

**WESTERN SYDNEY
UNIVERSITY**



YAMMER GUIDELINES

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Strategic purpose of Yammer

Yammer is an enterprise communication network that provides a forum for open dialogue, debate and the exchange of information and ideas between staff. Many organisations nationally and globally are using Yammer to enhance staff communication and collaboration.

The Western Sydney University Yammer Network is an official channel for internal communication at the University, and all staff are expected to join. Yammer is a positive way to improve cross unit collaboration, senior management communication and knowledge management at Western Sydney University. A real benefit of Yammer is the ability to share knowledge and resources as well as the opportunity to seek advice from a broad range of staff with expertise in many different areas. Yammer provides a forum for online conversations, where staff can ask questions, test ideas and seek or provide feedback. Yammer also fosters a sense of internal community by allowing staff to hear directly from the Executive, network with colleagues, and be involved in what is happening across the University.

It is important to remember that Yammer is an organisational communication platform rather than a general social networking platform. As such, content that may be considered appropriate in the context of personal social media use may not necessarily be appropriate in Yammer.

Purpose of these guidelines

The purpose of this document is to provide Western Sydney University staff with guidelines on the appropriate use of the Western Sydney University Yammer Network. Due to the dynamic nature of enterprise social media, this document will be updated regularly to reflect changing needs and the University's evolving use of Yammer.

What is Yammer?

Yammer is a social network similar to Facebook; however, Yammer is designed specifically for organisational collaboration. Only staff and the University's Board of Trustees members can log in to the Western Sydney University Yammer Network. Yammer is an enterprise communication network that allows you to post messages, join groups and "follow" other members. Colleagues can also "like", share and reply to your posts.

Official communication channel

The Western Sydney University Yammer Network is an official channel for internal communication at the University. Just as all University staff have a Western Sydney University email account, all staff are expected to join the Western Sydney University Yammer Network.

Yammer is the Vice-Chancellor's preferred channel for communicating with staff, recognising that it allows for two-way (and many-to-many) communication and feedback, and promotes open and transparent communication. The Vice-Chancellor and members of the Executive use Yammer to communicate regularly with staff as well as host 'Ask the VC' and 'Ask the Executive' chats on topics of interest to the University.

Yammer is also used as one of the channels for formal University notifications and consultation with staff. Other channels will also be used to communicate critical messages and information about formal organisational change and related consultation processes.

Yammer conduct – your responsibilities

The University supports and encourages constructive, open dialogue and the exchange of ideas between staff. All staff members are required to show respect for the opinions of others when engaging in conversations. It is acceptable to disagree, but staff are expected to do so in a respectful manner. As in normal conversation, it is always wise to pause and think about what you want to say before responding or commenting.

Comments that may be considered appropriate in the context of personal social media use may not necessarily be appropriate in an organisational communication platform such as Yammer. If you wish to provide feedback to an area of the University, make sure it is constructive feedback and consider the most appropriate way to provide your feedback. In many cases, direct contact via phone or email is more appropriate than posting on Yammer.

While Yammer is largely peer-moderated, Yammer administrators will from time to time moderate the use of Yammer and may remove posts that are in breach of these guidelines. Comments that are, or could be considered, offensive, discriminatory, profane, obscene, indecent, defamatory or illegal will be deleted. When a post is deleted all

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of the responses to that post are also deleted. Depending on the nature of the inappropriate comment, further action may be required in accordance with University policies. This may include the removal of Yammer access. The Western Sydney University Code of Conduct, Bullying Prevention Policy and Guidelines, and IT Acceptable Use of Resources Policy all apply to the use of Yammer, in addition to these guidelines.

If you have concerns about a post in Yammer and believe it may be in breach of these guidelines, please submit the details of the post at: westernsydney.edu.au/yammer/reportpost

Yammer content

Staff are responsible for the content they post on Yammer.

There is a place for both business and informal discussion in Yammer. Staff should consider the most appropriate way to post, based on the nature of their message. For instance, information about a team morning tea or an advertisement to sell an item should be posted in a group instead of All Company (see Posting to All Company below).

