

# Index

## A

Application management  
support (AMS), 19  
Augment features, 257–258

## B

Business agility, 55–56  
Business gaming zone, 258  
Business value  
behavior framework  
Broadcasters, 159  
catalysts, 159  
ESN, 157–158  
Givers, Takers, and  
Matchers, 158–159  
collaboration networks  
behavior framework, 158, 160  
job fulfillment, 155–156  
online behavioral  
personas, 161–162  
sentiment analysis, 160  
social networking, 153–155  
Swoop Analytics Global  
Benchmark Report 2017,  
151–153  
network matures, 145–146

quantitative and qualitative  
measures, 147–149  
three-solution structure,  
144–145

## C

Campaigns  
adding users, 79  
43 awesome ways to  
use Yammer, 94  
benefits  
#benefit, 93  
flexibility, 92–93  
involvement, 91  
platform, 89–90  
power, 92  
reach, 91  
conclude with thanks, 88–89  
group creation, 77  
group of people, 82  
hash topic, creation, 77  
ideas, go viral, 82–83  
ideas, proper launch, 80–81  
innovative to engage people, 82  
internal communications  
team members, 75

## INDEX

### Campaigns (*cont.*)

- internal marketing and
  - communications teams, 72
- like and share conversation, 78
- objectives and message, 75
- one-week campaigns, 73–74
- promoting, 72
- publish conversation/
  - announcement, 78
- reach and user participation, 73
- remain engaged, 81
- upload attachments, 79
- use of @mention, 80
- uses, 105–106
- YamChats, 74–75
- Yammer champion, 75
- Yammer network event, 84
- Yammer posters, 74
- Yammer Town Hall, 87

### Collaboration, 3

- project team and customer, 222

### Community-based engagement, 47

### Community exchange, 19

### Community manager, 262

#### actions

##### active directory

- synchronization, 34

##### building user

- engagement, 34

##### groups, creation, 35

- respond to user posts, 34

#### challenging, 26

#### collaborative, 31

#### definition, 25

### finding solutions, 25

#### group creation

##### educate people to not share

- copyrighted content, 38–39

##### educate user community, 36

##### leadership engagement, 40

##### new user checklist, 41–42

##### promotional ideas, 42

##### publish to build and sustain

- engagement, 43–45

##### information and awareness, 26

##### job description, 27, 30

##### principles, 31–32

##### rollout and moderation, 28–30

### Community model, 48–49

### Creativity tool, 257–258

## D

### Data privacy, 232, 236

### Data security, 247

### Digital transformation

#### business, 188

#### definition, 187

#### digital, definition, 189

#### digital workforce

- (*see* Digital workplace)

#### distribution list

- benefits, 193–199

- zero-email strategy, 192–193

#### employee, 188

#### framework, 190–191

#### IT modernization, 189

#### strategy, 190

Digital workplace  
 Office 365 adoption  
   champions, 208  
   communicate the change, 207  
   communities of  
     practices, 206–207  
   education, 209  
   social support, 207  
 project team  
   journey without  
     Yammer, 200–202  
   journey with  
     Yammer, 203–205  
 Dilbert cartoon images, 261

## E

Email, 251–252  
   distribution lists, 192  
   notifications  
     control, 246  
     feature, 243  
     group message, 245  
     primary method, 243  
     private message, 245  
     update posting, 245  
     users, 244  
 Employee engagement, 54  
 ENGAGE framework  
   add business value, 117  
   evolution, 118  
   explore your business, 112–113  
   gauge success, 118

  get sponsorship from  
     management, 116  
     navigate implementation, 113  
 Enterprise social  
   networks (ESN), 158  
 European Union General Data  
   Protection Regulation  
   (EU GDPR), 248  
 External collaboration  
   benefits, 212  
   external groups  
     creation, 218  
     description, 213  
     manage, 218  
   external networks  
     (*see* External networks)  
   ways to maximize, 238  
 External groups  
   creation, 218  
   description, 213  
   feature, 214  
   manage, 215–216, 218  
 External networks  
   building, tips, 225–227  
   creation, 214–215  
   description, 213  
   uses, 214

## F

Facebook, 52, 71  
 Face-to-face  
   collaboration, 252–254

## INDEX

### G

- Gaming zone, 258
- General Data Protection
  - Regulation (GDPR), 124
- German Workers Council, 250–251
- Givers, Takers, and Matchers
  - behaviors, 158–159
- Group Insights
  - active people summary, 165
  - community manager, 163, 165
  - downloading report, 166, 168
  - posted, read, and
    - liked messages, 165
  - view, 163
- Group landscape, list of, 254–256
- Group list, 254–256

### H

- Hierarchical-based
  - engagement, 48
- Hierarchy model, 49–51

### I, J

- Information Security Data Privacy
  - accountability, 247
  - data security, 247
  - and German Workers
    - Council, 250–251
  - ISO27001 standard, 248
  - personal data, 247–248
  - Yammer Usage Policy, 249–250

