

YAMMER AT UNICEF

GROUP LEADER 101

*Understanding community
building in the era of social
collaboration*



BUILD: 3 COMMUNITY BUILDING BLOCKS



dialogue

Use **YAMMER** as your home for **talking with groups** of UNICEF team members on any topic you find interesting.



library

Use **SHAREPOINT** for **two-way communication** – uploading and downloading important **information stored in documents** and files.



billboard

For **one-way information-sharing**, **ICON** is your way of advertising your initiative to the entire organization.



WHAT ARE GROUPS?



A QUICK OVERVIEW

- A **dedicated online** space where discussion is facilitated about a very specific topic
- **Curated, managed** and **ad-hoc discussions** make the group vibrant
- May be about any topic in UNICEF, including **programs, operations, emergencies, COs, events, locations, etc.**
- **Leadership is required!**

Why People Don't Contribute



Top Lurking Reasons 1-8*

Just reading/browsing is enough (53.9%)

Still learning about the group (29.7%)

Shy about posting (28.3%)

Nothing to offer (22.8%)

No requirement to post (21.5%)

Want to remain anonymous (15.1%)

Others respond the way I would (18.7%)

Never had an intention to post (13.2%)

Top Lurking Reasons 9-16*

Posting is of no value to me (11.0%)

Not enough time to post (9.1%)

Poor quality of message or group (7.8%)

Don't know how to post to the group (7.8%)

Long delay in response to postings (6.8%)

Concern about aggressive/hostile responses (5.9%)

Too many messages already (4.6%)

By posting, I am committing (4.1%)



THE ROLE OF A GROUP



LEADER/ARCHITECT

1. Super Users & social influencers
2. Time committed daily to the use of the community and group
3. Ownership of engagement plan
4. Set up group mechanics properly (avatar, description, etc.)
5. Serve as a role model for engagement, posting and responding to content
6. Invite and welcome new members
7. Help users find answers, direct elsewhere if needed
8. Foster Champions in your group

GROUP SETUP STEPS

1. **Browse** UNICEF's Yammer network for similar groups
2. **Create** your group; determine if public or private is appropriate
3. **Use a name** that is clear, informative, and uses few if any acronyms
4. **Customize** the group avatar & header
5. **Add** "info" and "description" text
6. **Add** more admins if appropriate
7. **Invite** Champions early on
8. **Add** "related groups"
9. **Add** "pinned" documents and links
10. **Seed** content and engage in early dialogue with Champions





**Member Experience
(What users do)**

**Your Role as a Group Architect
(How you respond)**

Active Yammer member or New member receives an invitation from you

Send appropriate context, rationale, and important reasons to compel people to join. Set expectations immediately in the invitation and inside the group.

Join the group

Welcome every new member personally, make introductions between members, use @mentions to create notifications, ask members to set email digest settings. Ask members questions

Browse content

Ensure that interesting content is constantly available. Model behavior that you'd like to see by users, knowing that they will watch you for norms. Create a weekly announcement and monthly newsletter if appropriate, posting inside your Group and/or via email. Always link back to the community.

basic
basic
basic



Member Experience (What users do)

Your Role as a Group Architect (How you respond)

Inter.

Posting a question and seeking help from the group

“Like” their contributions and @mention them, noting your appreciation for their contribution. Offer an answer or @mention other experts who may be able to respond.

Inter.

Posting a link, content, or a message about the group’s topic

Offer your opinion on the content, provide commentary, @mention other people who may find the topic interesting. Share the post with other groups if appropriate. Create more dialogue using the poster’s momentum.



Advanced Advanced

Member Experience (What users do)

Starting collaborative threads and completing work in the group

Take on an ad-hoc leadership role in the group

Your Role as a Group Architect (How you respond)

Personally help them mobilize others, including those outside the group. Alert Community Managers to possible case study; allow Community Managers to help if the team desires

Welcome their expertise and thank them publicly for their contribution. Begin to create Champion content or programs that recognize informal leaders. Direct them to Community Managers for training if desired.



COMMUNITY MANAGEMENT IDEAS



Group Leaders/Architects may consider some of the following activities to boost engagement while utilizing the features of the Yammer collaboration platform:

- **#Protip** (Share a tip each day to help users acclimate to the group)
- **Weekly Theme #hashtag campaign** (Create a custom hashtag and ask users to submit posts that relate to the hashtag, such as #UNICEFstories, #WASHNETWORK or #bestpractices)
- **Crowdsourcing Success Stories** (ask for examples of how the community was successful each week directly from users)
- **Leadership Participation** (host a virtual Town Hall inside the group)
- **Exclusive Access** (host a private lunch & learn with a Leader for top participants)
- **Polling and Crowdsourcing** (Group Leads post an important poll and ask for input)
- **Online Scavenger Hunt:** help guide users through your Group and the Community
- **Weekly or Monthly Newsletter** (replace current newsletters w/ message in group)
- **Physical Rewards** (for all members of strongest members, provide a tangible item)



COMMUNITY GROWTH



WE NEED YOUR HELP

- **User Self Help Program** (ensure that all users know to post how-to questions in “Starting and Succeeding with Yammer” group)
- **Social Profiles Campaign:** encourage strong profiles by leading by example, encouraging profile photos, and encouraging “social email signatures”
- **Champions:** Outsource some management to socially-savvy users who you can trust



BUILD

Resources

Edition 01

Welcome to BUILD!

B (illboard) **UI** **L** (ibrary) **D** (ialogue)

A simple approach for any UNICEF staff member to create an online place for communication and collaboration



BUILD Your Community

Check the BUILD model to plan, launch and manage your community based on programmatic needs and the type of interactions you desire.



Upcoming Events

Check our Community Calls calendar and our upcoming events.



Create your online community now!

Learn about managing online communities and knowledge exchange.