



Safe and secure social
networking with Yammer

Microsoft in Education

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Setting up and Using Yammer

Social networking has changed the way people interact with each other, not just at home and in the workplace but also in schools, colleges and universities. Teachers and educators across the world are embracing the potential of digital tools to make learning more relevant and engaging. Education institutions are no longer debating whether online networking should play a role in the classroom, and instead the debate has shifted to which social networking tools work best for education and how to deploy them to enhance learning and teaching as well as for administration and staff communications.

Yammer is a social network that is now included with **Office 365 for Education**.

Here are some of the great features available to you with **Yammer**:

- **Yammer** is a social media networking service that is similar to Facebook and Twitter.
- Unlike these other social networks, however, Yammer is only accessible to users who have been set up with an account in your institution, and it is therefore a completely safe and secure internal social network for your education institution.
- You must have an email address associated with your domain name in order to be able to use your institution's **Yammer** network, however, **external networks** can be created in order to allow users from outside of your institution to connect with your users.
- You can change the design and brand your Yammer service to fit the look and feel of your education institution.
- Yammer can be used to send and receive messages, share images and other files, and keep all the users in your institution connected.
- You can set up file repositories from which users can download important documents.
- You can collaborate on group, class or team pages.
- Posts and keywords can be **#hashtagged** to make searching easier and more effective. Yammer posts also appear in all **SharePoint** searches you make.
- Yammer can be used for quick communication with colleagues and students, and could help to reduce the amount of email you send out in your institution.
- Your users can use Yammer on almost any device and platform, and there are apps for cell phones and tablet devices using Windows 8, iOS and Android. Users can be connected 24/7!
- There is a selection of useful apps that can be added to your Yammer service.

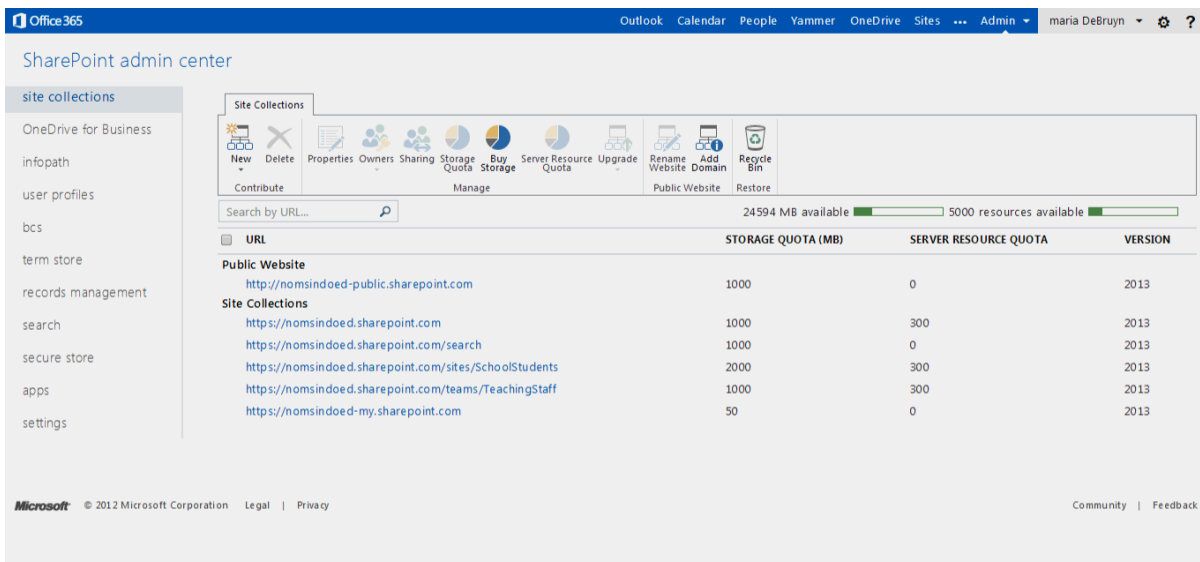
Yammer is replacing the **Newsfeed** component of **Office 365** in all new education accounts, and can be activated if you are already using Office 365 in your school or education institution. This guide will take you through the process of changing your existing **Newsfeed** to **Yammer**, and then setting it up so that all your users will be able to start working with it.

New **Office 365 for Education** plans come with Yammer activated. You will find it on the blue toolbar at the top of your Office 365 homepage. If you already had an Office 365 account before 1 April 2014 you will need to change to Yammer yourself.

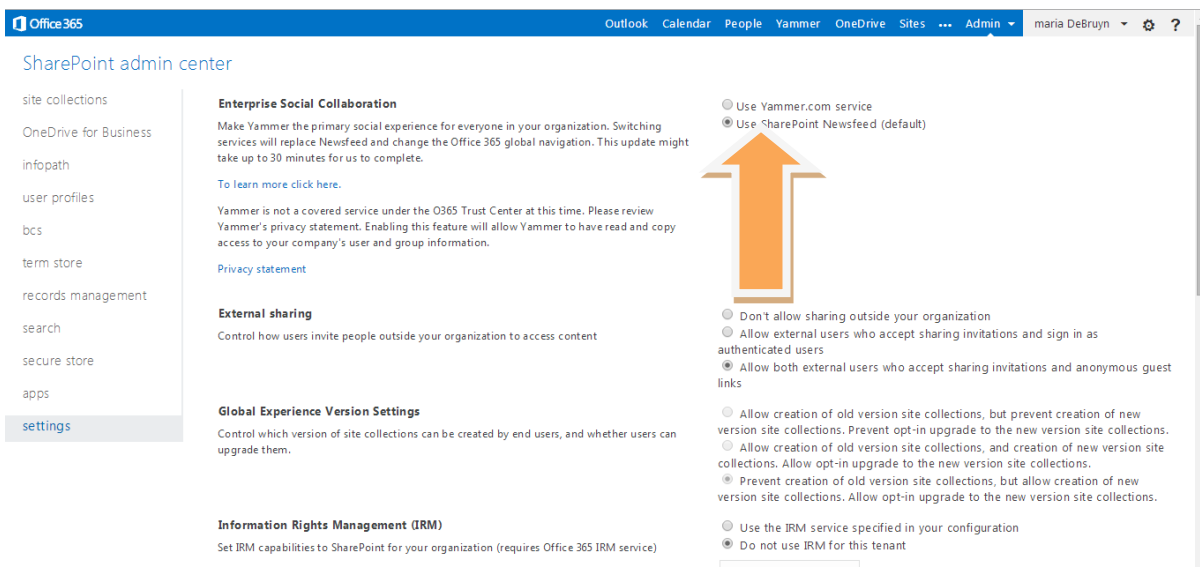
1. Convert your existing Newsfeed to Yammer

This is a quick and easy process and it will not take long to follow these steps.

- Log into **Office 365** and go to your **admin center dashboard**.
- Select the **Admin** tab and choose **SharePoint** from the drop-down menu.
- Your screen will now look like this:



- Select settings from the menu on the left of the screen.
- You will see that the default setting to use **Newsfeed** is selected, indicated below by the arrow:



- Select **Use Yammer.com service**. Scroll down to the bottom of the page and click on **OK**.
- After about 30 minutes your **Yammer** service will be activated. Sometimes it doesn't even take that long.

