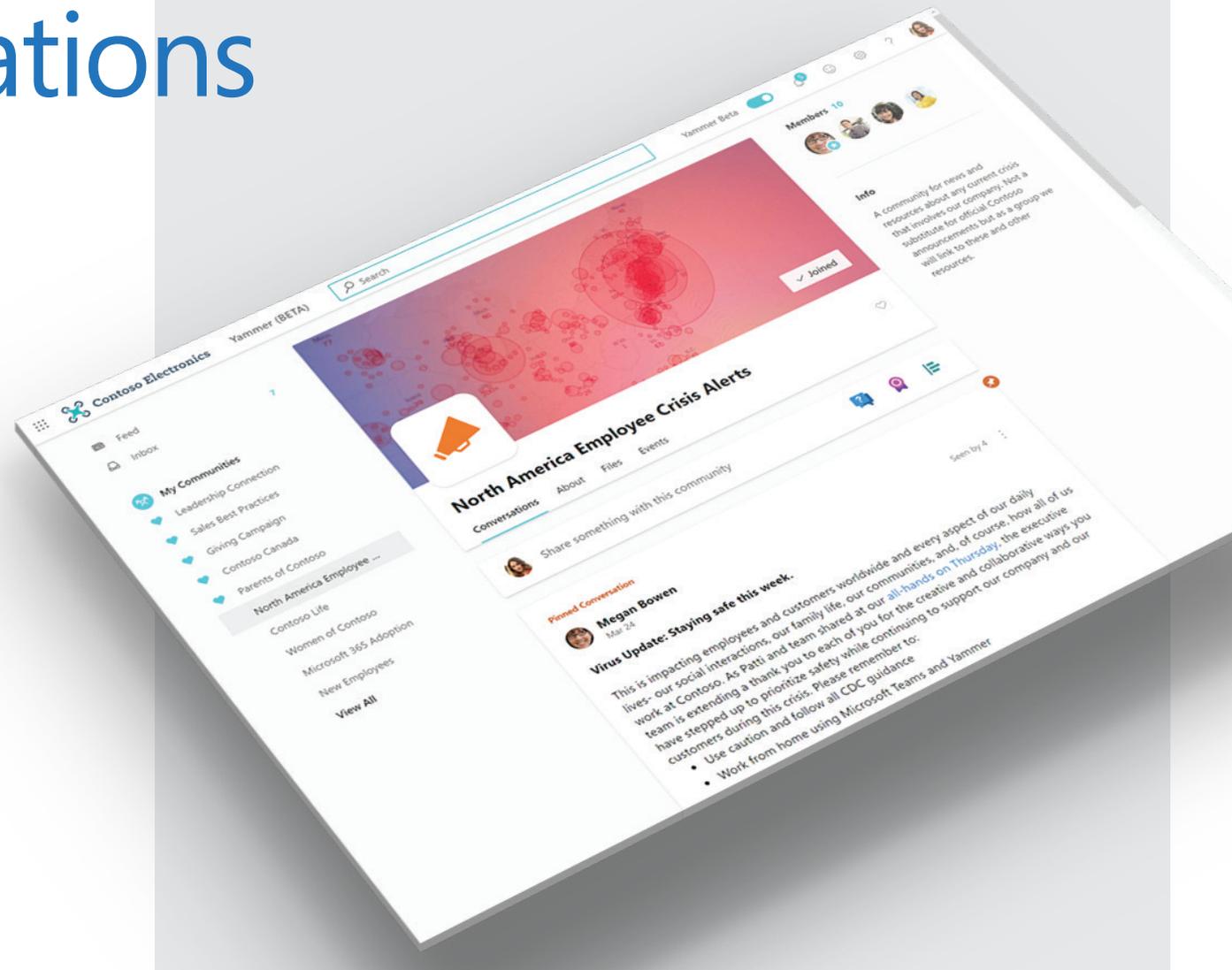
No other enterprise communication channel works as effectively as a community to provide a forum for sharing questions, knowledge, and experiences.

**Share announcements** to reach members with notification on the web, mobile or in email. The community promotes quick sharing of critical information that can bypass corporate bottlenecks.

**Use Yammer mobile apps** to access information from anywhere including live and on-demand events, to broadcast important messages and to answer questions of the community.

**HR & Communications** can use polls and can monitor the conversation to gain deeper insights about employees and their needs—accelerating the response and solutions.

**Empower and recognize contribution.** Community members can be active participants, contributing ideas, skills, and experience to be part of the solution



# New Employee Onboarding

Onboarding new employees is essential for every organization.

Yammer makes onboarding simple with a community for new employees to ask questions and find information to ramp up quickly and know where to go to find company information.

**Create a community for new employees**

Make training resources, policies, and company documents easy to access from any device.

**Pin important resources** like required training, policy information, and frequently accessed documents and links.

**Post a welcome message** and tag the new employees to introduce themselves.

**Host live events and Q&As** to engage employees in real time, stay ahead of issues, and answer common questions.

## Yammer: reimagine employee onboarding

Build your Yammer onboarding group in ten steps  
Create the ultimate employee onboarding hub



- Help new employees ramp up fast
- Increase employee engagement
- Crowdsource answers and solutions
- Reduce manager workload by automating processes
- Streamline organizational learning

Download the infographic at <http://aka.ms/yammer/neo>

# Yammer spans across Microsoft 365

Bring your communities and organization-wide discussions into the hub for teamwork with the **Yammer app for Teams**.

Fully interactive **Yammer emails in Outlook** allow you to participate, engage, reply, vote, and share right from your inbox.

Create a social intranet by bringing any community, topic, or user feed into SharePoint with the new **Yammer Conversations web part**.

Take your communities with you using the new **Yammer mobile app**.

