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>> good afternoon, everyone, this is a Lisa Nelson, with GSA excellence in visual government. We are thrilled to have so many people that could be with us this afternoon. Today's webinar is to learn about how to share knowledge safely and internally within your organizations with Yammer. We are fortunate today to have several presenters using the tool extensively. First we have someone from Yammer which is wonderful, Ganesh Kumaraswamy who is a principal customer service -- works with large enterprise to deploy and manage their enterprise social networking program. Lindsey Hitchcock, a senior consultant in Deloitte federal practice. She has been working with homeland security and the Department of Defense. In addition, she is with Deloitte government lab and she is a fellow with social enterprise software with Yammer. She can talk extensively about using Yammer on a very wide large-scale. We all are also fortunate to have two presenters today that include Nicole Callahan and Susan Thares from the Department of Education. The Department of Education, there office of Federal student aid highlighted Yammer, small group -- now they went viral and now part of -- they are going to ask them a speak with their experience. Nicole is a new media analyst at the Department of Education office of Federal student aid where she manages the staff at twitter account to create new media content and policy and engages online customer listening. Season also at the Department ment of Education she is the social media adviser, for this Federal student aid where she plans and execute social media strategy. Suzanne is a manager for the the federal student aid media team and works across the agency and with outside stakeholders to create better customer experience. In addition just as a reminder, if you are having any technical difficulties please, contact the number and in the box and we also have a twitter #at -- and contribute to the discussion. With that, I will turn it back over to Ganesh and Lynn C.

>> Hi, everyone. I am pleased to be with you today. I am Ganesh, I am working with Yammer I am the principal customer success. with that, Lindsey could you go to the next slide. What we feel at Yammer, we are the biggest communication revolution at of our time. Those of you are familiar with social networking, some of the graphs presented on the slide may pertain to you. With social networking, every 20 years, we feel. It's a new form of communication that takes over at the mainstream and for the last 20 years or 10 years, it has been e-mail. More and more and we are seeing that messages people are using is surpassing e-mail in volume. In 2009, social networking over to e-mail in terms of total number of users using it and in the middle of 2011, people are spending more time on essential social network than an intranet and Internet portals. This is in the enterprise today. Happening. You will notice Facebook for example, has almost hit a billion users. There's a billion tweaked every four days on twitter. Social networking now is huge and mobile. We know that going to Forster, 41% of work folk workforce is mobile and 60 million tablets and 175 million smart phones and the workplace. This is a trend that usually starts off in people's personal lives with the prevalence of messages and Facebook and twitter and comes into the corporate lives for work lives after that. The trend you are seeing in the last couple years and people socialize and personal side will start to enter the enterprise and we are seeing that. That leads me to my next slide on what Yammer is. We are the enterprise social network. Will we do is we provide a private and secure social network for the employees of a company to collaborate. We allow corporations and organizations to set up private social networking spaces. When they can set up groups that correspond with the department and to their geographical areas and allow them to connect employees across different geographical boundaries, across departmental and across rules. And breakdown the silos across the departments. Using the social network in the enterprise. As you can see from the image on the slide, the interface for the social network is very familiar for your employees. People see it and understand how they use it and able to jump in because it mirrors the kind of interaction that they are already doing on their personal lives, on Facebook, and on twitter. Social networking, it is already an enterprise today people are using twitter, or Facebook at work if they are allowed to do so in

addition to using them in their personal lives. Companies have groups set up that correspond with the public on Facebook on twitter, they have accounts. Organizations both in the commercial space and and noncommercial space and government and nonprofit also have leveraged social media. So Yammer focuses setting up a this private and secure spaces internal collaboration among employees in organizations. We are really all about eradicating silos across departments, across walls rules and geographies. We found that by connecting employees, organizations are able to adapt much more quickly. There's a concept of do you want to optimize for predictability which is consistently repeatable results? What you can do, but a lot of different industries are struggling with this optimizing themselves for adaptability. In other words, optimizing themselves to take advantage of new changes and ideas. Enterprise social networking really helps them to disregard and allows them to immediately quickly connect employees both from the executive leaders, straight down to people working at a glass grass-roots level within the organization. It democratizes the corporation organization and brings everyone together. So we found that a lot of transformations that have happened in companies and organizations that use Yammer as Lisa mentioned, Lindsey will speak on how Yammer has been -- in Deloitte and transform their communication and do their social networking practice.

>> That brings us to why Yammer? Social networking, the idea, the concept make sense to most people who understand social media and the enterprise. So why Yammer? We were the first mover in the ESN space. To give you some background and history of Yammer, we launched in 2008 and the Tech crunch if the competition of the time, competition for startups, new startup that will be debuting and hosted by Tech crunch a popular publication of technology space and start up space. We won that competition when we debuted. Since that time that time it has been a hockey stick approach. Yammer has a viral model and the premium model. What that means is it is free for you to use. Any employee of a corporation or organization can go to Yammer.com and sign up for free account. They will be placed in a Yammer network that only the people in their company or organization can access. You can go to Yammer.com today and then sign up and be placed in a networked as for your company or organization. Because it is free, it spreads a virally a small social tools do. If the large growth we are now used by 85% of the Fortune 500. We have over 200,000 corporate networks, 150 countries and support over 23 different languages. In terms of our executive pedigree in our board, we have a strong Facebook influence in our ports. It helps to have that social DNA infused in the enterprise social network. Our CEO is David Sachs, a former chief operating officer of PayPal. One of the founders of Coke cofounders of people with David was Peter Teale, one of the investors and Facebook and heels and bested in Yammer. Shaun Parker was the first president of Facebook, you may recall his fictional Petroleos a Justin Timberlake in the social network movie. Sean Parker also is an investor in Yammer and on our board. And yet another kind of area where Facebook has a pedigree or DNA in our board is recently with the social capital fund which is a fund that is to invest in, they are also investors of Yammer. We have a lot of strong ties from an executive level to PayPal which is our CEO came from and the cofounder of PayPal and Facebook who has many different ways investing heavily in Yammer. This all-star team of investors, with our presence in 85% of Fortune 500 being the first mover and now are at enterprise networking, we are setting a new benchmark in ESN and being a nice is a key leader. If you're interested in understanding how the enterprise social networking can help your organization, it is something that you should you both to Yammer and it is free to sign them. It is very easy to go to ESN.com and sign up today.