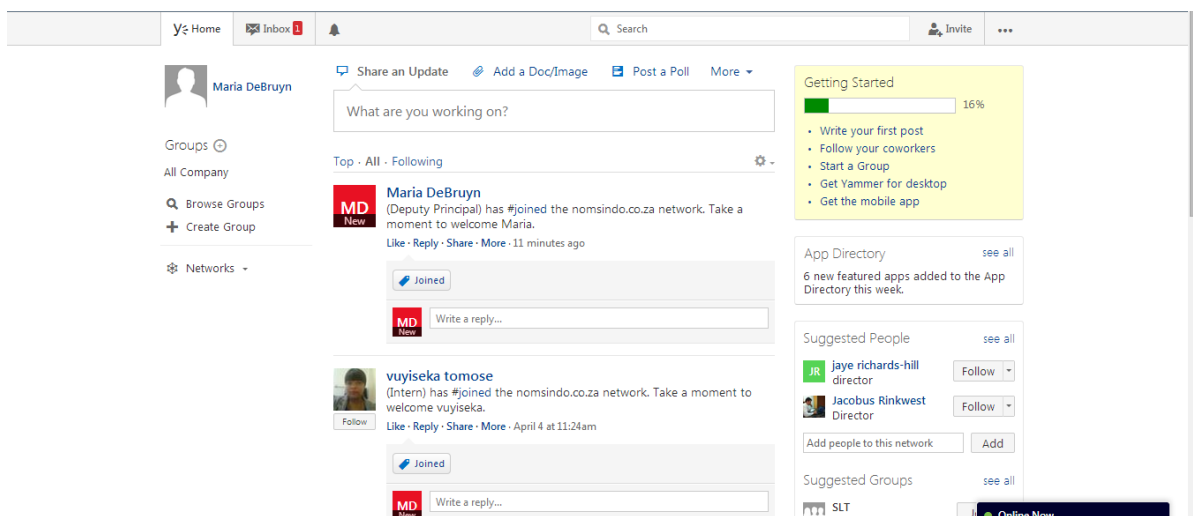
- Log out of **Office 365**. When you log back in, you will notice that **Newsfeed** on the top blue toolbar has changed to **Yammer**.
- You are now ready to start setting up and using **Yammer** in your education institution.

2. A good Yammer profile helps others to connect with you

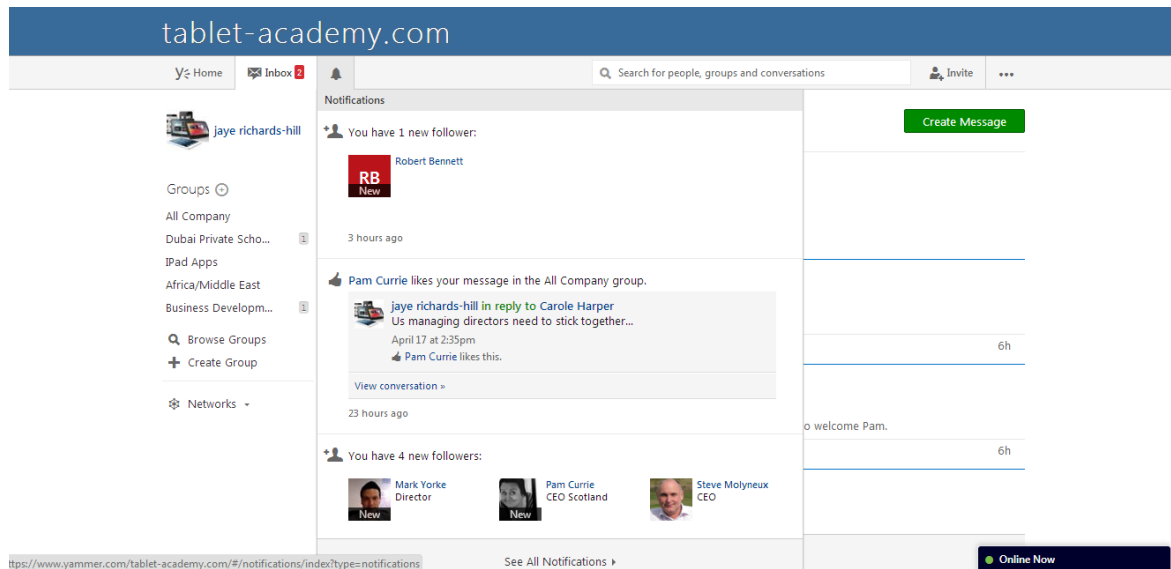
- When you click on Yammer on the top blue toolbar, you will be prompted to set up your profile. Just follow the steps as they appear on the screen and add your personal details.
- You will be asked for the names of some of your co-workers. These will be other users in your education institution. When you add their names they will be sent an invitation email.

- You can skip this step by clicking on **Next** at the bottom of the screen.
- The next screen contains suggested **Groups** for you to join or start. This guide will cover Groups in more detail later, as this is one of the features of Yammer that works so well in education.
- When you have completed the signup process you will be taken to your home screen, which will look

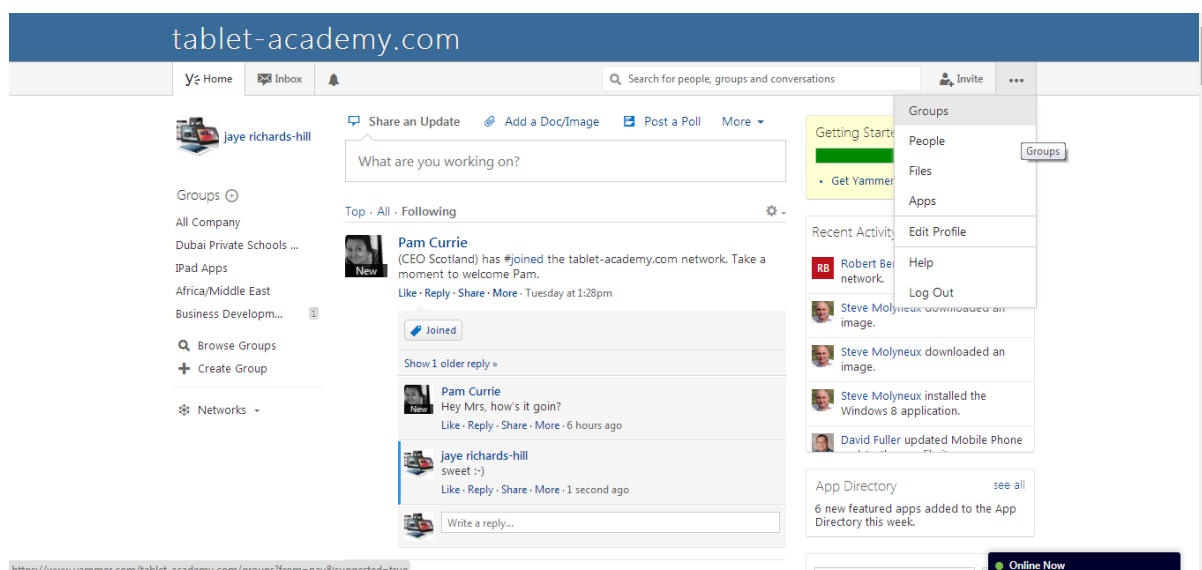
similar
to this:



- Along the top of the screen you will find the commands you will use most often. These remain on your Yammer screen at all times.
- Your **Inbox** contains all messages sent to or from you, together with any private messages you might have sent or received.
- If you click on the **bell** icon you will find notifications of new posts and messages as well as people starting to follow you and your posts. A typical screen looks something like this:



- Selecting **Home** from wherever you are returns you to your home screen.
- Use the **Search** box to search for both people in your institution to follow and topics of interest.
- Click on **Invite** to search for and invite other users in your institution's Office 365 platform to get them started on Yammer.
- Clicking on the **three dots** at the right end of the toolbar opens a drop-down menu with more functions.



