

Communicate Your   
Yammer Launch

Communications Templates

Ready to rollout Yammer company-wide? Clear, engaging, and well-timed communications that build towards a primary launch event are critical to the success of your rollout.

Here are communications templates with recommended timeframes to help you prepare your company and users for a smooth transition. Feel free to adapt and use these as you see fit.

Communication project plan

The following plan includes communication templates, recommended tasks, and suggested timeframes to help you plan and prepare for your company’s Yammer network launch.

Feel free to use the resources provided in the [Yammer Adoption Resource center](file:///C:\Users\amichels\Desktop\MSFT%20-%20Yammer%20Engagement\New%20Yammer%20Resources\aka.ms\yamresources) to help educate your users and support the communication plan.

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| **Project plan activity** | | Description and message | **Suggested timeframe** |
| 1 | [Article on Intranet Landing Page](#_1._Article_on) | Introduce Yammer, intended use cases and benefits, links to training, and reference material | 4 weeks before launch |
| 2 | [Executive Email Introduction](#_2._Executive_Email) | Introduce Yammer, intended use cases and benefits; include link to intranet page | 3–4 weeks before launch |
| 3 | [Awareness Events and Promotions](#_4._Awareness_Campaign) | Posters, announcement boards, Yammer in public places, etc. | Starting 3–4 weeks prior and through launch event |
| 4 | [Departmental Communication](#_3._Departmental_Communication) | Introduce Yammer and identify  department-specific uses | 2 weeks before launch or  as scheduled |
| 5 | [Network Announcement to Existing Yammer Users](#_5._Announcement_to) | Inform existing users to encourage colleagues  as they join Yammer | 2 weeks before launch |
| 6 | [Intranet Article Update](#_6._Intranet_Article) | Status, countdown, link for training information | 1–2 weeks before launch |
| 7 | [Network Launch Reminder](#_7._Launch_Email) | Expectations, intended use, benefits | 1 week before launch |
| 8 | [Intranet Article Update—Launch Success](#_8._Intranet_Article) | Stats about the success of network launch | 1 day post launch |
| 9 | [Yammer Announcement—Post Launch](#_9._Yammer_Announcement) | Success stories, recognize involved team and  high contributors | 1 day post launch |
| 10 | [Intranet Article Update #2—Post Launch](#_10._Follow_up) | Reminder of why and how-to Yammer | 1 month post launch or at Admin discretion |

**NOTE:** These templates include prompts for company-specific information to be included. For ease of customization, you can use Find and Replace to switch [COMPANYNAME] (one word, no space) with the name of your organization.

1. Article on intranet landing page

Recommended task: Post a basic Yammer informational article to your organization’s intranet home page

Suggested timeframe: 4 weeks before launch

Have you ever…

Had a question and didn’t know who to ask?

Thought of a great idea to build on our success?

Wanted to know more about our strategic direction?

Curious to learn more from our leadership?

Well now you can turn to Yammer!

What is Yammer?

Yammer is our company’s enterprise social network, a private and secure online environment.   
Use Yammer to discuss ideas, share updates, and crowdsource answers from coworkers around the globe. Yammer gives your team a faster, smarter way to connect and collaborate across [COMPANYNAME]. Yammer is extremely intuitive and easy to use. It’s here to help you form connections across the company.

Yammer lets you:

* Find answers faster**:** You can tap into our company network to see who can answer your question or can show you where to look
* Brainstorm with anyone in the company: You might find inspiration from an intern, the CEO, or your counterpart overseas
* Stay informed on where we’re headed: Follow our progress and better understand how what you do helps us reach our goals

Yammer lets usbuild a pool of knowledge that’s accessible by employees at any time!

Why should I use Yammer?

Working in Yammer is open, inclusive, and discoverable.

Here are a few of the ways you can use Yammer:

* Ask questions and get quick answers even if you don't know who has the answer.
* Save time by preventing redundant or duplicate work.
* Meet co-workers who share your interests and bring relevant expertise.
* Share news and announcements with the people who need to know.
* Discuss major decisions and prepare for change.
* Solicit opinions and ideas from across the company.
* Gain visibility from leaders and insight on what’s happening where.
* Stay connected on-the-go with Yammer mobile apps.
* And/Or [**include company-specific use cases**].

With Yammer, you can join communities based on your interests and responsibilities. You can also create public or private communities for departments, executive teams, or special interests.

When is Yammer being launched?

Yammer will be officially launched to all employees on [Date]. Employees who are not yet signed up for Yammer will receive an email with instructions on how to sign up and join our network.

How do I sign up?

* Navigate to http://yammer.com.
* Type in your [Company Name] e-mail address and click Join.
* You will receive an automatic e-mail from Yammer. Click Confirm.
* Enter your name and password.
* Set up your profile on the [Company Name] Network. Add a picture, details about your expertise, join community, follow colleagues, and invite others to join!

