

# Yammer

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## Yammer and its Purpose

Yammer is a networking tool (enterprise social software 28) that brings together company's employees in a private social network. When one member of a network provides an answer to that question, "a feed is created in one enabling [network members] to discuss ideas, post news, ask questions, and share links and other information. Users can choose to follow specific members and messages." <sup>1</sup>

video taken from:<http://www.youtube.com/watch?v=wpBYo9bw2os&feature=related>

### Offered Services

Yammer offers a wide selection of applications and useful links and information. With Yammer, you can join groups, create files and look through knowledge bases, enterprise microblogging, access a company directory, access it through your mobile devices, and connect to external networks.<sup>26</sup> With these applications, you are able to read through blogs, posts, and messages left by others in your group.

#### Memberships:

Leaving behind Yammer's free basic level service, a Premium membership is also available. This membership charges a company \$5 for each of their employees who utilize Yammer. The Premium membership gives companies several administrative options. For example, companies are able to limit I.P. addresses in order to restrict access to the network, require more complex passwords, remove users (i.e. ex-employees, dummy accounts), upload a company logo to appear at the top of the page, edit message content, and allow other users to access administrative privileges.<sup>2</sup>

### Privacy and Security:

Privacy is fundamental to Yammer. Each company or organization on Yammer lives in a separate Network that assures the privacy of its Members and the User Content posted in that Network. Here's how it works:

- Your Network is defined by your company or organization's email domain. For example, all users who sign up with a "megacorp.com" email address would be part of the megacorp.com network. To join a Network, you must confirm your email address.
- Only the people in your Network can view the Member profiles and feeds.
- Users can require anyone else in their Network to re-confirm their email address at any time to prove they still belong in that Network. You can use this feature to remove former colleagues. Network administrators can also remove a user at any time.
- Yammer's administrative tools do not allow our employees to view messages in a Network. Access to our database is granted only to our technicians on a case-by-case basis to troubleshoot specific technical issues, or as may be required by law. Each such instance is logged.

The security and privacy of customer information is Yammer's top priority. Each company or organization on Yammer lives in a separate network ensuring user privacy. Below are a few highlights:

### Yammer Security Features:

## **Yammer Application Security**

Connecting to Yammer is always done over a secure channel (SSL 3.0/TLS), ensuring that the transmission of data between your computer and Yammer is never compromised. Your data (network) is never accessible via http, and we redirect all http connections to https (SSL/TLS). User passwords stored on our servers are encrypted by a strong salted hash algorithm.

### ***Anti-Virus Security***

Yammer deploys anti-virus software across all vulnerable systems to vigilantly protect against newly discovered threats and malware.

### ***Logical Firewall***

You can restrict access to your Yammer network to a specific IP range, so that Yammer is only accessible at designated physical locations.

### ***Password Policies***

Set password policies for members of your Yammer network that require a specific length and designate the required combination of numbers, letters, and special characters. You may also require that users change their passwords at regular and recurring intervals.

### ***Strong Authentication***

Yammer's authentication protects against "phishing attacks" and any potential compromise of secondary email accounts.

## **Common Security and Privacy Questions:**

### ***Who can see the data?***

Only employees with a verified company email address can access data in that company's Yammer network. Premium Yammer packages include features which provide further control over network access and membership, can issue guest entry, and restrict access to specific IP address ranges (e.g. to require a VPN or on-site connection).

### ***Who owns the data?***

When a company upgrades to one of Yammer's premium packages, it takes ownership of the network's data. In basic Yammer networks, the users, or employees, own the data. Ownership is transferred from the employees to the company when the network is upgraded. Yammer does not own or claim the rights to a network's data at any time.

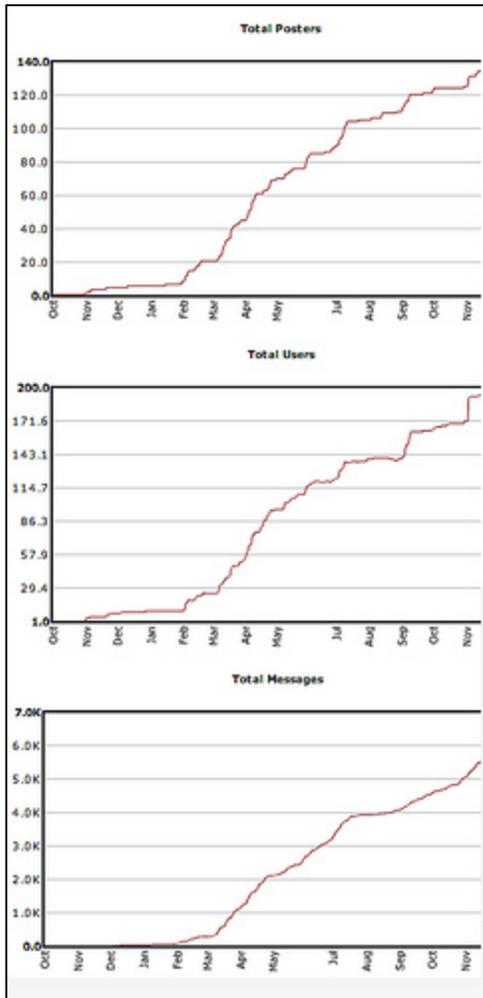
### ***How do I report a suspected security vulnerability?***