>> This is an example of some of the global organizations that are using Yammer. You will see that we have many corporations and Fortune 500 corporation using Yammer including Chevron and Shell. Also many non- governmental, non- corporate entities governmental organizations and nonprofits as well. Not only are we used by national wildlife foundation, which cannot use Yammer of the a lot of us coordinate things like the cleanup of the Gulf, and we also have the Flemish government has to -- the nuclear Institute and you will also note -- the Department of public works in the Netherlands. As you can imagine they are responsible responsible for the dikes and waterways and keeping all the public roads and bridges intact. A lot of governmental and public organizations in addition to corporate organizations get a lot of value for using enterprise social network in collaboration.

>> So there are a couple things that when you're looking toward an enterprise social

network and he is an that you should focus on what should ESN do do for you, what he should do for the organization and the hallmark you notice about what it brings to the table. One thing that is a must-have is ESN must inspire voluntary adoption. One of the problems with software for enterprises and organizations in the passes been really low level of adoption. Kind of idea of the top-down approach of the caving to employees the software they must use even if it is very hard to use or very little training. Can have a limited success in an enterprise and there's often large investment that companies make in software that it's been pushed down to employees and the adoption is low. One thing you need to look for is what kind of software and tools your employees already gravitate towards in they own. An enterprise social network is fulfilling what should be doing -- inspire voluntary adoption. Your employer should be able to see it, understand how it can be used and jumped on jump on and collaborating with each other immediately. then you would be able to see that success in enterprise social network. So Yammer illustrates some of the different -- that we are humbled by frankly, by customers are passionate about Yammer. Customers will put on events, dress up in shirts, you will notice there's a flash mob that was done about Yammer on University online and they are shocked shocked and humbled by their sponsor getting and the key about it is the software is easy to use. It makes sense to employees and people are willing to adopt it. That is the hallmark of enterprise social network. That is one thing you should look for. A so the other thing is to socially connect all your enterprise systems. Organizations have a lot of different tools that they use for their employees to get the work done in different lines of business. Whether it is CRM products, imagined a relationship with their partners and customers, there is an HR product and ERP product. The payroll product, most organizations, large and small have some form of line of business applications. what an enterprise social network really brings to the table is to socially connect all of this enterprise systems. You may have noticed in Facebook, for example, that there is a Facebook ticker, it is a thing off to the left of the right of the Facebook, it tells you what your friends are commenting on, but not only that, but what music they're listening to on -- and what Articles they are waiting on the Washington Post and this awareness of what your friends are doing in the different social applications they like to use in their personal lives. That paradigm also has a place in the enterprise, but they can sure you know that your coworkers are doing in their different line of business applications. what kind of payroll submissions are there for your approval if you have employees that you approve payroll tickets for. Or what kind of sales opportunities your folks are tracking, or what kind of HR policies are being rolled out to these different activities happening in all the different enterprise applications, they get a lot of benefit by the socializing. So Yammer has ticker just like Facebook, but geared towards events or in your enterprise applications. what are your coworkers doing in the different enterprise apps. what this brings is the idea of breaking down the silos across the departments. Traditionally departments they each work in their own different tools. It's hard for any particular person in the organization to see what's happening in other areas. If there is very limited visibility. By having a social network, that sits on top of all these different lines of business applications and can show you the events that are happening to your coworkers are doing in all these different lines, do you get a lot of visibility. what we find is that companies are really increase based on connecting them, their agility and ideas that employees come up with our shared much more quickly. If there's a new idea that a particular employee came up with in a different application, sharing it in the network and comment on it, we find good ideas get bubbled up and people are able to act on it. This is another hallmark of what an enterprise social network could do and something that Yammer does very well in a lot of organizations using it to.

>> One of the last things that you should look for in enterprise social network and that the Yammer does this connecting your employees, your contractors and partners. Yammer allows you to set up private secure social networks for your internal employee come collaboration. In addition, Yammer allows you to spin up in one click external networks so you can collaborate with contractors or partners or other organizations outside of your internal employees. Any user can spin up an external network to start collaborating with contractors they are working with four separate from their internal employees. They have two separate networks for this. But being able to spin up external networks and demand, you can create the same kind of collaborative workspaces geographies and department and you can cross not only

department overline within your organization but also collaboration outside of the organization with contractors and partners. Any user uses who uses Yammer can easily switch between their internal social network which is where they have the conversations in a social framework for their employees. And external networks where they have a similar social space to collaborate with contractors and partners. That is something that is a whole Michael enterprise social network, not only the ability to collaborate internally, but to set up secure spaces to collaborate externally. Yammer fulfills this by allowing for external networks. All in all. A quick recap. Yammer is an enterprise social network. Enable companies and organizations to break down silos across departments across geographical boundaries by connecting employees. We strongly believe that social networking is the dominant communication paradigm of our generation, the generation that will be coming up, although new employees that are entering the workforce are familiar and conversant in social network and the basic communication -- the way they use mobile tools. We want to bring that, tap into that familiarity, tap into that understanding of how to use social tools and know they that it is coming to the enterprise. Just like e-mails started off in people's personal place that it came to the workplace.

