

A BEGINNER'S GUIDE TO YAMMER

(AND POST-BASED SOCIAL MEDIA IN GENERAL)



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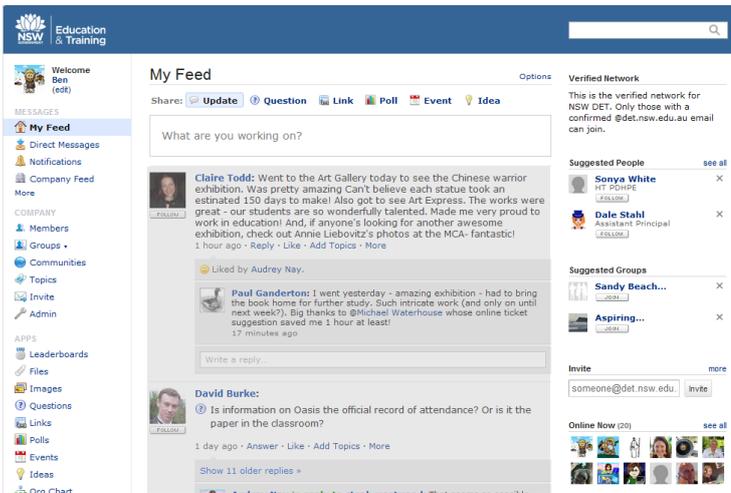
10 TIPS FOR YAMMER SUCCESS

1. Update your profile, specifically, your job title, so others can follow you.
2. Follow at least 30 people you don't know but have a similar job or interests as you and post regularly.
3. Follow at least 5 topics that interest you
4. Don't follow members who talk about stuff you're not interested in.
5. Regularly follow new people who talk about stuff you are interested in.
6. Set up your email alerts so your email box does not over flow with notices.
7. The purpose of Yammer is for discussion and questions, so don't be frightened.
8. Join a group or community you are interested in.
9. Try to share a great new resource once a fortnight.
10. Set up a delicious account so you can start tagging the great resources you discover here, in TaLe and on the internet.



HOME

This is your Home feed page; these are posts and comments made by people and groups you are following. Here you can see your feed and send updates to your followers/groups.



UPDATES

An update is simply a message. Maybe it's something you have done or an idea or a hyperlink or a document you have to share or on which you would like feedback. An update is not seen by every member, only your followers and the followers of anyone who comments on it. But it is public and discoverable.

TIPS TO UPDATES:

- Yammer is professional networking. 'My cat threw up on the carpet. I have attached a picture,' is probably better shared with your friends through your personal social networking sites.
- Don't update if you are angry! Only you look foolish when you say, 'Hey moron! Why didn't you send that email?' Please think before you click.
- If it's only of relevance or interest to you and one other, send that person a Direct Message. No one cares about, 'Hey Joe, what time is our 1:1 meeting today?'.
- If you want to be a prolific poster, make sure you only post something new, exciting and relevant. We have all read Bloom's Digital Taxonomy, so it's not new.
- If it is critical or 'must read', then please use email or a telephone. 'I sent a Direct Message saying Johnny needs his insulin shot. It's not my fault he didn't check his messages ... your Honour'.
- Keep it short. If you have a novel, ring Barnes & Noble. They are publishers, Yammer isn't.

TIPS FOR READING

A common social media misunderstanding is that you have to read everything. Yammer is not a book, so don't finish on page 10, go away and then come back and try and scroll to page 11. Finish at page 10, go away and come back at page 20 and start reading. If it's very important, then it will be in an official email, not Yammer. Think of it as like being at a party - you can't listen to every conversation, only the ones you are interested in and present at.

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PROFILE

Your profile is what people look at to find out more about you, to contact you directly or to find more of your online presence.

The screenshot shows a Yammer profile for Ben Jones. The header features the NSW Education & Training logo and a search bar. The profile name is Ben Jones, with the title DERNSW Professional Learning & Curriculum ... and an 'Edit profile' link. The main content area displays a post from Darcy Moore asking a question about digital tools, which has been liked by Colette Trad and replied to by Audrey Nay. The right sidebar contains personal information such as location, birthday, email, work, mobile, and Twitter, along with a list of followers.