The most effective Yammer posts are brief (a couple of sentences) and informal but professional. To keep your message concise and interesting, avoid copying and pasting content directly from emails or documents. If you can't cover the essentials in a couple of sentences, include a URL for more information. Do not include your Western Sydney University email signature in Yammer. If you reply to a post via email, remember to remove your signature before you send (post) your message to Yammer. It is also not necessary to sign off with your name when posting in Yammer.

Content posted in Yammer is subject to University records management practices. All staff are responsible for ensuring that appropriate correspondence in Yammer is recorded, as per the University's Records and Archives Management Policy.

Posting to All Company

If you post to All Company, your message will be available to all Western Sydney University Yammer Network members.

It is a privilege for staff to be able to post to All Company. Messages to All Company should be relevant and of interest to a broad range of staff.

Consider if your message is appropriate for All Company or more suitable for a specific group. If it is more appropriate for

a group, join a relevant group or consider creating a group if a suitable group doesn't already exist.

Yammer etiquette

Before you reply to a post, make sure you've read the previous messages relating to that post – it's possible your comment or question has already been posted. You can do this by clicking "Show older replies" under the post.

Consider using topic hashtags to categorise your posts and make it easier for colleagues to search for and find information on that topic, e.g. "#yammerhelp". Similarly, if you're uploading a file, make sure it has a clear, appropriate name to assist colleagues when searching for it.

Yammer profile

You must use your correct name for your Yammer profile. Your name should be in title case (e.g. John Smith), to help colleagues find and tag you in Yammer.

Please also use a portrait photo that accurately represents you. We work in a large organisation, so being able to clearly identify one another is important and can be beneficial in making connections and collaborating with others.

It is recommended that you do not create group/team profiles and instead post messages using your individual profile. The focus in Yammer is on staff having direct conversations with their colleagues.

Protect your Yammer profile by making sure you use a strong password and change this regularly.

Creating groups

Any staff member can create a group in Yammer. Staff are welcome to create groups relating to general interests, as well as work groups and projects.

Before creating a group, browse the existing groups to see if a similar group already exists. Unless your group is a work team, do not use the "Add Members" function to automatically join colleagues. Staff should join groups of their own accord.

Staff who create groups are responsible for administering the group, including moderating requests to join the group in the case of private groups. It is a good idea to have more than one administrator of a group.

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External messaging

Yammer allows you to include people from external networks in a specific conversation or to send them a private message from the Western Sydney University Yammer Network. Please consider whether it is appropriate for someone external to the University to be included in a conversation before you add them. External participants can only see the specific conversation that they have been invited to join, and are not able to access the rest of the Western Sydney University Yammer Network. Please note, however, that they can access anything within that conversation, including documents. External participants can also upload files to a conversation and invite other participants to join that conversation.

Confidentiality and copyright

Staff should not post confidential information to All Company or open groups. Private groups can be created to share information that is not appropriate for a broader audience.

Content published on Yammer is intended for an internal audience. If you would like to share something externally, check with the person who posted it originally before you post it externally.

Do not post content that infringes copyright or uses the intellectual property of another person without proper due reference and/or acknowledgment of that work. Please refer to the Copyright Policy and the Intellectual Property Policy for more information.

Yammer help

Tips and information on how to join, set up your profile, post a message, delete a post, and create or join a group, are available at: westernsydney.edu.au/yammer

Yammer provides a range of resources and training material at: <http://community.office365.com/en-us/w/yammer/default.aspx>

The Office of Marketing and Communication has developed a Yammer Basics training program for staff, in partnership with the Office of Organisational Development. Staff can register for Yammer Basics training via MyCareer Online.

Other policies and guidelines

In addition to these guidelines, the following policies and guidelines apply to staff use of the Western Sydney University Yammer Network:

- IT Acceptable Use of Resources Policy
- Western Sydney University Code of Conduct
- Bullying Prevention Policy and Guidelines
- Privacy Policy
- Copyright Policy
- Intellectual Property Policy
- Records and Archives Management Policy
- Yammer Terms of Use (<https://about.yammer.com/terms>)

Feedback about Yammer

We are seeking to continually enhance the way we use Yammer at Western Sydney University. Staff are invited to provide feedback about Yammer and ideas for how we can use it more effectively at: westernsydney.edu.au/yammerfeedback