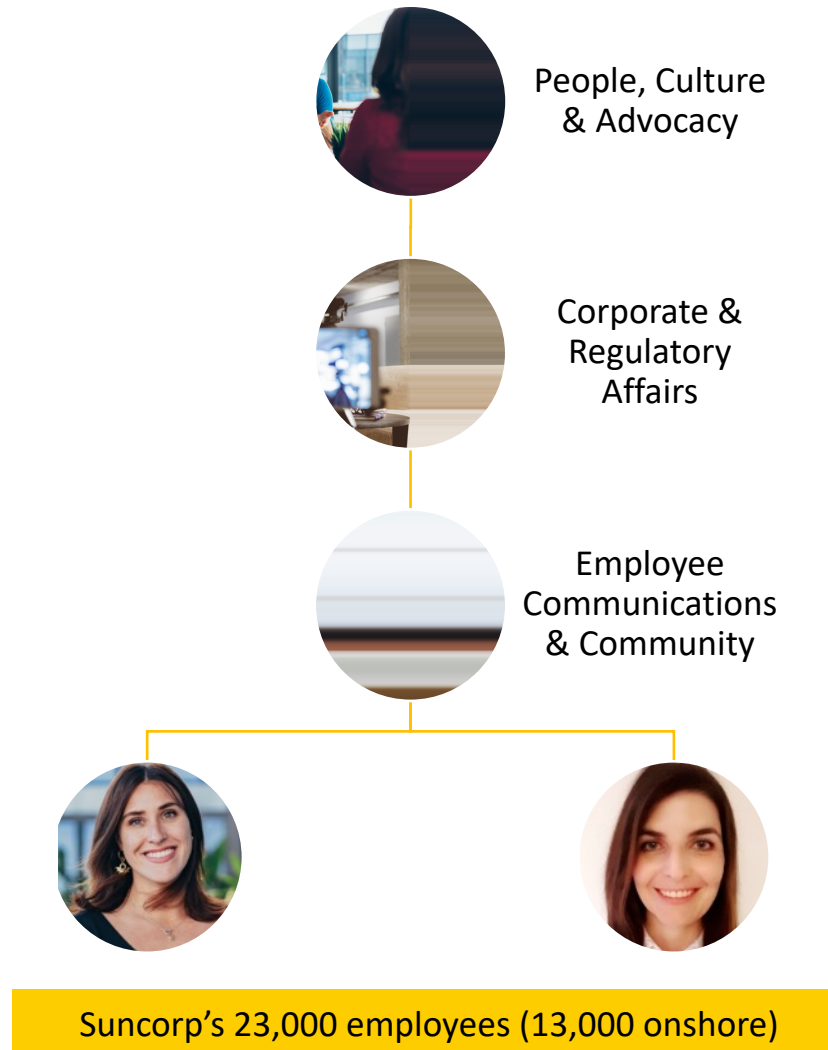


Choose your own (Yammer) adventure

How allowing employees to
decide their destiny doubled
Yammer use at Suncorp

SUNCORP 

How we work

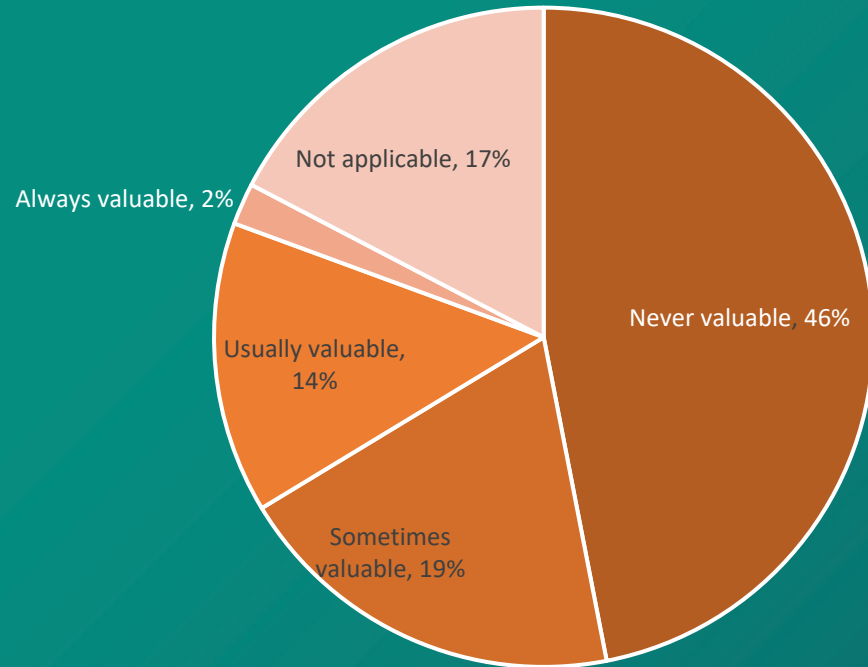




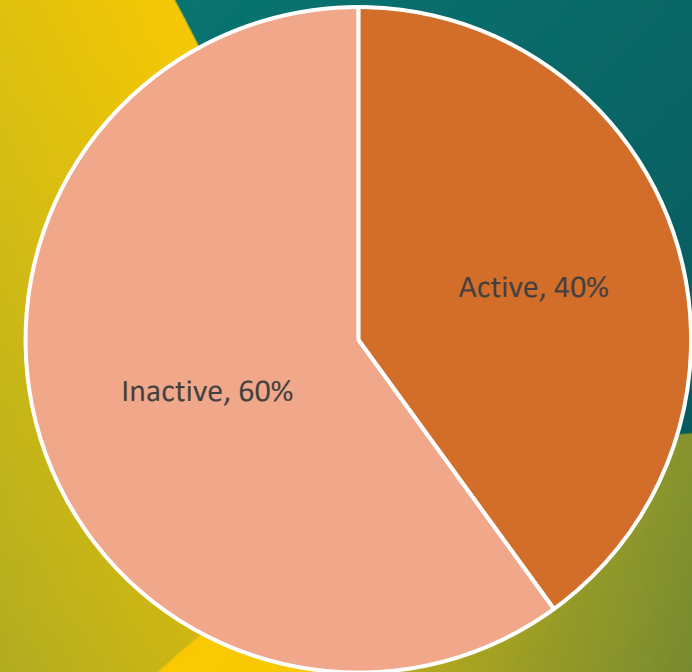
Managing the intranet as a product

- We lead change by listening to our people, not by technology enabling change
- We run our own timelines (and communicate this early on) to effectively manage priorities
- As advisors, we *advise* early on
- Organisation and audience maturity guide our change programs
- We communicate with one another daily, and leverage each other's strengths, working capacity and mental capacity
- Work strategically and seize opportunities which optimize our projects
- **Our change communications are highly targeted and tailored group-to-group**

