



Yammer Lifecycle

Phase	Lifecycle Details	
Discovery	What	Yammer is an online community forum and internal communications platform, basically an internal Facebook or LinkedIn, where you can create groups of like-minded individuals and share updates, ask questions, provide answers and keep in contact with people in your organization with whom you otherwise may not interact. Yammer is less about day-to-day teamwork and more about information sharing and community building.
	Who	Anyone with a verified email address from University of Scranton can join, participate in and create content or Yammer communities.
	Where	Yammer content can only be created within the Yammer online community.
	When	Often compared to Teams, Yammer is generally used as a gathering place that allows people to join groups that are important or interesting to them.
	Why	Yammer is an excellent tool for enterprise-wide open and transparent communications such as announcements, updates, requests for feedback, etc.
	How	In a web browser, select Yammer from the Microsoft App Launcher or install the Yammer app on your mobile device.
Create	<p>Prior to creating a Yammer community, individuals should consider the following.</p> <ul style="list-style-type: none"> • Can you identify and articulate the purpose of the community? • Can you identify a target audience for the community? • If the community is central to your work or the work of your department, should the creation of this community be a collaborative endeavor within your department? • Have you confirmed a social media page intended to serve the same purpose does not already exist on another social media platform? • Have you reviewed the Office of Public Relation's guidance for Social Media Best Practices? <p>Permissions are determined during community creation and should be considered carefully.</p> <ul style="list-style-type: none"> • Internal Group <ul style="list-style-type: none"> Public access Private access • External Group <ul style="list-style-type: none"> Approved members from other networks and anyone in this network Only group members 	
Active	Application	Web based only; visit portal.office.com or launch the Yammer app from your mobile device.
	Resources	Yammer Resource Center
	Features	Yammer community and content creators can stay abreast of feature updates and deprecation by following the Yammer Tech Community and Yammer Roadmap .
	Security	Yammer is governed by a number of acceptable use and security policies available on Information Technology's website .



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Retire	<p>Infrastructure Systems will conduct annual reviews in July of all Yammer communities. A Yammer community will be considered inactive when:</p> <ul style="list-style-type: none">• No posts have been made to a community within 12 months <p>or</p> <ul style="list-style-type: none">• There are no administrators of the community and new administrators cannot be identified within the current membership of the community. <p>Administrators may request a community be retired at any time.</p>
Dispose	<p>When a community is deemed inactive or an administrator submits a request to retire the community, the community will be deleted. Data will not be exported from the community.</p>