

# Yammer: The good and the bad

How Yammer became a key internal communication channel  
at Philips

**Dennis Agusi**

Communications Center of Excellence

7 December 2022

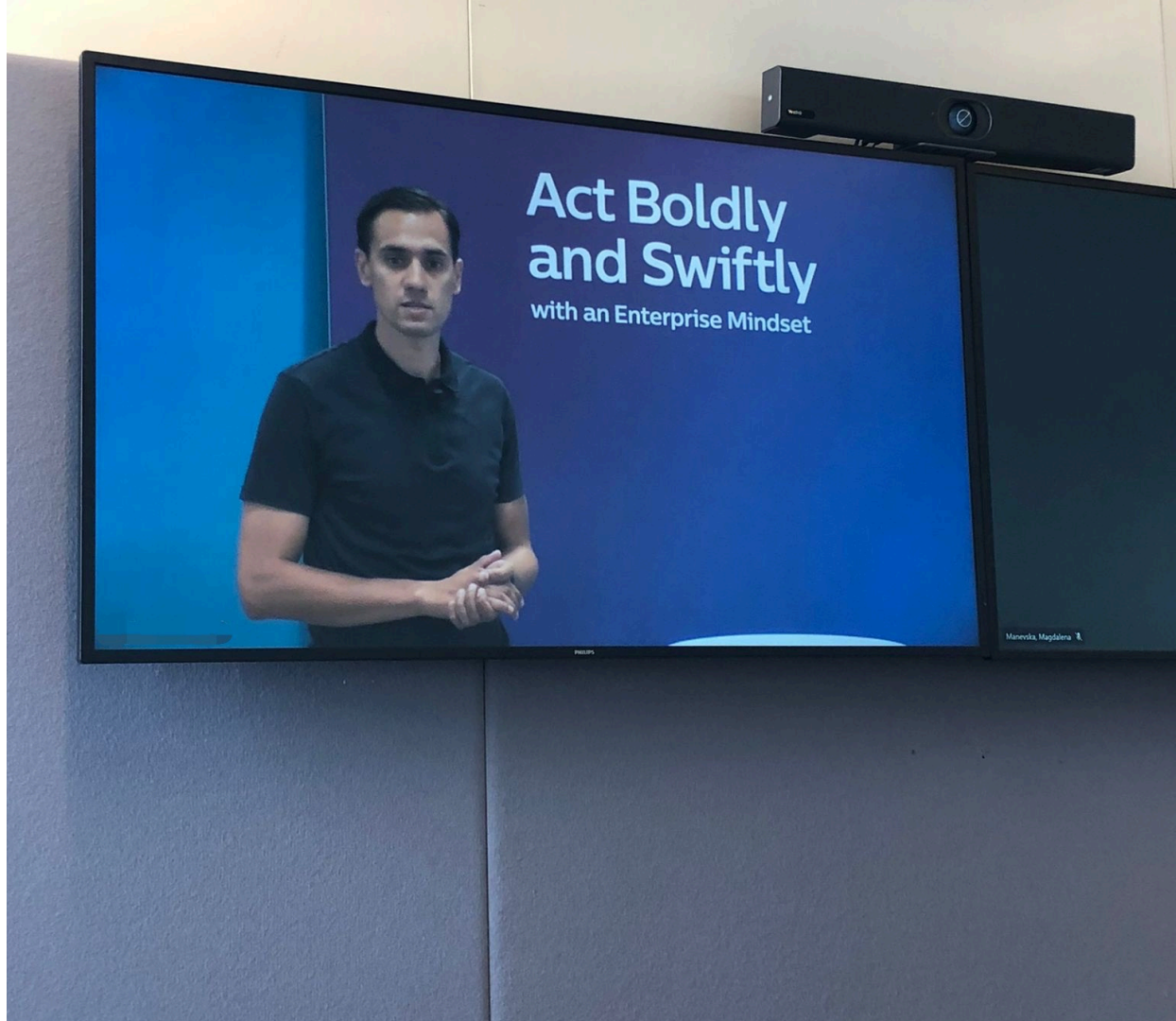


Hi 😊

Started as  
an intern in  
2010



Now responsible  
for our internal  
and external  
comms channels







A little bit about Philips...

# Taking on the healthcare challenge

At Philips, we take a holistic view of people's health journeys, starting with healthy living and prevention, precision diagnosis and personalized treatment, through to care in the home – where the cycle to healthy living begins again.



# Philips in 2021



EUR 17.2  
billion sales

EUR  
1.8 billion  
invested in R&D

USD 12.1 billion  
brand value<sup>1</sup>

~78,000  
employees in over 100 countries



# Positioning of Yammer

## Yammer - Mission statement



Yammer is our internal social media platform to **connect employees, communities and experts.**






Dialogues and the sharing of knowledge and information allow employees to easily **build valuable networks** across all layers of the organization and discover what's happening in the Philips world and beyond.



# What communication channel to use when

## Playbook for Comms

● Preferred choice    ● Optional

	 Yammer	 Yammer Live Event	 Intranet *	 Mass Email	 Stream	 Philips Newscast
Support leadership online two-way dialogue	●	●			●	
Spot user-generated content	●	●			●	
Curate and highlight user-generated content	●	●	●	●		●
Share fast, short news <small>for example: celebrate achievements, success stories, people announcements</small>	●	●		●	●	●
Publish in-depth content	●	●	●		●	
Activate your audience around in-depth content	●	●		●		●
Share general, long-lasting, corporate information			●		●	
Share official news and org updates	●	●	●	●		●
Engage a group of >50 around a topic	●	●				
Engage >300 people with an event		●			●	●
Build and manage communities	●	●				
Activate a survey				●		
Share confidential information to a defined group	● **	●	●	●	●	



Please notice: Microsoft Teams is a team collaboration tool and not designed for mass communications

\* The aim is to intergrate all relevant SharePoint sites in the new Intranet

\*\* Make sure to adjust your community settings re. privacy





Some context and numbers...