**NOTE:** If your organization is using O365, the sign-up experience may be different, including single sign on authentication or access through the Office waffle or desktop application.

Will there be training for Yammer?

Yes! To help everyone get familiar with Yammer, we will be holding training sessions on [Date].   
You will learn what Yammer is, how to get started, and best practices. Click here to register   
[here—connect to a landing page for training registration or share how to register].

[Click here—feel free to use the training resources in the Resource Center] for more resources to get started using Yammer.

1. Executive email introduction

Recommended task: Arrange for an executive to send an Yammer launch

announcement via email to all employees

Suggested timeframe: 3–4 weeks before launch

Dear [Company Name] employees:

I am pleased to introduce a new means of communication here at [Company Name], called Yammer. For those of you who are not familiar with Yammer, it is a secure and convenient way for [Company Name] employees to communicate and collaborate. Conversations held on Yammer are then archived and searchable for future reference. If you’re not on the [Company Name] Yammer network yet, please sign-up today to join the conversation.

The ability to communicate, collaborate, and share ideas is critical to the success of our organization. By building our internal social network using Yammer, we can now work better than ever before. Here are some business benefits we’ll gain by using Yammer:

* [Enter specific use case examples].
* Breakdown information silos.
* Align initiatives across business units.
* Share great ideas and tap into employee expertise.
* Learn from each other and share best practices across the company.

More information can be found on the Yammer intranet site at [Include link here]. Stay tuned for our network launch which will take place on [Date].

Join me in the <CEO Connection> community where I will be sharing upcoming initiatives and objectives that are top of mind. Thank you and I look forward to seeing you on Yammer!

Regards, C-level executive

1. Awareness events and promotions

Recommended task: Create awareness around the Yammer launch. Often these are most successful when paired with another initiative already going on within the organization, such as a product launch, new CEO, or Company Sales Kick-Off.

Suggested timeframe:Several times starting 3–4 weeks before launch

Yammer Network launch events

The [Yammer Launch](https://aka.ms/YamLaunchPlaybook) Playbook includes specific event activities you can organize to build awareness of Yammer. Review [this presentation](https://aka.ms/YamLaunchIdeas) and share your ideas or plans with the Microsoft Tech Community to gain additional feedback.

Build awareness offline

Eye-catching posters and flyers can be a great way to spark interest in Yammer.

Please feel free to use any of the content included in this communication plan and accompanying materials to create posters for display on announcement boards and throughout your office environment. You can also display the Yammer feed on monitors in public places, like the cafeteria, entrance lobby, or main auditorium.

Make Yammer fun and relevant

Regardless how you choose to promote Yammer, be creative and adapt to your company’s culture and needs. We recommend highlighting top users, memorable conversations, and valuable interactions that led to great results as well as upcoming on- and offline activities.

Additional Resources:

[6 ways Yammer boosts engagement internally](https://techcommunity.microsoft.com/t5/yammer-blog/6-ways-yammer-boosts-engagement-internally/ba-p/1049850)

[Support your next campaign with video content via Yammer](https://techcommunity.microsoft.com/t5/yammer-blog/support-your-next-campaign-with-video-content-via-yammer/ba-p/1059304)

[How internal influencers can help create company culture](https://techcommunity.microsoft.com/t5/yammer-blog/how-internal-influencers-can-help-create-company-culture/ba-p/552141)

[10 Yammer communities considered the backbone of many Yammer customers' networks](https://techcommunity.microsoft.com/t5/yammer-blog/10-yammer-communities-considered-the-backbone-of-many-yammer/ba-p/681007)

[6 ways to bring some fun to your Yammer network](https://techcommunity.microsoft.com/t5/yammer-blog/6-ways-to-bring-some-fun-to-your-yammer-network/ba-p/459006)

[Effective ways email can be used to strengthen your Yammer network](https://techcommunity.microsoft.com/t5/yammer-blog/effective-ways-email-can-be-used-to-strengthen-your-yammer/ba-p/859936)

1. Departmental communication

Recommended task: Department head to send an email

Suggested timeframe:2 weeks before launch

We are very excited to announce that on [Date] Yammer will be rolled out throughout   
[Company Name].

In addition to the company-wide benefits Yammer will bring, our [Department] will be able to use Yammer in the following ways:

* To obtain quick answers to questions when you don't know who has the answers.
* To share industry news and competitor information.
* To highlight and share successes and lessons learned across the organization.

We’ve also established our own community on Yammer, known as [Community Name].

To start, I’d like to hold monthly Q&A sessions to discuss department goals and project initiatives using a Yammer Live Event. Post your questions before or during the event. Click [**here**] for more details.

To help our organization make the most out of this new technology, [Name] has volunteered to serve as the point of contact for our [Department]. Please contact [Name] if you have any questions or need help getting started.

