

Admin Guide

How to Administer Your Network Like a Pro

Welcome to your Yammer network! We're super glad you're here. Using Yammer is going to change the way your company gets work done (if it hasn't already!), and you, as an admin, will be a huge part of helping your coworkers become comfortable with the way Yammer works.

You hold in your hands (or see on your screen) a guide to the special administrative privileges available only to [Yammer Enterprise customers](#) like yourself. As a Yammer administrator, you now have access to a robust suite of tools, specially designed to help you configure and manage your network. You can enable and disable features, integrate Yammer with other enterprise applications, provision and de-provision users, monitor activity, export data, and more.

And this guide is only the beginning — as questions come up, feel free to join the Yammer Customer Network (YCN) and post them on the [Admin Best Practices](#) Group. You can also check out the [Yammer Support](#) page for community forums and dedicated technical support.

Now: let's get this network started.

Internal and External Networks

Yammer continually works to help users communicate and collaborate with the people they need to reach in the most convenient and effective ways possible. One way we do this is by enabling companies like yours to take advantage of two types of networks: Internal and External.

An Internal Network, also known as a Home Network, is a private and secure collaboration space where company employees can connect with their coworkers. Only employees with verified corporate email addresses can join the Home Network and access its content and users. Users from one Home Network cannot view the content or interact with users from another network unless they are affiliated with both organizations. Messages posted within your Home Network are owned by your company and cannot be shared externally without permission. Note that Admins can invite external users as guests to the Internal Network, as described under the [Managing Your Users > Invite Guests](#) section of this guide.

An External Network is a separate extension of your Home Network, but includes invited users from outside your organization. It is a private and secure collaboration space for your company to engage with outside partners, such as customers, suppliers, or investors. While External Networks can accommodate users with different email domains, access is invite-only. More information about how to set up and use External Networks can be found under the [Setting Up Your Network > External Networks](#) section of this guide.

Switching between Internal and External Networks is very easy. The Networks drop down tab, located in the left navigation bar of the home screen, allows users to select the network they would like to access.

Have multiple business units with different email domains?

By default, your Yammer network can only be accessed by employees whose email addresses match the domain used to name the network. If your company has business units with different domains, then Yammer can help you join these into a consolidated network. You can also create external networks for each business unit, or a singular external network for all employees to access.

To weigh these options and merge or create networks, please review the [Yammer Network Architecture](#) resource and contact [Yammer Support](#) for assistance.

Browser and System Requirements

Yammer's system requirements are consistent with those of Office 365. You can learn more about [Office 365 system requirements here](#).

Browser Requirements

- › Internet Explorer 8 or later
- › Firefox (Latest Version)
- › Chrome (Latest Version)
- › Safari (Latest Version)
- › Javascript-enabled
- › Flash 9 or higher

Mobile and Desktop Requirements

- › Android v2.2 and higher
- › iOS v5.0 and higher
- › Windows XP and higher
- › MAC OS 10.5 and higher
- › Adobe Air required for Desktop
- › Windows Phone 7 and higher

Firewall/Proxy/Filtering Whitelists

- › *.yammer.com or 204.152.18.0/23
- › *.cloudfront.net
- › *.amazonaws.com
- › *.cotssl.net
- › *.edgekey.net
- › *.yammerusercontent.com
- › *.assets-yammer.com
- › yanalytics-receiver.cloudapp.net

Email Whitelists

- › *.yammer.com or 204.152.18.0/23

Admin Access Privileges

Yammer administrative functions are easy to access. On your home screen, locate the left navigation bar and click on Admin. You'll see a drop down menu where you can access and adjust your network settings.

Group Admins

As the admin of a paid network, you have access to admin privileges within all Groups on your network, whether you are a member of them or not. A full list of Group Admin rights and settings can be found with under the [Additional Features > Group Admin Privileges](#) section of this guide.

Network and Verified Admins

Yammer offers two levels of network-wide admin privileges: Network Admin and Verified Admin. Both can configure settings that standard users cannot. A Verified Admin is the highest level of administrative control that can be assigned to

a user. Please note that Office 365 Global Admins are automatically assigned Yammer Verified Admin rights. As outlined in the table below, Verified Admins can perform all the operations a Network Admin can, and more. Network Admins will receive a notification if they do not have the correct permissions to perform an action.