Launched in

2019

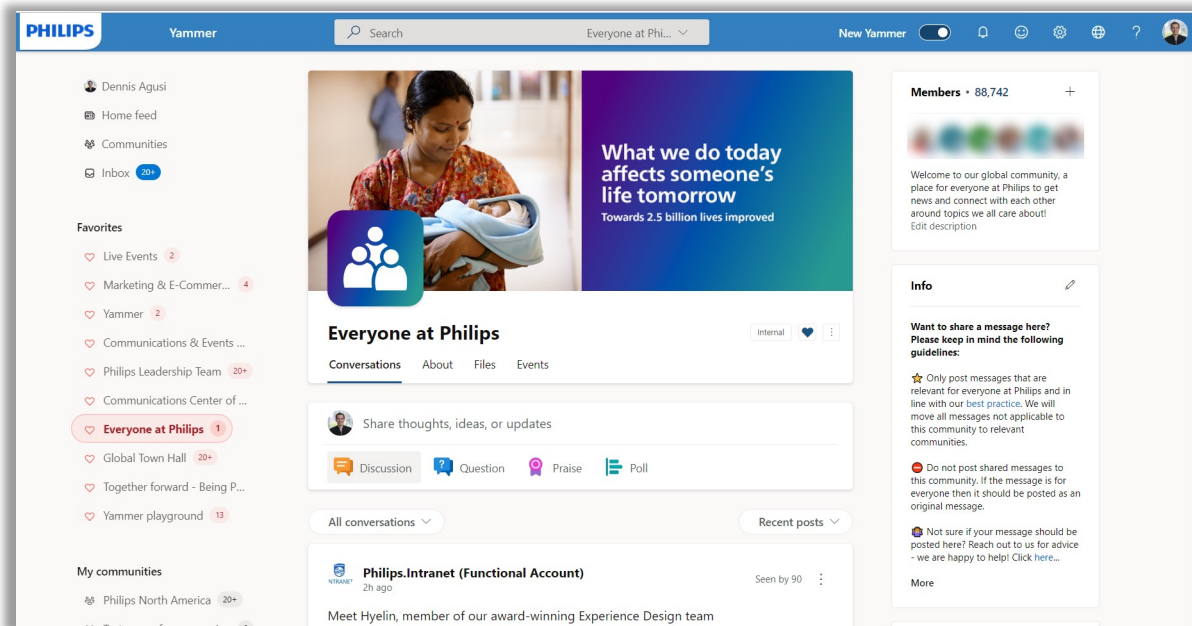


Active communities\*

740

Amount of reads in 2021

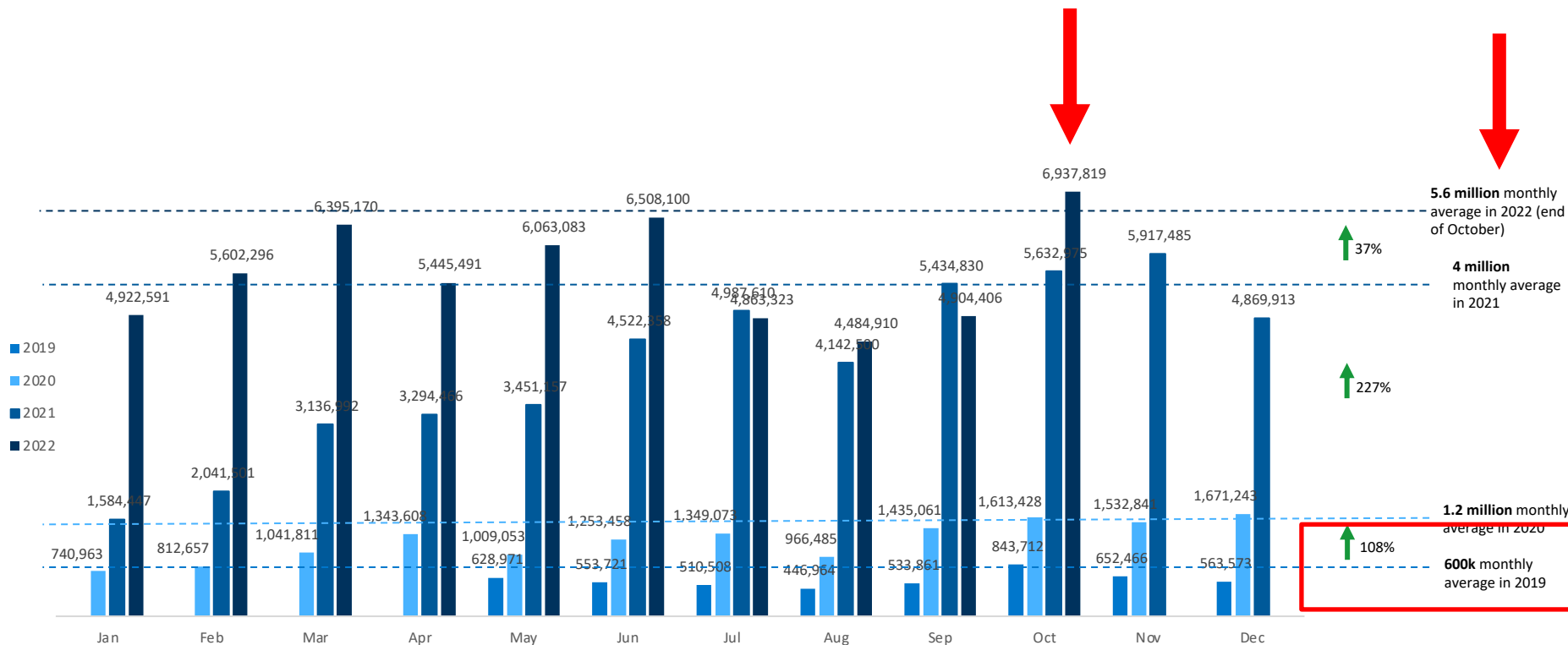
+48 Million



\*Active in the last 30 days



# Yammer usage has grown significantly over the last years



Amount of reads



Managed communities are the driver  
behind these numbers





# Business focused communities

- Driven and managed by comms network
- The communities have KPIs owned by Comms
- Based on org unit you are added to the community, but others can join as well

**Personal Health** • 9,668 Members

Our businesses deliver personalized solutions that enable healthier lifestyles and prevention of chronic diseases.

**Philips North America** • 16,766 Members

There's always a way!

together forward  
towards 2.5 billion lives improved

**HR4HR Community** • 2,128 Members

In need of a break?  
Register your time off now

Welcome to the HR4HR Community group! This is an open space where you can share your knowledge, network with colleagues and ask questions!

**Everyone at Philips** • 88,742 Members

What we do today affects someone's life tomorrow  
Towards 2.5 billion lives improved

Welcome to our global community, a place for everyone at Philips to get news and connect with each other around topics we all care about!

**Connected Care** • 12,532 Members

Home Ambulatory Emergency Care Hospital Post Acute

With patients, customers and our people at the core of what we do

A hub for sharing and connecting across our Connected Care cluster of businesses