- Instagram, 71
- Intellectual property
  - (IP), 232, 259, 261
- Intellectual property
  - rights (IPRs), 228, 235, 260
- Internet of Things (IoT), 187
- Intranets, 179
- ISO27001 standard, 248

### K

- Knowledge Management (KM),
  - 171, 255
- Knowledge sharing *vs.*
  - social media, 172–173

### L

- LinkedIn, 52, 71

### M

- Microsoft Cognitive Services, 160

### N

- Network engagements
  - business agility, 55–56
  - challenges
    - analytics, 63
    - business, 61
    - content, 60
    - culture, 59
    - engagement, 59

- expectations, 63
    - leadership, 61
    - people, 60
    - process, 62
    - technical, 62
  - community manager, 57
  - companies leveraging, 58
  - employee engagement, 54
  - social business, 53–54
  - social media platforms, 52–53
  - team collaboration, 55
  - YamChat (*see* YamChat)
  - YamJam (*see* YamJam)
- O**
- Office 365 adoption, 209
  - OneDrive, 222–223
  - Online behavioral
    - personas, 161–162
  - Organizational engagement, 53
- P**
- Personal data, 247–248
  - Personas, 157
  - Platform as a Service (PaaS), 124
  - Private message, 251–252
  - Process facilitates collaboration, 6
- Q**
- Qualitative measures, 148–150
  - Quantitative measures, 147–148
- R**
- Risk-management process, 247
- S**
- Sentiment analysis, 161–162
  - SharePoint Online, 224
  - Skype for Business, 222, 224
  - Social collaboration
    - advantages, 11
    - definition, 8
    - enterprise, 22–23
    - examples, 8
    - face-to-face, 9–11
    - fundamentals, 9
    - technologies, 11
  - Social enterprise, departments
    - delivery, 120–121
    - executives, 119–120
    - finance, 123
    - HR, 122
    - IT, 123
    - legal, 124
    - marketing and
      - communication, 121
      - research and development, 122
      - sales, 120
  - Social knowledge management
    - branding ideas for KM, 177
    - business benefits, 178
    - definition, 173
    - internal communications,
      - integrating

## INDEX

Social knowledge  
    management (*cont.*)  
    encourage employee  
        engagement, 182–183  
    leveraging, 181  
    run internal campaigns, 182  
intranets, 179  
knowledge-sharing culture,  
    creation, 177  
leverage, 175  
reusing existing knowledge  
    assets, 176  
sharing knowledge, 176  
strategy, 174  
Yammer Share button, 180  
Social media, 241–242  
    channels, 18  
    communities exchange  
        accomplishments, 21  
        AMS organization, 20  
        reward system, 20  
    computer-based  
        technology, 13  
    definition, 18  
    evolution, 18  
    features, 13  
    objectives, technology  
        networks, 19  
    platforms, 14–17, 76  
    statistics, 16  
    TechnoWeb 2.0, 19  
    users report, 53  
Social networking, 153–155

Software as a Service (SaaS),  
    22, 124, 242  
Swoop Analytics Global  
    Benchmark Report 2017,  
    151–153

## T

Team collaboration, 55  
Team of champions  
    announcements and posts, 140  
    change-management  
        challenges, 141  
    C-Suite Social, 138  
    enthusiasm, 137  
    executive engagement, 139–140  
    traditional communications  
        channels, 137  
TechnoWeb 2.0, 19  
Three-solution structure, 144–145  
Twitter, 52, 71

## U

Usage Policy, Yammer  
    behave in an appropriate  
        way, 233  
    data privacy, 236  
    intellectual property rights, 235  
    laws and regulations, 235  
    personal responsibility, 233  
    respect confidentiality, 234  
    think before you post, 232

**V**

Video collaboration, 253–254

Vision statements, 110

**W, X**

Workforce, knowledge  
needs, 171

**Y**

YamChat, 74

- benefits, 68
- examples, 67
- guidelines, 66
- prerequisites, 68
- purpose of, 66
- vs.* YamJams, 67

YamJam

- benefits, 68
- example, 65
- guidelines, 64
- prerequisites, 68
- purpose of, 64

Yammer

- etiquette, 236
- external network, 213
- network events, 84–85
- REST API, 184
- steering committee, role within  
rollout team
  - business owner, 128
  - communication lead, 134–135
  - community manager, 129
  - education lead, 133–134
  - executive leader, 130
  - group leaders, 131–132
  - HR manager, 135–136
  - power users, 132–133
  - project manager, 127
  - technical specialist, 136–137

Yammer technical account  
manager (TAM), 32

Yammer Town Hall, 87

**Z**

Zero-email strategy, 192–193