



# 30-DAY CALENDAR: ON THE ROAD TO A 90-DAY PLAN

## Your First Month as a Community Manager

**This is a sample plan that gives you a timeline on how to get started with your UNICEF community.** Each Community Manager should create a structured and iterative calendar of activities until your group finds the right cadence and frequency of dialogue.

**Starting with 90 days of planning can be a challenge.** New Community Managers need to understand what resonates with their audience. What content is engaging? Which Champions are able to move conversation along? How are your members accessing the community? All of these will help you determine your long term goals.

**Use this 30 Day Calendar to test the waters on Yammer** and find what works for you. From there, you can plot out 90 days with ease.

**This calendar focuses on three types of people who will be part of your community:**

- Community Manager (the person or people formally in charge of the group)
- Staff Members (those who will join your group as members)
- Champions (informal leaders and influencers at UNICEF who function as a core team and will commit to helping you make the community a success)

Use the suggested actions to plan your time and activities. You don't need to do everything, but the more you do, the more engagement you will get.

### Before Launching the Community

"Launch Day" is the day you announce the community to the world. Careful preparation will ensure a smooth and successful launch, one that will make your community attractive and interesting to potential members.

Day	Community Manager Activities	Encourage your Members to . . .	Encourage Champions to . . .
Day -3	<p>Confirm your communications plan and programming with the LKE team for opportunities to promote your launch in the Learning and Knowledge Exchange on Yammer.</p> <p>Populate your own profile as an example of a good profile to share with your members. Download the Yammer mobile application.</p>		<p>Download the Yammer mobile application.</p> <p>Review the 30-day plan and what's expected of them so they can start to think about generating posts.</p>
Day -2	<p>Seed content in your group to get the discussion started. Make a post about a recent event or ask a question to invite comments.</p>		<p>Populate their profiles</p> <p>Contribute new content to the group. Think about news, articles, or other things you have read that</p>

	Ensure that the group description, avatar and pinned posts are up to date.		interested you. Assume that others will be interested, too
Day -1	Comment on the content posted by Champions, follow other staff members to create connections, add “likes” to build interactions. Ensure that the discussion is clearly focused on work outcomes.		Comment on other content, follow other staff members to create connections, add “likes” to build interactions.

### Week 1

Day	Community Manager Activities	Encourage your Members to . . .	Encourage Champions to . . .
LAUNCH DAY - Day 1	<p>Send an email invitation to your members to join the group. Include instructions on downloading the Yammer mobile app and tips on finding and posting to the group on mobile (if appropriate).</p> <p>Greet new members by “mentioning” the person (notify or use @name), respond to Q&amp;A, encourage user profile completion.</p> <p>Post a #helpfulhint - post a tip for your members that will help them get started. For example: People respond more to images, which is why uploading your profile photo is important! Help staff members put-a-face-with-a-name and upload yours today! #helpfulhint</p>	<p>Learn about the new community - use the invitation email to give them instructions on downloading the mobile app &amp; include a list of the top 3 things a new member should do in your group (all of them work related or related to getting to know Yammer).</p>	<p>Be active in the network as often as possible today.</p> <p>Encourage new users by contacting them personally and helping them to download the app and visit the group.</p> <p>Liberally use @mentions to generate activity.</p>

Day	Community Manager Activities	Encourage your Members to . . .	Encourage Champions to . . .
Day 2	<p>Recognize someone in the group for positive behavior (their activity or content) by making a post and tagging them (or use the Praise feature in Yammer).</p> <p>Encourage profile completion.</p> <p>Greet new members &amp; tag the person when you post.</p> <p>Use offline opportunities to talk about the group, ask staff members if they've visited the new group yet.</p>	<p>Participate by making a post or comment, as some may not have logged in on Day 1.</p>	<p>Make a post using a hashtag; comment on other posts.</p> <p>Reach out in-person to staff members who have been invited to the group and offer to assist in getting them set up.</p>
Day 3	<p>Answer questions and proactively point out resources in the Library for your group. Model transparent behavior and @mention someone who might know about a key topic to bring them into the conversation.</p> <p>Host online Office Hour for your staff members and continue with online Q&amp;A as well in your group.</p>	<p>Participate in the group by commenting, posting, or liking</p> <p>Post new content</p> <p>Attend office hours if desired</p>	<p>Be active in the group—comment, like and share</p>
Day 4	<p>Highlight the <b>BUILD resources</b> on using Yammer. Encourage members to take a look and comment when they've read it.</p>	<p>Participate in the group by commenting, posting, or liking.</p>	<p>Group participation, focus on guiding new users.</p>