Keeping our customers' data secure is our top priority. We encourage responsible reporting of any security vulnerabilities that may be found in our application. To report a suspected security vulnerability, please send an email to [security@yammer-inc.com](mailto:security@yammer-inc.com). Please include full details so the Yammer security team may validate the issue.

## **Who Uses Yammer?**

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Essentially, Yammer is a private network for employees to organize and collaborate on various projects. Signing up with a valid company email address allows for privacy because only those people with similar e-mails can access the company's information and talk to fellow colleagues. All information posted on Yammer is in one central place, making it convenient to recall past conversations or comments.<sup>12</sup> Yammer's simplicity is appealing. Having everything in a small area with a small amount of options keeps things simple and easy to use which allows for effective coordination between users. Even though Yammer is simple to use many large companies such as LG, ebay, PayPal, and Ford utilize Yammer--and the popularity continues to grow! This graph represents Yammer's growth/usage from the end of 2009 into the beginning of 2010 and shows just how much it is expanding.



## From Yammer:

*"More than three million users from companies around the world – including over 80 percent of the Fortune 500 – are leveraging Yammer's enterprise social networking solution to run their businesses."*

### Jobs at Yammer

As an engineer at Yammer, one's job would be to make sure that the latest technology is used in the making of the programs that are incorporated into the Yammer website. Part of working for Yammer also entails that one makes sure that culture is taken into consideration when designing the websites that can be accessed. Yammer wants employees who are intelligent and confident enough to stand up for their ideas and beliefs about what is good for the website. When working for Yammer many gratifying benefits are offered to the employees.

### What is a company e-mail address?

A Yammer network is formed by the company or organization's email domain. This does not include personal accounts through services such as Yahoo, Gmail, or AOL. If you have an email account that is part of a secure network, such as a school email, you can use that to sign up for Yammer. For example, the makers of this page formed Yammer accounts using their Purdue University email addresses. They were automatically placed in the private Purdue network. This can be seen as an advantage for companies and organizations, because they control who has access, but this could also be a disadvantage because it does not allow for collaboration between two companies or organizations.

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## I. History and Development

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Yammer emerged in September of 2008 through a technology competition by the name of TechCrunch50.<sup>10</sup> The competition, the second of its kind, was designed to find Web 2.0 technologies with the most potential for success and showcase them to entrepreneurs, enterprises, and the press. Out of over 1,000 applicants and 52 finalists, Yammer emerged as the forerunner of Web 2.0 technologies. Within a month of the launch of Yammer, over 10,000 companies with nearly 60,000 employees were utilizing Yammer's convenient tools and simple design. Initial companies of note include HP, Xerox, and Cisco.<sup>13</sup>

David Sacks is the main designer of Yammer.com. He is also the former Chief Operating Officer of the successful company, Paypal, and designer of the Web 2.0 site, Geni.com. Yammer's first use was as an organizing tool in designing the Geni.com website. Through this use, it was developed into the form you see today, as a successful Web 2.0 technology. Many Yammer employees have worked for successful software developers including the well-known companies of PayPal and eBay.<sup>13</sup> To contact the administrators with questions and/or comments use the following link <http://forum.yammer.com/>

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## II. How to Get Started:

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- Yammer is able to be utilized by anyone with a business e-mail address.
- First, you need to set up an individual log-in using your [company e-mail address](#).
- Next, a confirmation email is sent to you containing a link to activate your account.
- Once activated, you are then able to set up a personal profile. This can include a picture of yourself and other information.
- Once your account is activated, you can begin to invite other co-workers to join Yammer through their invite application.
- Fellow co-workers are able to set up their own log-in and profile after they sign up.
- As a member, you can add posts and pages to the website about your work.
- As other co-workers sign up to Yammer they are able to send e-mail, add posts, reply to posts, and search topics within the section of your company.
- Conversation is made easy because you are able to reply to posts by using the reply link at the bottom right corner of any message.
- Sorting through conversations is made easy by the search option. You can easily sift through all of the postings to locate the ones that are relevant to your work.
- You can subscribe to get other co-workers updates and this can include receiving updates via your Blackberry, iPhone, or even through text messaging.
- You also are able to set up both private and public groups, allowing you control over who can access your posts and the posts of your fellow co-workers.<sup>3</sup>

This video is adapted from the Yammer Video Tour, which you can access at <http://www.yammer.com/company/tour>. For further information on how to use Yammer visit <http://www.yammer.com/guide/network>

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## III. How to Use Yammer and its Unique Features

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After you get started by creating and opening a Yammer account, there are countless features that allow you to communicate, share, and stay in touch with the people in your network. Below is information that will help you use those features.