2018 Communications Survey



Jan 2021 Yammer users



The strategy

- We researched our employees' behaviours even further and ascertained each group's sentiment towards the platform.
- We developed an understanding of each group's technological maturity, and needs, wants, and barriers to usage of the platform.
- We looked at tried and tested methods of adoption usage cases in not just our organisation, but others too.
- We looked at content that was performing well to understand what employees were actually engaged by.
- We enabled ease-of-access to tailored resources that worked with any which way employees chose to learn.
- We selected key groups that held serious influence in the organisation and skilled them up, first.
- We nurtured, listened and responded to the feedback given throughout our strategy.

Our research

- Where Senior Leadership is associated with Yammer, verbatims were quite positive.
- More exposure of Suncorp Senior Leadership was desired
- The timeliness of existing communications was less favourable than the content of the communications themselves, which were mostly received positively.
- Communications from the perspective of leaders proved to be the most popular style of content published, and also garnered more engagement than any other news category, consistently.
- Leadership posts on Yammer that featured images of the leaders in their natural environment, i.e. a selfie, a picture at home, getting vaccinated, etc. – regardless of the professionalism of the image – gathered more engagement than any other type of post on Yammer.
- Leaders are inherently extremely time-poor, and reliant upon support staff to inform, drive change and adopt behaviour.
- Leaders identified that with better integration on neighbouring digital workplace channels, as well as improved education and training on how to use Yammer, would likely increase their usage of the channel.
- Leadership posts on Yammer were significantly low, some leaders engaging in as minimal as three posts per annum.
- The key other ‘broadcasters’ on Yammer were Communications Specialists, who received low-average engagement on posts.
- The leaders who engaged with their own employees’ posts on this channel received more engagement with their communications on channels outside of Yammer.

A resource hub

Communications

Yammer

Home

Getting started

Beginner resources

Resources by role

Ask for help

Edit

Following

Share


New

Page details

Analytics

Published 21/02/2022

Edit




Welcome to Suncorp's Yammer site


Here, you'll be able to find all the resources you need to make Yammer a better channel for you. Depending on your goals, you may want to follow the prompts on this site to match your role type.

These paths will provide you with resources that match up with the most common goals for your role. Alternatively, start exploring and learning more about how Yammer can work for you.


Discover how Yammer can help you connect at Suncorp




Everyone, beginner to experienced user



Community Managers



Leader, at any level



Communication or Change Advisor

Need help using Yammer or 1:1 training?

Contact the Channels team on: digitalworkplace@suncorp.com.au

Join the best practice community
A place for sharing Yammer tips and tricks, ideas, issues and best practice


Frequently asked questions

Getting started on Yammer

Missed our training sessions?
Catch up here

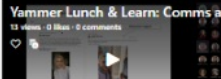
Yammer Lunch & Learn for Beginner

57 views · 0 likes · 0 comments



Yammer Lunch & Learn: Comms a

13 views · 0 likes · 0 comments



Share and ask questions about Yammer in Digital Workplace Community

Share thoughts, ideas, or updates

Discussion

Question

Praise

Post

BONGI, Felicity

Nov 14


Seen by 160

question

Last Friday I noticed that the contents of my OneNote notebooks had gone missing, and they have not reappeared over the weekend. Has anybody else come across th... see more


7

Suncorp | Yammer Festival 2022


SUNCORP


A resource hub


Everyone


 **HOWARTH, Samantha**
Sr Advisor Content & Channels


These resources are for **everyone**, regardless of your role. From beginners to experienced users of Yammer, read through our resources and check out the 'Difficulty' key to see if these articles are right for you. These resources can help you improve your own Yammer contributions, and learn about the impact of Yammer on your organisation, when used correctly.



Lunch & Learn recorded session for Beginner Yammer users



Getting started on Yammer

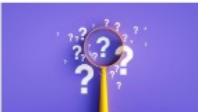

Yammer vs. Teams - when to use which?



Yammer myths debunked



How to: capture authentic moments on mobile


How to: create engaging content


Guidelines for posting on Yammer


Frequently asked questions


Troubleshoot and discover with Yammer



Tracking your progress on Yammer

Like

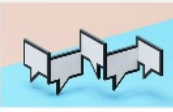
232 Views


Save for later


Community Managers


 **HOWARTH, Samantha**
Sr Advisor Content & Channels


As a Community Manager, you hold responsibility for the ongoing management and engagement of your community. But it can be tricky to know where to begin, and where your role of Community Management stops, and the Administrators of Yammer's role begins. Take a look at the resources we've created for **Community Managers** below to help you in your journey.


How to set up a new community in Yammer


Adding members to your community


What are my responsibilities as Community Manager?


Official communities


First steps to Yammer community engagement


Like

Comment

78 Views

Save for later

Comments

 Add a comment. Type @ to mention someone

Post

A resource hub

Communication or Change Advisor

HOWARTH, Samantha

Sr Advisor Content & Channels

These resources are for anyone in a **communications or change role** or who has the task of communicating their project or campaign. These resources will help you amplify your messages on Yammer and learn how to use the channel to your advantage on a long-term basis.