Verified Admins can grant Network Admin and Verified Admin privileges to others. Grant or revoke admin privileges by visiting Admin > Success Center > Admins via the left navigation bar.

Admin Level Rights

	NETWORK ADMIN	VERIFIED ADMIN
Configure network settings, features, and applications	•	•
Set network design, including logo and color scheme	•	•
Create Usage Policy and require all users to accept it	•	•
Configure defaults for users who sign on in the future	•	•
Configure user profile fields	•	•
Invite anyone, including outside guests	•	•
See all unlisted Groups	•	•
Delete any message	•	•
Post Announcements	•	•
Grant and revoke Network Admin privileges	•	•
Remove or block any user	•	•
Manage user account activity		•
Bulk update users		•
Perform Integrations (SharePoint, AD Sync, SSO, etc.)		•
Monitor keywords		•
Set data retention policy		•
Export data		•
Read messages in any Private Group		•
Configure security settings		•

Throughout this guide, we will indicate privileges available only to Verified Admins.

The following sections are a step-by-step walkthrough of the Admin Tools. To access them, click on Admin in left navigation bar of your Yammer network, and click on Success Center. From there you can access all Admin controls.

Success

Yammer provides you with a step-by-step guide within the Admin Tools to help you set up your new network, which you can access from Admin > Success Center. From this page, you can follow the New Network Checklist for recommended steps to set your network up for success. You can also click "Start Here" to access the Yammer Success Site, your resource library for product training, IT integration guides, and community tips to engage your network.

Configuration

Yammer's admin capabilities let you easily set up your network to meet the needs of your company and users. You can access these settings directly from Admin > Design and Configuration > Configuration.

Basics

Here you can specify the name of your network and customize the Message Prompt displayed in the Publisher.

Email Settings

Here you can specify the default settings for message delivery and email notifications.

Enabled Features

Yammer features and applications are designed to enhance the way companies and users communicate and collaborate.

These are enabled by default unless otherwise noted below, and you can change whether they are enabled or disabled at any time by going to Admin > Design and Configuration > Configuration.

File and Image Attachments: Any number of files and/or images can be attached to any message or reply, with each file size limited to 5GB. By default, file attachments are enabled. Unchecking this setting disables this feature; however, existing attachments will not be affected.

To Delete Files: Network Admins can delete any File, and Group Admins can delete Files posted to the groups they administrate. Network Admins can do so by clicking on Files under the three dots in the top navigation bar. This will bring up the Files directory, where each file may be deleted by selecting from the drop down menu to the right. Group Admins can similarly delete Files posted to a group by visiting the Files tab within the group they administrate.

Third Party Applications: Yammer's growing network of partners and developers continue to build third party applications using the Yammer API. The current list, which includes integrations with Microsoft SharePoint, Microsoft Dynamics, Salesforce.com, and many more business applications may be found in the App Directory by clicking on the icon of three dots in the top navigation and selecting Apps from the drop down menu. Unchecking this setting disables the ability for users to add these applications.

External Sharing: Yammer's Email a File feature allows users to simply and securely share a file or Yammer Note – internally within the Yammer network or externally with business partners. Unchecking this setting disables this feature for your network.

Inline Document Viewer: Yammer uses Crocodoc (<http://crocodoc.com/>) to display inline previews of images, PDFs, and Microsoft Office files. Inline previews let users collaborate on documents by enabling review and direct commenting within files.

Inline Video Player: Yammer uses Zencoder (<http://zencoder.com/>) to transcode videos and make them viewable within the network. This inline player requires Flash. Supported files include: .wmv, .avi, .mpeg, .3gp, .flv, .mov, .mp4, .mpg, .ogm, .mkv, .ogv, and .ogg.

Org Chart: The Yammer Org Chart is built from the reporting relationships each user adds to their user profile. This helps other users understand the management structure and company relationships of their co-workers. Unchecking this setting disables this feature so that users cannot view Org Charts in Yammer.

Leaderboards: Leaderboards show graphs reflecting notable messaging activity and popularity, including which users contribute the most posts and which messages are most liked. Leaderboards make it easy to identify the Yammer Power Users at your organization and to enable others to contact them for advice. Unchecking this box disables this feature and removes these observations from view.