Much of this section is from the Yammer 'Help' page and is used with permission from Yammer.com.<sup>3</sup>

## Help Topics:

<a href="#">#Messages</a>
<a href="#">#Following</a>
<a href="#">#Feeds</a>
<a href="#">#Using Replies and Threads</a>
<a href="#">#Attachments</a>
<a href="#">#Tags</a>
<a href="#">#Groups</a>

## Messages

Posting messages to your Yammer network is much like sending an e-mail or instant message, but with a few advantages:

- Anyone in your network who is interested in following you or any tag in the message is able to view it. It is not required to decide ahead of time who may be interested in your message, although you may if you want to.
- The content of the message is searchable by anyone in your network.

"Each message begins with the profile picture and name of the person who posted the message. Messages that are replies to other messages will also link to the message that it is 'in reply to'." <sup>3</sup>

### Posting an Update Message

"To post an update message to Yammer, type your message in the update box and hit the Update button. Alternately, you can also send an update to a subset of your network by posting directly to a Group. To post an update to a Group that you have joined, simply click Group's vertical tab on the Home page, add your message to the update box, and click Update. Your message will instantly appear." <sup>3</sup>

### Addressed Messages

"Use the @ symbol followed by a colleague's user name to address a message to that person. Your colleague's name will link to their profile, and the message will appear in your colleague's Received feed and feeds. This is useful for asking someone in particular a question or including them in a conversation on Yammer.

Notice that after typing the @ symbol, a list of other users in your network appears. You can select the name you want from the list using the mouse, scroll up and down the list using the arrow keys, hit return to select the highlighted name, or keep typing to narrow down the list.

The auto-suggest list is particularly useful if you don't know your colleague's unique username, determined by their work email address, but know their name." <sup>3</sup>

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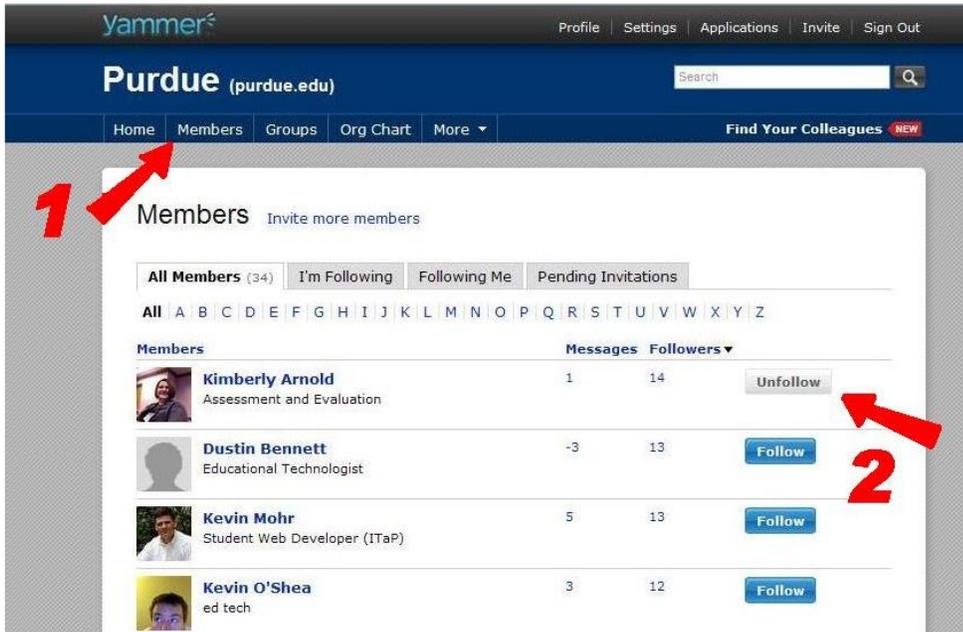
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## Following

"Following the people, tags, and groups that you find most interesting is the key to getting the most out of Yammer. Your Following feed will include messages from the people, groups, and tags you follow, giving you the information when you need it."