Day	Community Manager Activities	Encourage your Members to . . .	Encourage Champions to . . .
Day 5	Publish Week 1 Newsletter – Highlight first week activity, key Champions who worked hard this week, and a few new members. Praise them for usage and collaboration. Include a #helpfulhint. Always use the tagging feature.	Participate in the group by commenting, posting, or liking	Comment on Week 1 Roundup  Reach out to members in person and offer to take a picture of them with their phone so that they can upload it to their profile.
Day 6	WEEKEND		
Day 7	WEEKEND		

## Week 2

Day	Community Manager Activities	Encourage your Members to . . .	Encourage Champions to . . .
Day 8	Create the first weekly hashtag to help start a conversation. Make the tag relevant to <i>your</i> group. For example: #ClimateChangeAffectsUsAll - ask for submission of stories and photos that illustrate how climate change affects staff members or the people they work with. Use the Yammer Announcements feature to create notifications.  Continue to greet new members.	Participate in the group by commenting, posting, or liking.  Post new content.	Answer poll question and alert others to the poll; help drive answers  Like posts and comments.

Day	Community Manager Activities	Encourage your Members to . . .	Encourage Champions to . . .
Day 9	<p>Call out good questions or participation by tagging members.</p> <p>Post a reminder about helpful resources in your group.</p>	<p>Participate in the group by commenting, posting, or liking</p> <p>Post new content</p>	<p>Continue to greet new members and tag them.</p>
Day 10	<p>Post #helpfulhint</p> <p>Engage in conversations with users as appropriate.</p> <p>Host a <a href="#">“Let’s get started” webinar</a> for those new to the group, teach the basics, answer questions. Ask the LKE team to attend and support you.</p> <p>Like all posts and comments to encourage participation</p>	<p>Attend “Let’s get started” webinar</p> <p>Participate in the group by commenting, posting, or liking</p> <p>Post new content</p>	<p>Answer questions or tag someone else who might have the answer</p> <p>Encourage members on Yammer to join the new group.</p>
Day 11	<p>Talk with key people at UNICEF offline and encourage them to make posts in your group – especially questions. Try to get a commitment from someone “new” to post once a week. Like and comment on anything they post.</p>	<p>Participate in the group by commenting, posting, or liking</p> <p>Answer questions</p>	<p>Comment on the #helpfulhint and tag someone who you think it will help</p>

Day	Community Manager Activities	Encourage your Members to . . .	Encourage Champions to . . .
Day 12	<p>Publish Week 2 Newsletter—include a summary of the weekly hashtag responses, praise individuals for participation, share any interesting data from Group Insights (such as “30 people joined the group this week”).</p> <p>Post a poll about a key topic and encourage staff members to vote. Not sure where to start? Have them vote on weekly hashtag themes that they would like to see! Suggest a few to vote on, and encourage members to add their own.</p>	<p>Participate in the group by commenting, posting, or liking</p> <p>Post new content</p>	<p>Comment on the Week 2 Roundup</p>
Day 13	WEEKEND		
Day 14	WEEKEND		

### Week 3

Day	Community Manager Activities	Encourage your Members to . . .	Encourage Champions to . . .
Day 15	<p>Create a weekly hashtag and invite staff members to participate. Make the tag relevant to <i>your</i> group. Here is an example: #SupplyForGood – ask members to submit stories of a recent successful moment they experienced with supply chain- either on the delivery or receiving end. Encourage photos and videos where appropriate.</p> <p>Engage in conversations with users as appropriate</p> <p>Start to advertise your group in other communities by “sharing” posts and linking to your group.</p>	<p>Participate in the group by commenting, posting, or liking</p> <p>Post new content</p>	<p>Seek out success stories and achievements from users; for example, make a post asking, “What is the best learning you’ve had because of this community?”; share this with the Community Manager for the weekly roundup</p> <p>Continue to greet new members</p>
Day 16	<p>Stay abreast of other communities and practices in the new Community Manager Group. Attend any events that are shared with the community that will help educate you; touch base with LKE team.</p> <p>Offer online office hours or provide a Q&amp;A post in your group.</p>	<p>Participate in the group by commenting, posting, or liking</p> <p>Post new content</p>	<p>Encourage staff members to post new content; provide suggestions (links, or subject matter) – try to keep the Community Manager free for support rather than content generation.</p>
Day 17	<p>Post a #helpfultip about Yammer and how your group is using it. Ask others to join in.</p> <p>Research other groups on Yammer and look for what engages members. Try to apply these ideas to your own group.</p>	<p>Participate in the group by commenting, posting, or liking</p> <p>Post new content</p>	<p>Make a new post to the group to help keep the content fresh.</p> <p>Provide feedback to Community Manager of your group about how you are using the group, how you see others using it, FAQs you’ve encountered</p>