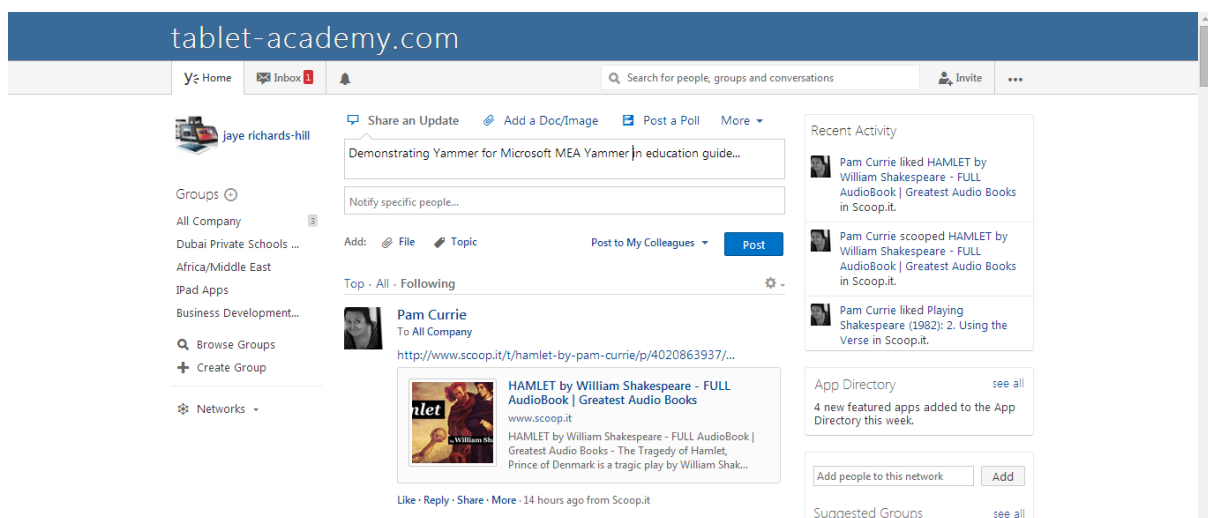
- Go through these options in the drop-down menu to see what they all do. They are very simple to follow.
- **Groups, People** and **Files** give you information about who you are following, what groups you are or could be a member of, which files you follow and which are available, along with the option to create or upload new files to a group or **network**. A **network** is all the people in your institution - you can also create external networks so that people outside of your institution can connect with it, which is useful for involving parents and caregivers.
- **Apps** is where you can see what apps you could install to make your Yammer experience richer and more fun.
- **Edit profile** lets you add to your Yammer profile in more detail. You can add a picture, your other social networking contact details and even integrate your twitter updates.
- Simply follow the step by step instructions for each of these additional functions. Spending a little time exploring these features will give you confidence and probably start to generate ideas as to how you might use Yammer in your education institution.

3. The Basics of Connecting and Communicating with Yammer

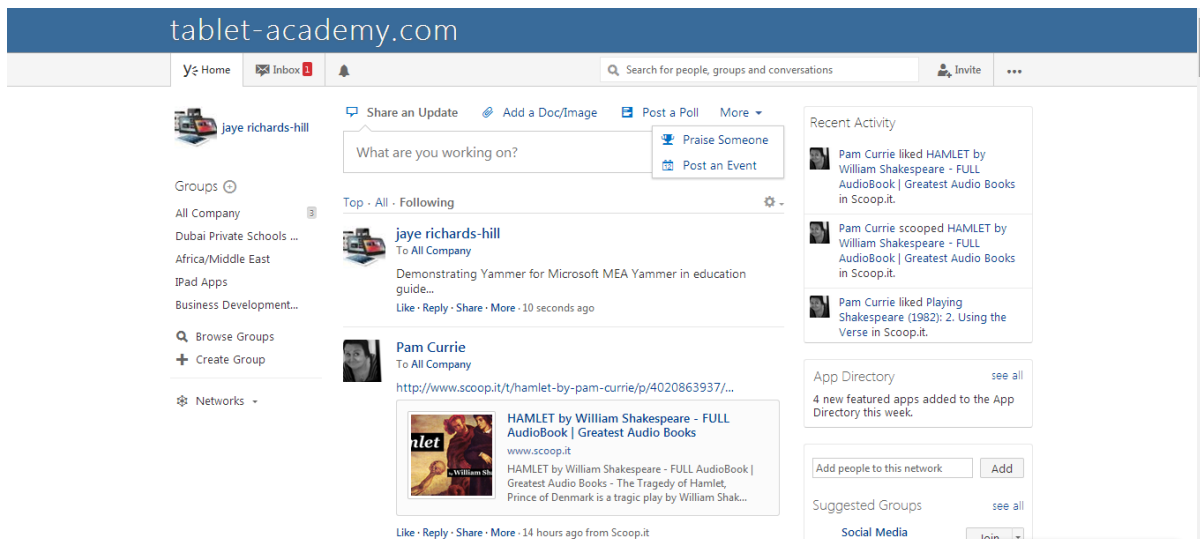
Your home screen is where you post general updates to your whole network. They will be 'public' within your **Office 365** institution tenancy, which means that everyone in your institution who joins Yammer will be able to see them.

Keeping in touch by posting and following updates

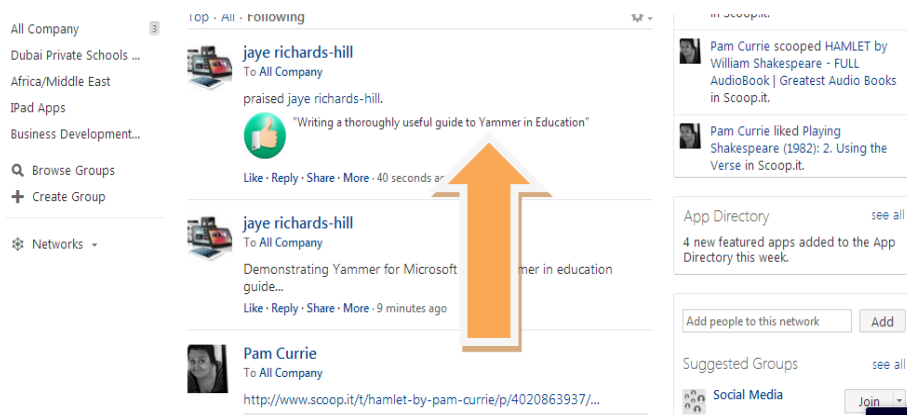
- Open up your Yammer home screen by selecting **Yammer** from the blue toolbar at the top of your **Office 365** homepage. Your screen will look similar to this:



- There are different options along the top of the page. Type your update in the **Share an Update** box. When you are finished, simply select **Post** and your message will be published.

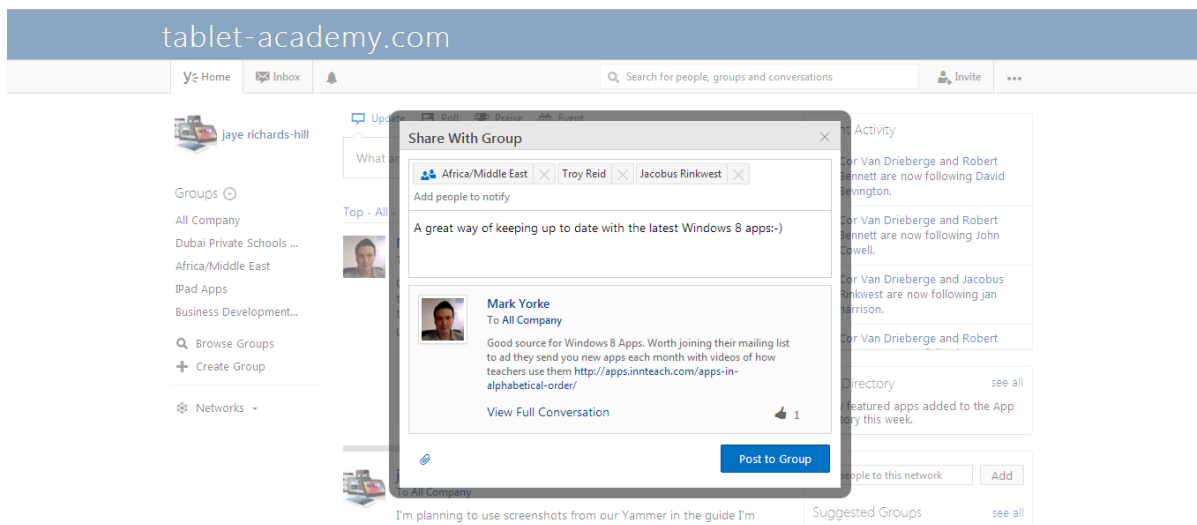


- You can add documents, images and other files to your messages.
- Remember to **#hashtag** keywords in your posts so that they can be found by searches.
- **Polls** are useful for quick feedback on a topic or item.
- You also get an option to **notify specific people**. Entering their names means they get a message informing them of your post. This is a useful function if your Yammer feed is particularly busy.
- Selecting the **More** tab opens up a drop-down menu with additional functions, which let you publicly praise someone or add upcoming events you'd like to notify other users about.
- The person being praised has a message published about their achievement to all users in the whole institution, as indicated by the arrow:

