

Programming

Programming refers to planning and scheduling activities that will enhance relationships in the community and motivate members of the community to interact via the Yammer group.

Maturity levels

Reactive

Members react and connect on an ad-hoc basis around a topic. There is no set program.

Emergent

Some initial activities, such as webinars or e-discussions are scheduled to build the community's knowledge base.

Engaged

Regular activities are in place based on the understanding of community leaders and managers of community priorities, as expressed by members. These may include engagement campaigns, substantive e-discussions, webinars and face-to-face workshops.

Activist

A program of activities responds to the needs of a community, as identified through a consultative process. This may include e-discussions, webinars, face-to-face workshops, formal and informal learning activities, study visits, plans for mapping knowledge and identifying gaps, and joint creation of knowledge products.

Primary activities

- ✓ Consider hosting events for people to share what they know on a common topic. Such meetings, whether in person or online, act as the glue in holding the network together. Online meetings do not replace the need for face-to-face interaction, but they do open more opportunities for collaboration and knowledge sharing.
 - The WASH team took advantage of regularly scheduled annual face-to-face events, such as the Water and Health Conference, to convene dedicated sessions for discussion on emerging issues and to bring new practitioners on board. Many communities thrive on maintaining a monthly webinar series for sharing of projects, research, innovations. Webinars may build on discussions that begin at events and conferences, allowing more in-depth exploration. There is a virtuous cycle of creating content for the webinars, using Yammer to publicize the webinars in advance and then to continue the conversation after the webinar.
 - Community leaders also use Yammer to convene participants in online 'meetings' or discussions on topics of interest and to jointly shape the community's agenda.
- ✓ Introduce structured facilitation and standard practices.
 - When WASH officers start new programs, they are encouraged visit Yammer to quickly find good practice examples and lessons learned from other programs.
 - Community Approaches to Total Sanitation (CATS) Connect managers have similarly prioritized standard practices in facilitation, as online peer support and the exchange of country examples have a proven record in enhancing CATS strategies.
- ✓ Launch community "campaigns" to stimulate member interaction.
 - One successful campaign launched by Digital Labs in its early days was to invite members to post a memory of their first encounter with computers or digital devices and to tag their posts with #whoisdigital.
 - In the Wash in Schools (WinS) community Yammer group, many participants celebrate the progress of their programs by sharing photographs and videos of children and their new water and sanitation facilities
- ✓ Follow community discussions - as well as the workings of the wider practice and organization - to identify community needs, and propose activities to meet them
- ✓ Connect with other community members to learn about the activities and engagement campaigns that worked well in their communities, and consider whether and how these could be adapted to your own
- ✓ Involve community leaders and sponsors in setting an agenda for community activities that will strategically contribute to the goals of the wider practice
- ✓ Poll community members on their needs and priorities, while always being respectful of their time and ensuring that there will be meaningful follow-up in response to poll results