Thank you and I look forward to working with you on Yammer!

Regards,

Department Head

1. Network announcement to existing Yammer users

Recommended task: Post a Yammer broadcast announcement within the existing network of users

Suggested timeframe:2 weeks before launch

Hello Yammer community members! As you may have heard, we will be rolling out Yammer company-wide so that [Company Name] can take advantage of using our network. We’ve seen great benefits thus far in Yammer’s ability to support communication and information-sharing, thanks largely to your contributions and conversations.

Please help ensure our Yammer network success! You can do this by welcoming new users, encouraging them to join communities, answering their questions, and responding to their posts.

Our company’s use of Yammer enables [Insert vision]. Thank you for your contributions thus far!   
If you would like to help with the network engagement activities, please contact [Insert team member/community name] or join the [Insert rollout Yammer community name].

1. Intranet article update

Recommended task: Post an article to your company’s intranet homepage, perhaps with a recent Yammer success story

Suggested timeframe:1–2 weeks before launch

We are excited to launch Yammer in a few weeks. Check out what’s been happening in the community so far. To date [NNNN] members have joined, [NNNN] communities have been created, and [NNNN] messages have been shared to our [Company Name] Yammer network.

We are [Timeframe] away from launching Yammer. Employees who have not already signed up for Yammer will receive an email with a link to sign up. Click here [Include link to original article] for more information.

[Best Practice: Add success story]

1. Launch email final reminder

Recommended task: Send a company-wide email reminding all regarding the launch of Yammer

Suggested timeframe:1 week before launch

A final reminder that on [Date] we will be launching our [Company Name] Yammer network!   
All employees who have not already joined Yammer will receive an email with a link to sign up.

[This may be different if you are using single sign on or O365 to manage membership.]

How to join the [Company Name] Yammer network:

1. Navigate to http://yammer.com.
2. Type in your [Company Name] e-mail address and click Join.
3. You will receive an automatic e-mail from Yammer. Click Confirm.
4. Enter your name and password.
5. Set up your profile on the [Company Name] network. Add a picture, details about your expertise, join communities, follow colleagues, and invite others to join!

Tip: You can modify your email notification settings in the Account link on your profile.

When joining, we encourage you to:

1. Watch the Yammer tutorials [Insert link] or attend training [Insert link] to learn how to make the most of Yammer.
2. Join 3-5 communities that are most meaningful to you.
3. Find a community and post a message introducing yourself and connect with your coworkers!
4. Download the Yammer mobile app.
5. Search and ask a question or reply to a question with your own expertise.
6. Intranet article update—launch success

Recommended task: Post an update to your company’s intranet homepage

Suggested timeframe:1 day post launch

On [Date] [# of new users] joined our Yammer network! If you haven’t already joined,   
please do so by simply clicking the Sign Up button above. Thanks and see you on Yammer!   
[Include relevant usage statistics here—new community/messages].

1. Yammer announcement post-launch

Recommended task: Post an announcement to broadcast the success of your network launch on Yammer. Additionally, you may want to include a Praise for Launch Team member

Suggested timeframe:1 day post launch

The [Company name] Yammer network is up and running and has had a very active first week! Thank you to everyone for the hard work that has gone in to making this successful. If your teammates have not activated their Yammer accounts, please encourage them to join. The more people participating on Yammer, the more we will all benefit!

[Add additional adoption/launch event details/pictures from the events].

Lastly, I would like to recognize [Yammer users] who already made significant contributions to [Company Name] through their use of Yammer. [Include relevant details on usage].

10. Follow-up intranet article post-launch

Recommended task: After the initial launch of your network, follow up with this intranet article

Suggested timeframe:1–2 weeks after launch, or at Network Admin discretion

Do you Yammer?

Yammer has been with us here at [Company Name], since [Network start date]. It has grown to [NNNN] members and is fast becoming a vital business tool for making connections and supporting collaboration across the company.

Here you can learn what Yammer’s all about and how to use it.

What’s Yammer?

Yammer brings together all our employees. It’s an easy-to-use, real-time social communications platform for holding short conversations with people.

You can also communicate one-to-one or one-to-many, to departmental colleagues or your different community member, or directly with leaders. We’ll also be utilizing Yammer’s broadcast all messaging capabilities to notify the company at large of important announcements.

Why else should I use Yammer?

Yammer not only helps you gain access to information faster, but also helps us:

* Improve employee engagement and communication across departments.
* Prevent redundancies and duplicate work.
* Connect dispersed workers and teams.
* Find expertise across the organization
* Share great ideas and learn best practices.

Currently, your co-workers are engaged in our network and are connecting, sharing, and working more efficiently. If you haven’t already, join our network here [link to yammer.com] it takes less than 60 seconds!

Additional resources:

[Include any company resources where they can find more information].