Guide to Launch Communications

Communications Templates to Publicize Your Launch

This guide provides sample communications to help you raise awareness about your Yammer launch, along with suggested times for deploying each communication. Clear, well-timed communications create buzz and educate users about your launch, laying the foundation for a healthy, engaged network. Feel free to adapt these templates to your organization's unique needs. In each template, fill in the bracketed information with the details of your launch.

Communications & Timing Summary

	Communication	Purpose	Timing
1	Article on Intranet Landing Page	Introduce Yammer, its use cases and benefits, and provide links to training and reference material	4 weeks before launch
2	Email Introduction from Executive Sponsor	Introduce Yammer, its use cases and benefits, and provide a link to the Intranet page featuring the article about Yammer	3-4 weeks before launch
3	Yammer FAQ	Answer basic questions about Yammer to educate your company	3-4 weeks before launch
4	Promote Launch Events	Raise awareness of launch events by publicizing them on- and offline, including via email, Yammer and posters in public places	Starting 3-4 weeks before launch, and continuing through the launch
5	Departmental Communication	Introduce Yammer and communicate department-specific use cases	2 weeks before launch
6	Network Announcement to Existing Yammer Users	Ask existing Yammer users to encourage colleagues to join	2 weeks before launch
7	Intranet Article Update	Provide a status update on the launch, plus links to training information	1-2 weeks before launch
8	Network Launch Reminder	Remind your company of the upcoming launch	1 week before launch
9	Intranet Article Update: Launch Statistics Recap	Publicize statistics about the success of your network launch	1 day post launch
10	Post-Launch Yammer Announcement	Share success stories, recognize the launch team and frequent contributors	1 day post launch
11	Intranet Article Update: Post-Launch Check In	Raise awareness about the power of Yammer to encourage adoption	1 month post launch or at Admin's discretion
12	Network/Domain Merge	Send this message to affected users to prepare them for the merge	1 week prior to merge

1. Article on Intranet Landing Page

Task. *Post this article on the company Intranet introducing Yammer, its use cases and benefits. Provide links to training and reference material*

Timing: *4 weeks before launch*

What is Yammer?

Yammer is our company's enterprise social network, a private and secure online environment that makes real-time communication, collaboration and sharing within [Company Name] more easy and efficient than ever before. Yammer is extremely intuitive and easy to use. It's here to help you get your work done and to support teamwork and coordination across our company.

In broad strokes, Yammer lets you

› **Find answers faster.** You can tap into our company network to see who can answer your questions, provide relevant files or show you where to look
› **Crowdsource ideas from 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 understand better how what you do helps us reach our goals

What does Yammer help me do?

Yammer makes getting work done easier, more collaborative and more enjoyable. Here are a few specific ways you can use Yammer:

› [Include company-specific use cases]
› Ask questions and get quick answers
› Save time by avoiding duplicative work
› Meet coworkers who share your interests and have 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
› Coordinate work for projects and teams
› Gain visibility and insight on key developments
› Introduce new hires and get them up to speed
› Discover valuable information that can help you get work done faster
› Stay connected on-the-go with Yammer mobile apps

Additionally, you can use Yammer to subscribe to content based on your interests and responsibilities and send messages directly to groups or individuals. You can also create public or private groups for departments, project 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?

Signing up is easy and takes less than 60 seconds. Here's how:

1. Go to http://yammer.com.
2. Type in your [Company Name] email address and click Sign Up.
3. You will receive an automatic email from Yammer. Follow the steps in the email to sign up.

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.

In the meantime, check out the following resources to help you get oriented: Ready, Set, Go! and New User Checklist.

2. Email Introduction from Executive Sponsor

Task. Arrange for a top executive to send a Yammer launch announcement email to all employees

Timing. 3-4 weeks before launch

Dear [Company Name] employees:

I'd like to introduce a powerful new way to communicate here at [Company Name] – it's called Yammer.

Yammer is a secure and convenient way for all [Company Name] employees to communicate and collaborate. It's a private social network (just for [Company Name]) where you can create a group for your project team, upload files, co-author documents

and discover content. This tool will help us work smarter, so we can respond faster to our customers and outpace the competition.

