

# YAMMER CAMPAIGN OVERVIEW

INCREASE TECHNOLOGY YAMMER AWARENESS

# OVERVIEW

High-level project summary

## DESCRIPTION

A two-week campaign to increase Technology employees' awareness of and participation on Yammer.

## OBJECTIVE

- Increase the Technology organization's Yammer membership from 65% to 80%, a 15% increase.
- Provide the Technology organization with a tool to enable transparent, informal, and 2-way communication.

## TIME LINE

PREP WEEK

### CAMPAIGN PREPARATION

- Email announcement to all Technology Leaders
- Email announcement to existing Yammer users

WEEK 1

### CAMPAIGN MESSAGE - JOIN AND FOLLOW

- Print collateral posted
- Yammer feed live on Tech Portal
- Terms and conditions pop-up live on Yammer
- Email announcement to all Technology

WEEK 2

### CAMPAIGN MESSAGE - USER PROFILES

- Print collateral posted

POST WEEK

### CAMPAIGN RETROSPECTIVE

- Email announcement to new Yammer members
- Campaign performance

# CAMPAIGN ACTIVITIES

*Time line activity descriptions and details*

## PREP WEEK

*Email Announcement to Leaders*  
Communication to provide leaders information on the upcoming campaign's purpose and goal, direction for how they can support the campaign, and Yammer references.

*Email Announcement to Yammer Users*  
Communication to provide current users encouragement to facilitate new user adoption and Yammer references.

## WEEK 1

*Email Announcement to all Technology*  
Communication to all Technology employees to provide Yammer awareness, use cases, references, and the registration link.

*Print Collateral*  
A series of four posters to encourage non-users to join and to provide education on using 3 key parts of Yammer.  
1-Groups, 2-Topics,  
3-Following

## WEEK 2

*Print Collateral*  
A series of posters profiling 3 to 5 Yammer users. Profiles will include details about how the user uses Yammer, such as: groups joined, people followed, topics followed, email notification setup, etc.

## POST WEEK

*Email Announcement to New Users*  
Communication welcoming new users and requesting feedback on their experience thus far.

*Campaign Performance*  
Analysis of campaign results

# PRINT COLLATERAL

Week 1 Posters

**JOIN**  
*65% of Technology*  
**EMPLOYEES.**

Sign up for **Yammer** with your **nordstrom** email address.

**REGISTER NOW AT YAMMER.COM**

36" x 24"

**JOIN GROUPS**  
*for information targeted to a project, team, or topic.*

**SUGGESTED GROUPS**  
*to join:*

- NORDSTROM TECHNOLOGY
- TECHNOLOGY (R)EVOLUTION
- TECHNOLOGY TOWN HALLS

*Join groups at [yammer.com](https://yammer.com)*

11" x 17"

**FOLLOW TOPICS**  
*to get updates on information that interests you.*

**SUGGESTED TOPICS**  
*to follow:*

- TECHREVOLUTION
- NORDCI
- GRATITUDEFRIDAY
- NEWNEWS
- RELIABILITY
- PROTIP
- RSVP

*Follow topics on [yammer.com](https://yammer.com)*

11" x 17"

**FOLLOW PEOPLE**  
*to get updates from leaders, peers, mentors, and teammates.*

**SUGGESTED PEOPLE**  
*to follow:*

- DAN LITTLE
- SAM HOGENSON
- WAYNE HELLER
- RUBEN ORTEGA
- BILL TUCKER
- JOHN MAYFIELD

*Follow people on [yammer.com](https://yammer.com)*

11" x 17"

# PRINT COLLATERAL

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*Week 2 Posters*

*To be designed May 14 - 21*

# APPENDIX

## Campaign Performance Measurements

### PRE CAMPAIGN STATS

\*2 week data from GoodData's Nordstrom network, 4/14-4/28/2014

% TECH EMPLOYEES ON YAMMER	• 65%
COMMUNITY HEALTH*	• Active users - 255 • Active groups - 85
COMMUNITY GROWTH*	• New users - 281 • New groups - 28 • New messages - 1436
GROUP BREAKDOWN*	• Threads with reply - 15 • Threads without reply - 13 • Total threads - 28 • Thread reply rate - 54%
ADOPTION & ENGAGEMENT*	• New active - 74 • Commenters - 183 • Posters - 172 • Active users - 255

### POST CAMPAIGN STATS

\*2 week data from GoodData's Nordstrom network, X/XX-X/XX/2014

% TECH EMPLOYEES ON YAMMER	
COMMUNITY HEALTH*	• Active users - • Active groups -
COMMUNITY GROWTH*	• New users - • New groups - • New messages -
GROUP BREAKDOWN*	• Threads with reply - • Threads without reply - • Total threads - • Thread reply rate -
ADOPTION & ENGAGEMENT*	• New active - • Commenters - • Posters - • Active users -

# APPENDIX

## Prep Week Email

### EMAIL TO TECHNOLOGY LEADERS

May 15, 2014

Subject: Technology Leaders - We need your help!