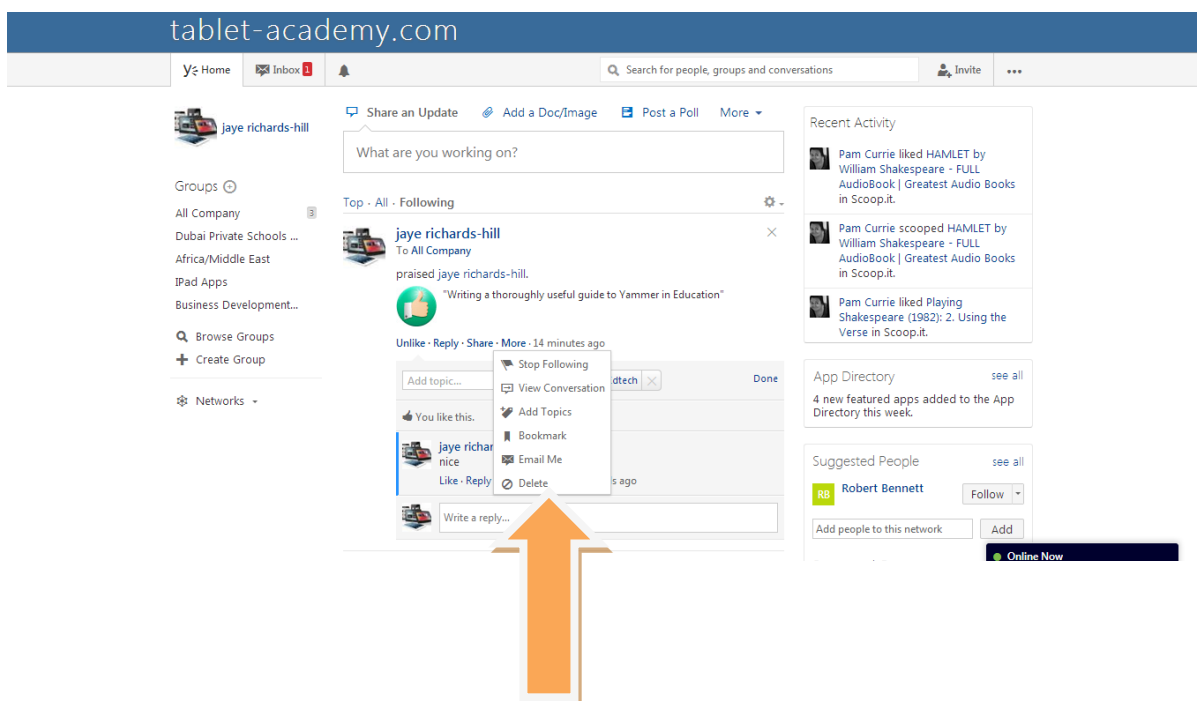


- Events can be posted by clicking on the option in the same drop-down menu and following the step-by-step instructions.
- Every update message, praise or event that is posted gives users options for responding to that post. The options are listed across the bottom of the update message - **Like, Reply, Share** and **More**.
- **Liking** a post activates a **thumbs up** icon and opens up a box in which you can type a message to go with your **Like**. You also get an option to deactivate your **Like** should you change your mind later!
- **Reply** lets you type in a comment.

- **Share** lets you send out the update again to everyone in your institution (or just selected users and groups) along with a comment and an attachment if you choose. The **Share** screen should look like something this one:



- You also get an option to look at the entire conversation which might have taken place following an update, including the **Likes** and **Praise** and any other attachments that have been made.
- Selecting **More** opens a drop-down menu with other functions. It looks like this:

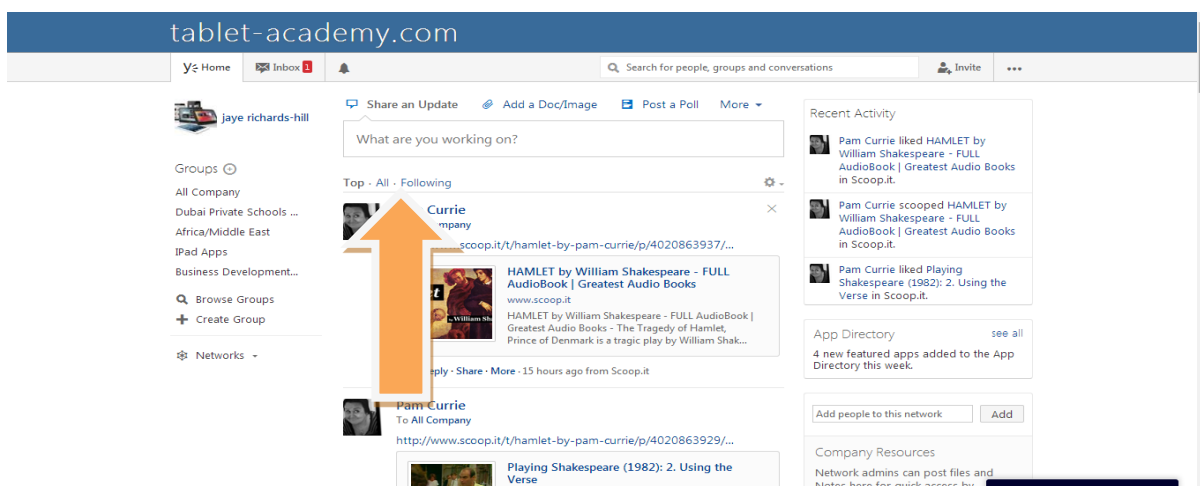


- Explore these additional functions. You can **tag** updates (useful for later searches), **email** them to yourself and others, **delete** them from your own Yammer stream, or even stop following the person who posted the update.

You can choose between three Yammer feeds by selecting any of the options that are displayed under the update text box on your Yammer home screen. These options are:

- **Top** - these are the most relevant updates to you (Yammer decides this based on your own updates)
- **All** - this feed has every update from all users in your institution
- **Following** - this feed contains updates from those users you have chosen to follow (read more on following and being followed later in this guide)

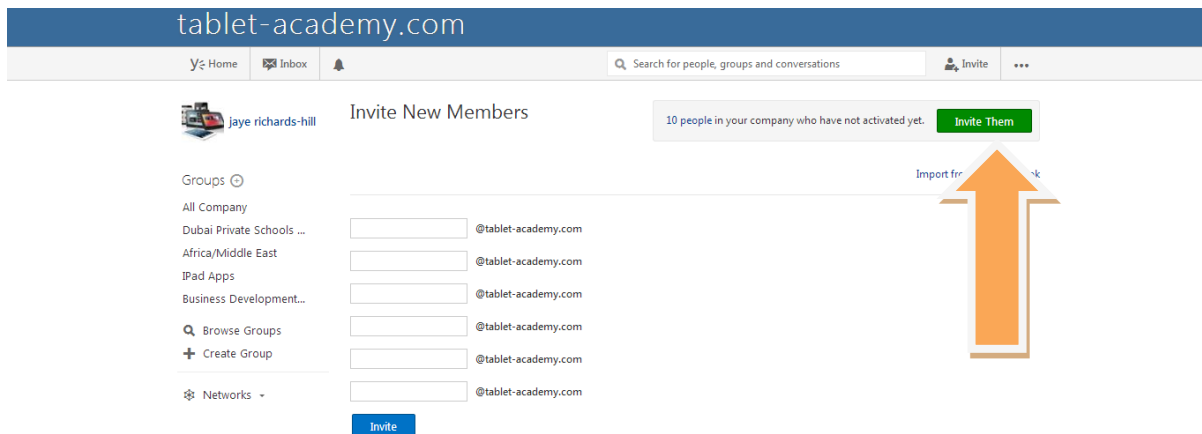
The arrow in the following screenshot indicates where to find these three options:



- If you only want to post an update to members of a group you have joined, then select the group from the list on the left of your Yammer home screen and type your update there.
- Posting from a group page means that your update will only appear in the feed for that particular group and not the **all institution** feed.