**Precision Diagnosis** • 12,961 Members

The latest news, updates and insights from the Precision Diagnosis Business cluster. Join the conversation with colleagues worldwide!

By advancing precision diagnosis, we aim to turn the most defining moments in healthcare into tailored care pathways with predictable outcomes for every patient. Find out more in our [Precision Diagnosis](#).

# Majority of our newsletters and people announcements moved to Yammer

- Yammer newsletters often link to e.g. intranet articles or videos on Stream for richer and deeper content
- We positioned Yammer announcements as a Mass mail+
- In email newsletters that still exist we are often linking to Yammer messages

Jun 16 @ 1

See by 346

### #PeopleAnnouncement

We are excited to share that \_\_\_\_\_ will join Philips North America as Head of Personal Health, reporting to \_\_\_\_\_ effective June 27. We also extend deep appreciation to \_\_\_\_\_ for their energy and commitment serving as interim leaders for the NA team.

\_\_\_\_\_ joins us after nearly 20 years at Colgate-Palmolive, where she was most recently Vice President and General Manager for Oral Care in North America. In that role, she led a \$1.5 billion multi-cat... see more



Like Comment Share


Announcement posted in Marketing & Commerce

See by 2346

### June Marketing & E-Commerce Matters

It's hard to believe that we're not halfway through the year. Here's a breakdown of all the exciting things happening this month.

