




BUILD

unicef  for every child

yammer™

Yammer 90 Day Plan

A plan to ensure that your community achieves its short- and long-term objectives

90-Day Plan Checklist



Successful online communities start by developing a 90-day plan, which Group Leaders adapt and modify as needed. A 90-day plan helps to map out your community activities to ensure they align with specific short- and long-term objectives.

Before you start your group and plan, you should:

- ✓ Use the “**Search**” feature in Yammer to determine there isn’t already a group that meets your needs.
- ✓ **Connect** with the Learning and Knowledge Management group for direction and input.
- ✓ Determine who at UNICEF comprise your **key personas**: Members, Leaders, Sponsors and Champions. As a Leader, you should be able to dedicate up to five hours per week for planning and execution of priorities.
- ✓ Have a **rationale** for the community, including expected benefits and outcomes. Know how the community will use the BUILD model to define its spaces and places for interaction, learning and knowledge exchange.
- ✓ Determine **key strategies** for adoption and engagement. Have an idea of your initial goals and metrics.

Month 1

Daily Management Sample Activities

	M	T	W	Th	F
Week 1	<ul style="list-style-type: none"> Ensure your group is well-planned and full of strong content before you invite all members Ask Champions to post one item each before inviting everyone else. Create and document a list of hashtags to use in your group. 	<ul style="list-style-type: none"> Introduce yourself to your group with #MyWork. Post a video or photo that embodies the work you do at UNICEF. @mention Champions and Sponsors to build momentum and ask them to reply to the thread with a video or photo. 	<ul style="list-style-type: none"> Answer questions raised by members & proactively point out resources. @ mention those who are better equipped to answer to signal that their participation is needed. 	<ul style="list-style-type: none"> Identify key members who are particularly active in your group. Reach out to them with an invitation to become a champion. Thank them personally for their early support. Consider using the Praise feature as well. 	<ul style="list-style-type: none"> Prompt members to share their accomplishments for the week with #MakingProgress. Include a photo or video of progress you've made to model responses you'd like to see from members. Update your content calendar with relevant articles.
Week 2	<ul style="list-style-type: none"> Answer questions posted to your group over the weekend. Post a reminder about helpful resources in your group. Be sure to use the "share" feature for quick reference. 	<ul style="list-style-type: none"> 'Like' new discussions that are focused on improving outcomes for children to show affirmation. 	<ul style="list-style-type: none"> Connect with the Learning and Knowledge exchange team to touch base about your strategic plan. 	<ul style="list-style-type: none"> Post a roundup to showcase the best examples of "living knowledge" recently shared. Replace one email to your section, function or region with a post in Yammer. 	<ul style="list-style-type: none"> Prompt members to share their accomplishments for the week with #MakingProgress.
Week 3	<ul style="list-style-type: none"> Answer questions posted to your group over the weekend. Promote your group to others in your sector, function and region by mentioning it in person. 	<ul style="list-style-type: none"> Post a relevant scholarly article that aligns with your group's strategies and goals. Ask for feedback and @ mention Champions to help amplify it. 	<ul style="list-style-type: none"> Call out great questions or participation by tagging individuals with the @ mention feature. 	<ul style="list-style-type: none"> Engage with members, answer questions, connect users to resources and each other. 	<ul style="list-style-type: none"> Prompt members to share their accomplishments for the week with #MakingProgress.
Week 4	<ul style="list-style-type: none"> Answer questions posted to your group over the weekend. Encourage profile completion to ensure that fostering authentic human connections among staff is a focus of your group. 	<ul style="list-style-type: none"> Send an email to a staff member you've noticed has been inactive in your Yammer group. Point him or her to a specific conversation that could use their input. 	<ul style="list-style-type: none"> Continue to greet new members & answer questions 	<ul style="list-style-type: none"> Post a roundup to showcase the best examples of "living knowledge" recently shared to the group. 	<ul style="list-style-type: none"> Prompt members to share their accomplishments for the week with #MakingProgress. Review first month of group metrics and share any new or exciting stats with the group.






Month 2

Daily Management Sample Activities

	M	T	W	Th	F
Week 1	<ul style="list-style-type: none"> Greet new community members that have recently joined your group. Be sure to @ mention them. Answer any questions posted to your group over the weekend. 	<ul style="list-style-type: none"> Use the “praise” option in Yammer to recognize a community member who shared his or her first post of “living knowledge” in your group. 	<ul style="list-style-type: none"> Create a news post that aligns with your group’s strategies and goals. Ask for feedback and @ mention Champions to help amplify it. 	<ul style="list-style-type: none"> Answer questions & proactively point out resources. 	<ul style="list-style-type: none"> Prompt members to share their accomplishments for the week with #MakingProgress.
Week 2	<ul style="list-style-type: none"> Share a success story from members’ use of your group in Yammer to contribute “living knowledge.” Answer questions posted to your group over the weekend. 	<ul style="list-style-type: none"> Continue to greet new members & answer questions. 	<ul style="list-style-type: none"> Meet in person with a Sponsor or send him or her a message with a request for help in amplifying future content. 	<ul style="list-style-type: none"> Post a roundup to showcase the best examples of “living knowledge” recently shared to the group. 	<ul style="list-style-type: none"> Prompt members to share their accomplishments for the week with #MakingProgress.
Week 3	<ul style="list-style-type: none"> Answer any questions posted to your group over the weekend. 	<ul style="list-style-type: none"> Host a #MyWork #AMA (Ask Me Anything) and kick it off by having a Champion post a video or photo that embodies a recent success at UNICEF. Encourage others to ask him or her questions. 	<ul style="list-style-type: none"> Post a poll question that will help you determine future direction of your group, or to address the previous #AMA event. 	<ul style="list-style-type: none"> Continue conversations with members, answer questions. 	<ul style="list-style-type: none"> Prompt members to share their accomplishments for the week with #MakingProgress.
Week 4	<ul style="list-style-type: none"> Answer any questions posted to your group over the weekend. 	<ul style="list-style-type: none"> Post a #helpfulhint that points out resources available to group members. 	<ul style="list-style-type: none"> Continue to greet new members & answer questions. 	<ul style="list-style-type: none"> Post a roundup to showcase the best examples of “living knowledge” recently shared to the group. 	<ul style="list-style-type: none"> Prompt members to share their accomplishments for the week with #MakingProgress. Review second month of group metrics and share any new or exciting stats with the group.

