

The Yammer daily checklist

An organisation's internal company network requires nurturing on a regular basis.

Here are regular actions for Yammer community management, recommended by our Internal Communications Manager Lyndsay Ansell.

- New posts are in the correct group and are on-topic**
If any threads look out of place, move them to a different group that is more relevant for the content.

- Recent posts have had responses**
It can take a lot of bravery for some users to post in Yammer. If a post hasn't had a response yet, try mentioning the group name in a reply to prompt others to chip in, especially if the post includes a question.

- Resolve any cliffhangers**
If a thread has provided advice or suggested next steps for a user, drop them a line to see whether the responses have helped them or not. Yammer is a place to learn from each other, so it's good to make sure outcomes are shared.

- Give new posts relevant topics where appropriate**
This will make the post more easy to find in future for anyone using the keyword search field. Encourage users to add topics to their posts.

- Share useful hallway conversations**
If you have overheard a useful snippet of a conversation that would benefit others, or is just a bit of fun, reach out and encourage those involved to post it on Yammer. They might roll their eyes but keeping people connected is the whole point.

- Add your own...**
From your own experience with your network, it's time to add your own daily tasks.

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