>> It is coming to the enterprise. It is there today. You can leverage that these things Yammer. Like I mentioned, the enterprise social network. But that we have a lot of success stories, organization that I've used Yammer. One of them is Deloitte that have used it with a great deal of success and it their employees across the global organization. Nancy will be talking about that in give you an insight on how to Deloitte used Yammer.

>> I will turn it over to Lindsay.

>> My name is Lindsey Hitchcock, a senior consultant in the Deloitte federal practice. I have been as strong Yammer user for over a year .5 now. I was on a project team that was able to actually replace our e-mail organization with the Yammer group and I was a pretty innovative use case example, I am happy to talk with anybody more about that off-line. Today I'm going to be speaking about Deloitte global implementation of Yammer and what we learned from implementing this social software on a global scale. The first thing to understand about our implementation story is that Deloitte is a very large and complex organization. We are international. They are subject to many different legal structures. Not to mention the number of languages and diversity of people that are just in a company. Now the challenge of getting over 180,000 people collaborating into one space with -- was obviously pretty great. But I think it also demonstrates that the size and scale and complexity of Deloitte, the ability for us to implement a single, global instance of this Yammer of this collaboration space, was a huge opportunity. And it provided a well of new capabilities in collaborating and communicating across those borders and in between those silos that we have never experienced before. Our CEO, liver first to our Yammer network as the global hallway or global water cooler because those conversations that you're able to have either water cooler and the whole way of your local office enough can have those on a global scale. As a consulting firm, we do a lot of software implementation. No surprise to anybody, we have a structured an aggressive approach to implementing our Yammer software. We set our 90 day implementation strategy that had seven different work streams and to main pages so we had our launch area which was 90 days and now we are operating in the state. Anybody you haven't been involved in the project probably is not going to be surprised by the names of these work streams. You have your communication, policy, PMO, all of those are pretty standard. The one I would like to point out is the end-user Advocate. We purposely and putting together the team of folks that we will be -- guiding implementation purposely what end-users to the table for very familiar with social -- social software and have been using Yammer who are vocal members of the community and we brought them to the table to make sure that as Deloitte implements the standard tool across the whole globe, that we are not necessarily scaling back on functionality that is really valuable. This obviously an organizational tendency to be risk-averse. So when in doubt, scale back on things and not necessarily trust the end-user to do the correct thing and we were very lucky to avoid going down that path because we had our end-users advocate on the tape at the table and there's a healthy tension between those folks in the risk folks in policy folks and at the end of the day we came to a solution that everybody was able to use. Our implementation in addition to those seven work streams, we had a variety of programs and events that we used to encourage broader option of Yammer.

The slide that Ganesh had I thought was a pretty great because it showed organizations and use Yammer and take ownership and create an environment that is not top-down driven mandate to use a specific tool yet it is something that is owned by the community and is nurtured and grows that way. A couple of those that I'd like to touch on today are first additional mentorship program. So we launched this year in federal and it is now open reading internationally and it is a reverse pairing where we take a junior person in the organization who is savvy on social media and they understand that it works in the paired them in a one-on-one relationship with their senior leaders and it is the responsibility for that junior person to train that senior person. You don't focus necessarily just on Yammer, they also focus on twitter and Facebook and link 10 and a variety of other digital digital web tools. This has been a way which we have been able to simultaneously get the junior folks on the front exciting excited about being on Yammer and also assuring our senior folks into the tool was well and in the space, and collaboratively in which we are not necessarily throwing them in the deep end of the social software told that they may not feel comfortable with. Another piece of the training program something that we called the local Yammer champions. Severe geographically dispersed company, -- is all over the world. What we did was locate what we called our local champions within a lot of the different offices. And create a group on Yammer for those folks to communicate and collaborate. To be a local Yammer's champion is a in informal title, but read what you do is provided in person service in your regional office, anybody in the area needs either in person or one-on-one and group training, that could be provided by somebody that and a centralized quarter perspective and we have been able to tap that local Yammer champion through very frequently with a lot of different questions and communications about changes of Yammer functionality or encouraging adoption and all the different ways in which you want the strong user base that will be an advocate for the product and evangelizing it among the region. Our global yam jam, something historic. It was our launch party for Yammer and conducted last November. It was 24 hours rolling wants party in which every half-hour, we were featuring a different leader from across the globe as the featured speaker on Yammer. If you can imagine, the just believe this was a big undertaking, but it was really fantastic event because it kicked off at midnight in Australia and wrapped around the globe and every half-hour transitioning to a new leader in a new country where new industry area if you happen to login to Yammer during the day you were saying incredible wealth of conversations coming from all points of across the firm. The week leading up to the yam jam, he doubled the participation and adoption of Yammer. I definitely recommend yam jam, it can be connected in a smaller scale than the global fight for our one. Conducted by leaders for have -- or half hour in our hear you're in there. The technique that went along a long way. We had a lot of fun with that one. Additionally we use Yammer when we have our all hands meeting. They are around 6000 employees. A couple times a year we get together in the convention center or in the Gaylord and we are using Yammer similarly to how you would use twitter if you are in a conference. There's a specific #. The promote the #, and the past February we have a large screen set up within the convention center that we are showing the chuckle of all of the yam's coming in under the #and he brought a new level and layer of collaboration and engagement among the staff at that type of an event. While our leaders were upon the stage, we were having a conversation and discussing what was being said in the end of the day the conversation can continue even if the event is over. The Assam we have is pretty practical, I would suggest that hosting the website on the Internet that postal the materials about what is Yammer, you are the training materials, here the videos on how to use it, it is a place where use cases and success stories can be curated and hosted. And it created a pretty robust library of resources. Anytime anybody who is interested in getting more involved on Yammer, they can assemble upon the website on our Deloitte Internet and have access to a wealth of information. I think all these things combine have been what one of the main reasons that we have seen such a growth in our network.

