

Communications Technology

A successful community makes effective use of technology. Yammer is UNICEF's established technology for online groups (the "D" for Dialogue in the BUILD model), but a community also needs to understand what other tool options are available for different means of communication. It is the responsibility of the Community Manager to ensure that community members have been trained in how to use Yammer, SharePoint, and any other tools that comprise the community's ICT architecture.

Maturity levels

Reactive

The community communicates primarily through email, but also uses one or more available social platforms for interaction.

Emergent

The community has selected and agreed to use one or two online collaborative tools consistently.

Engaged

The community has made a conscious decision about what social platform(s) to use, for which purposes, and how it will support members in using the tools.

Activist

The community actively shares feedback with ICT to ensure that it has tools that are useful, easy to use, fully supported, and accessible to all members.

Primary activities

- ✓ Keep abreast of changes in the ICT infrastructure that may have an impact on how your community is BUILT.
- ✓ Be aware of the sophistication levels of new users to your community and whether they need training in using Yammer or your community library.
- ✓ Keep a look out for new tools and apps, including those that offer simplicity and visual appeal or desirable features such as individual and group messaging and call/video/streaming capabilities.
- ✓ Provide regular training sessions on how to use the community's resources.