Inviting other people from your institution to connect and collaborate using Yammer

- From your Yammer home screen, click on the **Invite** button at the top right of the screen.
- Yammer shows how many users from your institution have not yet signed up to use the service. Click on the green **Invite Them** box (indicated by the arrow in the next screenshot) to bring up the list of these users.



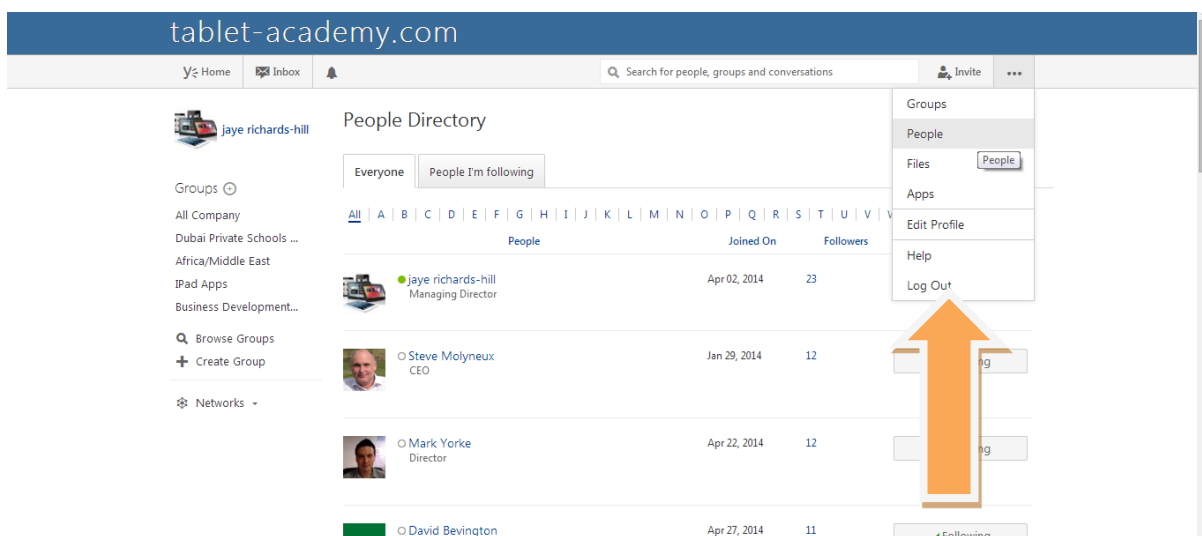
- Select those users from the list you'd like to invite to use Yammer and they will receive a notification message with instructions on how to join up.
- You can then start to follow them as soon as they sign in.

Boost your personal learning network by following other users from your institution

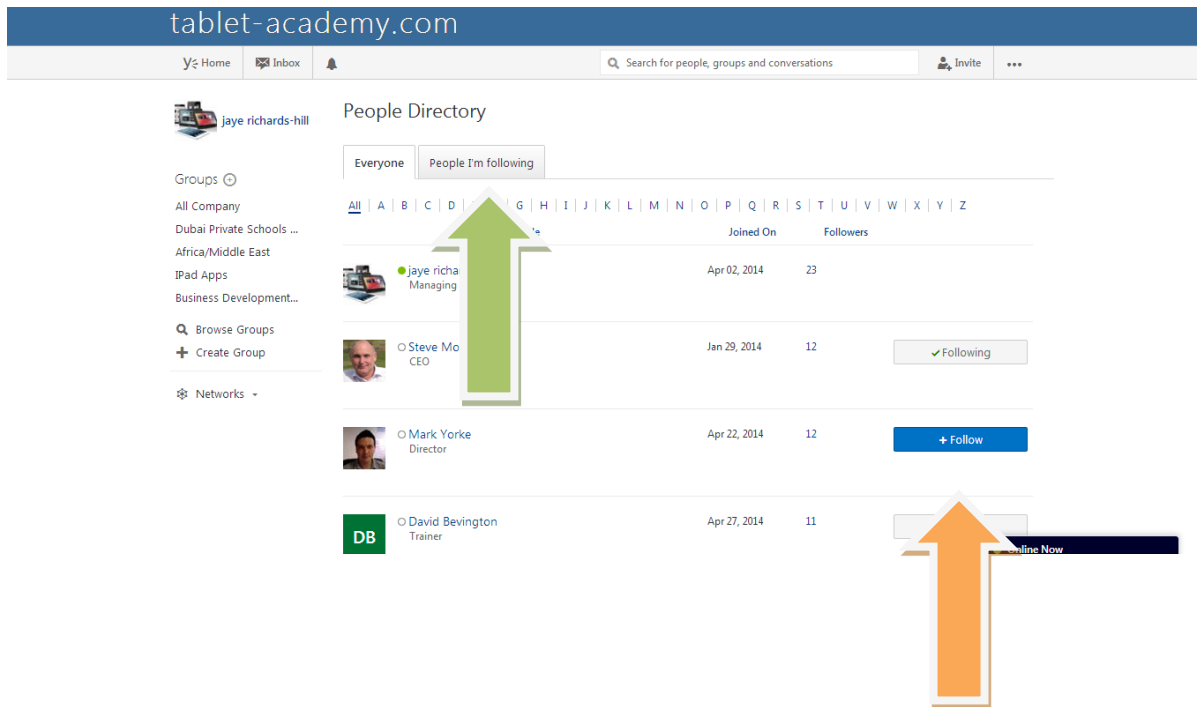
Although you can see the Yammer activity of everyone in your organisation by simply selecting **All** from the three activity stream options, one of the really fun features of Yammer is that you can choose to follow those users in your institution who are particularly interesting or are friends or close colleagues.

Following other Yammer users is quick and easy.

- Click on the icon that looks like **three dots** at the top right of the screen. This opens a drop-down menu with some more functions and options. It will look something like this:



- Selecting **People** brings up a list of everyone in your institution who is using Yammer.
- You follow people by clicking on **Follow** to the right side of the user's name, as indicated by the orange arrow in the below screenshot. When you select someone to follow, you will get a message confirming that your follow request has been successful.
- Selecting the **People I'm Following** tab (indicated by the green arrow in the below screenshot) will show a list of everyone you are following in your institution.