Here are some specific business benefits we'll gain by using Yammer:

> › [Include company-specific use cases]
> › Reduce email overload
> › Break down information silos
> › Align initiatives across business units
> › Share great ideas and tap into employee expertise
> › Learn from each other and share best practices

You should be getting an invitation shortly. Sign up (it's painless). Then, check out the Yammer Help Group to learn more about how Yammer can improve the way you work.

In the meantime, check out the following resources to help you get oriented: Ready, Set, Go! and New User Checklist.

See you on Yammer!

Name of Executive

3. Yammer FAQ

Task. Share these FAQs with your coworkers via email and the company Intranet. Also post them on Yammer.

Timing. 3-4 weeks before launch

What is Yammer?

Yammer is a private and secure social network for [Company Name] employees, designed to help us collaborate with each other and find information faster.

Yammer brings people together and streamlines project management. You can connect with others around common topics of interest, ask questions and share feedback. Yammer helps bridge geographical distances and organizational barriers, so you can find the information you need to get work done. As a result, Yammer is an excellent tool for departments and teams to execute collaborative tasks quickly.

Additionally, Yammer is a powerful way to discover information. By searching Yammer, you'll find conversations that colleagues have already posted about the topic you're

interested in. That way, you can leverage the work others have done, and contact them with follow up questions to guide your own project.

Is Yammer secure?

Yes. [Company Name] has thoroughly vetted Yammer's security provisions. If you have questions, please contact [Insert name of IT Specialist]. Here's a quick summary of the basics.

› **Application Security.** The connection to Yammer occurs over a secure channel. User passwords stored on Yammer servers are rendered unreadable using a cryptographically robust algorithm.
› **Data Center Security.** Yammer provides 24/7/365 video surveillance, strict personnel access controls, on-site data center security and frequent, regular audits to keep our information safe.
› **Anti-Virus Security.** Yammer employs anti-virus software across all systems commonly affected by viruses and malware. Yammer works vigilantly to protect against newly discovered vulnerabilities.
› **Internal and Third-Party Testing.** Yammer runs weekly internal and external network vulnerability scans. Third-party penetration tests are run at least quarterly, and after any significant network change.

Please note that general [Company Name] policies governing privacy and information also apply to Yammer. Any content posted to Yammer is owned by [Company Name] and should not be shared externally except as provided under [Company Name] policies. Please refer to [Insert link to policy] for more information.

How will Yammer benefit us?

Yammer will help us be more productive and feel more connected. Specifically, Yammer helps us:

› [Insert company-specific use cases]
› Find answers faster and get help when we need it
› Crowd-source ideas
› Stay up to date on project developments
› Gather information from the field and report back, using the Yammer mobile app
› Share best practices
› Announce news and key decisions
› Improve collaboration across departments and locations
› Repurpose projects and prevent duplicative work
› Onboard new hires faster

How often you use Yammer is up to you. But we recommend frequent usage, since we'll be using Yammer to share announcements and manage projects.

How is Yammer different from email and IM?

Yammer is a more powerful tool for accessing information and collaborating. Unlike email and IM, Yammer is:

› **Open.** Most information on Yammer is open and searchable, so more people can learn from each other and work together. By contrast, information on email and IM is buried in inboxes or trapped on individual computers.
› **Faster.** Unlike email, Yammer messages occur in real time, and are typically shorter, more informal and to-the-point.
› **Network Powered.** Yammer lets you crowd-source information from coworkers you haven't met yet.
› **Free From Spam.** Unlike email, Yammer protects us from spam because it's a private company network.
› **Safe.** Unlike email, we can't accidently send message to external people on Yammer. Only we are able to access company messages, so our information is safe.
› **Searchable.** Yammer threads are automatically archived and searchable, whereas IM conversations disappear.

Is it easy to sign up?

Very easy. If you've already received an email invitation, please follow the steps inside to sign up. If not, follow the three steps below:

1. Go to http://yammer.com.
2. Type in your [Company Name] email address and click Sign Up.
3. You will receive an automatic email from Yammer. Follow the steps in the email to sign up.

