

A BEGINNER'S GUIDE TO YAMMER

10 TIPS FOR YAMMER SUCCESS

1. Update your profile, specifically, your contact details and consider adding your "job title" if you have a role in the BMG, so others can follow you.
2. Follow other guides who have similar interests as you and post regularly (the more you follow the more updates you will see in your feed).
3. Follow at least 5 groups to see what's going on.
4. Don't follow guides 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 notification alerts so your email box does not overflow with notices.
7. The purpose of Yammer is for information, discussion and questions, so please do contribute.
8. Join a group or community you are interested in, if it doesn't exist feel free to create one.
9. Try to actively share new resources.
10. Download the Yammer App for iPhone/iPad or Android. Yammer are committed to updating these to deliver a good service.

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.

The screenshot shows the Yammer interface for the group 'BRITISHMOUNTAINGUIDES.CO.UK'. The top navigation bar includes 'Update', 'Poll', and 'Praise' options. A search bar is present with the placeholder text 'What are you working on?'. The main feed area is divided into 'DISCOVERY' and 'FOLLOWING' tabs. The 'All Company' section shows a post by John Lyall announcing his joining of the network. Below this, a '#Joined' section displays replies from John Lyall to Andy Nelson and Robin Wills. The right sidebar features sections for 'INVITE YOUR COWORKERS', 'RECENT ACTIVITY' (listing views by Alan Kimber, Sandy Allan, and Christopher Parkin), and 'APP DIRECTORY' (noting 4 new featured apps). A status bar at the bottom right indicates 'Online Now'.

UPDATES

An update is simply a message. Maybe it's some useful conditions information a hut contact or a CPD Report to share or on which you would like feedback. An update is not seen by every guide unless it's posted to 'All Company'. You can also post updates to Groups.

TIPS TO UPDATES:

- • Yammer is the BMG's Social Enterprise Network (SEN). "My cat threw up on the carpet", and pictures of your food' is probably better shared with your friends through your personal social networking sites.
- • Don't update if you are angry! Please think before you click, the BMG has no specific house rules but everybody does request that you play nicely.
- • If it's only of relevance or interest to you and one other person, send that person a Direct Message.
- • If you want to be a prolific poster, make sure you only post something new, exciting and relevant.
- • If it is critical or 'must read', then please post to 'All Company'. Important updates from the BMG e.g. Insurance etc will be distributed by the MTUK CMS mailing list.

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.

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 James Thacker, Web Coordinator at BRITISHMOUNTAINGUIDES.CO.UK. The profile includes a photo, name, title, and an 'Edit profile' button. Below the profile is a post from Mark Diggins about a CPD day on April 30th in Glen Nevis. The post includes details about the meeting time, location, and topic. There are also replies and a list of groups on the right side of the profile.

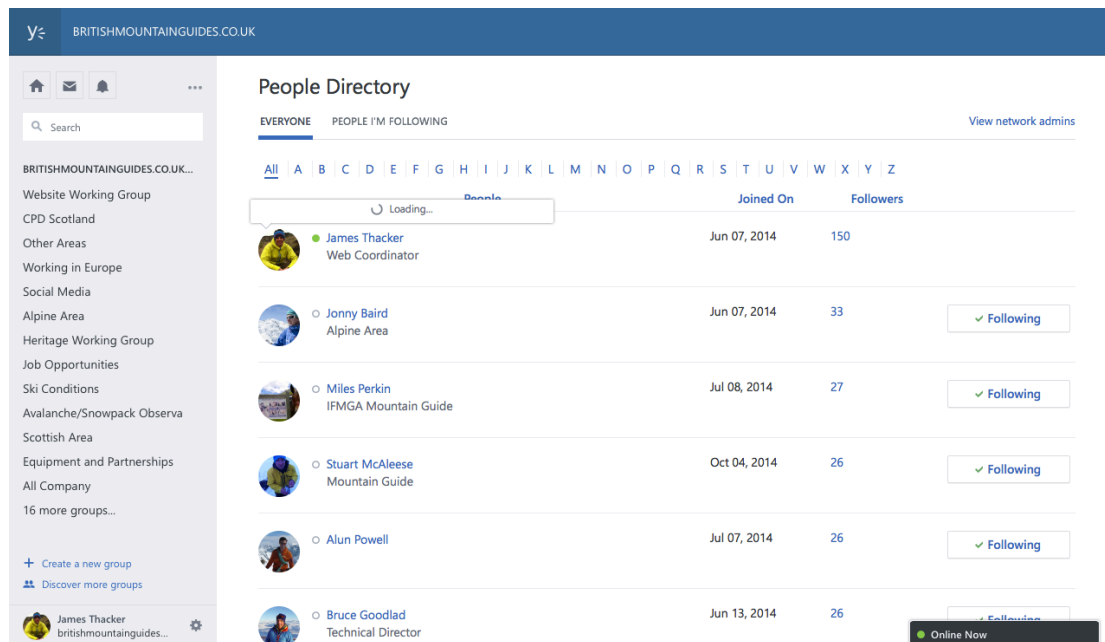
How much you put here is up to you but the more you have here, the more people can find out about you to connect and to collaborate.