### Following People

"When you follow someone in your network, any messages they post that you have permission to view will automatically appear in your My Feed." You can choose to follow colleagues who are working on the same projects you are or colleagues who are working on interesting initiatives and sharing helpful links. <sup>3</sup>



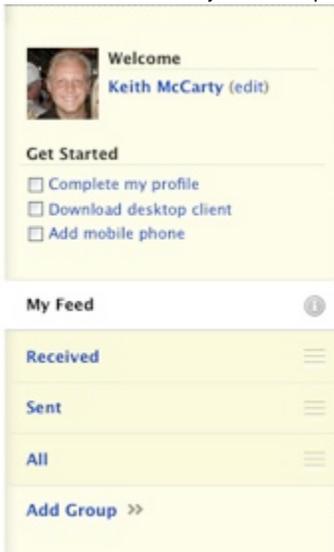
To follow a colleague, click on their name or picture to reach their profile. Then use the blue 'Follow' button to the right of their name to follow them. You can also use the members directory by clicking the 'Members' tab. This allows you to quickly find and follow many members of your network.<sup>3</sup>

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## Feeds

There are four pre-defined feeds that allow you to view certain types of messages. You can reorder them by clicking and dragging them up or down in the column on your home page, as seen below.<sup>3</sup>



## My Feed

This feed is useful for anyone who is a member of a large network because it can be customized to include information that is most significant to the user. It includes only messages by the people and tags you choose to follow, or the groups you are a part of. "You can choose to receive or not receive all messages not posted to groups by checking or unchecking the Follow Everyone check box on the My Feed page."<sup>3</sup>

## Received

This feed shows any replies to your messages or any message addressed to you.<sup>3</sup>

## Sent

This feed displays the messages you have posted.<sup>3</sup>

## All

This feed shows any messages posted by members of your network; however this does not display messages sent to private groups.<sup>3</sup>

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## Using Replies and Threads

There are two ways to post a reply:

- "Use the reply link at the bottom right of any message to add a reply. Type your reply in the reply box and hit the Reply button. "
- "You can also post a reply right in the Update box by starting your message with 're:' followed by a person's name. "<sup>3</sup>

In both instances your reply will result in the creation of a thread or add to an existing thread.

To view a Thread the words 'in reply to' will turn green. If you then click on 'in reply to' the original message and the replied message will show as a thread. The original message will be in blue and the replied message will be in green.

To make a threaded view on your feed. "Select 'threaded view' to view messages as threads right in your feed. In threaded view, any message that has replies will show a disclosure triangle, the number of replies, and the people who have posted to the thread."<sup>3</sup>

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## Attachments

"Sharing Files or Images with your co-workers is as easy as attaching them to your message."<sup>3</sup>

### Attaching Files and Images

"Attach a file or image directly to your message by clicking the 'Attach file' link beneath the update form. This will prompt you to select the file or image you would like to attach with your message. You can attach as many files or images as you would like. After posting, the attachment will appear within your message and in the appropriate File or Link Directory."<sup>3</sup>

### Image

"If the attachment is an Image (jpg, png, gif) it will appear as a thumbnail within the message. Clicking the image thumbnail will direct you to the image page where you can view the full size image and the discussion thread that is associated with the image."<sup>3</sup>

### Other Files

"If the attachment is a File (ppt, pdf, doc, xls, flv, etc.) it will appear as a link within the message. Clicking the link will prompt you to download the file."<sup>3</sup>

### Image and File Directory

To find files and images in their respective directories, click on the 'Images' or 'Files' link under the 'More' menu.<sup>3</sup>

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## Tags

"A tag is a keyword added to an message that helps others determine whether your message may be relevant to them."<sup>3</sup>

To make a tag, you take the word that most describes the topic of your message and put a # sign in front of it. Then anyone who is interested in that topic will automatically see your message by following that tag. By the same way, you can add to a topic of a tag by the same process of adding a # sign before the word.

"For example, posting the message 'Fixing a #bug in the code' will associate the message with the topic 'bug'. "<sup>3</sup>

When you tag a word, the word turns blue, and you can click on it. When you do this, it will bring you to a page where all the messages about the

tag are posted. This page also shows all associated links, messages, and other important information about the tag.

The Tag directory is under the more menu at the top of your page. This page displays all the tags in your network.

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## Groups

"Yammer Groups enable you to group related network messages, members, tags, and links in a single feed. As a start, mirroring your company's department structure with Yammer Groups is recommended."<sup>3</sup>

There are two types of groups: public and private. In public groups, anyone in your network is able to join and is allowed to see messages. In the private groups, only those who are invited may join.

To join a group, all you have to do is click on the blue *join* button on the group site. Then all the messages posted to the group will be shown on your feed.