When you sign up, be sure to add a photo to your profile. This helps everyone at [Company Name] get to know you. In your profile, also include your department, location and expertise so your colleagues can learn about your background. You can also add links to your profiles on LinkedIn, Facebook and Twitter if you have them.

Signing up takes less than 60 seconds, and completing your profile can take a few more minutes. Afterwards, start joining Groups about interesting topics and following coworkers whom you know, or want to know better. For more information, check out the following guides: Ready, Set, Go! and New User Checklist.

I signed up for Yammer – how do I access it?

› Visit the Yammer website at www.yammer.com
› Download the Yammer mobile app for your favorite phone or tablet, at http://devices.yammer.com/
› Reply to Yammer messages by email. When you receive email alerts about incoming Yammer messages, use email to respond.

How do I manage my Yammer email notifications?

You can decide when to get email updates about new activity on our Yammer network. To select your preferences, log in to Yammer and click the three dots on the top navigation bar. Then click Edit Profile and Notifications.

Where do the conversations in my feed come from?

Yammer updates your feed based on the colleagues and content you choose to follow, as well as which groups you join. If you want to remove certain content from your feed, click Hide Conversation on the post you'd like to remove.

What should I do when I need help?

If you have questions, contact your Yammer Network Admins, [Insert Name] and [Insert Name]. You can also post questions using Yammer, on the [Insert Group Name].

4. Promote Launch Events

Task. *Raise awareness of launch events by publicizing them on- and offline, including via email, Yammer and posters in public places*

Timing. *Starting 3-4 weeks before launch, and continuing through the launch*

Select which Yammer Network Events to include in your launch. Check out the Guide to Events for ideas on events you can organize to build awareness of Yammer.

Publicize these launch events beginning 3-4 weeks before launch, using Yammer posts, Yammer Announcements, email, posters and flyers. Feel free to use any of the content in this document to draft your announcements. As your network gains steam, you can also display the Yammer Feed on monitors in public places like the cafeteria, entrance lobby or main auditorium.

5. Departmental Communication

Task. *Arrange for a department head to send an email to the department introducing Yammer.*

Timing. *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:

› [Include department-specific use cases]
› Communicate progress and share updates on projects
› Get quick answers to questions
› Coordinate meeting times and on-site events
› Share industry news and competitor information
› Highlight and share team successes and lessons learned
› Reduce meetings and mass emails

To start, I'd like to hold monthly Q&A sessions on Yammer to discuss department goals and project initiatives.

We'll also establish our own group on Yammer, known as [Group Name].

Haven't joined our Yammer network yet? Here's how:

1. Go to http://yammer.com.
2. Type in your [Company Name] email address and click Sign Up.
3. You will receive an automatic email from Yammer. Follow the steps in the email to sign up.

To help our team 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

6. Network Announcement to Exising Yammer Users

Task. *Make a Yammer Announcement asking current Yammer users to encourage their colleagues to join*

Timing. *2 weeks before launch*

Hey early adopters! As you may have heard, we will be rolling out Yammer company wide so that everyone here at [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 for your contributions and conversations.

Please help ensure our Yammer network's success! You can do this by inviting new users to join, answering their questions and responding to their posts with messages of encouragement. We will share additional training and communication materials in the coming weeks.

Thanks again for your contributions thus far! If you would like to help with network engagement activities, please contact [Insert name of Project Manager for the launch] or join the [Insert Rollout Group Name].

7. Intranet Article Update

Task. *Post an article to your company's Intranet homepage, including a recent Yammer success story, if available*

Timing. *1-2 weeks before launch*

Congratulations on our Yammer success thus far! To date [Insert number] members have joined, [Insert number] Groups have been created, and [Insert number] messages have been shared to our [Company Name] Yammer network.

We are [Insert time] away from launching Yammer. All 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 Intranet article] for more information.

[Include a description of a Yammer success story at your company, if available.]

8. Network Launch Reminder

Task. *Send a company-wide email reminding all employees about the Yammer launch*

Timing. *1 week before launch*

Attention [Company Name] employees:

A final reminder that on [Date] we will be launching our [Company Name] Yammer network!