Day	Community Manager Activities	Encourage your Members to . . .	Encourage Champions to . . .
Day 18	<p>Continue to be active in the group—answer questions, connect others</p> <p>Call out any success stories brought to your attention, either by staff members or by the Champions. For example, the successes can be about how they used the group online to achieve something more easily. Share these in the Community Managers Group on Yammer.</p>	<p>Participate in the group by commenting, posting, or liking</p> <p>Post new content</p>	<p>Like all comments and posts to drive participation.</p> <p>Continue to advertise the community to other groups.</p>
Day 19	<p>Publish Week 3 Newsletter and include key themes from weekly hashtag post, call out Champions who are doing a great job, share tips and tricks that we have learned. Use Group Insights to see if there were activity spikes on a given day and see what was posted that day to find the “hot topics.”</p> <p>Visit the Group Insights to see if there are any interesting stats to share in the Newsletter. Also note which days in your group get the most activity &amp; aim to post important items on that day.</p>	<p>Participate in the group by commenting, posting, or liking</p> <p>Post new content</p>	<p>Continue to greet new members to the group</p> <p>Comment on the Week 3 Newsletter.</p>
Day 20	WEEKEND		
Day 21	WEEKEND		

## Week 4

Day	Community Manager Activities	Encourage your Members to . . .	Encourage Champions to . . .
Day 22	<p>Create a weekly hashtag and invite staff members to participate. Make the tag relevant to <i>your</i> group. For example: #EducationIsKey - ask staff members to post stories and photos that show how education initiatives have had a positive effect in their lives &amp; the lives of people they work with.</p> <p>Begin, if possible, to move one email into Yammer instead for your group.</p>	<p>Participate in the group by commenting, posting, or liking</p> <p>Post new content</p>	<p>Make a post using the weekly hashtag.</p> <p>If possible, begin to show “working out loud” in the group with the support of other champions. As members return for content, they will see that work can be done in Yammer.</p>
Day 23	<p>Hold a Champions virtual meeting to discuss what they have seen working in the group (this could be done via Skype for Business or simply in a Yammer Chat message that is private). Encourage honest feedback.</p> <p>Discuss learnings with the LKE team and share openly in the Community Manager Group.</p> <p>Post a poll about accessing Yammer – do your members access it via mobile or on the web? Use this to determine optimal future content.</p>	<p>Participate in the group by commenting, posting, or liking</p> <p>Post new content</p>	<p>Attend Champions meeting; Share your experiences using the group &amp; interactions with staff members</p> <p>Share best practices learned from interacting with staff members &amp; helping them use the app</p>

Day	Community Manager Activities	Encourage your Members to . . .	Encourage Champions to . . .
Day 24	<p>Post #helpfulhint</p> <p>Continue to be active in the group—answer questions, connect others, and share links.</p> <p>Review the conversations that have been engaging. Begin to plot out your next 60 days with Champions who have supported you. Review the <a href="#">Tips for Effective Engagement Campaigns</a> and select target dates for implementing these.</p>	<p>Participate in the group by commenting, posting, or liking</p> <p>Post new content</p>	<p>Comment on the #helpfulhint and tag someone who you think it will help</p>
Day 25	<p>Continue conversations with members, answer questions, tag others to bring them into the conversation.</p> <p>Allow Champions to take the lead if possible, or new members as well.</p>	<p>Participate in the group by commenting, posting, or liking</p> <p>Post new content</p>	<p>Post something new to the group—pose a question to encourage participation (responses), or share interesting links or information.</p>
Day 26	<p>Publish Week 4 Newsletter and include key themes from weekly hashtag post, call out Champions who are doing a great job, share tips and tricks. Check out the Group Insights to see if there are any interesting stats to share; openly thank influencers.</p>	<p>Participate in the group by commenting, posting, or liking</p> <p>Post new content</p>	<p>Comment on the Week 4 Newsletter.</p> <p>Drive engagement by liking all posts and comments</p>
Day 27	WEEKEND		
Day 28	WEEKEND		

**Two More Days!**

And if it isn't February, you have two more days to go:

Day	Community Manager Activities	Encourage your Members to . . .	Encourage Champions to . . .
Day 29	<p>Post a photo or video from the web or your own experiences that embody the work you do at UNICEF for your community. Ask others to do the same.</p> <p>Share your draft 90 day plan with the LKE team for review.</p>	<p>Participate in the group by commenting, posting, or liking</p> <p>Post new content</p>	<p>Respond to the Community Manager's photo or video post with your own photo or video.</p>
Day 30	<p>Respond to members, tag people to connect them to others, like all posts and comments</p> <p>Post a reminder of where to find resources</p> <p>Celebrate 1 month milestone of your group! Visit your Group Insights and see what information you can glean about your growth and activity. Share your learnings and successes with the Community Managers group on Yammer. If comfortable, share your 90 day plan with them as well.</p>	<p>Participate in the group by commenting, posting, or liking</p> <p>Post new content</p>	