How much you put here is up to you but the more you have here, the more people can find out about you to connect and to collaborate.

Minimum:

- A professional avatar – gives you a personality
- Name – use your real name and your full name - this is a digital etiquette
- Position – “PDHPE Teacher”, “Stage 2 Teacher” or “English Head Teacher. This is a quick way to get followers who are interested in what you are interested in.

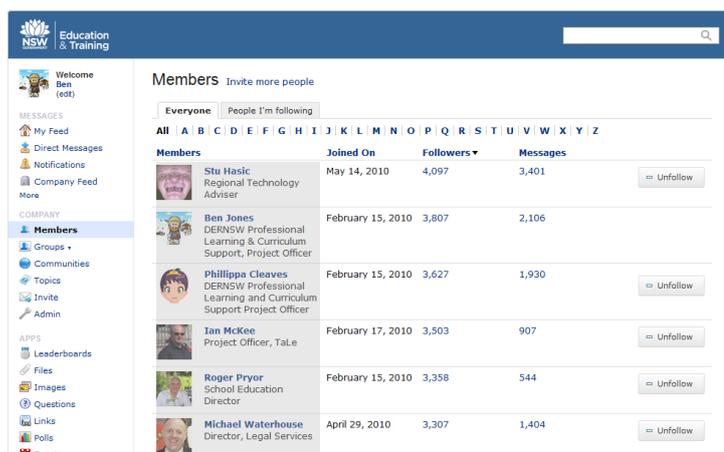
The rest is optional but a link to your professional Blog or Twitter will enable connecting and collaborating in the global discussion and is always valued.

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FOLLOWERS & DISCUSSION

Imagine Yammer as the faculty you want to have.



Follow people who talk about what you are interested in, not people who are popular. If a member never says anything of interest, 'unfollow' them! Don't clog up your feed with material you're not interested in. If someone posts an interesting comment, click their avatar to see their profile and if their material looks interesting, follow them. This called developing a [Professional Learning Network \(PLN\)](#).

If you are part of a small group or community, it is probably best if you follow all in the group so that you see both group comments and public comments from all members in your Home feed.

COMMENTING & LIKE

Commenting and discussion is what a service like Yammer is all about. It's not a broadcast service. That is the Media's interpretation of Twitter. The reality is very different.

A PLN defines the context of the discussion and purpose of using a site like Yammer. Be careful not to misinterpret a discussion by imposing your own values or views on it. A discussion is framed by the PLN. So a group of PDHPE teachers talking about Drug Education takes place in the context of their syllabus, and is not a discussion about taking drugs or broader social issues, even if it looks that way to you. If you are really concerned, raise it with them in a direct message or email.

If you really don't like what they are saying, there is a simple solution:



LIKE

Like is a great way just to say you agree, so use it often. It sometimes means more than a long response in agreement.

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HASH TAGS & FOLLOWING TOPICS

Hash tags (#tags) are a way of marking what the message is about. You can tag with #help because it is helping someone or you can tag it with #yammertip because you are answering someone's request for #help with a tip. When you post the message it becomes a hyperlink and if you click on the #tag you will see all the tagged public posts.

A hash tag allows you to follow topics rather than people. So you might not be interested in me (so you don't follow me) but you are interested in the topic of #dernsw so you click on they #tag and you will see a 'follow' button click it to follow any posts (by people you don't follow) that have been tagged.

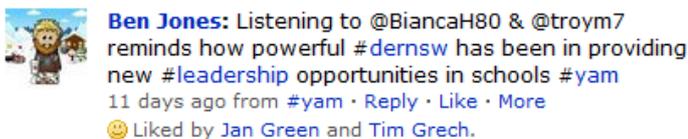
Tagging is just a user generated Dewy Code. #tags are often sourced by the crowd so feel free to ask what tag to use if you are unsure.