>> The implementation of Yammer has transformed the way in which Deloitte employees engage with each other. We have on the screen is a screenshot of what I see when I log into Yammer. Up in the right-hand corner, there is a link to my profile. My feed is showing stand who I follow and shows in the group the thing I involved in and things I follow. Chose a topic and tag in which the different posts have been tagged. It will show the responses. You login here and you go to conduct your

business and your trying to find information and do research for sharing news, doing it in this type of platform and e-mail in inbox, it is more enjoyable working experience feels much more social, much more personal. At the end of the day it feels more efficient because you have the direct line to people, it is transparent than the conversations occur. You have the option of adoption to conduct business that's private and in small group. In general it has changed the way in which we are able to interact with each other.

>> I think our implementation of Yammer not just demonstrated how it will change the way employees can interact with each other, but it really demonstrates that there's a solid business value for social software. The main buckets that we put that value in this engage users. You will have employees that are excited and engaged in collaborating and communicating with each other. You will be improving your services. So Yammer and social software platforms can increase the feed of projects and solution development. The transparency rubs off on other projects you can do things like crowd sourcing and micro tasking and all this stuff can happen in Yammer that e-mail does not really support you knowledge management is a huge area in which I think Yammer is has a long way to improve. We now better know what we know as an organization and we know there's an avenue to tap into people much more quickly. To tap into that personal expert, project leader. The disbursement of information I think becomes much more collaborative and unobtrusive because these are not enough, you're not be don't feel like you're getting spammed on a Friday afternoon with all the variety of newsletter e-mails that you that come up that time. Finally I think one of the things that Yammer is really shown as a piece of software having a business value is that it gives employees an opportunity to have ownership over their collaboration faces and collaboration tools. What we have seen is that the platform was established and we have the great launch and the groups across the firm locally in here in the United States have picked up ideas from Yammer and ran with them in terms of using Yammer to connect their business differently. They are able to set up all the groups they want to set up and have the conversations they want to do not necessarily asking permission, there is a chain of command be able to be on Yammer. But instead a lot of folks are able to login and feel it is their space in something they own and control. Said that is going to conclude my remarks. If you have any questions about social business or Yammer, here are some contact information for the folks at the Deloitte. Doug is the principal leading a business practice. Steve is a senior manager in the practice area as well. And I am Lindsey. I am speaking to you on the phone. At this time I will pass it on. I will have time for questions and in so ask them then. Or feel free to shoot us an e-mail. Good afternoon. I am Susan Thares and I am joined here by Nicole Callahan. Nicole and I are two thirds of the new media team at the federal student aid. federal student aid is one of the main components of the Department of Education. If any of you or your kids have filled out a FAFSA, we are those people and we are delivering 150 billions of federal financial aid to students and families every year for college.

>> Like many of you probably that are out there, the new media team's a lot of the focus had been around external. We also are looking at -- we have internal customers within our agency as well. And how might we use social media to that regard. An opportunity came along about one year ago for us. We have a federal -- I'm sorry a foundation of leadership program, you -- and other agencies probably have something similar to that where they take a group of 25 promising leaders in the organization and immerse them in the year-long program. The participants of the program for geographically dispersed and they were looking for a way to communicate and collaborate an embeddable a more social and close environment. They really wanted to reduce the dependency of managing the e-mail which we here at our agency we still do so much by e-mail. So in looking for something that might be applicable, for this pilot program, we looked at a lot of different products and then we selected Yammer is the one we were going to pilot with this group. The reason you chose that was that Yammer provided us I stated before, the enterprise social network that was secure, but for us best of all, it was free. And we are using the free version here at federal student aid. As the pilot started taking off for the group of 25 people, we started to think about how might there be a broader application of Yammer for Federal student aid and other parts of the Department of the department of education and how this might be a solution for some of the things that we are struggling with is an organization. What was our business needs. He struggled with a lot of things.