- 📅 **Speaker Miller: Luncheon at Collision 2022, June 29-30**  
Luncheon is slated to speak at Collision, which is North America's premiere tech conference on June 29 & 30 in Orlando. Our agenda of marketing at Philips and open on June 22 as a CMO panel discussing global marketing trends. Our other CMO or former Chief Medical Officer. Click on the link to get more information and sharing some of the key findings from the annual [Philips Future Health Index](#).
- 📅 **The era of relationship marketing**  
Luncheon was featured in the UK's E-Commerce section called 'Relationship' titled 'Welcome to the era of relationship marketing'. She placed her views on the evolution of consumer-centric marketing and the impact of the customer focus on how we engage with consumers.
- 📅 **Speaker alert sharing digital marketing best practices**  
Sophie Robinson, our Head of Digital Platforms is speaking at [EUS Online Connect 2022](#) on June 15 or 115 on YouTube on 'How to leverage new B2B2C models to strengthen customer relationships and revenue'. And on June 15, Sophie will be speaking at a [Heaven Digital Marketing & E-Commerce](#) event in a session titled 'Digital in Marketing and Sales: Key Insights from Practice and Theory'.
- 📅 **ATTENTION all MASAC speakers and thought leaders!** If you're speaking externally at a marketing, brand or communications event and representing Philips, let me know so that I can support you.
- 📅 **How well do you know the Philips brand?**  
As one of the most recognized and valued brands, we all have a responsibility to protect and promote the brand as Philips people. To support you, we've created the new user care of the Philips, there's a new brand curriculum consisting of two levels: [Foundational level](#) and [Intermediate level](#). Also regularly check out the [Brand Book](#) for the latest and greatest templates, brand assets and guidelines.
- 📅 **Philips Global Media Summit Super Peak Edition**  
Join the full-day session on July 6 either virtually or in person at our Customer Experience Center in East, to hear what the latest 2022 trends are, the ultimate strategy to maximize your marketing budget and the latest tactics you should employ. Get ideas from our partners, including Amazon, Google, Meta and Microsoft to help you get ready for your next peak sales period. To receive an invite to the session, send us an email at [marketingupdates@philips.com](mailto:marketingupdates@philips.com) or comment below.
- 📅 **Marketing Compendium Self Review**  
Have you done your Marketing Compendium self-review in Workday yet? It's a great time to take stock of the last month and plan your development for the rest of the year. Use the checklist tool to quickly check what you self-review this year. For your profile and supporting documents go to the MASAC Hub, Your Journey Section. Then use the step-by-step guide to complete your Self-Review in Workday. For questions email [marketingupdates@philips.com](mailto:marketingupdates@philips.com) or [marketing@philips.com](mailto:marketing@philips.com)
- 📅 **Talent & Learning Navigator**  
Click to search, the new Learning page has been the most visited page on the MASAC Hub. We have now refined and expanded this section to include even more useful and easy-to-find information and resources. Check out the enhanced page here: [NewMASACLearning](#)
- 📅 **How to prevent good stress turning bad or even ugly**  
Join our [Best Learning Club on June 16](#) to hear from Hans Goetshals who will talk about stress and Mark is a management trainer with over 20 years of experience, working with some of the world's biggest brands including Unilever, MSD, AbbVie, GlaxoSmithKline and Philips. To receive an invite to the session, send us an email at [marketingupdates@philips.com](mailto:marketingupdates@philips.com) and we'll forward you the invite or leave a comment below.
- 📅 **Oxygen Moments**  
In light of our desire to be more productive, organized, customer-centric and aligned on our strategy, [iXperience@Philips](#) and [iXperience@Philips](#) have been taking over MASAC around the globe. We're already having great feedback. The benefits of intentionally taking a few hours in your week for learning, strategic thinking or get to get some headspace to do concentrated work. We'll be in June for your questions and suggestions on how you want to spend your Oxygen Moments. [#iXperience@Philips](#)
- 📅 **Wonders of You**  
Have you heard about the 'Wonders of You' signature press events taking place in several cities including the Netherlands. Generally, press events are for the media. The events provide an exclusive personalized, actual reality experience bringing to life our incredible consumer products and solutions. [#iXperience@Philips](#)
- 📅 **Philips Leadership Competency (PLC)**  
This year the 2022 PLC World Final will be held from 29-30 June - in Rome, where we are excited to see our top performing regional and global leaders. The competition is intense and persistence. Congratulations! The MASAC and MASAC team made up proud, both meeting the 2022 PLC criteria. Congratulations to our winners and all participants. We hope you are being pro-active with these ideas and being solution-focused. [#iXperience@Philips](#)
- 📅 **Research the MASAC global team**  
Did you miss our last MASAC event? We shared an update on our Q2 results, and heard about our Employee Experience, Oxygen Moments, Video, Video, Video, Video, Video, Project Board and we had the chance to get to know Belinda Gerrits and Marië D'Elroy and hear about their inspiring career journey. You can watch the video here: [#iXperience@Philips](#)



MASAC Study Notes

Announcement posted in Personal Health

May 2 • Edited • @25

See by 6395

### Notable Things that happened in April

- 📅 **Personal Health won 9 Red Dot Design Awards**  
The Philips brand has been recognized with 40 Red Dot Product Design Awards in 2022! PH took home 9 out of the 40 awards, including two Best of the Best awards for the Fresh Air Mask Lite and the Philips Avent Night Owl Baby Monitor. Check out the [Yammer post](#).
- 📅 **Speak up - Tips to hold a fruitful Psychological Safety workshop**  
Did you know that according to the EES score one out of five people doesn't always feel completely safe speaking up? To address this, there is a [Psychological Safety](#) training available, with the goal of raising awareness and ensuring that we always stand for Patient Safety, Quality, and Integrity. Interested? More information in the [playbook](#).
- 📅 **Join the new Data & AI Community of Practice in Personal Health**  
As part of our Innovation Leadership Big Bet, \_\_\_\_\_ and team started a Community of Practice with an already growing community (100+ strong) to take our Data Strategy to the next level. [Learn more](#) or [join here](#).
- 📅 **Learn more about Ramadan**  
The Holy Month of Ramadan, which runs from April 1 to May 1, is commemorated by Muslims all around the world as a month of fasting sunrise to sunset, giving, prayers, reflection and community gatherings. Find out what Ramadan means to \_\_\_\_\_ in his post [here](#).
- 📅 **High-end shaving consumer immersion**  
April started with an in-person visit to 14 high-end shaver consumers at their homes in Cologne/Germany, observing their actual personal behavior, challenges, and frictions with shaving routine, identifying opportunities, and going on an online and offline shopping journey with them. [Learn more](#) and watch the video with the key insights.
- 📅 **PH Fundraiser for Ukraine in Amsterdam**  
A team of PH volunteers promoted a [product sale](#), a food market and collected open donations to help those impacted by the humanitarian crisis in Ukraine. The end result? An incredible **€ 21,404!** For more details on how donations are used, visit [Philips Foundation](#) page.
- 📅 **PH Dragons' Den 3.0 Global Creation Event - 12 winners to the Finals**  
Just two days of the PH Dragons' Den 3.0 Global Creation Event generated over 500 fantastic ideas in procurement! More than 50 team concepts were presented to the jury members and 12 champions will compete in the May Finals. [Learn more](#) about it [here](#).
- 📅 **3 PH teams to the PEC Semi-Final Americas 2022**  
Twenty semifinal teams battled for one of six final slots and the People's Choice Award on April 20-21, among them 3 PH teams: Customer-First Innovation Roadmaps, The Pruners and WEU Male Grooming Amazon BCC. If you missed it, watch [day 1](#) and [day 2](#) and the award ceremony [here](#).
- 📅 **New postnatal care standards from the World Health Organization (WHO)**  
WHO launched new care standards to improve the quality of essential, routine postnatal care for women and newborns, underscoring that a positive postnatal experience is important for all women giving birth and their newborns and lays the foundation for improved short- and long-term health and well-being. Check out the link [here](#), or view the full presentation with the WHO guidelines 2022.