To create a group you click on the 'Groups' tab then click on the blue 'create new group' text. Then you choose a name and preferences like public or private. You can add pictures and a description. Finally you can invite members to your group.<sup>3</sup>

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## IV. Yammer's Relation to Other Applications

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### Yammer and Twitter

Yammer is often characterized as being "Twitter with a business plan". This can prove to be pretty true because the general format of the websites are the same and they are both networks. The main difference is that Yammer is highly geared towards businesses and has many different things to help with that. I think Yammer's relation to other applications is best described and characterized by Keith McCarty of the Yammer company when he told our group, ""We often say Twitter = External Communication; Yammer = Internal Communication, when explaining this to companies. Yammer is different than Facebook because of the following vs friend model. Yammer does not require reciprocal acceptance that Facebook does with their friend model. That's why Yammer and Twitter are referred to as a microblogs (anybody can read a blog; no friend acceptance required). You may have noticed Facebook moving more towards a Yammer/Twitter style where they are focusing on the most active part of their site, status updates. With Yammer, everything revolves around the message or update itself. You can attach images or files to messages. You add links, tags, or address people within the messages. By doing this, the site becomes very easy to use and the content also becomes very easy to search, utilizing the simple text search. This search functionality creates a knowledgebase of previously answered questions and discussions to be searched for by other employees, thus reducing the number of redundant questions asked."

### Yammer and Facebook

Yammer was compared to Facebook when it originally launched in late 2008 because both are social networks that connect people and they also had the same layout. Although both are similar, Facebook is used to connect friends for personal or business use while Yammer is utilized for business use. With both Yammer and Facebook you need a valid email address and both allow you to have event & activity interest, file sharing, groups, instant messaging, private network, and real-time updates from other users.

### Yammer's Use With Other Media Applications

Yammer's ability to extend far beyond the website is astounding and a very useful feature of this Web2.0 Technology. Yammer has the ability to work within the computer and outside of it, making company communication far easier and more efficient.



Many similarities have been noted between the popular Twitter social networking program and Yammer. Yammer prides itself on being like those networks, but for businesses and working on projects from distances that do not allow partners to work together in close proximity. Yammer allows you to synchronize your social networks together and receive feeds from all of them with the use of its ping.fm application. This application allows users to receive all of their posts in one cohesive program, a very useful tool for organizing your different networks without ever even having to visit the webpages. Also, ping.fm allows you to receive the posts in different formats. For example, you can receive all of your threads and feeds through SMS texting, through your iPhone, or through your Blackberry. This program is very useful because it allows you to organize all of your networks through the use of both your computer and your phone.<sup>5</sup>

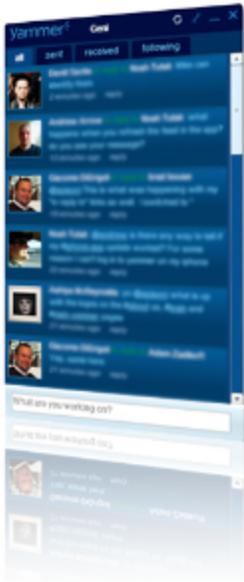


An application that many of our team members have set up is the SMS text option. This application is available to anyone with a cellular telephone with a texting option in their plan. This option allows co-workers within a group and company to receive posts on their Yammer pages anytime, through their cell phone. First hand our group has seen how efficient this makes communication because you can always carry the project with you. It is nice because you can reply to the SMS text message and it appears on Yammer as a post from the user.<sup>5</sup>

Now, not only can you receive instant messages, but you can also download an app if you have an iPhone, iPad, Blackberry, Windows phone, or an Android. These apps are easily downloaded from any app store located on these phones. These apps make it easier to access Yammer and keep in touch with the networks one is connected to.

Another computer application that has proven to be very useful is Yammer's desktop application. This application allows you to receive threads and posts from your Yammer account all on your desktop. The application sits on your desktop and retrieves your information from your Yammer account and brings it up on your desktop. You can view, reply to, and post messages with this program without even visiting the website!<sup>5</sup>

In today's corporate business world, being able to have your company at your fingertips is essential. Often, you may need to find information or let people within your company know about something without having to call them. Many times, this urgency may come at a time when you are without the use of a computer. Yammer has developed the iPhone and Blackberry applications just for this purpose. With these applications, the threads from your Yammer account show up on your phone in a linear fashion complete with the poster's name, picture, their post, and other information. This application allows co-workers to take their business on the road with them or even to their home.