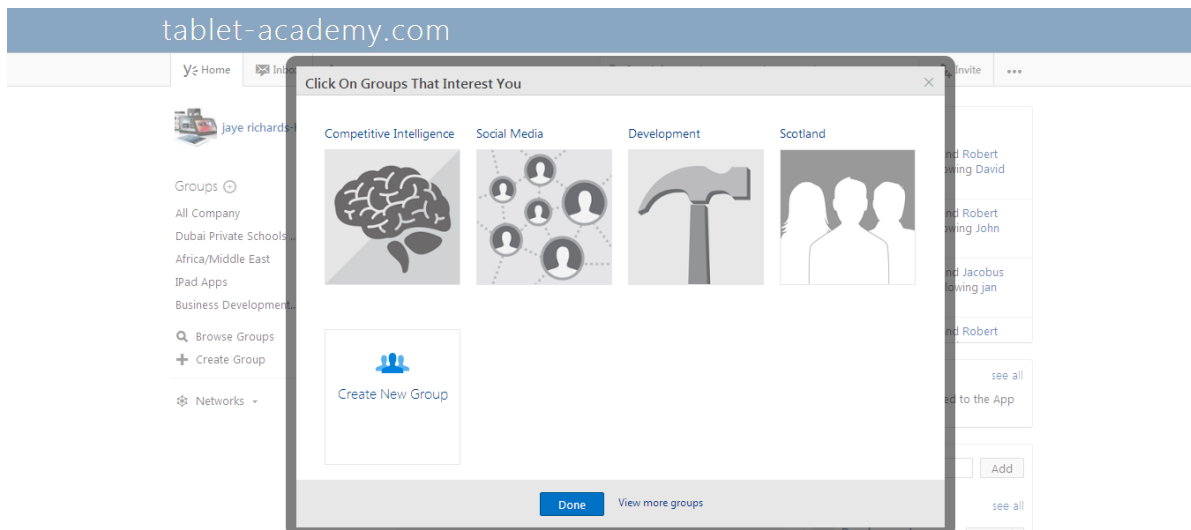


4. Connecting and Collaborating in Yammer through Groups and Networks

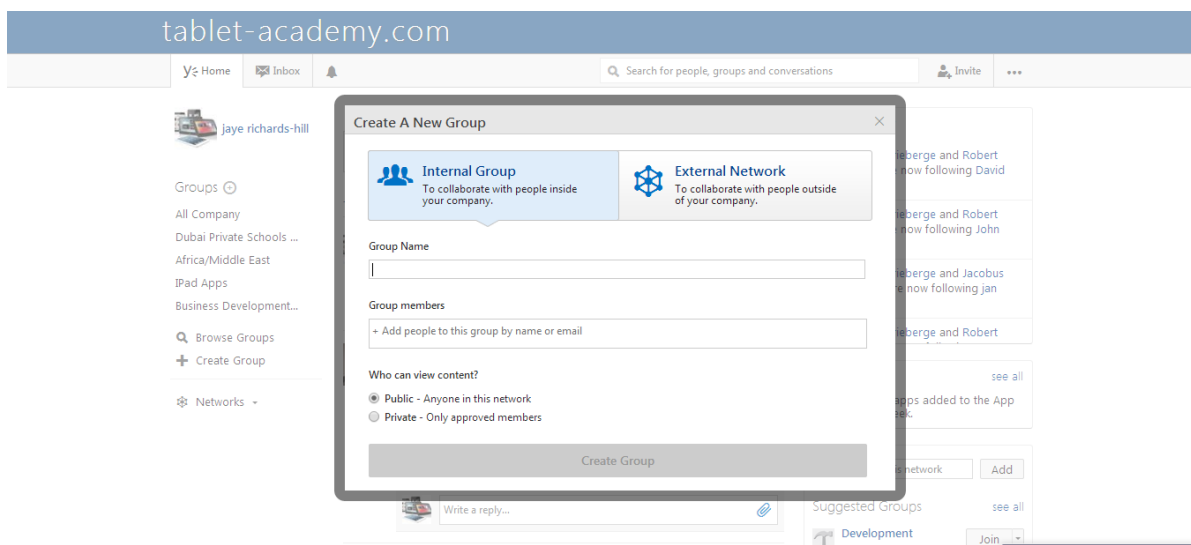
Posting messages and following those from all of the users in your institution is great, but sometimes it is useful to narrow this activity stream down a little. This is where the **Groups** feature is very useful. You can set up and join groups for:

- Special topics of interest
- People working together on projects or assignments
- Departments and faculties
- Management and senior leadership teams
- Collaborating on documents and other files

Joining an existing group is easy - simply use the **Browse Groups** function on the left side of your home screen to search through the list of groups. Select the group or groups you wish to follow.



- The popup window also gives you the option to create a new group.
- Alternatively, you can create new groups by using the **+ Create Group** command on the left side of your Yammer home screen, or by selecting the **+ icon** next to the **Groups** heading on the left of the screen.
- Using any of these three options will bring up a new popup window with step-by-step instructions to help you set up your new Yammer Group.



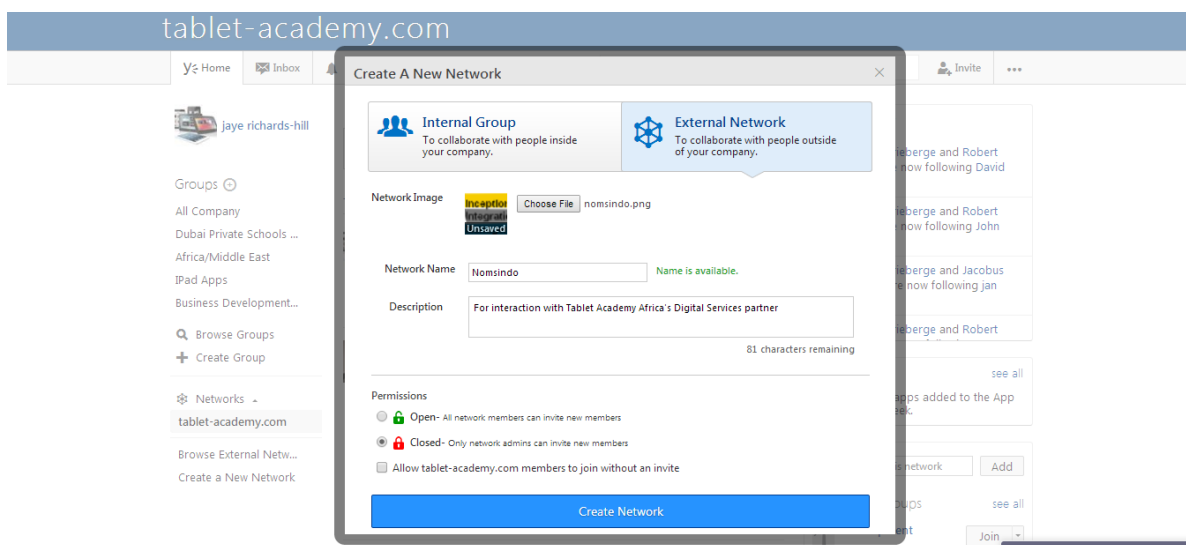
- Decide if it is to be for internal or external Yammer users, name your new Group and invite members. You can also choose to make your Group private for invited members only.
- Once your new Group has been created, it will appear in the list on the left of your home screen.

Using Networks to make connections beyond your own education institution

Sometimes you might want to share information with Yammer users outside of your education institution. You can do this by creating **Networks**, which allow you to communicate safely with invited users. Such networks might be for:

- Parents and caregivers
- Suppliers
- Area or district education officials
- Local community networks (employers, business sponsors and other support services)

Creating **Networks** is also easy. Click on **Create a New Network** on the left of your home screen, and a popup window will appear. You will then be able to select the option to create an external network.



- Enter the name and other information and chose privacy options for your network.
- Select **Create Network** and it will be set up for you.

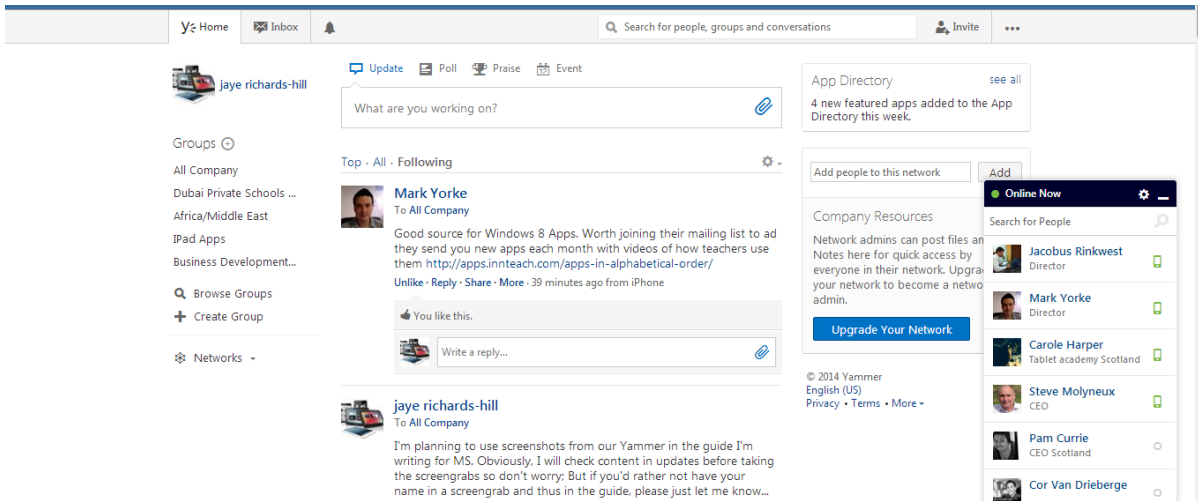
- The new **Network** will have all of the same functions and features that your main institution network has.
- It will appear in the list of **Networks** in the menu on the left of your home page.
- From here you will be able to select which **Network** to work within.
- Your main institution network is the **Parent** for all other **Networks** you set up.