Lunch & Learn recorded session for Communications and Change roles

How to: elevate your campaign on Yammer

How to: find and leverage influencers

How to: move your messaging to Yammer

How to: post on behalf of another user

How to: improve your leader's profile via Yammer

Find your leader's voice

Conversation starters for leaders

Sustaining your connection on Yammer

Creating competitions on Yammer

Like

118 Views

Save for later

Support person for Leadership

HOWARTH, Samantha

Sr Advisor Content & Channels

These resources are for employees in roles dedicated to **supporting leaders**, or those who have been tasked with supporting leaders on a project. Leaders have a **huge** role to play in the success of Yammer, and your role is the key to enabling their success! These resources will help you learn how to support and amplify your leader's profile on Yammer and drive organic engagement.

Lunch & Learn recorded session for Leader Support

How to: improve your leader's profile via Yammer

How to: post on behalf of another user

Find your leader's voice

Conversation starters for leaders

How to: move your messaging to Yammer

Creating a two-way dialogue with employees on Yammer

Sustaining your connection on Yammer

How to: find and leverage influencers

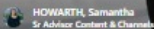
Like

51 Views


Save for later

A resource hub


Leader




These resources are made for **leaders at any level** who are keen to improve their employee's workplace experience. These resources show you that with just a little bit of effort, your strategic changes can have an enterprise-wide impact on NPS scores, employee productivity and even longer employee tenure.




Lunch & Learn recorded session for Leaders




What Yammer can do for you as a leader




Yammer participation guide for leaders




Creating a two-way dialogue with employees on Yammer




Conversation starters for leaders




Leaders on Yammer: what does good look like?




Sustaining your connection on Yammer




How to: move your messaging to Yammer




How to: post on behalf of another user




Try this: contribute to a social group



Try this: ask a question




Try this: upload a video message



Try this: share your highlights from the week

What Yammer can do for you as a leader



Who is this article for? Leaders 🗑️

Level of difficulty: Moderate 🟡

Read time: 1 minute 🕒

Too long; didn't read? Skip ahead here

> Your actions aren't unnoticed


> You become approachable

> You connect to frontline employees

> Your priorities filter down to people

At Suncorp, our leaders pave the way for the organisation's success. We host formal town halls; we send sturdy Group-wide emails sharing our priorities for the financial year to come. So why don't we share some of these in a platform as **fast-acting and approachable as Yammer?**

Try this: upload a video message



Who is this article for? Leaders 🗑️

Level of difficulty: Easy 🟢

Read time: 2 minutes 🕒

Too long; didn't read? Skip ahead here

> What kind of messages should I post?


> Things to consider

> How to post a video

Training sessions

FOR INFORMATION

Showing leadership with Yammer

 HOWARTH, Samantha
Sr Advisor Content & Channels
Published 18/11/2021

Summary

Did you know that healthy Yammer networks worldwide have a direct correlation with highly engaged employees, longer tenure and improved NPS scores?


That's right - Yammer is now considered **more important than ever** in the digital age of a post-COVID-19 world, and **leaders like you play the biggest hand in influencing their Yammer network**.


Now's the time to learn how to influence your community strategically on Yammer to get the best results possible for your team and your team culture. To support you, we are holding **Yammer Lunch & Learn sessions, starting with a Beginner session on 1 December**, specially designed for leaders, those supporting leaders and those in communication and change roles.

Key messages for leaders


- The **Yammer Beginner Lunch & Learn session** is being held on **1 December between 1.00pm - 1.45pm AEST (Brisbane time)**
- The session is available to both team members and leaders in Australia and New Zealand who want to improve their communications on the Yammer platform
- The session will be recorded for those who cannot make it on the day
- Advanced sessions for leaders only** will be available in the coming weeks. **The Beginner session is a prerequisite to joining the Advanced session**
- You can add the event to your calendar [here](#).


More information


 Yammer Lunch & Learn: Beginners Session

 Yammer resources for leaders

Latest updates

 Sign your team up for an innovation workshop

 Plan ahead and care for others

 Seek HI feedback ahead of EOY and tell your team...

Events

+ Add event

Events from Newsroom, In the community, Heritage Lanes - Brisbane HQ, Leader Connect, Infinite Minds, People

From


Wed, 1 Sep 2021

To

Wed, 28 Dec 2022

Category

Enter a category name to filter events




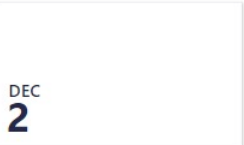
DEC 1

Business
Newsroom

Yammer Lunch & Learn: Beginners

Wed, 1 Dec, 13:00
Teams







DEC 2

Leader Connect

Last chance - Ethical Decision Making Masterclass

Thu, 2 Dec, 10:00







DEC 5-7

Newsroom

Spirit to Cure NSW Tour

Sun, 5 Dec, All day
Sydney, New South Wales, Australia






DEC 10
13-27

The Loop survey

Leader Connect

The Loop is open


Mon, 13 Dec, 09:00



8 of 50

11

Suncorp | Yammer Festival 2022

SUNCORP

Training sessions

Agenda

- Introduction
 - Why use Yammer?
 - What Yammer is (and isn't)
- Master the technology
 - First steps
 - Best practice posting
- What to say
 - Conversation starters
- When to say it
 - Sustaining your connection
- How to say it
 - Tone, length and prep
- Who does it well?
 - Best practice posting
 - Workshopping posts
- Quick wins


Agenda

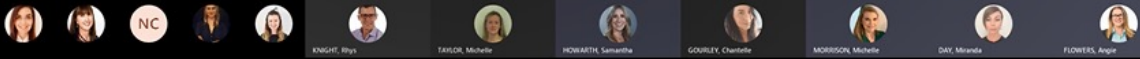
- Championing on Yammer
 - How to elevate your campaign on Yammer
 - Hosting competitions on Yammer
- Moving your messaging
 - Email is so 1991
 - What messages should I move?
- Sharing is caring
 - Finding and leveraging influencers on Yammer
 - How to post on behalf of another user
- Tracking your progress
 - Using Yammer's stats