Follow this link to see what official and third party applications currently work with Yammer <https://www.yammer.com/company/applications>

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## V. Real World Application

### V.1 Yammer in Educational settings

Although Yammer is mainly used for businesses, teachers can also incorporate Yammer into their lesson plans for their classes. The privacy of Yammer allows teachers to communicate with students without outside visitors adding or reading comments.<sup>18</sup> Using this program allows teachers to communicate with students outside of the classroom. Teachers can answer students questions in the evenings or on weekends. Users on Yammer can also create groups, which would allow teachers to create groups for the different classes or subjects they teach to help students stay organized for class.<sup>18</sup> They can also create groups for students working on group projects, allowing students the ability to discuss different roles they have in a project and to discuss what else needs to be done without scheduling a meeting outside the classroom. The age limit to register on Yammer to set up an account is 13 years old, therefore there are no applications and lesson plans listed for Elementary Education levels and for children under 13, a parent or guardian would be required to set up an account for the child. This does not limit elementary teachers from creating a group with other elementary teachers in which to discuss lesson plans and other topics in general on Yammer. However, there are many opportunities to use Yammer in the classroom in the upper levels! Below are some specific examples.

#### Lesson Plans for Intermediate Levels:

##### Writing from Experience Lesson Plan

###### Grade 7

Overview: This activity allows students to brainstorm ideas in preparation for writing an essay.

Objective: Once the students brainstorm about autobiographical experiences, they will have to write an expressive essay.

["Writing from Experience" .doc](#)

["Writing from Experience" .pdf](#)

##### Food Web Lesson Plan (S.T.E.M)

###### Grade 6

Overview: Students will learn about the eating habits of forest animals.

Objective: After the students have completed their research on the eating habits of forest animals, they will create a Food Web consisting of 5 different animals.

["Food Web" .doc](#)

["Food Web" .pdf](#)

##### Caterpillar Field Reports Lesson Plan (S.T.E.M.)

###### Grade 8

Overview: Students will learn about the Costa Rican caterpillar and its role in an endangered ecosystem.

Objective: After completing the readings from the [Costa Rican Caterpillar Field Report](#) pages, students will be able to build their own caterpillar that is suited to its particular environment as well as complete five essay questions over the material covered.

["Caterpillar Field Reports" .doc](#)

["Caterpillar Field Reports" .pdf](#)

##### Little Business People

###### Grade K-3

Overview: Students create a business and communicate with one another as businesses do today.

Objective: Students will have a given business where they need to communicate with one another using a website called Yammer with parental help.

[Little Business People.docx](#)

[Little Business People.pdf](#)

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### [Lesson Plans for Secondary Levels:](#)

**Building Your Repertoire** Overview: This is an ongoing project to help students build up their repertoire of songs they are able to play. The project is ongoing throughout the semester. Objectives: By the end of the semester, students should have a list of songs (between 15-25) that they can play by memory, and perform on the spot if prompted to do so. [Building Your Repertoire.doc](#)[Building Your Repertoire.pdf](#)

#### **Mock U.N. Lesson Plan**

Overview: Historically, it has been noted that WWI erupted after the assassination of Archduke Franz Ferdinand (heir apparent to the Austro-Hungarian throne) in Sarajevo on June 28, 1914. However, historians continue to debate other underlying causes, including changing political and economic situations in major European nations, the Industrial Revolution, and social turmoil. Whatever the cause, The World War of 1914-18 - The Great War, as contemporaries called it, was the first man-made catastrophe of the 20th century. In this lesson, students will examine the events and people that led the world toward global war.

Objective: As a result of completing these activities, students will:

- Investigate and document the main causes of WWI.
- Describe the factors contributing to the war's stalemate.
- Assess and reshape events and decisions key to the start and continuation of WWI.

["Mock U.N. Lesson Plan" .doc](#)

["Mock U.N. Lesson Plan" .pdf](#)

#### **Mock English Lesson Plan for Secondary Education**

[Yammer away.docx](#)

[Yammer away.pdf](#)

#### **Getting to Know Everyone Lesson**

Overview: Students create tri-fold brochures about themselves and present them to the class. Students review and share tips and strategies for success in high school. Students will post their brochures on Yammer, so the class will be able to take a closer look.

Objective: Students will:

- Brainstorm ideas about the column topics of the brochure: their past, present, future, and the type of person they will always be.
- Use the computer lab to create brochures enhanced with clip art or photos.
- Share their brochures with the class as a getting-to-know-you activity.
- Choose cooperative work groups to review a selected school success strategy.
- Make an overhead transparency of their advice for success.
- Share the tips for success with the class.

["Getting to Know Everyone" .doc](#)

["Getting to Know Everyone" .pdf](#)

#### **Reading Groups Assignment**

Overview: During this time, students will complete assessments that give much data about strengths and weaknesses in their reading and writing skills. This allows me to determine common needs and effectively group students for instruction.

Objective: Students will:

- Take the computerized assessment [Scholastic Reading Inventory \(SRI\)](#).
- Write a narrative about a memory in their writing folders.

