



CHECKLIST FOR BUILDING A COMMUNITY ON YAMMER

Criteria for setting up a group on Yammer and for community-building success

1. **Define 2-3 Business Objectives**

Groups need clear, strategic objectives to attract members and keep them engaged and active toward a common purpose.

2. **Defined Community Manager(s)**

1-3 Community Managers must offer to run the community on a daily or weekly basis. The community manager(s) will build a resourced roadmap (plans for staffing, content calendar, community management activities), which is critical to building community value. LKE will help educate each community manager on best practices.

3. **Create a 90-Day Plan**

90-day plans help to map out community activities to ensure that they align with short and long term strategic objectives. 90 days is not a prescribed timeline, but simply an indication of how long an average plan might run. A 90-day plan might include member outreach tasks, core group participation expectations, methods for creating content, and topics for discussion.

4. **Content Curation**

Community managers should be prepared to create and share thematic content on a regular basis, driving engaging participation as members react to and collaborate upon information. This is a cornerstone of the 90-day plan.



5. **Commitment: Time and Success**

The Community Manager(s) should be prepared to spend a total of 4-6 hours per week focused on building the community and supporting members (both online and in-person). This time will build the continuous stream of insights and opportunities that will improve UNICEF's work for children. LKE will support each team on scoping the work required.

6. **Analytics Management**

Analytics provide insight into the community's activity, but community managers must interpret the data and take specific action to improve results. LKE will provide guidance on appropriate measurements and how to improve over time.

7. **Leadership Participation**

Strong communities engage leaders alongside everyday members. Pilot communities must have 1 or more senior leaders who will agree to participate at least weekly and shift a portion of his or her work into the community.