One of the things is we scored fairly low in the best places to work in the federal government survey. Employee engagement is something that was really important and we had a lot to work -- a lot of work to do on. Maybe we are multi-located in multiple offices across the country so a lot of our digital offices for very disconnected to headquarters and vice versa because we don't have that face-to-face interaction and evening meetings, often they are on the phone. We also had an unmet need for what I am going to call collaborative communication which is really a blend of both professional and personal. So it is finding mutual interest, and finding people with different skill sets maybe for projects. It is really about making connections and networking, but in a different way across the enterprise. And then the other was knowledge sharing. We had a lot of people that had a lot of institutional knowledge that are retiring. And we still have a lot of information that still resides in silos and that makes it really difficult and every time we had of the organization and we usually have them every three or four years it seems, and then you never quite sure what information now belongs to what part of the organization and where to get that and we also do not have a particularly good internal communication here. That was the business need that we were trying to solve. We were planning and unlike Lindsey, they had a whole big strategy, you are in the thought process them. How might this be affected and how might be bogus a broader. The crazy thing was while we were busy planning how that was going to work, Yammer went viral. It organically spread across the agency. As members of the leadership program, they said it inviting colleagues to join and to follow them. So we had no official launch. We had no publicity at all about this and people just started to join. The started uploading photos and send sharing information. For us, Yammer started around the same time as SharePoint was being implemented here. And Yammer by far had a much higher adoption rate because stated earlier, it is much more intuitive and easy to use. The people are used to Facebook and link to him in any of those types of things found it much easier h easier to use. We are using the free version then we have today in a year, without really an official launch, about just about 1100 members here at the Department of Education. We have a terms of service from -- he downloaded that and in our agency, we then had to go to her office of General Counsel and then of course put their stamp on it and we have our signed in terms of service from Yammer and it is the free version. And we realize we needed to create a social media policy around internal use of those types of tools. An basic rules of the roads about being respectful and not overly personal and political statements, especially now now that you have the training going on right now. All of our policies and governance, we have posted on the new media hub. The free version does have limited capabilities. You still can do a lot with it. It doesn't come -- if you version with extensive moderation capabilities, but we do scan it for anything that violates our policies. I have to say that in a year and we've only had two instances where we advise deaf about something they had posted. You can get notified also by HR, so that we can remove your profile from the site. When they left the education that they cannot come back into Yammer and act and be active and be part of the community. I know I quick brushed through this, but I want Nicole -- she's going to show you more specific on how we are using Yammer. So the multitude of features in the real world way. I will turn it over to Nicole.

>> Things. Susan. We want to take a deep dive to give you an idea of what Yammer looks like. It is great to hear about it. But hard to picture them as you see it up on your screen. Should all see our Yammer page up on the screen, I am sharing my review. This is the Department of Education network, this is our free version of Yammer. If any of you use Facebook, you will realize that it is very similar to what you would see. On the left-side you have a number of options, group options, different applications that Yammer offers and you see your private messages and notifications at the top. If you put here, someone replied to one of my messages about food trucks being outside of the office a couple weeks ago. That is a good example of how we use it. A mixture of personal and professional here at the Department of Education. You also see in the right-side that there's an activity stream. Similar to what you see on Facebook you can see what people are doing right now with the people you're following and doing. I scroll down, you can see some suggested -- editions of people following the right and as well as groups. You can see who is online now. One thing I do is leave it open in one of my tabs rock the date and whenever I see the one pop up and if I'm really popular on the second day, you are six or seven, that I know to click because people are talking about

something. That is good example. So the Yammer basics. Used in the meadow -- you see in the middle day Yammer feed. The people that you follow automatically. The people I see now are people I know where people work around organization who I have gotten to know through Yammer. Maybe we have similar interests and jobs. I find what they post interesting so I decided to follow them. You can also view the entire company if you want. You can filter conversations. By your follow conversations, all the conversations, you can bookmark conversations. You can store by the post that you liked in the past. There's lots of different options for how you can see your feed. The EC at the top the update box. There's different kinds of updates you can make. The first one is a general update which what is most people do, it may be a link. You can talk and put out some information for your colleagues if you find an article interesting or if you want to talk to anyone else will get people's opinion on something. The second option that I love this [audio not understandable] For those of you who work in government agency, we don't have a lot of funding to throw parties for colleagues and things that fat. So we at the Department of Education we find it -- to think people that help us every day. So maybe someone help me find a scanner. I will just show you an example. Here's an example of a praise that someone in the organization did. One of our colleagues praised one of our colleagues to -- for completing [audio not understandable] A little picture you chose a checkered flag. And then people can like and comment on it. It is a nice way to show support for one of the call it colleagues when she ran a marathon. Another option is to take a poll. If you have a question he would you would like to ask and get people's opinion, he can ask a question, also offer them answers options. An example of that you can see that summer we had a power had a power outage in our building in Washington, DC. The e-mail was sent out that said that morning the building is closed, the clean for. For people like myself who at the time did not have an education issue Blackberry, I did not get that in time so I came all the way to our building only to turn around and go all the way home. So we wanted to take the opportunity to improve that process. We told people to find out how they get their information in case of emergency or in a power outage, so we took a poll. A lot of people did get the e-mail, you can see in the comments section, some people are thinking their supervisors getting them call. So we were able to pass this on to senior leaders and people who are affected by the process so we can improve going forward. Other thing you can do is post an event. Like in outlook, you can post something you're planning and put a date and time and location and description and it will post to all of you [audio not understandable] We also hosted jam jam at the Department of Education, it was more of a training focus. We started grassroots and word-of-mouth, people wanted to have formalized training. So we organized that on. And posted it on Yammer and you can RSVP street from the event. So if you click here -- -- we are showcasing how fast or network is.

