



Quick Start Guide: Launching Your Yammer Group

This guide is designed for people who already understand Enterprise Social Networks, and need to start a Yammer group quickly. This guide complements the current [Checklist](#) and condenses information on [the BUILD website.](#)

Before you begin

1. Search Yammer to determine there isn't already a group that meets your needs.
2. Be prepared to dedicate five hours per week for planning and execution of priorities.
3. Connect with the Learning and Knowledge Management team for direction and input.

Identify the problem solved by creating this group. Include 2-3 business objectives.

***How does this group fit into the overall information ecosystem offered by UNICEF?
Will you need a site or library, and/or a place or mention on ICON?***

What type of group is it?

Community of Practice (CoP), Community of Interest (CoI) , Functional Business, Organizational, Event/Response

What is your vision of a successful group? Expected benefits and outcomes?

What are your key strategies for promotion, adoption and engagement?

For example: email, events, posts in related groups, personal invitations, keep track of your announcements, audiences, and dates.

How will you measure and report on success? Initial goals and metrics.

For example, XX number of members will post comments within 6 months.

Which UNICEF leader(s) will endorse and participate in you group?

Strong communities engage leaders alongside everyday members.

***Who are your intended members, and how will you find and invite them?
Any specific membership goals? Draft your email invitations.***

Who will fill the roles that are needed for your group's success?

Draft your email invitations.

Manager, Member, Leader, Sponsor, Champion

Will you need an orientation? Will your members need an orientation?

Contact the KEX team

What is your timeline? Any constraints? Use these 30- and 90-day plan templates.

What are the title, subtitle, description (INFO), related sites, and links?

Have as much of this ready as possible, and add as you find more.

Is your content queued and ready?

Prepare daily posts ahead of time for the first few weeks. Keep it flowing!

Prime several colleagues to respond with questions, answers, @mentions, and likes.

Are your announcements ready? Yes? And the above list is under control?

Launch!