Training sessions

Agenda

- Introduction
 - What your role is and isn't
 - Why Yammer is so important for leaders' growth
- First steps
 - Set up time for interaction
 - Work with your leader on opportunities
- How to improve your leader's profile
 - Capture authentic moments
 - Encourage feedback and sustain your connection
- Conversation starters for leaders
 - Try this: tactics for success on Yammer
- Being prepared to manage your conversation
 - How to post on behalf of another user
- Quick wins you can take from today





Agenda

Recap

- What we've covered so far

Introduction

- Yammer usage at Suncorp
- Why Yammer is important for Leadership

The principles of optimal Yammer usage for Leaders

- Shift Yammer from a broadcast tool to a two-way conversation
- Be approachable and authentic
- Turn habit into organic behaviour
- Move your messaging


What to do, and how to do it


- Sample participation guide

Conversation starters

- Tactics to try today

Who's doing it well?





Scenario-based training

How can we **improve** this post?

← Text formatting

← Add a hashtag or topic

← Call to action: what's your favourite feature of the new building?

← Tagging others in the image / involved

SUNCORP

25

HOWARTH, Samantha
Jan 25 • @2

Seen by 224

POLL

Hi, Change Community of Practice! I'm presenting at your next all in meeting about everything Yammer. Let me know what you're keen to learn about! Select from the poll below or comment with your answer!

Tutorials on how to use Yammer (i.e. how to upload a photo, video, etc.) 0 votes

How to support leaders in improving their presence on Yammer 7 votes

How to boost a community on Yammer 0 votes

How to best communicate campaigns and change on Yammer 11 votes

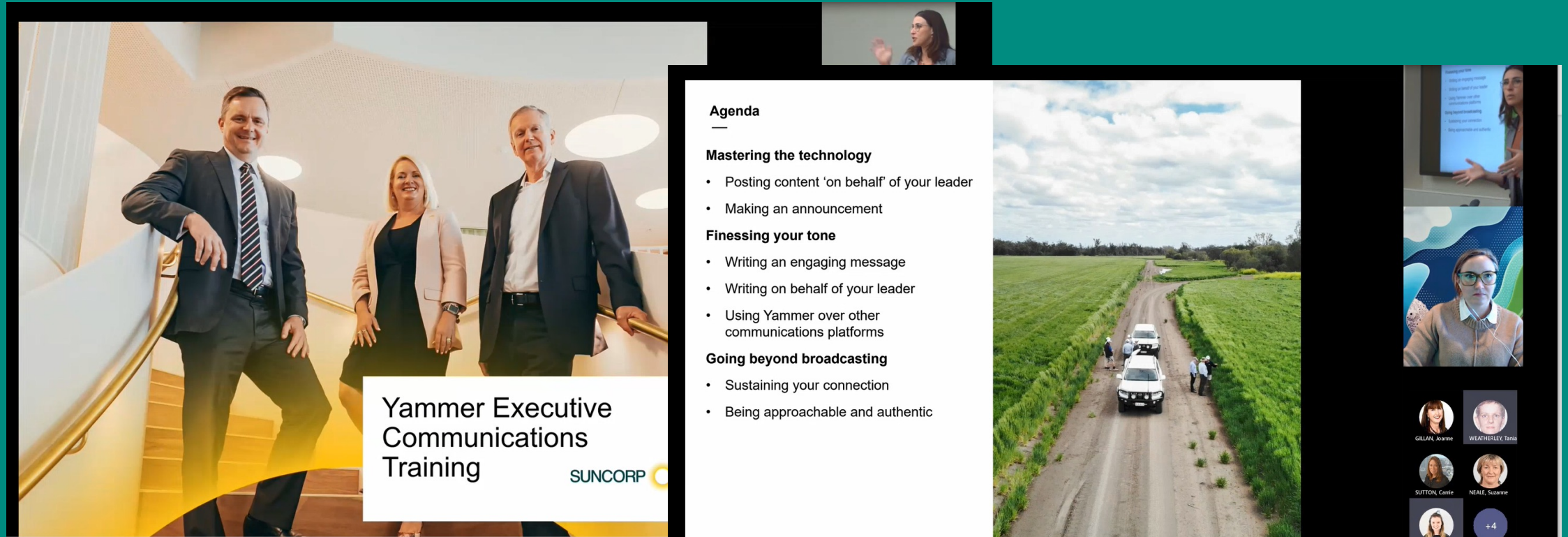
How to create a competition on Yammer 1 vote

Examples of best practice 4 votes

Other (please comment) 2 votes

25 total votes · Vote · Reload

Executive Leader Training



Yammer Executive Communications Training SUNCORP

Agenda

- Mastering the technology**
 - Posting content 'on behalf' of your leader
 - Making an announcement
- Finessing your tone**
 - Writing an engaging message
 - Writing on behalf of your leader
 - Using Yammer over other communications platforms
- Going beyond broadcasting**
 - Sustaining your connection
 - Being approachable and authentic

Participants:

- GILLAN, Joanne
- WEATHERLEY, Tania
- SUTTON, Centre
- NEALE, Suzanne
- +4

Executive Leader Training

Posted in All Company



JOHNSTON, Steve
Oct 17 • @2

1 share • Seen by 15,959

One of the more enjoyable meetings on my calendar was joining SMITH, Alli to surprise this year's recipient of the Group CEO #ShineAward.

Congratulations to COYNE, Kim, operations leader in our Home Claims team, for going above and beyond in every way to support her team and onboard close to 600 employees as part of our disaster response program following the East Coast floods.

A terrific demonstration of our purpose in action. Keep an eye out for the rest of this year's winners, which will be announced shortly.