EXAMPLES OF TAGGING

END OF POST TAGS (WHAT POST IS ABOUT)



IN POST TAGS (LINKING MESSAGE TO CONCEPTS)

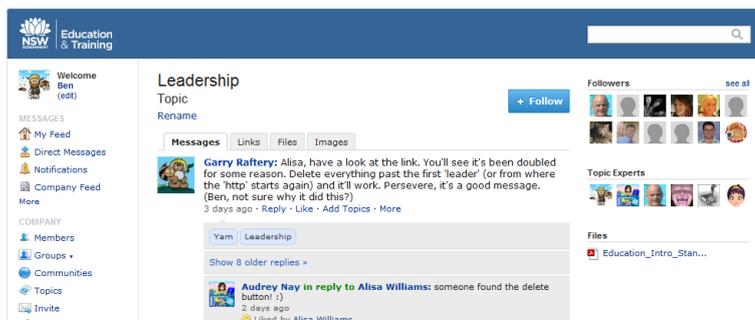


POPULAR TAGS:

- #ff = follow Friday (recomm)
- #yammertip = Yammer tips and tricks
- #pln = Professional Learning Network

FOLLOWING TAGS:

This is a highly recommended way to find new members and new ideas. Simply click on any tag in a message you are interested in (such as #leadership), it take you to the topic page. Here you can follow the topic so when any one posts a message with #leadership it will appear in your 'My feed'.

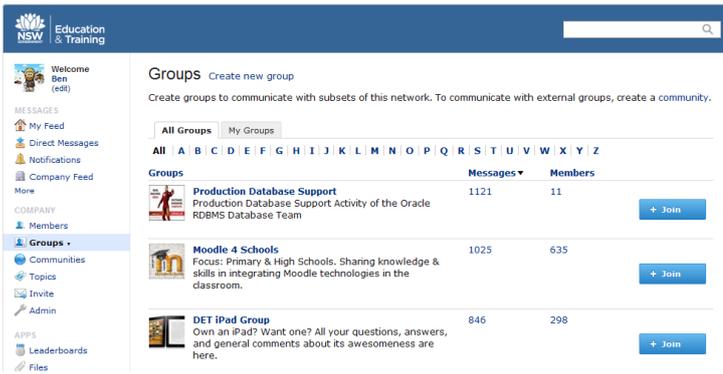


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GROUPS & COMMUNITIES

A group creates a space for specialist discussion that is not of interest to the mainstream or that should to be kept private.



Find (or create) a group that interests you. Some are private and require a request for membership. If it's a specialist group (i.e. Maths Head Teachers) and you're not a Maths Head Teacher, don't be surprised if you don't get granted access. Locking a group is a way of focusing the discussion, it's not about 'planning world domination'.

If a message is really only of interest to a specific group, it is better to send the message to the group only, as this prevents your message clogging the home feed of your followers.

COMMUNITIES

A Yammer community is just a parallel network. Conversation in the community will not display in the feed of the NSW DET parent site. Communities work exactly the same as the parent site, only there are no groups. You can also invite members to communities that do not have the @det.nsw.edu.au email extension opening discussion to experts and members beyond NSW DET (they cannot get access to NSW DET network).