["Reading Group Assignments" .doc](#)

["Reading Group Assignments" .pdf](#)

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## Lesson Plans for a Post-secondary Levels:

### **Breathe In, Breathe Out (S.T.E.M.)**

Overview: This is a laboratory science experiment that helps a learner to visually see photosynthesis and respiration in action.

Objective: Given a paper and pencil, a student should be able to answer the evaluation questions about Breathe in, Breathe out with 80% accuracy.

"Breathe In, Breathe Out" .doc

"Breathe In, Breathe Out" .pdf

### **The Human Genome Project (S.T.E.M.)**

Objective: Given a computer with internet access, a student will be able to research information about The Human Genome Project and discuss their findings on Yammer and achieve two points on the three point grading scale.

"The Human Genome Project" .doc

"The Human Genome Project" .pdf

### **Exploring Nuisances in Languages of Different Regions: Spanish Humor**

Overview: The purpose of this activity is for a student to be able to conduct research on a foreign language using internet resources and discuss their findings.

Objective: Given a handout with instructions, a student will be able to complete research on a Spanish speaking country or region on the internet and then post their findings on a Web 2.0 technology while meeting the requirements of the two point evaluation.

"Exploring Nuisances in Languages of Different Regions" .doc

"Exploring Nuisances in Languages of Different Regions" .pdf

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## V.2 Yammer in Business Settings

Any international organization is susceptible to the new international trend and challenges, such as the global economy becoming a smaller international community and changes in technology which bring security concerns. Many of these organizations have Incorporated a variety of 2.0 technologies to help combat some of these developing issues. Out of these, 'Yammer' was found to be both secure and easy to use. Internationally diverse companies acknowledge that best practice is to use face-to-face interaction with employees. However, this is not always possible due to international time and distance constraints. Yammer can enable staff to communicate using a secure and safe platform across international time lines and distances around the world. As a result, Yammer can act as a conduit for information and ideas that will help international competitive organisations to meet growing market expectations. Yammer was created with businesses in mind. Below are some practical applications for using Yammer in a business setting.

While even the free version of Yammer is great for a business, the silver and gold memberships give users additional advantages and tools, for more information on what is included and the prices of these memberships, visit the pricing page at the following link <https://www.yammer.com/about/pricing>

## Business Plans:

### **New Employee Induction: Our Company- Our Employees!**

Overview: Our company is a Web design and development company. Today is the first day of induction for a new junior employee. Part of the induction process is to enable the new employee to explore other team member's roles in order to gain a better understanding of the different aspects of work the company delivers.

Of course the best way to do this is face-to-face; however, as an International company this is not entirely possible. The new employee will be introduced to the company communication tool 'Yammer' which will enable them to communicate with employees from offices in other parts of the world.

Objectives:

The new employee will:

1. Meet with and be introduced to those staff present within the office at morning tea.
2. Introduce themselves to other members of staff, explaining a little bit about their background: who they are, where they are from, what their previous role has been, what is their experience is etc.
3. Observe and practice how to use basic office equipment such as phone, fax, photocopier and computer.
4. Log onto their computer using their company user name and password.
5. Observe how to use the office communication tool 'Yammer'.
6. Set up a Yammer log-in to allow exploration of what other staff members are involved in within the organization.
7. Explore Yammer posts, posting questions about staff roles and responding to posts where appropriate.

["New Employee Induction" .doc](#)

["New Employee Induction" .pdf](#)

## **Policies and Procedures**

Overview: As a major player in the Human Resources sector we are always keen to ensure that we operate to the highest standards and ethics in order to remain competitive in the market place.

We would like to consider the implementation of an environmental policy as we know this is of great importance to our customers, staff and the world in general. Our aim is to work towards our organization become carbon neutral over the next 5 years.

Objective: To explore the possibility of implementing an environmental policy within the next 5 years which will enable our organization to become virtually carbon neutral.

["Policies and Procedures" .doc](#)

["Policies and Procedures" .pdf](#)

## **Communication is Key!**

Overview: We are a National agency whose role is supporting young people to explore their career pathways and make an effective transition through school and from school into further education, training or employment. Due to the changing face of the current labour market it is imperative that as an organization we keep ourselves up-to-date with the latest developments which may affect job seekers. Generation Y are particularly transient in nature and to provide them with appropriate levels of support we must position ourselves to be able to access relevant information such as skills shortages, job vacancies, and salary rates from across the Globe.

Successful communication is a key factor in ensuring we are able to achieve these aims and objectives. It is therefore critical that as an organization we are open to utilizing a variety of communication tools, and helping our staff, trainees and shareholders feel comfortable with using these methods. Our organization believes that young people are the key to the future survival of our business and as such we employ them in a variety of school based traineeships within our company. As part of their training program they attend a communication skills training session with a local training provider. Additionally, they will receive in house training on the way our company utilizes communication tools such as Yammer.