5. More ways to Connect, Communicate and Collaborate

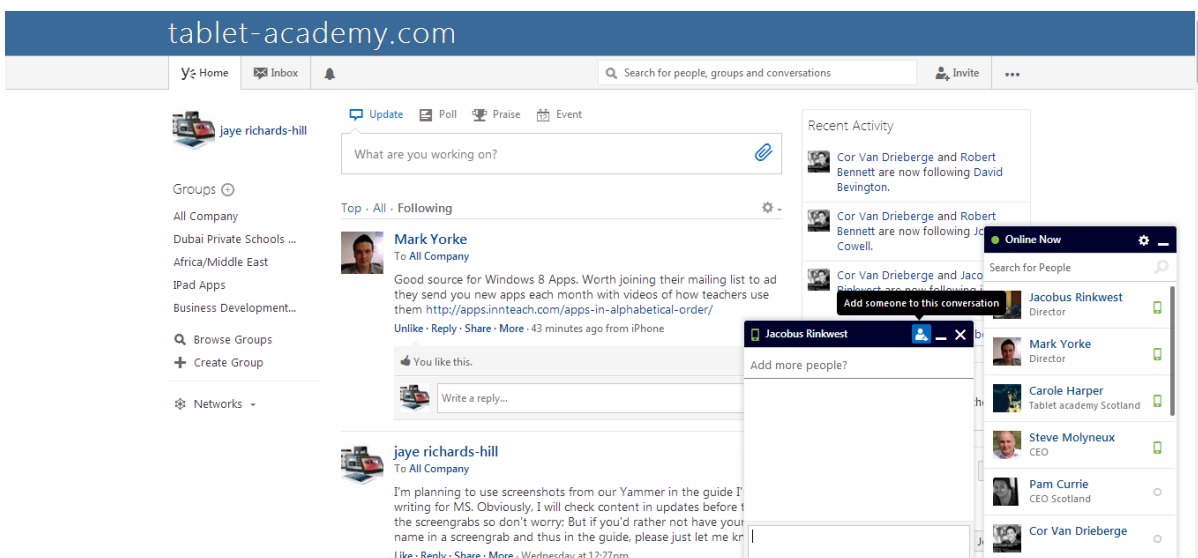
Your Yammer homepage has additional information and help for you down the right side of the screen.

- **Recent Activity** gives you the latest information about who has joined Yammer and who has followed who in your institution.
- **Recent Activity** also lets you know what apps have been installed, which groups have been set up and who has 'liked' Yammer posts. There is a scroll bar on the right side of this window.

- **App Directory** gives you up to date information about new apps and a full list of all available apps to download.
- **Add People** is where you can quickly invite users in your institution who are not on Yammer to sign up and join in.
- The **Suggested Groups** window suggests groups you might want to join from the list of groups within your organisation.
- Selecting the **Online Now** tab opens up a window showing you which of the people you are following is active and using Yammer at that moment. A green dot next to their name indicates that they are online.



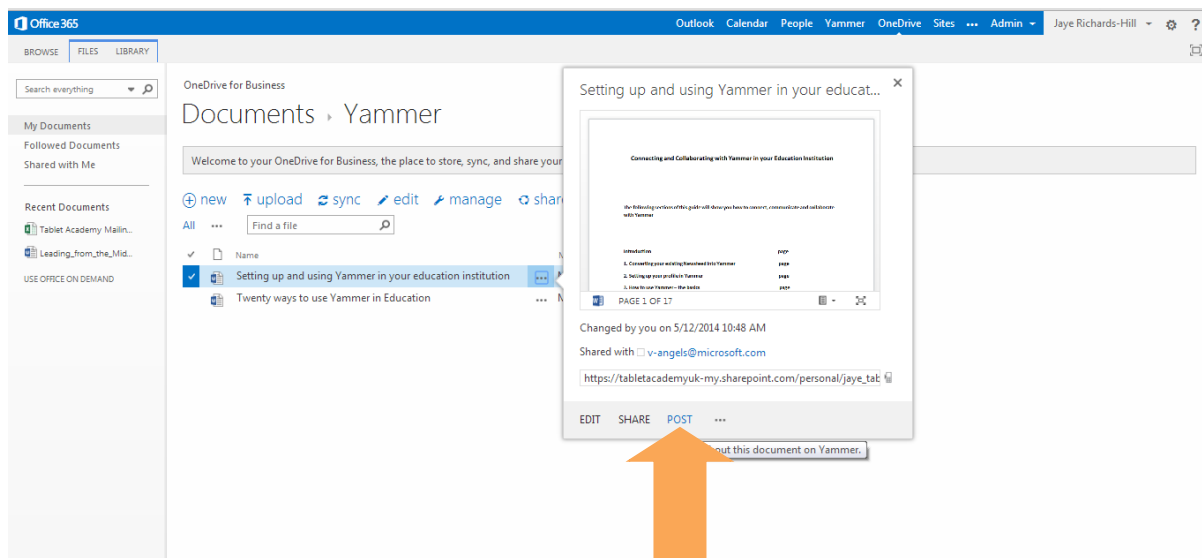
- The **cell phone** icon indicates that they have Yammer on their cell phones working for messages.
- Select one of your contacts and box appears to allow you to send them a private message.



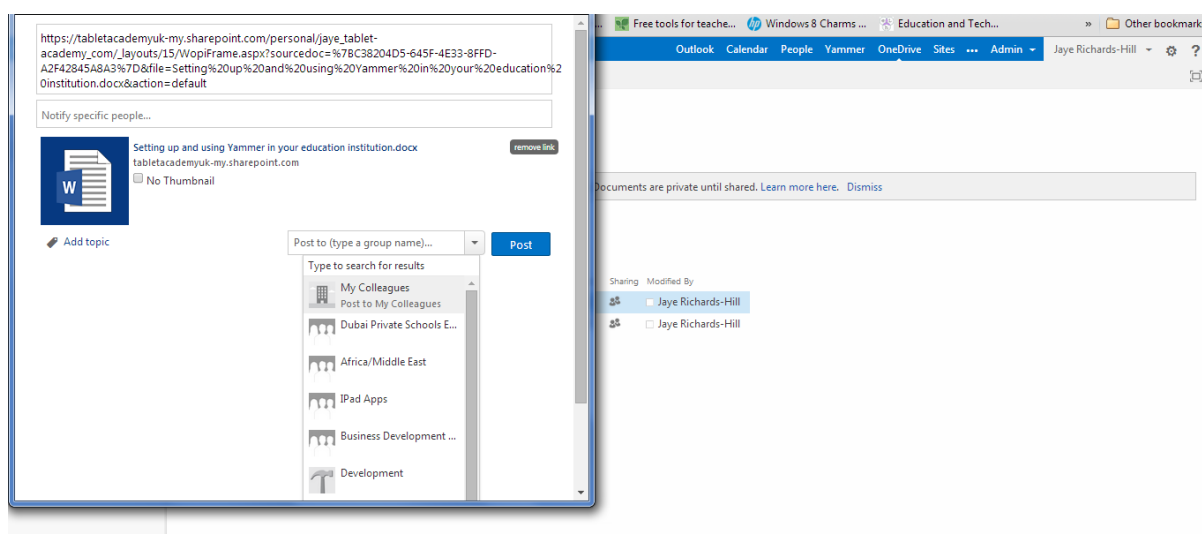
- Clicking on the **People** icon at the top of the messaging box lets you add others to the private message. In this way you can start an instant message conversation with one or more of the people you follow on Yammer.

Yammer is becoming integrated throughout **Office 365**. You can even use it to share documents and files straight from where you are working on them.