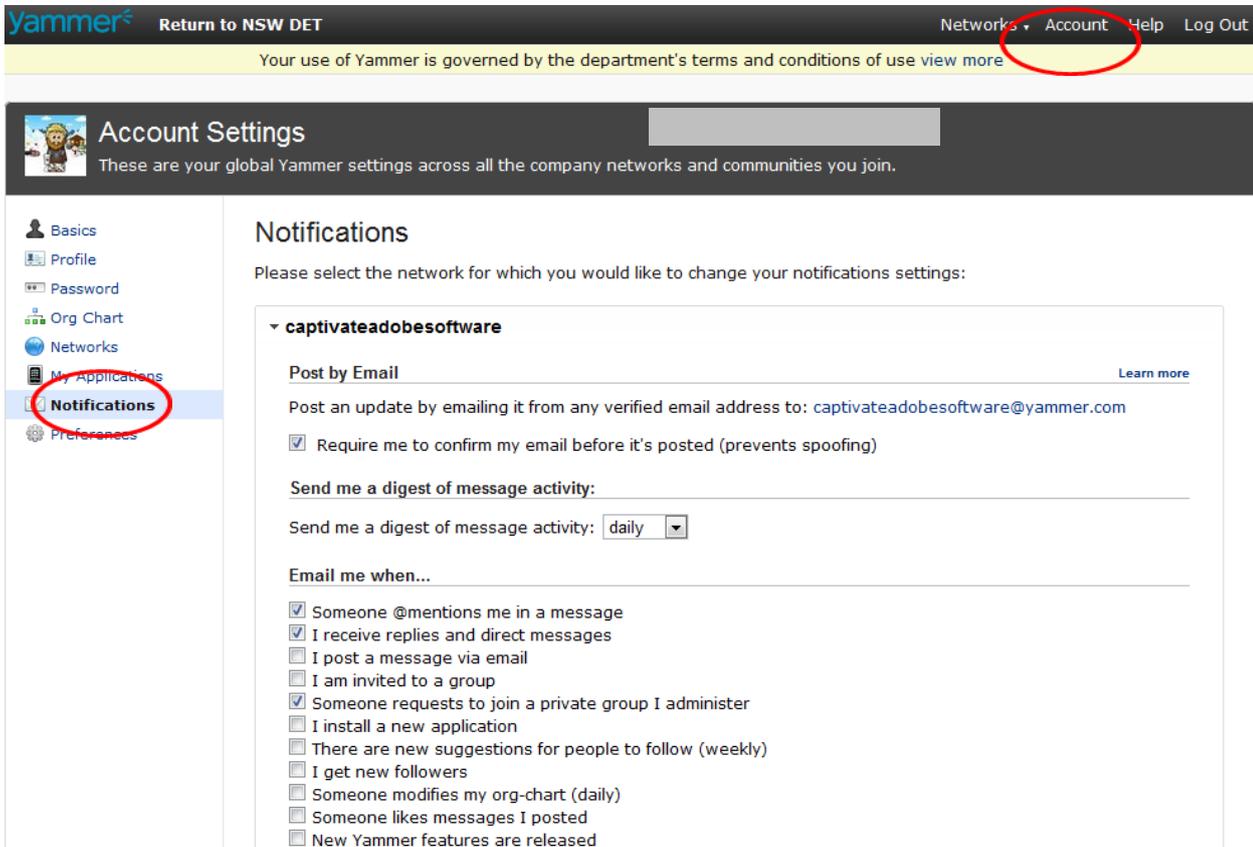
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EMAIL ALERTS

Yammer by default does a lot of email alerts. You will want to quieten the noise or you will risk having an unmanageable inbox very quickly. Settings are required for each community & group of which you are a member.

RECOMMENDED COMMUNITY SETTINGS:



The screenshot shows the Yammer 'Account Settings' page for a user. The 'Account' menu item in the top navigation bar is circled in red. The left sidebar has 'Notifications' circled in red. The main content area is titled 'Notifications' and includes a dropdown menu for the network 'captivateadobesoftware'. Under 'Post by Email', there is a checkbox for 'Require me to confirm my email before it's posted (prevents spoofing)' which is checked. The 'Send me a digest of message activity' section has a dropdown menu set to 'daily'. The 'Email me when...' section has several checkboxes, with 'Someone @mentions me in a message', 'I receive replies and direct messages', and 'Someone requests to join a private group I administer' all checked.

RECOMMENDED GROUP SETTINGS:

Notifications

Subscribe to this group by:

- SMS
- Email
- IM

These settings will mean you get an email once a day that is a summary of the day's conversation and only email alerts for important events.

HAVE FUN

Connect, collaborate and create

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