## Personal Health Notable Things

April Edition

Notable Things

Like Comment Share

# Leaders are leveraging Yammer to engage with their teams

- Employees really get to know leaders on a deeper level and vice versa
- Opportunity to show their personal life
- Leaders can easily provide strategic direction by recognizing certain projects and behaviors

Posted in Together forward - Being Philips

 **Houten, Frans van**  
Mar 29, 2021

1 share • Seen by 2,530

Just contributed another 10K run in Amsterdamse Bos this weekend. Running with the dog!



Love Comment Share

You and 365 others



Jakobs, Roy

Yesterday at 10:14 AM

2 shares · Seen by 54,640 · ...



## Reflections on my first month as CEO

Hi team,

Now I've been in the CEO role for one month, I wanted to share some reflections with you as well as stories from my meetings with customers and visits to several Philips sites. I'd like to get into the habit of sharing these informal updates. Feel free to comment below if you find these valuable.

### Meeting with customers

It's been a packed few weeks. I'm happy I've already been able to meet with many customers. When I go into these meetings, one of ... see more



Like



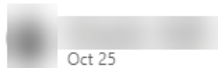
Comment



Share



Thomas, Kevin Saju and 644 others



Oct 25

Seen by 1,627 ...

QUESTION



Which critical lesson learnts have you noticed and learnt from this actual situation as management?

Like Answer Share

and 5 others



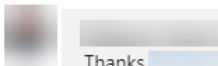
Best answer

**Jakobs, Roy** Oct 25

7

Thanks for the question. One of the critical lessons for us all is to always keep that realistic view of how things are going. If things aren't going well somewhere, let's call it out. This is how we can address issues head-on. Another one is that we always need to ask if the work we're doing today is creating the impact we want. It's a journey and we can always learn and improve.

...



Oct 25

Thanks - tagging [Jakobs, Roy](#), can I ask you to share your thoughts on behalf of Exco (question relates to Q3 announcements).

1

...





**Bartolini, Shari**

Sep 23 • Edited • @6

6 shares • Seen by 56,112 • ...



### Did you know...at Philips we use over 7,000 different acronyms and abbreviations?

Seriously, I'm not exaggerating - it's a lot! Acronyms and abbreviations are a great way to memorize difficult concepts and sometimes it's just easier to say PIL instead of Philips Integrated Landscape, right? While all these acronyms and abbreviations can be helpful, they can also be very puzzling, especially for our new colleagues.

But there's good news 📄...did you know we actually have an acronym and abbreviatio...  
see more



Did you know?



Like



Comment



Share



You and 366 others



# Interest based and service communities

- Driven and managed by subject matter experts
- Subject matter experts are trained by us
- Majority of these communities have KPIs owned by the subject matter experts

**Inclusion & Diversity at Philips**  
Members • 1,687

Fostering an inclusive working environment where people are valued and accepted for their uniqueness. Edit description

**Info**

All Inclusion & Diversity Group members can use this group on Yammer to post things they want to share with others. You can think about:  
- Useful information or articles

Conversations About Files Events

**Learning at Philips**  
Members • 7,688

Listen up, that helps us all grow

Welcome to the Learning@Philips Community! Post questions, learn from each other, and receive updates about upcoming training! Edit description

**Info**

Welcome to your daily dose of learning! This is the Yammer group for all your Learning@Philips, maintained by the different learning teams in Philips. You can post any topics and questions related to learning, and we will come

Conversations About Files Events

**Microsoft Teams**  
Members • 1,547

Hello, hybrid!  
Push the boundaries and explore new hybrid ways of working

Microsoft Teams brings people, conversations, files, and tools into one place, so everyone has instant access to everything they need. Edit description

**Info**

**Hello Hybrid**

- Internet - How we work together at Philips
- IT Solutions to support hybrid work

Conversations About Files Events

**All about Workday**  
Members • 482

Stream open for all Workday related communication - for asking questions, sharing tips, knowledge, news - about Workday. Edit description

**Pinned**

- ServiceNow - Transfor...
- Go Mobile!

Conversations About Files Events

**Philips Myshop Benelux**  
Members • 120

Website: philips.nl/myshop | philips.be/myshop Philips myshop Eindhoven Frederiklaan 10C Eindhoven +31 (0)40 400 61 90 Edit description

**Pinned**

- Add files or links that are important to this community.

Conversations About Files Events

**Neurodiversity Network**  
Members • 287

Welcome to the global Philips Neurodiversity Network  
Be an early joiner. More coming soon.

Dedicated to creating global awareness for the benefits of neurodiversity at work, empowering the neurodivergent, and fostering mutual understanding. Edit description

**Info**

Anyone interested in neurodiversity is welcome to join our global network. Neurodiversity describes the wonderful variety in how our brains are wired, which makes us all see and experience

Conversations About Files Events

- Managed by IT support team
- Employees are also helping each other
- Subject matter experts leverage this community to provide updates on new features and productivity tips for specific tools

**IT-Help** Internal

Conversations About Files Events

Ask a question

Discussion Question Praise Poll

**Members** • 6,047

This is the Philips group to get all your IT Support-related questions answered. Simply click [JOIN] to join this community.  
Edit description

**Info**

- **IT Portal**
- **Submit a Service Request**

**Topic Guides**

- On/Off Boarding & Transfer
- Hardware & Devices
- Software
- Access & Connections
- IT Security
- Collaboration
- Work from home
- Storage & Sharing

██████████ Fri at 5:00 PM Seen by 28

**QUESTION**

I cannot change my password using CTL-Alt-Delete

Like Answer Share

Be the first to like this

██████████ Fri at 5:02 PM 1

You have to be in a Philips office on the PGN or working remotely on VPN before you can change your password - otherwise you get an error about being unable to connect to the AD servers.