Minimum:

- A Photo – gives you a personality, and it's nice to know who you are talking to.
- Name – use your real name - this is a digital etiquette
- Position – those with BMG posts may wish to add this so people can find them.
- Contact Details – Please do add your contact details, this allows guides to contact you directly about those exciting guiding contracts. If using the App you can also save .vcf files direct to your phone.
- The rest is optional but a link to your guiding/company Blog or Twitter will enable connecting and collaborating in the global discussion and is always valued.

FOLLOWERS & DISCUSSION

Imagine Yammer as the guides networking site you want to have.



Follow people who talk about what you are interested in. If you are part of a small group, working party or with a specific area of interest, 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 simply a broadcast service. That is the Media's interpretation of Twitter. The reality is very different.

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.

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 #cpd so you click on the #cpd to find all posts.

Tagging is really useful when posting and searching topics later, so do add hastags.

FOLLOWING TAGS:

This is a highly recommended way to follow certain topics. Simply click on any tag in a message you are interested in (such as #cpd), it then takes you to the

topic page. Here you can follow the topic so when any one posts a message with #cpd it will appear in your feed.

GROUPS & COMMUNITIES

A group creates a space for specialist discussion that may not be of interest to everybody 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. a working party) and you're not involved at that point, don't be surprised if you don't get granted access. Locking a group is simply 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 post the message to the group only, as this prevents your message clogging the home feed of your followers or 'All Company'.

COMMUNITIES

A Yammer community is a parallel network. Conversation in the community will not display in the feed of the britishmountainguides.co.uk 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 @britishmountainguides.co.uk email extension opening discussion to experts and members beyond @britishmountainguides.co.uk (they cannot get access to the BMG yammer network).

This isn't currently active at the moment but is a way in which the BMG could collaborate with other organisations at a later stage.

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.

BRITISHMOUNTAINGUIDES.CO.UK

Notifications

PROFILE PASSWORD ORG CHART NETWORKS ACCOUNT ACTIVITY MY APPLICATIONS NOTIFICATIONS PREFERENCES

To change your Notification Settings, please select a network:

britishmountainguides.co.uk

Activity Digest

Send me a digest of message activity:

Email me when...

- I receive a message in my inbox
- I get new followers
- I install a new application
- I log in from somewhere new
- I post a message via email (This will send a confirmation email)
- Someone invites me to a group
- Someone likes messages I posted (daily)
- Someone modifies my org-chart (daily)
- Someone requests to join a private group I administer
- There are new suggestions for people to follow (weekly)
- Tips and important updates about Yammer features are available

There is new activity in the following Groups:

- All Company
- AGM 2014

Online Now

HAVE FUN

Connect, collaborate and communicate...

Any queries feel free to get in touch via james@jamesthacker.co.uk or T: +447887 992745 or even ask a question on Yammer...