Like Comment Share

You and 248 others

Show 38 previous comments

Announcement posted in All Company

THOMPSON, Fiona
Mar 3

Seen by 15,626

Helping our people affected by floods

The flood impacts across our own Suncorp community are heartbreaking, and sadly many more stories will emerge. We're currently working to determine the best way to support our flood-affected colleagues now, and down the track. More information will be updated on the [Employee Event Response site](#) as things evolve. Suncorp's [Employee Hardship Program \(sharepoint.com\)](#) is here to provide some immediate support to our people impacted by a natural catastrophe and... see more

Like Comment Share

You and 207 others

WOLFENDEN, Leza Mar 3
If I can help in any way - please let me know. I have spare rooms if anyone needs a bed.

Like Comment Share

BOWEN, Lee Mar 3
Love the heart warming gester Leza. Very thoughtful of you.

Like Comment Share

BAKER, Jorden Mar 3
Hi Fiona. I listened to a really enlightening interview this morning on the ABC's RN Breakfast on 'How you can best help in a disaster' and sharing some advice for those wanting to join a Mud Army. I would encourage anyone considering joining a Mud Army to give it a listen: [How you can best help in a disaster - RN Breakfast - ABC Radio National](#)

Announcement posted in T&T Yammer

BENNETT, Adam
Nov 11 • Edited • @2




Seen by 1,073

Happy Friday team!

I am delighted to share three awesome external Award wins that were announced yesterday.

Firstly, our Geospatial Question Removal project won the Ashton Media CX Award for **best use of technology to revolutionise the customer experience**. Well done to THYE, Jason and the many teams across T&T and the Insurance business involved in bringing this highly innovative solution to life for our customers.

Not to be outshone, PIZZATO, Charles accepted not one, but two Redhat APAC I... see more



Like Comment Share

MESSER, Bridget and 89 others



A support line just for leaders


- Tailored content delivered via channels they frequented (i.e. email, phone and Teams)
- Phone support for on-the-spot editing and content creation
- Flow-chart creation to assist with decision-making
- Ghost-writing support when required from Communications roles

An omni-channel strategy

- Use channels that employees have adopted to upskill, rather than promote
- Use cross-channel integrations to promote the change in message locations
- Use announcement features and tagging to notify non-Yammer users of message placement
- Set precedence with Communications Advisors that Yammer needs to be used in all Communications campaigns
- Upskill change and comms roles in hosting competitions on Yammer
- Integrate Yammer into existing communications channels, where possible



An omni-channel strategy



Fighting your way to the front: Yammer's top tips for guaranteed engagement

HOWARTH, Samantha
Sr Advisor Content & Channels

Yammer is one of the most powerful platforms for getting your messages out – but practice makes perfect when creating content that wins over your audience. We've broken down our top tips for creating top-notch content so you've got the power when it comes to this platform.

Make accessing Yammer easier

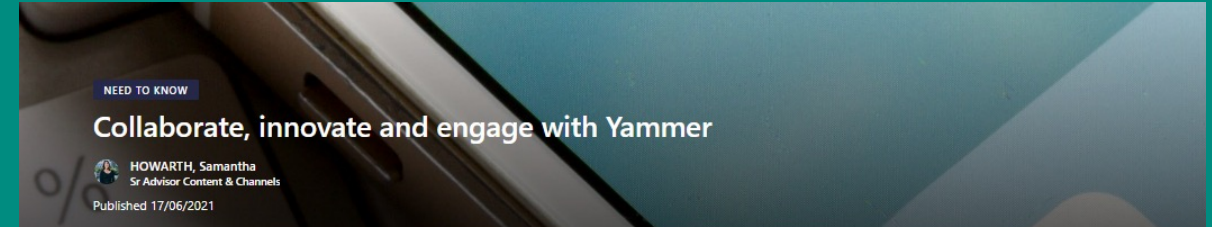
Yammer is an integrative application and is best accessed from your mobile device. Adopting Yammer like it is one of your regularly used social media applications is the best method for making its usage natural to you. [Download the app on your mobile](#), and try checking and interacting with new posts when you're waiting in line for coffee.

Make your content engaging in at least one way

To capture the attention of your audience, you need to have [content that stands out](#). The below annotation shows how you can make your post stand using one of the engagement icons. Images and videos in particular, can increase the visibility of your posts, and tagging others in a post can extend the reach of your post (that is, who sees it).

More like this

- Yammer participation guide
- How to: create engaging content
- How to: capture authentic moments on mobile



Collaborate, innovate and engage with Yammer

NEED TO KNOW

HOWARTH, Samantha
Sr Advisor Content & Channels
Published 17/06/2021

*Yammer has been coined the 'social networking platform' of the professional world, with many thinking its only purpose lies in sharing news – not unlike recreational social platforms like Facebook. But Yammer is so much more. At Suncorp, we show you how to get the most out of Yammer and engage, collaborate and troubleshoot with your peers. **#itsyammertime***