██████████ Fri at 5:09 PM

**#moderator:** Hello ██████████ If you are not at Philips Office or are unable to connect to the VPN, you can change your password via **SailPoint IQ**.

Refer to the below knowledge article for more information:  
[https://philips.service-now.com/itportal?id=kb\\_article\\_view&...](https://philips.service-now.com/itportal?id=kb_article_view&...)



Jun 23 Seen by 102

**QUESTION**

I have used Firefox as my default browser at Philips for at least six years. This week Firefox (at Philips) stopped working for many websites with the following error:  
*Software is Preventing Firefox From Safely Connecting to This Site*

*web.yammer.com is most likely a safe site, but a secure connection could not be established. This issue is caused by Cisco Umbrella Root CA, which is either software on your computer or your network.*

What can you do about it?

- If your antivirus software in... see more

Like Answer Share

Be the first to like this

Jun 23 3

apparently Firefox uses own 'library' of trusted root certificates (where Cisco Umbrella's one is not present) and by default disregards the general certificates store of the host computer (where Cisco Umbrella root is present). That can be changed in the settings of Firefox, with these steps (as described by Cisco):

- In Firefox, type 'about:config' in the address bar
- If prompted, accept any warnings
- Right-click to create a new boolean value, and enter 'security.enterprise\_roots.enabled' as the Name
- Set the value to 'true'

Jun 23

that seems to have fixed the issue. This is much more helpful than the helpdesk telling me I am to use Edge and to go away.





Chaudhary, Shikha

Sep 14 • @2

3 shares • Seen by 39,946 ...



## Did you know... Using Keyboard shortcuts in Outlook, Excel or other tools help improve Productivity and Accuracy ⚡?

Keyboard shortcuts can **save you up to 8 workdays each year**, according to a recent study - that's a lot 😊! Considering many of us spend a lot of time on Outlook, here are some of the most useful Outlook shortcuts. Hopefully these help improve your efficiency and give you back those 8 workdays 🕒.

Would love to hear your favorite shortcuts? Tell us below 🙋

### The Most Useful MS Outlook Keyboard Shortcuts

1 min

Outlook is an integral part of our day-to-day work, and everyone knows how to best use it for their requirements.

So why this tip about shortcuts you ask? Here are some reasons why:

- You will be more efficient
- Multitasking made easier
- Accuracy improves 😊
- Use of keyboard with mouse in a complimentary fashion is time saving and helpful.
- Wrist Health: Excessive use of mouse can cause R.S.I.

Note: Mac users switch "Ctrl" to "Command"

Create new items	Ctrl + N
Send the Email	Alt + S
Reply	Ctrl + R
Reply to All	Ctrl + Shift + R
Forward a Mail	Ctrl + F
Forward Email as Attachment	Ctrl + Alt + F
Search for an item	F3
Refresh Send and Receive for all items	F9
Mark a message as unread	Ctrl + U
Scroll down mail chain for quick read	Spacebar
Move mails to folders	Ctrl + Shift + V
Insert a hyperlink	Ctrl + K
Use Emoticons 😊	Windows + .

Brought to you by the IT Service Desk Experience Team

[Tip Archives](#)

PHILIPS



The Most Useful MS Outlook Keyboard Shortcuts.pdf

Everyone at Philips > Files



Did you know?



Like



Comment



Share



You and 272 others

# Social communities



- Driven and managed by employees who are passionate about a specific topic
- Function as a way to network and build social capital
- Employees love that they can connect with others around their passion

Update cover photo

Join

**Cats**

Conversations About Files Events

Members • 109

We <3 cats!!! Post your favorite cat picture here, preferably cats with Philips products.  
Edit description

Info

One of the oldest social groups in Philips, founded in 2012. Pet lovers are welcome! (dogs are not)

Join

**Bike2Work at Philips**

Conversations About Files Events

Members • 130

Cycle to work is fun, green, healthy, Dutch and affordable- everything that Philips stands for. We want to make Bike2Work an easier choice.  
Edit description

Pinned +

Add files or links that are important to this community.

PHILIPS  
Inclusion diversity

#youareyou

Joined

**Energy Management**

Public

Conversations About Files Events

Members • 386

Energy Management  
Edit description

Pinned +

Add files or links that are important to this community.

Community resources

Join

**Running at Philips**

Conversations About Files Events

Members • 239

People at Philips running on several Events WW  
Edit description

Pinned +

Add files or links that are important to this community.

Community resources

Join

**Philips photographers**

Conversations About Files Events

Members • 401

We have a lot of great photographers in our company. Feel free to share your photos with your colleagues in this group!  
Edit description

Pinned +

Add files or links that are important to this community.

Join

**Meditating for health and well-being**

Public

Conversations About Files Events

Members • 457

Learn how to calm your mind, improve your focus and boost your energy levels with simple breathing and meditation exercises.  
Edit description

Pinned +

Add files or links that are important to this community.