>> You can see people who confirmed they are attending and you can add it to the outlook calendar. Straight to your outlook or Google calendar. It syncs everything nicely. You can see people -- we liked the food truck, so we did a nice food trucks outing after the training which is really fun. It is a nice way to get people together. So the last one is a question. If you have something you want to know from your colleague, post it to them. Yammer is a great way to source information and we do that really often. The fund? We asked the people who are in DC can relate to is what were you doing when the earthquake hit. If any of you remember, the Washington, DC area was struck with an earthquake which is really unexpected. So it was a fun thing that people what were you doing when the earthquake hit. This is one of our most replied post. Everyone had a funny story. I will share you mine because it is really embarrassing. You can see lots of engagement here. People talking to each other. Those are some general examples. I don't have time to show you every take feature. I did want to give you some tangible examples. For us, Yammer is for the people and by the people initiative in something be made we may thus employees. We made it what we wanted it to be. Everyone has a really found a lot of use out of it. It will give you another example. One other feature of Yammer is what we call topics. Lindsay talked about it a little bit. If any of you are familiar with twitter #, is similar. If you put the pound symbol with the word or group of words with no spaces it will create a topic in Yammer. You can also create a topic when you're posting an update. Just click add topic. It is a nice ways to organize information. One of our colleagues posted about asking do we have any staff doing the work week. If you are part of another agency you probably know a couple weeks

ago was telework week and we had a lot of people such telework. She was curious what were the outcomes. She tagged it with the topic will work. If I click on that, a know messages on this feed. So basically what would happen if I click on that topic it would bring up anything that's ever been mentioned about telework. So you can have all of those conversations organized in one space. Another really cool use for Yammer is a communication channel. I am sure a lot of you the internal communication office has e-mail address like internal communications at -- whatever it may be. Whenever you have an e-mail address with your domain, in the end, you can create an account for that can indication channel. Here's the new media team we have our own e-mail inbox and we created a profile for team. We use it as a way to push some of our weekly updates every week, we send out a report on how are new media channels have been doing in our contact Helena for the next week. This is a nice way for people who are involved in social media to get an idea of what we are doing and for them to feel more involved in the process. So that's a great way for us to push out information. It is an amazing way to crowd source information. Here you will see he attended the how to.gov for digital go to university panels -- on the new timeline. We were trying to identify -- to fill in our -- we wanted to know what events of FSA of financial aid history our employees needs to fill that are timeless. we post a question on the am or the five Yammer, we had so many groups responses. If another interesting thing is that not all of engagement have been on the site. And people don't feel comfortable posting on Yammer. I cannot tell you how many e-mails I will receive after I post a question with people giving me the answer to my question and maybe they don't have comparable posting it publicly, but the information does get shared which is then cooled the most important part. The last part is employee engagement, we do a lot of fun things, it was Cinco de Mayo, we asked people what is served it -- favorite DC area Mexican restaurant. It turned out to be a competition. We had a lot of great options. The last feature I want to show you is the search capability. Say I am looking for someone who has expertise in project management, and you need help in project management, do a quick search, it is auto populate, you can see conversation, but you can search members who have project management somewhere in the profile to make and search path project management group, file and events. It's a great way to find people in your position as well. Briefly before we end our end and open for question, I want to mention there's a group functionality. Although this is open up for all the Department of Education, you can breakdown of communication in groups. You can make them public, private, secret group. Can see some popular ones, we have the food truck, the on boarding group, are we helping employees get used to the culture and the federal suit a group, because this is the parent of education with white site. You can also create networks with external people. If you work with contractors, we work with a lot of schools and funding dollars are tight and we can no longer travel to those places, but we can do is create a network of those people. And share information this way. This is the way can share people -- who do not have -- do you want to connect with. This is separate from the network so there's no overlap in the no way they can see within our private secure network. A this is just one of the things we are looking at this auction for his we do a lot of work with colleges and universities. With a tight budget, where we might have been able to do more one-on-one where we go to the schools, with a our budget we are not able to do that, we are now working in setting up communities of practice for some of our schools and the reps to be able to collaborate and communicate and share information in a private setting.

>> Sorry that was so brief. We want to leave a couple minutes for questions. Hopefully you've got a good idea of what Yammer does. If there are any questions, you can take those now.

>> Great. This is Darryl again from Digital Government University. We want to thank all our speakers today. You all did a great job. I have to say going to this personally I knew nothing of Yammer and coming out of that I feel like I can jump right on and start using it today which is pre- cool. He did get a lot of questions and still getting more in. If you have questions you can type in there in the chat box and send them to us and we will be glad to read them out in the air or you can raise your hand and we will call on you and unmute sure line and asked question. We have a ton of questions I will try to go through as many as I can and if we can I get to your questions, we can get answers back. The answer to answer a recurring question, this is being recorded and the recording along with the slides are going to be available on how to.gov/training. Probably by Monday which is my best guess.

Yammer_Transcript.txt

We will send a note out to everybody and tweaked it using the #[audio not understandable] First? Came in was to the -- does Yammer Opera has a software service and S. AAS or does it allow for local installed for the government own servers? you can feel free to take the question please.

>> Darrell, from our perspective here at add, this is Nicole, is a web-based service or you can go online on e on the Internet and have it on your machine and that is how we do it here at the Department of Education, there is a desktop application, but because of the intricacies with the government environment in a computer system ,-com,-com ma we don't use a desktop application, we use the Yammer is web-based services.

>> This is Ganesh, we are a Sask based software. We deliver our software over the cloud, you it is easy to upgrade and you are always in the latest version because we deliver it entirely over the cloud.

>> Great. You guys are asking so many cool questions. We will try to get to many of these. Another listener wanted to use Yammer for the agency several years ago, but at the time the rep from the a.m. are Yammer was not 508 accessible. Ganesh, can you speak to this, is it now 508 accessible?

>> We are exploring 508 compliance. Yammer is as compliant as all enterprise networking tools are right now. But we are at the forefront of compliance in terms of accessibility specifically 508 compliance, the project has not yet completed.