How to: engage peers in a cause

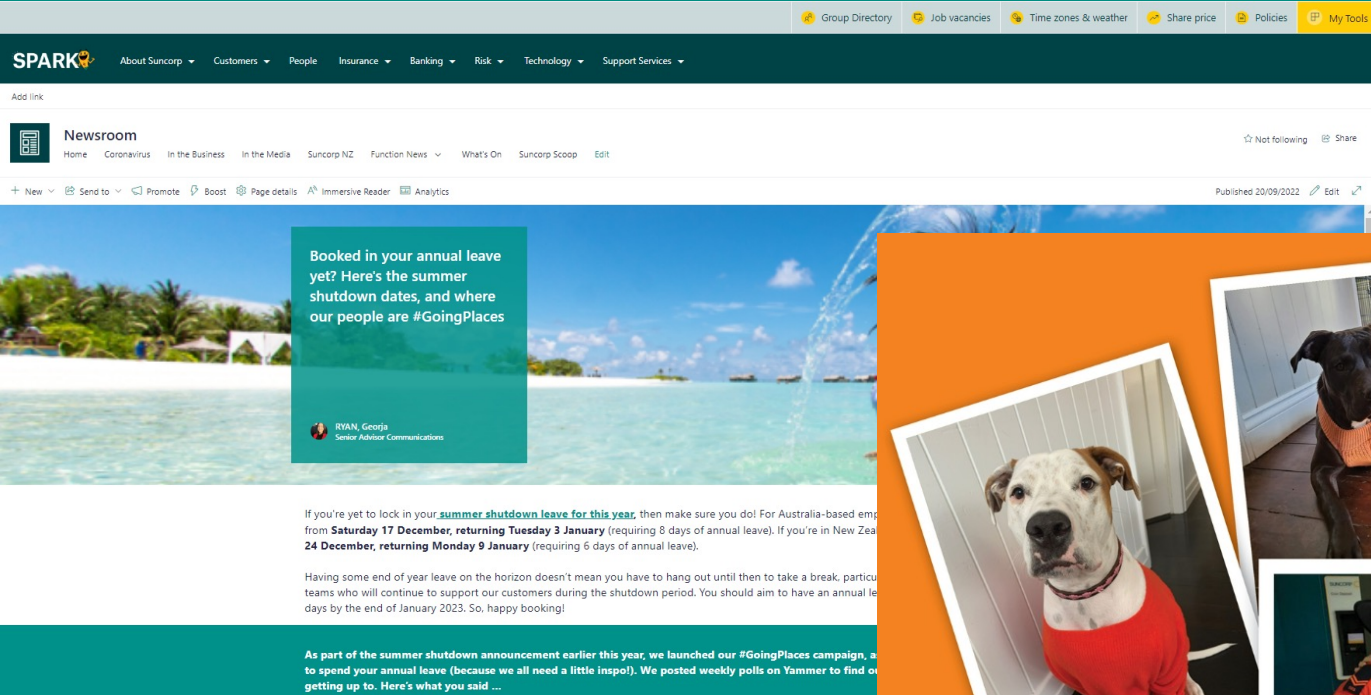
One of the most simple methods to increasing engagement in a Yammer post is by **using a hashtag** across multiple posts related to the same topic. **Hashtags group topics** that allow staff to browse that topic easily by simply clicking on the hashtag when it is used.

To drive further engagement in a campaign beyond simple hashtag usage, pictures greatly increase employee engagement in posts due to its eye-catching element. Many organisations will **use images or create competitions based around topics they know their employees are passionate about** – like their pets at home, or a strong cause like #climatechange. Suncorp created a **#PetsofSuncorp** campaign during one of the first COVID-19 lockdowns in 2020, which saw excellent engagement organisation-wide for more than a month.

Suncorp then leveraged its audience's love for pets by encouraging staff to **dress their work-**




An omni-channel strategy



A collage of four photos on an orange background. The top-left photo shows a white dog wearing a red shirt. The top-right photo shows a brown dog wearing an orange vest. The bottom-left photo shows a black dog wearing an orange shirt. The bottom-right photo shows four people in orange uniforms, likely firefighters or police, standing together. Below the photos is the text: 'Are you or your pet supporting the troops? Join the conversation on Y using #thankyouSES and #WearOrangeWednesday'. The 'Y' logo is a blue speech bubble with a white 'Y' inside.

An omni-channel strategy






Suncorp Scoop Live

Prefer to watch your news? We've got the scoop. Tune in to our October edition.

[Watch it here](#)





Customer led

"I can now breathe": One brave customer shares her story

The story of how two Suncorp employees supported a customer who needed help inspired many of us this month.

[Read more](#)







Customer led

Why now is a great time to #Maketheswitch

As if you needed more reasons to bank with Suncorp! We are now offering rewards and prizes for employees who bank with us.

[Read more](#)






Workforce reimagined

How do you #staycation?

Our people are sharing fun and fabulous videos about how they're recharging at home.

[Watch it here](#)



An omni-channel strategy

Posted in T&T Yammer

BENNETT, Adam
Nov 17 • Edited • @37

Seen by 449 ...

PRAISE

Praised HIROSE, Riho, ROBERT-RANDAZZO, Susan, GILBERT, Tony, and 34 others


Massive congratulations to the individual and team Shine Award winners for Q1 from T&T!


Individual winners

- **Riho Hirose** (Enterprise Delivery) - *Caring for others*
- **Susan Robert-Randazzo** (Banking Technology) - *Doing the right thing*
- **Tony Gilbert** (Infrastructure) - *Caring for others*

Team winners

- **AAMI Driver Rewards** - *Being courageous*
- **iSeries to pCloud Migration Team** - *Doing the right thing*

 +34



Like Comment Share

FRASER, Annette and 29 others

Announcement posted in Suncorp Aotearoa New Zealand

HIGGINS, Jimmy
Nov 16

Seen by 791 ...

Today I am proud to announce our Shine Award recipients for quarter one

Congratulations to our newest award winners, and to everyone who received a Shine nomination. It's the contribution to our Suncorp New Zealand team that our Shine Award winners were nominated by people across our organisation for.

Please join me in recognising and thanking these members of our team for their outstanding achievements.

- **Steve Fearon** (Consumer) - *Being courageous*
- **Emma Manavahtau** (Consumer) - *Caring for others*
- **Eileen Wallace** (Business) - *Being courageous*
- **Lance O'Riley** (Consumer) - *Doing the right thing*
- **Hilary Lyons** (Legal & Secretariat) - *Being courageous*

Team award: Team 2 iSeries to pCloud migration - *Doing the right thing:*
Andrew McAuslin, Elaine Yuan, Laurie Powell, Nikhil Rustagi, Olivia Fabian, Row Camus, Ursula Gilligan

You can read the nominations put forward by their colleagues [here](#).