[Profile picture] Jun 23

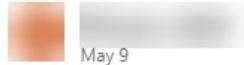
Seen by 189

A picture from my last trip to Netherlands



 Like  Comment  Share

  [Profile picture] and 27 others



May 9

Seen by 501



So cool to have a photography group here.  
Here's a blue throated barbet from the Himalayan foothills.....



Like



Comment



Share



and 49 others



May 8

Seen by 1,519



I joined Philips 3 days ago and I am so glad to see a fully active photographers group here. Here is my first post of a cute little Jumping spider.



 Like

 Comment

 Share



and 51 others



Employee generated photos are being used in our holiday e-card



May 10

Seen by 111

New sleeping places for my cats... In the laundry basket and close to the heat of the laptop



Like Comment Share

and 21 others

One of my cats was actually born in a laundry basket :)



Trainings are key for driving Yammer adoption



# Five trainings available

1. **Basic training:** focusing on the Yammer concept and the basics
2. **Community management training:** How to manage a Yammer community
3. **Supporting leaders:** How to support leadership in utilizing Yammer for their strategic goals
4. **Practical tips and tricks:** How to create engaging posts and communities
5. **Analytics:** How to measure the success of your Yammer activities

### The three pillars of a successful community



**Purpose**  
What is the goal of this community?  
What will you achieve together?



**Audience**  
Who is the target audience for this community?  
What is in it for them to participate?



**Content**  
What activities and dialogues will take place in the community?  
What topics and information will be shared or discussed?

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### Our benchmark so far...

We have created an online **dashboard** in which you can view the average Engagement rate in 2020 and 2021.

We see a really **positive growth** for most communities from 2020 to 2021.

Currently we have analyzed **73** Yammer communities, and our list is growing.

We have also created what we regard as the **main purpose category** for your communities, in order to have a more accurate benchmark for the type of communities and their associated activities.

Average Engagement rate of your selection in 2021
5.61%
Average Engagement rate of your selection in 2020
2.12%
% Growth from 2020 to 2021
164.85%

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### Tip 6: The power of a "Call to action" (CTA)

Try to **limit** your post to only **ONE call to action** and repeat this call if necessary

- Make clear what you want from the reader by giving clear instructions
- Ask your audience to take the next step, whether that's to read more, give feedback, sign up etc.
- Make your call to action visible with formatting (make it stand up: Add extra paragraph, bold, add emoji etc.)
- Start and end you message with the same CTA when applicable



★ TIP: The more specific the better!

Did you know? A CTA of "[Click here to learn more](#)" performs better than a CTA with "[Learn more](#)"

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### Communication patterns are shifting

More visibility and communication across the hierarchy

	
<b>Now</b>	<b>Now</b>
Not visible for everyone Control Top-down One-to-many	Visible for everyone Limited control Bottom-up/side-to-side/top-down Many-to-many

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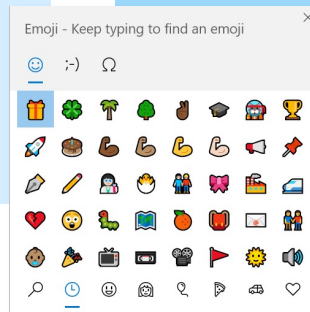
# Most popular tip: The world of emojis

Think about using visuals to structure your post. For example, start each section with a representative emoji.

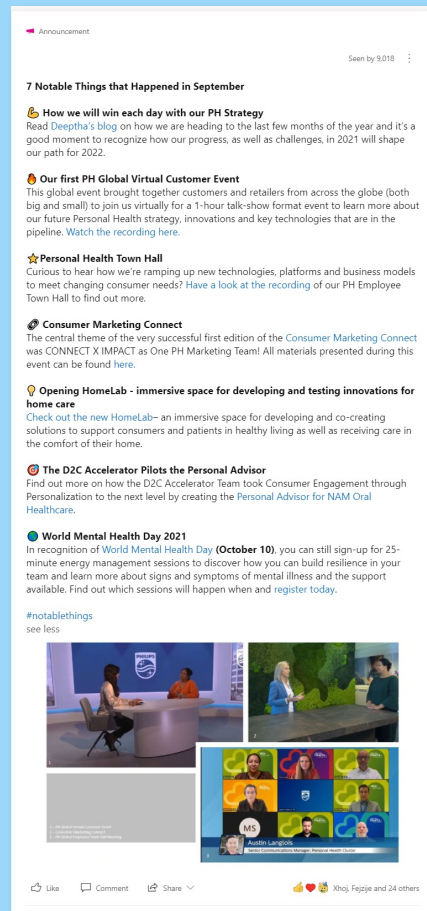


## Pro tip: Do you already know the emoji short cut?

Windows key + . (hit the actual dot button): This will open an emoticon menu where you can find all kind of emoticons. You can use this anywhere in Microsoft products from Outlook, Teams to Yammer. Super handy especially when I am typing a Yammer message 🤔😎



[Have a read here](#) about the use of emojis in business settings.





Violations...  
Bad things can happen

# Some of the comments we had to deal with...

13m ago Seen by 6

Congratulations, Winsome Sears. Keep on fighting the good fight!

"I was just elected Lieutenant Governor in Virginia — living proof that everything the Democrats try to sell voters on is a lie. I'm a Jamaican immigrant who legally immigrated to the United States and became a citizen of this country because I wanted the American Dream for myself — and I did just that. I'm a small-business owner and a U.S. Marine. And now, as the first black woman elected Lieutenant Governor in Virginia, I'm thrilled to start working alongside strong, conservative leaders putting our country FIRST again."