- Open your file in a **SharePoint** group or from your **OneDrive**. Click on the three dots to the right of the file name and a popup window will open. The arrow indicates the command options available for this particular file:



- If you select **Post** you will be able to share the document with individuals, groups, networks or your whole institution.



- This is another way in which Yammer can be used to connect, communicate and collaborate with others both inside and outside of your institution to help you complete important tasks.

This guide has covered the basics for setting up and starting to use Yammer. Spend some time exploring the various functions and features, and have a look at some of the ideas for how you might use Yammer in your education institution, which are featured in the next guide.

20 ways to use Yammer in Education

1. Send out a message to everyone

Encourage all users to start using Yammer for communication and sharing. Post an introductory message asking for ideas on how Yammer might be used in your institution. You might have to check that everyone has been invited or has signed up, by sending out more traditional communication like email or even put up posters around the place, but try and encourage as many people as possible to join.

Put the word out that Yammer is the social network for your institution and watch the ideas flow!

2. Set up some basic groups

Groups can be really useful in education institutions, and there are many different types of group you could set up, but for now you can start with setting up staff and student groups. Remember to make them private so that each group of users feels confident about sharing and posting. You don't want students joining your staff group... or vice versa!

3. Set up an external network for parents and caregivers

Yammer is a fantastic way to keep in touch with the parents and caregivers of your students, and is brilliant for improving home-school relationships. Why not encourage all of your parents to sign up for Yammer at the next parents' evening? You can post regular updates, examination timetables, sports dates, school show details... and Yammer messages never get lost on the way home like printed newsletters!

4. Use the Praise button!

The Praise function is a lovely way to let your whole institution know about special achievements made by individual students and staff. You can use this feature for fantastic performance in sports, music and drama, or just about any special case meriting reward and recognition. Staff promotions and professional recognition and even births, birthdays and marriages can be shared with everyone or just within groups on Yammer.

5. Advertise a special event

If it's the school show, sports day or any other special occasion in the life of your education institution, why not use Yammer to let people know about it? Using the Events feature is a great way to remind everybody about what's happening. Next time you have a parents' evening, sporting function or other school event, use Yammer to tell everybody about it.

6. Schedule staff meetings

You could use the Events feature to schedule your staff meetings, particularly if they are not always on the same day or at the same time. Use the Events feature in your whole staff group to let everyone know there is a staff meeting coming up. And you can also attach the agenda and minutes from the previous meeting to ensure that all staff members receive them before your meeting. You could also use Yammer for staff professional development activity sessions.

7. Set up special interest groups

You can use Groups for lots of different purposes on Yammer. How about having a group for each of your subject departments or faculties? And how about one for each student year group or even class? Societies and clubs could also have their own Yammer groups for communication and sharing. Lots of updates might only be of interest to members of these groups and so the main institution update stream will be less cluttered if groups are used in this way. The groups can be made private or public and, of course, they have all of the features of the institution's main Yammer network, so documents, files and other information can be shared and stored in the usual way. Why not use groups more widely in your institution in this way?

8. Set up a project Yammer group

If you're working on a special project or initiative, then set up a Yammer group for better and quicker communication between those involved. You can share work deadlines, schedule significant dates and project milestones using the Events feature, Share and collaborate on documents and files, and even hold online Yammer meetings and discussions when decisions have to be made and progress reviewed. All of this makes Yammer a fantastic project communication tool for educators and students.

9. Use an external network to collaborate with another institution

Using external networks is a good way of involving others outside of your institution in the learning and teaching within your classroom. You could set up a network with a subject expert from the local college or university and your class students for discussion sessions and expert input into your work. Simply invite your expert and your class students to the new network and they will be able to interact together. Yammer brings the world into your classroom.

10. Use an external network to collaborate with another class

You could also use an external network to join another class and chat about the work you are both doing. You can try to connect with another institution somewhere else in the world doing similar work to your class and get your students chatting to the students from the other class using a Yammer external network. All you need to do is to set up the network and invite them to join. This is a great way to hold weekly discussion sessions with the two classes working together. After all, anyone can use Yammer for free so there is no cost to the other institution even if they are not already signed up. Yammer takes your classroom out to the world.

11. Better staff-student revision sessions

Yammer is a safe way for teachers and students to interact. Teachers in your institution can run easy-to-access revision and coaching sessions using Yammer to ask questions and offer advice and feedback. By creating polls and asking questions, teachers can keep in touch with their students, assess their understanding and monitor progress. Students can ask questions they might not like to ask in class. Social networking is a cultural tool for students, which educators can tap into and use to help with academic progress in a way that is fun and relevant to the students' lifestyles.

12. Hold a debate

Debating can be a fantastic way to help students develop a deeper understanding of different subjects as well as issues with current affairs. Good debating also helps them develop a tolerance and understanding of different points of view. Yammer can bring people together to debate without them needing to be all together in the same room. As it is a social network, students won't take long to get to know how it works, which means that educators can focus their time on the subject to be debated rather than teaching students how to use the technology. Yammer is designed for fast, easy communication and is great for encouraging young people to participate in discussion and debate.

13. Create a mentor programme on Yammer

Yammer groups can be invaluable in bringing together people who would normally not be able to meet up, like different age groups and full and part time students. You could use Yammer to bring these groups together in ways that also make a positive impact in your institution. Try using Yammer to enable new students to connect with seniors and ask questions and share problems they might be encountering as they get used to their new surroundings. It's often much easier to ask questions and seek advice online rather than face to face. Yammer groups are a useful way to facilitate this dialogue and make life easier for many students.

14. Create an information hub

Why not try using your Yammer group as an information hub? Posting useful web links for students, as well as coursework suggestions and advice, deadlines and schedules for meetings and classes or even school notices is a quick and easy way of getting information out to where it needs to be, but also creates a resource centre that students can use and keep coming back to. The search function means that anything can be found by using keywords and easily retrieved. Students will also start to post useful information and engage in conversation about the work being done. But keep it light, social and fun - try not to post assignments or grades or use it to manage student performance.

15. Use Yammer to teach online safety

As Yammer is completely internal to your institution, there is no risk of inappropriate connections being made with unknown individuals or groups. This means that you could use it as a 'sandpit' to teach younger students all about setting up online profiles and responsible use of social networking. This would be impossible to do with a public network like Twitter or Facebook. These students can now get hands on experience in using social networking in a safe and secure environment.

16. Brand your Yammer

Why not customise your Yammer so that it fits in with your brand? You can add your logo and masthead images, have a Yammer email header picture and change the colour scheme. This might be a bit complex for Yammer newbies, and you need to be an administrator. You can access the tools by clicking on Admin, which you'll find just under Networks on the menu running down the left side of your home screen. Doing this branding will make Yammer much more personal to your institution.

17. Yammer is mobile

Yammer can be used on any mobile platform and there are apps for Windows, Android and iPhone. Encourage your educators and students to download the apps onto their cell phones and tablets and they'll be all set to carry on the conversations while out and about. Learning though collaboration doesn't just have to take place in the classroom and Yammer is perfect for helping fit your students' learning to their lifestyles.

18. Explore the apps

Spend some time going through the apps that are available for Yammer, and encourage other users to explore and share their discoveries with everyone else. You could set up an apps group on Yammer where you can share and discuss the different apps users find and how they can be used in learning and teaching. The Links app is particularly useful - it gives you a list of all the links that have been posted by everyone in your network.

19. Take care with your posts

Remember that your posts on Yammer are public records, so it can be a case of post in haste and repent at leisure. If you are upset or angry, it is probably a good idea to wait ten minutes before hitting the Post button. While you can hide conversations by clicking on the X icon, the posts will still appear in searches and @mentions (you use the @ before a user's name to search for them). So think carefully before you make a post you might later come to regret!

20. Check someone out !

Clicking on someone's name brings up lots of interesting information about them - their conversations, links, polls, praise and bookmarks. If you are casually browsing through your Yammer, you can uncover loads of interesting new information by looking at, for example, the bookmarks of the people you follow or their links. It's rather like knowledge grazing through your contacts. So go check them all out and see what you can discover...