Haven't joined our Yammer network yet? Here's how:

1. Go to http://yammer.com.
2. Type in your [Company Name] email address and click Sign Up.
3. You will receive an automatic email from Yammer. Follow the steps in the email to sign up.

When joining, we encourage you to:

› Read the article on our Intranet [Include link to original Intranet article] to find out how Yammer can improve your workday
› Complete your Yammer profile and include a picture of yourself
› Download the Yammer mobile app
› Join Yammer Groups and follow People and Topics that are most meaningful to you
› Post a message introducing yourself, and connect with your coworkers!

9. Intranet Article Update: Launch Statistics Recap

Task. *Post an update to your company's Intranet homepage showcasing launch statistics*

Timing. *1-day post launch*

On [Date], [Insert number of users] joined our Yammer network! If you haven't already joined, please do so by clicking the email invitation sent to you or by following these three easy steps.

1. Go to http://yammer.com.
2. Type in your [Company Name] email address and click Sign Up.

3. You will receive an automatic email from Yammer. Follow the steps in the email to sign up.

Thanks and see you on Yammer! Here are some other statistics from our recent launch, so you can see how our company is using Yammer:

[Include other usage statistics here]

10. Post-Launch Yammer Announcement

Task. Post an Announcement on Yammer to broadcast the success of your network launch. Consider including a Praise for your launch team.

Timing. 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. 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!

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

11. Intranet Article Update: Post-Launch Check In

Task. After your network launch, follow up by posting this Intranet article

Timing. 1 month after launch, or at Network Admin's discretion

Do you Yammer?

Yammer has been with us here at [Company Name], since [Network start date]. It has grown organically to [Insert number] members and is fast becoming a vital business tool for making connections and driving 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 inside a private and secure enterprise social network. It's an easy-to-use, real-time communication tool for sharing information and getting work done.

On Yammer, you can communicate with many colleagues or chat privately with just one. You can collaborate with entire departments and project groups. At [Company Name], we'll also be using Yammer's broadcast capabilities to notify the company about important announcements.

Why use Yammer versus email, chat, or phone calls?

Yammer makes work-related conversations discoverable by everyone at our company, so you can learn from others and work together more efficiently.

Why else should I use Yammer?

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

> › Improve collaboration and communication across departments and teams
> › Avoid duplicative work
> › Connect with remote employees
> › Reduce email clutter and meetings
> › Share great ideas and best practices quickly
> › Give a voice to emerging leaders at our company

Yammer is also known for building camaraderie and improving culture at companies around the world.

Currently, your coworkers are connecting on Yammer, sharing ideas and working more efficiently. If you haven't already, join the network with these easy steps:

1. Go to http://yammer.com.
2. Type in your [Company Name] email address and click Sign Up.
3. You will receive an automatic email from Yammer. Follow the steps in the email to sign up.

For more information, check out the following guides: Ready, Set, Go! and New User Checklist.

12. Network / Domain Merge

Task. Before merging other domains into your network, send this message to affected users to give them a heads up.

Timing. 1-week prior to merge date

Note to Administrators. During a network merge, only users are merged into the existing network. All other content will be lost. Recreating groups and moving content requires administrators to manually recreate groups and move content. Adjust the language below to reflect your decision regarding groups and content.

Yammer Networks Merge

In order to enable employees across [Company Name] to collaborate, we have decided to create a single, integrated social network on Yammer. This will help us come together as one company.

What does this mean for you?

Once we merge networks, you will be able to create and join groups with other employees throughout [Company Name]. Unfortunately, we must close your existing network in order to complete the merge. The most active groups will be recreated under the [Network Name] network and will be ready to use after the merge, although we will not migrate existing content. Your existing Yammer content will be available upon request. You may also wish to review your content over the next few days to make sure you save important conversations and documents.

Network Merge Process

This process will start on [Date] and conclude on [Date]. During this time, Yammer will be unavailable. The fully merged network will be available on [Date].

We thank you for your understanding. Please send your questions to [Email address].