3h ago • Edited

"approved" and "in production" are two completely different things...Comirnaty is not currently in production in the US and it will not be for quite some time (this is stated in the document by the FDA). Philips stated that Pfizer vaccine is approved = which is misinformation.

8h ago

I disagree with Philips and their version of government science. I am a nurse and it is solid fact that natural immunity has always been more robust than a vaccine. There is no peer reviewed literature that disputes that, only government mouthpieces that offer no actual scientific data to go along with their opinion.





# The Yammer terms of use

Helps us to have healthy and constructive conversations. A violation is:

- E.g. offensive language, misinformation, harassment, pornographic content, illegal content etc.

## What happens if somebody violates the terms?

When somebody violated the terms of use they can report the conversation and we will review. The following steps are taken:

1. Team chat with offender to check-in and ask to edit/delete
2. No reaction or refuse to edit will result in an official warning. The manager and HR manager will also be informed.
3. Second official warning is a suspension of the Yammer account for two weeks. HR will follow-up and decide on potential measurements.



The response process for challenging posts and comments on Yammer provide guidance to the network

## Terms of use Philips Yammer

### Terms of use Philips Yammer

Date: May 8, 2019

Welcome to Yammer! Yammer is our internal social media platform to connect employees, communities and experts. Dialogues and the sharing of knowledge and information allow employees to easily build valuable networks across all layers of the organization and discover what's happening in the Philips world and beyond.

If you have any questions and/or comments please post them in the Yammer Q&A group

Philips Yammer is operated and provided to you by Microsoft on behalf of Philips Electronics Nederland B.V.

Philips Yammer is part of the Office 365 service by Philips, which is covered by the following: privacy notice.

Your access and use of the Philips Yammer service is conditional to your acceptance of the following terms of service, hereafter referred to as "Terms". Philips shall treat your access of the Philips Yammer website and your use of the Philips Yammer service as your acceptance of these Terms. By accessing the Philips Yammer website and/or using the Philips Yammer service you agree to be legally bound by the Terms.

#### Your activity in this network is governed by the following requirements:

- - Do not post confidential information into the main feed.
- - Be respectful to other members. It is acceptable to disagree, but please do so in a respectful manner. - Add value with each post.
- - You are responsible for the material you post to Yammer.
- - It is important to substantiate ideas, but please keep messages brief and to the point.

#### Get started by following these best practices:

- - When you first join, select the colleagues you want to follow. Posts from these colleagues will appear in your Following feed. To see all company posts, select All.
- - Customize your email preferences in the Notifications section.
- - Before asking a question, use the search bar and explore the Topics feed to explore existing content. This will help limit repetitive messages.
- - Browse the Group directory and join groups that you find relevant. If a specific group does not exist, start a new one and invite members of your team to contribute.
- - Add Topics, Links, pictures, and Events to posts when applicable.
- - Take time to explore Yammer. You'll get the hang of it!

#### 1. About the terms & conditions in general

- \* In order to use the Philips Yammer service, you must firstly agree to the Terms. You may not use the

# Reporting posts

- Everyone in Yammer can report a message or comment
- Global comms team will follow up and may reach out to local HR, subject matter experts and local comms
- We aim to review within 24 hours and report back to the reporter

The screenshot shows a Yammer message titled "New feature: Measure how your Yammer message is performing" by Dennis Agusi. A context menu is open over the message, with the "Report Conversation" option highlighted. A blue arrow points from the "Report Conversation" option in the menu to the "Report Conversation" option in the list of details. To the right, a "Report Conversation" dialog box is shown, containing a text input field for "Reason for Reporting" and "Submit" and "Cancel" buttons.

**Message in the Yammer community**

← Back to search      Mark as unread      Stop Following in Inbox

Announcement posted in Yammer

**Dennis Agusi**  
Jun 14 • Edited • @3      1 share • Seen by 1,362

**New feature: Measure how your Yammer message is performing** 📊 😊

We are happy to share with you that conversation insights is live. Conversation insights allow you to measure the engagement of an individual Yammer message in more detail. This is especially valuable with messages that received a lot of engagement and you would like to learn more about what happened and use this to improve future messages or you want to report back on the performance of a specific message.

It shows details like:

- Impressions (seen by)
- Engagement (reactions, likes, shares)
- Conversation trends (engagement filtering on a time period of 7 days, 14 days, 28 days)
- Reactions (the amount of which reaction is being used)
- Top comments (see which comment is being used)
- Shares (see where the message has been shared)

In the future, you can also see on departmental level the engagement per message. This is something that can be expected later this year and would let you know e.g. how many people from IT engaged with a specific message.

View Insights  
Edit  
Delete  
Move  
Close Conversation  
Copy Link  
Unfollow  
View Conversation  
Change to Question  
**Report Conversation**  
Add Topics  
Feature Conversation

**Report Conversation**

You are about to report a Yammer message. We will review your reported message and check if it is violating the terms of use of Yammer and/or any other Philips policies. Please be as descriptive as possible with why you are reporting this message. We aim to respond within 24 hours. Thank you!  
Communications Center of Excellence  
(ccoe@philips.com)

**Reporting**  
You are reporting a conversation by Bartolini, Shari in Test group for comms on July 2, 2021, 5:20 PM.

**Reason for Reporting**  
Please provide details

The person in your organization designated to review submitted reports will see your name and email.

Submit      Cancel



## Key tips

Train your communications network,  
leaders and subject matter experts

Build an ambassador network and  
leverage them for (global) activities

Global and Team KPIs on Yammer  
adoption and usage (offer a benchmark)

Have a process in place for violations.  
Don't be scared but prepared!



# Q&A