Month 3

Daily Management Sample Activities


					
Week 1	<ul style="list-style-type: none"> Greet new community members that recently have joined your group. Be sure to @ mention them. Answer questions posted to your group over the weekend. 	<ul style="list-style-type: none"> Answer questions raised by members & proactively point out resources. @ mention those who are better equipped to answer to signal that their participation is needed. 	<ul style="list-style-type: none"> Celebrate a recent Yammer success from your group with your community. Work with sponsors to amplify it to decision-makers. 	<ul style="list-style-type: none"> Replace one email to your section, function or region with a post in Yammer. 	<ul style="list-style-type: none"> Prompt members to share their accomplishments for the week with #MakingProgress. Include a photo or video of progress you've made to model responses you'd like to see from members.
Week 2	<ul style="list-style-type: none"> Answer questions posted to your group over the weekend. 	<ul style="list-style-type: none"> 'Like' new discussions that are focused on improving outcomes for children to show affirmation. 	<ul style="list-style-type: none"> Promote your group to others in your sector, function and region by mentioning it in person. 	<ul style="list-style-type: none"> Post a roundup to showcase the best examples of "living knowledge" recently shared to the group. 	<ul style="list-style-type: none"> Prompt members to share their accomplishments for the week with #MakingProgress.
Week 3	<ul style="list-style-type: none"> Answer questions posted to your group over the weekend. 	<ul style="list-style-type: none"> Post a #helpfulhint that points out resources available to group members. 	<ul style="list-style-type: none"> Touch base with the Learning and Knowledge exchange team to touch base about your group's strategic plan and success metrics. 	<ul style="list-style-type: none"> Begin a Yammer #takeover where 1-2 Champions or Sponsors are given content ownership and sharing controls for the week. 	<ul style="list-style-type: none"> Prompt members to share their accomplishments for the week with #MakingProgress.
Week 4	<ul style="list-style-type: none"> Answer questions posted to your group over the weekend. 	<ul style="list-style-type: none"> Send an email to a staff member you've noticed has been inactive in your Yammer group. Point him or her to a specific conversation that could use their input. 	<ul style="list-style-type: none"> Celebrate a milestone membership number. For example, welcome the 50th person to join the group with a special post. 	<ul style="list-style-type: none"> Post a roundup to showcase the best examples of "living knowledge" recently shared to the group. Engage with members, answer questions, connect users to resources and each other. 	<ul style="list-style-type: none"> Prompt members to share their accomplishments for the week with #MakingProgress. Review third month of group metrics and share any new or exciting stats with the group.

Drive Engagement with Campaigns

Possible Campaigns	Description, Rationale and Goals
Yammer Takeover	Invite an influential person within UNICEF to “take over” the Yammer group for a period of time – one hour or one working day. He or she should have a goal of bringing a new perspective by using the BUILD model to share interesting scholarly articles and prompt questions.
Progressive Tagging	Bring more attention to a certain piece of content by tagging influential individuals with many Yammer followers by @ mentioning them. If the group is Open, those who follow the influencers will see the post on their timelines.
Monthly “ICYMI” Roundup	Studies have shown Yammer users are more likely to check the community Friday if they’re inactive during the week. Posting an “In Case You Missed It” roundup to showcase the best examples of of “living knowledge” recently shared to the group ensures they don’t miss important information.
Pulse Survey (Poll)	Some of the best decisions are shared. Polls can be used to gather input from all Members within your group, regardless of their title. Be sure to follow up with changes made a result of the input you receive.
Ask Me Anything (#AMA)	Invite a Champion to post a video or photo that embodies a recent success at UNICEF with the hashtag #AMA and a call out for questions. AMAs are a great way to offer Members the ability to learn from experts.
Announcement Message	These messages prompt an email to be sent to all Members, regardless if notifications for your group are turned off. Announcements should be used sparingly to notify Members of important or urgent information that requires their action.
#MyWork	Invite a Member to introduce him or herself to your Yammer group with #MyWork. Request they post a video or photo that embodies the work he or she does at UNICEF. This will encourage Members, especially those new to your group, to become more familiar with and build relationships with each other.
#MakingProgress	Help Members to celebrate their journey in making progress for children with #MakingProgress. Offer to help when a Member opens up about any road blocks preventing him or her from achieving their goals.



BUILD

unicef  for every child