I'd also like to thank those who took the time to nominate a colleague and encourage everyone to think about who should be recognised in the upcoming Q2 Shine Awards. Nominations for Q2 close on 31 December 2022, so submit your nomination today via the [Shine Benefits Portal](#).

see less

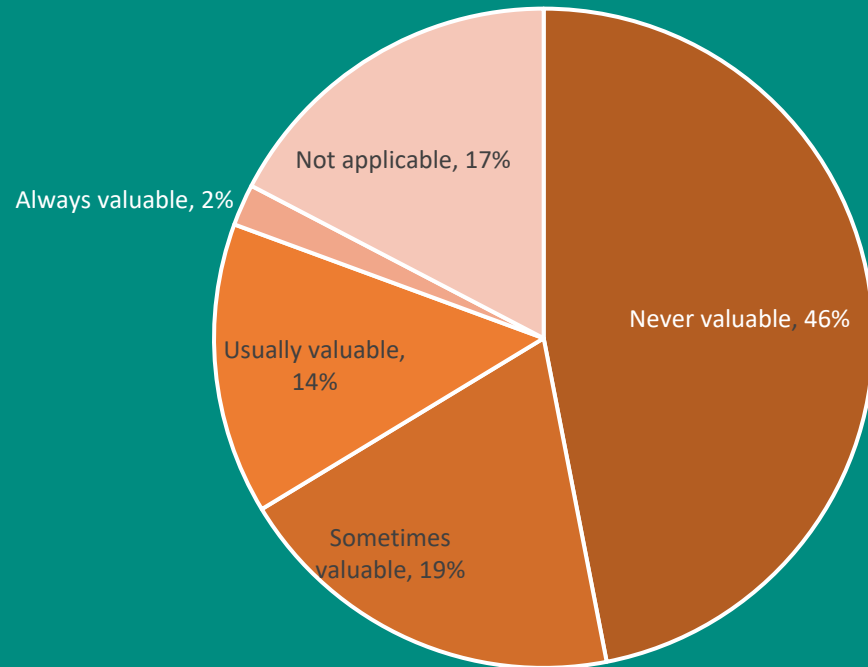
Like Comment Share

VALENCIA, Paolo and 54 others

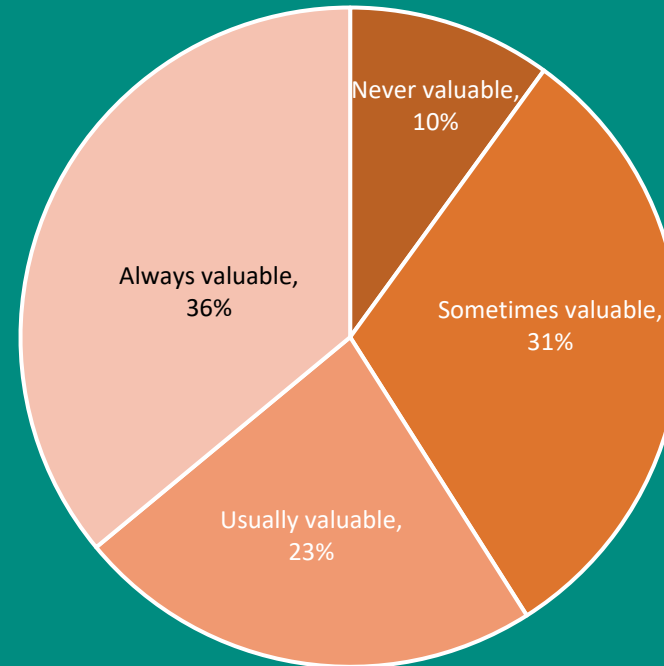
Show 9 previous comments (9 new)