>> .

>> Ganesh, are you there question.

>> Can you hear me now?

>> Can you answer the question again I'm sorry.

>> with the accessibility, Yammer is in the forefront of accessibility in terms of providers and enterprise social networking field are as accessible as the leaders. In terms of 508 compliance, we are in the process but currently not completed 508 compliance.

>> Okay, thank you.

>> What percentage I don't know if Lindsay Borge Ganesh can answer this one. In terms of service with Yammer the federal terms of service with Yammer is for the free version only. We want to stress that again. Several users are asking what percentage use the free version, your users use the free version versus the paid version and are there any high value benefit to go with the business or enterprise packages? 20% of our customers are using the paid version of Yammer. That benefits our best administrative controls, ownership of data, the integration of other enterprise tools. The big things that come with the paid version.

>> Okay. Thank you. For Susan and Nicole that education, how many users are on the Yammer site?

>> We have a little bit under 1100, 25% of the entire Department of Education workforce.

>> Even a higher percentage of federal student aid. For specific office is a really heavy user.

>> The other thing that I would add is we are working with OCIO because this is one of the things that is on the list to be opened up. People can access Yammer, but it is like through e-mail. So we are hoping within the next couple weeks that will be resolved so I think our users will go up. A.

>> Thanks. Let's go to a lot of call. Dan French, you have a question go ahead.

>> Are you out there? Okay. Then it's not there. It's go to Julie Sauer. We have a question?

>> Julie go ahead.

>> Okay. This is not working so well, but we will try one more. Map, you have a question go ahead.

>> Okay. Always the fun part about a live webinar. If you have questions and cannot get the mouse, go ahead and test fix them in. It will go back to more type in questions. How do you integrate your organization to be address book within Yammer?

>> .

>> This is Susan, the feverish and you can't.

>> Wanting you can do is there is an org chart personality that you can do manually. I can go in and say Susan Ferris is my supervisor if you have any direct reports you can put them in and Yammer both populate an org chart for you. And to fruition you do that manually.

>> Great. There several questions coming in about records management and one that is interesting is have you guys had a Yammer freedom of information request with featuring Yammer?

>> Not to date. A.

>> High-level, we haven't. If there's more interest in more context and follow-up I would be happy to take that off-line.

>> This is Susan, we have not had any either. This is basically internal. One of the things that we did do is we went and had several questions for Yammer that we got responses to around records management privacy security if there was an issue would we be able to access the logs, that type of thing. We do have that information that if anyone is interested, we could share.

>> For me: Susan, how consistent has to use been over the course of the year? In your opinion is what aspect of Yammer to the most use?

>> Good question. That is a great question, one thing I loved about being a part of Yammer is that our users and our employees have really made it what they wanted to be. In any given day, I don't know if you can see my screen. We talk about everything from the food trucks outside, smart phone articles, people joining Yammer. It's been a word-of-mouth effort, people join everyday and hear about it, we have people posting pictures of what they did in the weekend. I attended a financial measures C. Pena last night and needed help getting some suggestions and tips for college seniors. I put out the question to the other employees and got a ton of great responses both on Yammer and that e-mail. We are using it in diverse ways and that's the best thing I think about it.

>> This is Susan. One other thing is we started out grassroots but there are some high-level people within the department of education to deputy assistant secretaries and down who have joined. Even though they don't necessarily maybe post whatever, there definitely watching what is out there and vocational you asking people for ideas. It is for them away to listen. Wonderful. A there some questions about external network grading external network. Can anybody and any is your create an external network or only administrative users?

>> Using the free version we don't have an administrator. So any user can create an external network. They have a group here that the small and under resourced school division so they work with small and under resourced schools as an in-state. So at someone from the team can go in as well as you are a Yammer member and create an external network. Whether you want to use it to communicate with your contractors, or if you want to use it to remain in contact with partner organizations or other agencies. You can do all that and anyone can create an external network using the free version.

>> Great. Somebody is asking about using, there's been concerns about employee spending time on the Yammer for non- business conversation, you talk about the social interaction and congratulating somebody on a marathon the latest food truck, is there a managerial issue? Over time spent on Yammer for non- business?

>> This is Susan. Not so much that we've heard of, but I think generally, there is the fear that again I have to say that the Department of Education does not open up social media access for its employees. There are a few things that are opened up and hopefully within the next month or so they are going to open up Facebook and twitter along with YouTube, linked in, and make it easier to get to Yammer for all staff. I think that in general, there's that fear, but it is viewed here is a performance management issue. If your employer is not getting their work done, that's between the employee and manager. Then again people are aware that high-level people and managers are on Yammer. If the manager sees that an employee is spending excessive amount of time on there, that would be an employee to manager issue.

>> That is if you want to be talking up the water cooler.

>> Right. They're good. I think a lot of people understand that. One of that's -- one of our is founding member of the web content managers form, can be Harrison, used to be the webmaster over at HUD. She talked about this a lot. It is exactly a managerial issue just like any other site, not doesn't have to be social networking, it could be reading the newspapers too much. It's a managerial not a security issue or anything like that.

>> Is a question for Lindsay. An interesting question. -- from US Embassy in Bangkok, is concerned that is a large her organization and helps has sites globally, he wants to know about that to censor Lindsey Hitchcock Deloitte [audio not understandable] with the State Department, he's asking every time you use the

login for the person they can create a group that would clutter the main site or other satellites, international companies or other either satellite international companies in different groups within the general Deloitte site or external site?

