

# **Yammer Best Practices**

# *Checklist: Launching a New Group*

# [Company Logo ]

# [ Date ]

# [ Yammer Admin Name ]

# This checklist will help ensure you take the all the necessary steps to launch a Yammer Group that sees high adoption and engagement and so your project is a success.

# **Checklist: Launching a New Group**

Top of Form

|  |  |
| --- | --- |
| **Task** | **Complete** |
| **1.)** **Set goals for a project-based group or define the mission of an ongoing group** |  |
| e.g. Discuss Q3 goals for social media marketing |  |
| **2.) Identify core and auxiliary group members** |  |
| e.g. John from Marketing and his team would be the most engaged |  |
| **3.) Develop a campaign to launch the group to identified members** |  |
| e.g. Distribute cupcakes, introduce everyone in the group, post flyers, etc. |  |
| **4.) Distribute training materials for new users (via Yammer)** |  |
| e.g. What to post on Yammer and which applications to install (iPhone App) | |
| **5.) Set expectations on what should be regularly posted in the group** |  |
| e.g. Meeting minutes, big wins, relevant news articles, etc. |  |
| **6.) Set metrics for the group’s success** |  |
| e.g. Reduction of email by 20%, at least 2 replies per thread |  |
| **7.) Launch the campaign and start the group!** |  |
| e.g. Coordinate logistics to set a date to launch the group |  |
| **8.) Share success stories** |  |
| e.g. Spread the love by updating other group admins on your success! |  |

Bottom of Form

# Worried about getting started? Don’t be. Here are a few examples of groups at [Company Name] that have already seen big success using Yammer Groups.

**Success Stories**

|  |  |
| --- | --- |
| **[ Group #1 Name ]** | **[ Group #2 Name ]** |
| **Group admin:**  **Mission/goal:**  **Core users:**  **Campaign plan:**  **Training materials:**  **What we posted regularly:**  **Metrics we measured:**  **Helpful hints:** | **Group admin:**  **Mission/goal:**  **Core users:**  **Campaign plan:**  **Training materials:**  **What we posted regularly:**  **Metrics we measured:**  **Helpful hints:** |