Objective: To introduce all new trainees/ employees to the communication tool Yammer.

["Communication is Key" .doc](#)

["Communication is Key" .pdf](#)

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## **V.3. Thoughts on Yammer**

These testimonies and more can be found [here](#).

## **Susan Gautsch**



Director of e-learning, Graziadio School of Business

"We conducted a thorough evaluation of the best collaboration tools and Yammer made the most sense. Simply put, it's been an exceptional tool for connecting students, faculty and staff."

## Srinivas Koushik



Chief Technology Officer, Nationwide

"Nationwide's Yammer site grew to over 8500 associates and agents in under 10 months and more importantly, it got more than 40% of the company's top leadership into the Nationwide Social Network."

## Tobias Klauder



VP of Global Information Technology, Razorfish

"Yammer makes communication faster, easier, and more relevant to each person – not to mention that it's been a breeze from an IT standpoint."

## VI. Exploring Yammer's Educational Value

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Like many other Web 2.0 technologies, Yammer is being considered for its potential value to education.

- Dr. Alec Couros is a professor of educational technology and media at the Faculty of Education, University of Regina, who has considered the educational uses of various networking tools. His website is a collection of personal posts related to teaching and learning, among other things. Visit this link to see his post about Yammer. <http://educationaltechnology.ca/couros/tag/yammer>
- On Thursday, February 5, 2009, New Mexico State University hosted a Webinar about microblogging tools and their relation to education. Follow this link to view a recording of the webinar. [https://admin.na3.acrobat.com/\\_a769301336/p48676349/](https://admin.na3.acrobat.com/_a769301336/p48676349/)

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## VII. Yammer Outside of the U.S.

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### Yammer as an International Business Communication Tool

As a micro-blogging and networking tool, Yammer provides international opportunities for businesses and institutions which share common e-mail domains. As companies around the world continue to globalize their operations, the ability of personnel to be able to communicate quickly and reliably is central to business success. Yammer allows employees in different locations around the world to instantaneously exchange ideas, problem solve, keep informed of current events and draw on the global experience of colleagues. One of the greatest challenges that international companies encounter is overcoming communication barriers between operational localities. Technology has increasingly provided numerous applications which have been invaluable in meeting the challenge. The ability to further reduce communication barriers through the use of a networking tool such as Yammer will assist in drawing companies closer together despite the geographical separation of branches or subsidiary organizations.

## International Access to Technology and Infrastructure which supports Yammer

The ability of Yammer to be utilized internationally as an effective business tool is dependent upon access to internet coverage and its reliability. For example, within Australia, a country which rates itself highly in terms of offering cutting edge technology and access to communications technology, internet coverage via ADSL cable and wireless connections varies greatly between urban and rural communities from good coverage to no coverage at all. Most urban and larger regional communities within Australia are able to access the reliable ADSL cable network for internet connection while other regions are restricted to the wireless 'Next G' network. The 'Next G' network provides coverage for mobile phone (cell phone) and internet customers through a secure wireless network. However, this network is still being developed to provide accessible and uninterrupted coverage. Telstra, the largest telecommunications provider within Australia, claims that its Next G network offers the best scope of third generation mobile coverage in Australia through coverage of more than 1.9 million square kilometers. The provider further claims that its mobile broadband network provides access to 99 per cent of Australians, located both in urban and rural communities.<sup>15</sup>

For other countries that do not have operational communication technology and infrastructure in place or are unable to finance its development, communication tools like Yammer are ineffective. This inequality significantly impacts their ability to interact on the international stage. Countries within Africa, some areas of Asia, and the Pacific Islands will be unable to participate and keep abreast of technological and corporate changes resulting in the possible loss of trade and business opportunities.

## Yammer in an International Education/Training Context

Within an international context Yammer could be included as an educational tool in e-learning and external educational programs. As educational institutions become more accessible to international students, tools such as Yammer provide educators and students with the ability to transmit information quickly and securely from around the globe. Yammer provides opportunities for teachers to post course requirements and information to students and initiate and maintain discussions within a course group. As a training tool, Yammer provides international companies with a method of delivering training to staff who are remotely located or unable to attend more traditional forms of training. It allows up to the minute information to be presented and immediate responses to be given. Further, Yammer provides a way of delivering training to large numbers of employees through an inexpensive means.

Networking tools like Yammer have only recently made international media headlines, although awareness of this forum of communication is rapidly increasing. Due to the newness of this emergence, the positives and negatives of this corporate communication are yet to be fully determined. However, the advantage of instantaneous networking and correspondence will seemingly decrease the 'geographical' distance between nations embracing a more collective corporate ethos.

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The makers of this page would like to thank Yammer for their help and cooperation.