>> I think I phrased that properly.

>> I think I understand question and that is a by creating multiple groups for all the different ways to organization can be sliced and diced, the big one of those being original, it ends up fitting into many wells within the network and potentially limiting the value of all that and open and transparent collaboration. I will say that we at Deloitte really debated this issue a lot of back-and-forth around if we should prescribe to users with types of groups they should create and out what level the organization can be created. What we ended up deciding was not really put up much guidance on that, but that if you say, if you created a group and what will be the official UK practice group, that you would indicate within the title of that group that it is official and indicate within the group description who created the group, what its purpose is and what it encompasses. It is very transparent when folks look through the direct route and groups out there be able to see how those groups near the structure of the organization and I think similarly to the education folks, they we have groups out there that are music lovers and photo lovers and people getting on getting about visiting for those they think are great and much more official Roger groups that actually reflect the way the organization is structured. I think every organization has to make the determination and I would say we take the approach that this is your garden and you have to be a good gardener to it. Don't ever put anything into Yammer that you think is wasteful for -- or duplicate an effort that is already underway. You have to be diligent going through the process of creating a group to make sure you're not doing that.

>> That's an excellent point. And could not have been easier because somebody could be talking about educating users about what not to say and I will let you answer this, but I would assume that you trust your employees to certain a certain extent is the best discretion and avoid hateful or any other speech or postings that could be deemed offensive is that right?

>> Absolutely. The rules are simple. I think we do have a very long end-user licensing agreement. At the end of the day, don't do anything to violate any kind of proprietary information secrecy, issues, people know this type is that they can share with the rest of the company and things of that, internal. And make sure that most of your post by by the values of the firm and that is all encompassing and I think again we would be talking and Mike .001% of posts I think that have gone into Yammer have had violation of either of those tools.

>> There are a few questions coming about share points. Some people are asking if Yammer can integrate with SharePoint and others are saying if SharePoint and Yammer have similar features I know you have talked earlier before I think when see you mentioned about replacing an e-mail client with Yammer. Can we talk about that and how that relates to SharePoint?

>> Sure. Think there are two options. The first one is that when it comes to replacing e-mail, you can put any link in any post in Yammer to any of the other sites in Internet including SharePoint site. If I want to make an announcement to my colleagues that I updated the document, I can embed that link that will go straight and open up an actual SharePoint site in another browser window that document.

There's also the option and it might be with the premium service. But to actually do a SharePoint web part where you embed SharePoint into Yammer or Ganesh Kumaraswamy to SharePoint. I think JH will be the person who could speak more closely to that.

>> This is Ganesh. Yes, with the paid version there's there is a SharePoint web parts for SharePoint. You can embed feeds and share documents and list items from SharePoint directly to Yammer with a push of a button. With respect to the other questions and personality that overlap, one thing that Yammer, it is built bottom-up. With SharePoint and Internet, they are good at depository's of knowledge and documents. In terms of engagement, engagement that level is pretty low. Because it is often hard to navigate, it tends to be pretty. In terms of permission entirety. The it is an easy way to collaborate on things. But the 90% who need to collaborate quickly to check, is -- of the SharePoint site.

>> Great. Thanks, guys. There are a few more questions left. I know we are pushing over the time limit. I appreciate people staying with us. Does get to know him to more questions and wrap it up. The first one is -- talks about perhaps Nicole, can you discuss the implementation [audio not understandable] with the armor for

example, the close, are there any disciplinary or union meeting consent? Anything like that you have any groups that you had to jump through?

>> But I said, so far, so good. There was an issue at the beginning, the only issue we had -- when they offered the yam jam, Yammer training here in headquarters, we had conversations with the union because they wanted to make sure that all employees including those in the region would have an opportunity to purchase to pay than some type of training. That was the only kind of an issue we had there. At the beginning we had a few little pickups because you can set up the Yammer where you get e-mail notifications, where there has been activity that may be of interest to you on Yammer and once you go into somebody and somebody to send a direct message and Yammer to a colleague and the colleague replied from the e-mail and not realizing they didn't just go back to the person that got posted on the page and it was something that he had a little bit -- he was upset with the issue that probably he did not want the whole world to know. We had contacted him and he took that down immediately. That is really all that type of things we've had. So far people have been pretty well behaved you people have adapted it and are using it. If they are interested in, if they are not, they don't.

>> Great and we have one last question and I'm going to throw it back to Lisa Nelson for a wrap up. This question, maybe for JH room and see. The author writes, he says he does a lot of work with the Government of Canada. Can you speak of they can gain control of the data and deal with the issue. That I believe is not part of the free version.

>> do you want to wrap this up so quick?

>> It was on mute. Yes. Thank you very much for presenters and everyone who attended. The questions were great. The presentations were wonderful. If you have questions that did not get answered, you can put them up on -- tweets, we will be watching that as well as the presenters on twitter, you can ask your questions there or send them to Darrell or myself and we can get them to the presenters. And look at our upcoming calendar for our future webinars.

>> I would add to that as our pitch, remember folks that the government web and new media conference is coming up on the 16th and 17th here in Washington, DC. There are still some seats open, but it is still feeling very fast. If you're interested, it is \$425 for government attendees and \$625 for government contractors with the.gov and -- .mil e-mail address. Send that out to her s ide,.gov/training, even there you will find the rest of the archives new media talks and we will be posting this webinar recording and slights like I said, hopefully by the coming Monday. Thank you, everybody for joining us and have a wonderful day.

>> [event concluded]

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