To: Technology Yammer users (approx. 2 recipients)

From: peoplelab@nordstrom.com

#### Metrics to Collect:

- Open Rate - %
- Link Click Rate - %

Join Yammer!



#### Nordstrom Technology Leaders,

Starting on May 19, 2014, the People Lab in partnership with Productivity and Collaboration Systems (PCS) will launch an experimental campaign to increase awareness and engagement with Yammer, and we need your help!!!

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#### Here's how you can help us:

1. Post project and team updates and news to our Nordstrom Technology Yammer group. Celebrate the wins and take failure bows to share lessons learned along the way! #Winning #FailureBow
2. Share updates on our Tech (R)Evolution strategic initiatives, and tag them with the hashtag #techrevolution.

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Our February 2014 culture and leader feedback surveys indicated an opportunity to improve communication and access to information across our Technology team.

One of the tools we have been using to create a digital social network is Yammer—we are seeing some great case studies of teams using Yammer to connect with other teams, share updates and information regarding our Technology work, and individual employees being able to build networks, recognize each other, and initiate open and transparent dialogues around our technology process, tools and culture.

We see Yammer providing some unique communication functions and are launching a campaign to increase awareness and engagement across Technology. We know there are conversations happening around the multitude of tools currently in place, but we believe Yammer provides a unique opportunity for social networking and building relationships across our team.

To learn more about Yammer, click the links below to the Getting Started Guide and New User Checklist. If you're not a member, register with your nordstrom.com email address at [www.yammer.com](http://www.yammer.com).

Thank you,

People Lab & Productivity and Collaboration Systems (PCS)

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Yammer Resources:

[Getting Started Guide](#)  
[New Yammer User Checklist](#)

*Placeholder area for Governance Information*

# APPENDIX

## Prep Week Email

### EMAIL TO TECHNOLOGY YAMMER USERS

May 16, 2014

Subject: Early Yammer Adopters - You're Great!  
To: Technology Yammer users (approx. ### recipients)  
From: peoplelab@nordstrom.com

#### Metrics to Collect:

- Open Rate - %
- Link Click Rate - %



#### Hey early Yammer adopters!

We've seen great benefits thus far in Yammer's ability to support communication, networking and information sharing. Thanks for your contributions and conversations.

With that in mind, we are launching a campaign to try to increase awareness and engagement with Yammer across our Nordstrom Technology team! You will soon see posters and emails going out to try to activate more of our team to join and share on Yammer.

Please help ensure our Yammer network's success! You can do this by inviting new users to join, answering their questions and responding to their posts with messages of encouragement. We will share additional training and communication materials in the coming weeks.

Thanks again for your contributions thus far!

People Lab & Productivity and Collaboration Systems (PCS)

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Yammer Resources:

[Getting Started Guide](#)  
[New Yammer User Checklist](#)

*Placeholder area for Governance Information*

[unsubscribe from this list](#)



# APPENDIX

## Week 1 Email

### EMAIL TO ALL TECHNOLOGY

May 19, 2014

Subject: It's Yammer Time!

To: Technology ALL (approx. 2,232 recipients)

From: peoplelab@nordstrom.com

#### A/B Test Groups:

- Group A - Yammer users (approx. ### recipients)
- Group B - Non Yammer users (approx. ### recipients)

#### Metrics to Collect:

- Open Rate - %
- Link Click Rate - %

[Join Yammer!](#)



#### Nordstrom Technology Employees,

We are very excited to announce that Yammer is available to our Technology organization as a social networking solution for our business. Some of your colleagues have been having great success stories using Yammer, and we'd like to invite you to join us!

Our team will be able to use Yammer in the following ways:

- Communicate progress and share updates on projects
- Reduce email overload and mass Tech ALL and Tech EMPL emails
- Highlight and share team successes and lessons learned
- Share industry news, innovative ideas and competitor information
- Help you network and connect with teams and colleagues you may not encounter or meet in your regular work flow

We've established our own group on Yammer, known as **Nordstrom Technology**.

In the coming weeks we will post helpful tips and information about Yammer throughout Technology office locations as well as on Yammer.

Haven't joined our Yammer network yet? Here's how:

1. Go to [www.yammer.com](http://www.yammer.com).
2. Type in your Nordstrom email address and click Sign Up.
3. You will receive an automatic email from Yammer. Follow the steps in the email to sign up.

Thank you and we look forward to seeing you on Yammer!

Regards,

People Lab & Productivity and Collaboration Systems (PCS)

Yammer Resources:

[Getting Started Guide](#)  
[New Yammer User Checklist](#)

*Placeholder area for Governance Information*

[unsubscribe from this list](#)

# APPENDIX

## *Post Week Email*

### **EMAIL TO NEW YAMMER USERS**

*June 2, 2014*

*To be written May 14 - 21*

Subject: “ “

To: New Yammer users since 5/19/2014

(approx. ### recipients)

From: peoplelab@nordstrom.com

Metrics to Collect:

- Open Rate - %
- Link Click Rate - %