Real results

2017 Communications Survey

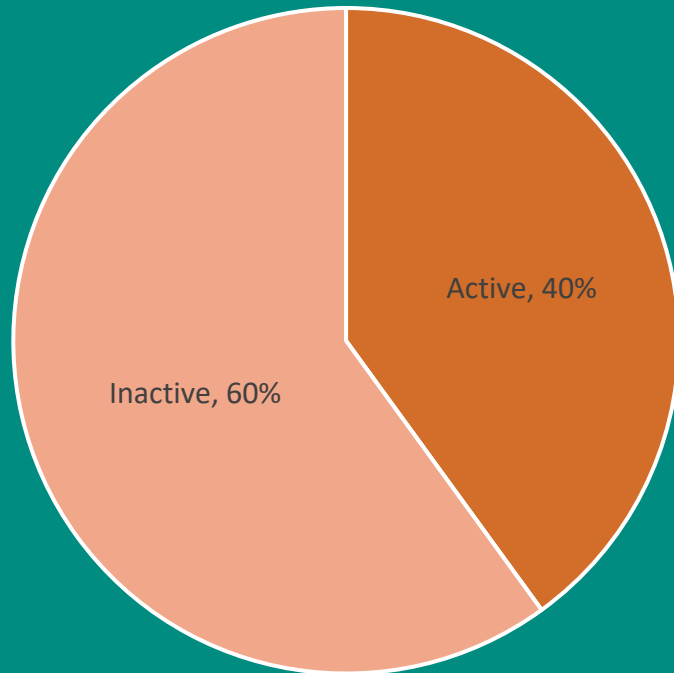


2022 Communications Survey

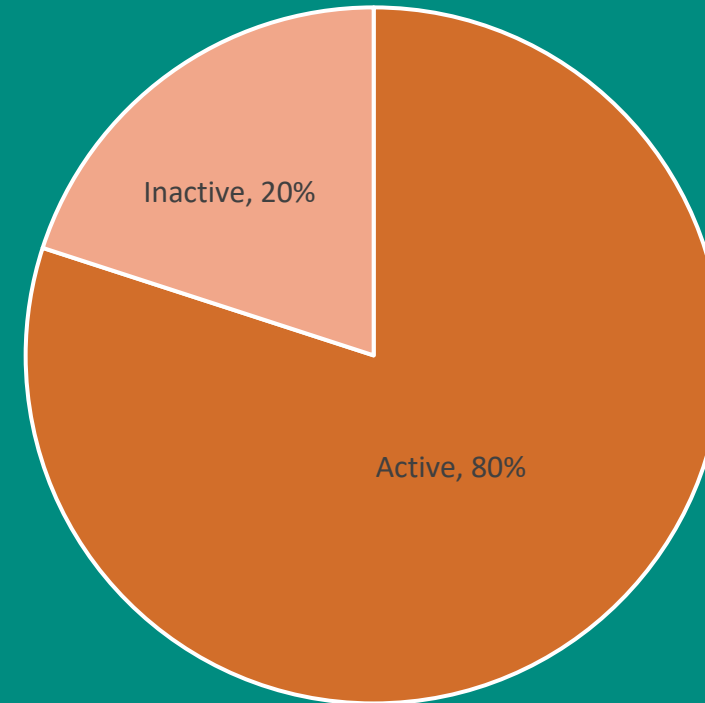


Real results

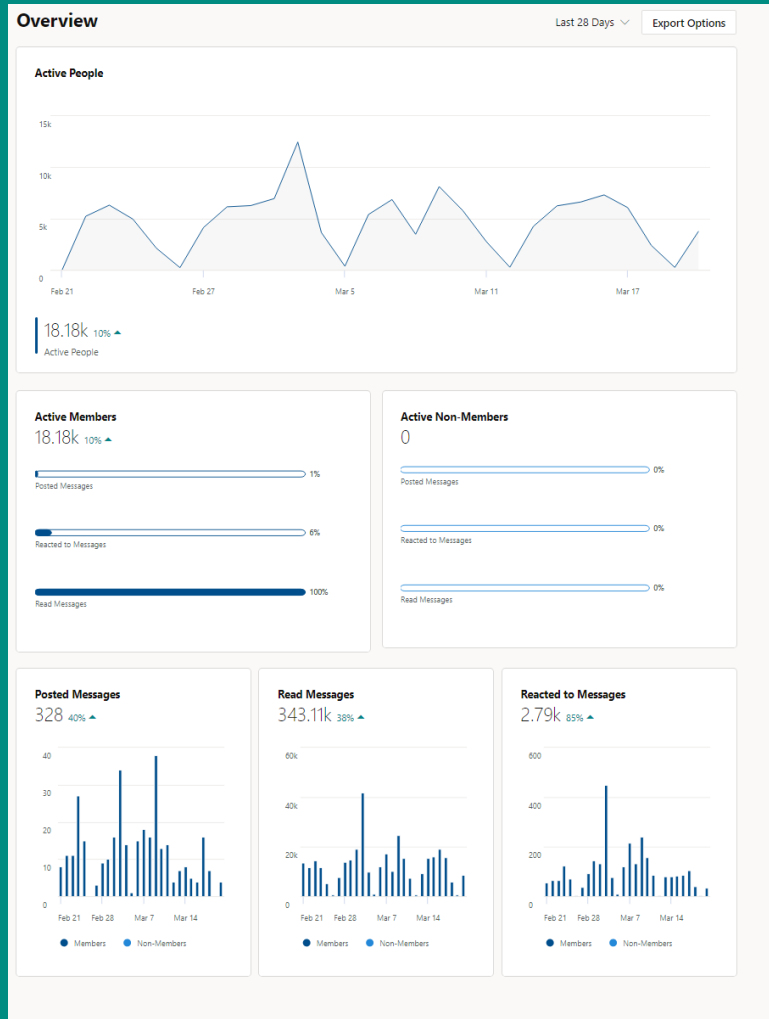
Jan 2021 Active Users



March 2022 Active Users



Real results



Posted in All Company 1 share Seen by 12,098

Thankyou Suncorp for allowing me to have Emergency Services Leave over the last few days. As a Deputy Local Controller for Brisbane SES, I have had a very stressful job of being the Incident Controller for this disaster. We have 3843 requests for assistance and they are still rolling in. We rescued and evacuated over 1000 people from their flooded homes in our floodboats. I have managed everything from logistics, catering, broken equipment and vehicles, volunteer injuries and an the unfortunate ... see more

Like Comment Share You and 297 others

[Show 10 previous comments](#) [Collapse](#)

Comment 1: Thank you for all the assistance that you were able to provide.

Comment 2: Absolute Champion Adrian. Well done and I echo the call that you will find some time to rest soon
cc: COOPER, Adrian

Comment 3: Thank you Adrian and to all the brave women and men who are risking their lives to keep our communities safe. True heroes! Stay safe and take care of yourself!

Comment 4: Amazing Adrian, thank you for everything you are doing!

Comment 5: Very proud of Suncorp's willingness to allow their staff this flexibility that benefits the community so much. Also very proud of Steve Johnson taking the lead in the conversation that has to be had in the community as to how we should be building back better.

Comment 6: Thanks for what you and your crews are doing for our communities. It's times like these that we should all be very proud to work for Suncorp, and be even prouder to work with people like you who go even further o support the most vulnerable.

Comment 7: Oh Adrian thankyou so much for your tireless efforts in helping our Aussies. So sorry to hear the sad news of the volunteer you lost. You guys have all been doing amazing work in saving the lives of many not only with getting them out of the flood waters however their mental states. Cant praise you guys enough. And Yes Suncorp are an amazing company to work for in how they help everyone

Posted in All Company Seen by 7,557

SMEATON, Paul

I hope everyone is keeping safe in the weather affected regions of QLD and NSW. As a lot of you are aware, I've been with the Suncorp Group for over 27 years and I can honestly say this is the biggest event I have ever seen. The TV coverage has been extraordinary and the pictures of devastation very confronting. I saw for myself just a small snippet of the damaged caused. This is my the local Coles. (see attached photo). The car park was completely full!!!! As a result, our Purpose has never been... see more

Like Comment Share You and 711 others

[Show 2 previous comments](#)

Comment 1: I saw Steve J in the news this morning explaining the claims process, the sincerity is real and he clearly showed that Suncorp is there for moments that matter. Makes me really proud of working in Suncorp.

Comment 2: So much authenticity and warmth when you listen to Steve J speak. Makes me feel very grateful to be with Suncorp as well.



Thank you

Questions?