Atom Feeds: This feature allows users to export Yammer feeds to environments outside of Yammer, such as an organization's internal blogs. Please Note: This is disabled by default.

Message Translation: Give users the option to translate messages from 33 available languages into the network's default language. To enable this feature, Network admin must accept a Terms and Services agreement in order to leverage Microsoft's proprietary translation technology. Please Note: This is disabled by default.

Design

Customizing your network by adding your own company logo and a custom header is a great way to build user comfort and familiarity with Yammer. This also signals to employees that Yammer is an approved and trusted application for your company. You can custom brand your network within Admin > Design and Configuration > Design.

Select Network Colors

Under Network Colors, you can click among the options to see what your network header might look like in different colors. Or, if you prefer, you can enter color hex codes for the Header Background Color and the Header Text Color (Desktop App only). Please note that choosing a custom color for your Header Text applies only to the desktop application – on the web, text color is automatically selected (either black or white) based on the color of the header background.

Customize Network Masthead and Logo

Here you can further brand your Yammer network with your company's colors, logo, and a branded banner image.

Upload Network Logo

Click on Choose File to upload a logo file. For best results, use a .gif, .jpg or .png file that meets these specifications:

- › Color: use a color logo or white logo with a background. The background of the logo section is white, so if your logo is also white with no background color, your logo will not be visible.
- › Width: 160 pixels
- › Height: 45 to 100 pixels

Transparent .png images offer the best quality, especially in blending in against the header color. Note: These may not be fully compatible with Internet Explorer 6 and some older web browsers.

Upload Masthead Image

Click on Choose File to upload a masthead file. For best results, use a .gif, .jpg or .png file that meets these specifications:

- › Width: 56 pixels
- › Height: 1200 pixels (Note: there will be 50px of fade applied to either side of the masthead image)

Select Logo for Yammer Emails

The logo you upload here will appear on all emails sent from your Yammer network to your users. Now click Save , and voilà! your network is now custom branded. Pretty, ain't it?

Admins

Under Admin > Design and Configuration > Admins, you'll find a listing of all admins for the network. Non-admin users will only see a listing of admins in the All Company group, and have the option to follow/unfollow those admins. Admins will see a listing of admins and have options to appoint additional admins or remove a current admin. Verified admins will have the additional option to Grant or Revoke verified admin privileges.

Usage Policy

Determining your Usage Policy and requiring users to accept it can help ensure activity on Yammer is positive, constructive, and in line with your company policies and culture. Once you create or change your Usage Policy, it will appear as a link in users' home screens and can be displayed as a pop up that users must accept before entering the network. You can also set a usage policy reminder to be visible in the right sidebar. You can enter or modify your Usage Policy within Admin > Design and Configuration > Usage Policy, using HTML code to format if desired. All basic HTML tags including image tags, links, and basic formatting are allowed within the usage policy. (Note that JavaScript is not allowed).

Tips for Creating Your Usage Policy

For best results, we recommend that your Usage Policy:

- › Is primarily positive and explanatory (and not just a list of "don'ts")
- › Encourages usage by providing positive examples and suggestions
- › Requires that content be office-appropriate

You can also add HTML links to relevant company policy information and to Yammer training resources.

External Networks

As previously described, an External Network can be created as an extension of any Yammer Internal/Home Network.

External Networks are essentially their own networks. They have Admin capabilities and operate much the same as Internal Networks. However, External Networks differ in that they are used to enable collaboration between members of the Home Network and external parties outside of the organization (e.g., customers, suppliers, partners). External parties (with external email addresses) must be invited into or request access to an External Network. Upon joining, they can only see content posted specifically to that External Network (i.e., they will not have access to another organization's Home Network).

So You Want To Create an External Network?

Awesome. Navigate to Networks in the left navigation bar, and click on Create a New Network. Here you can:

- › Create a Network Name: Provide a unique name for your network, which will now have its own Email address and URL.
- › Provide a Description: A clear and succinct description will ensure users understand the basic purpose of this network.
- › Add a Network Image: Upload a thumbnail image or logo that represents the new network.
- › Set Permissions: Select whether membership is Open (all members can invite new members) or Closed (only Admins can invite new members). You can also select whether or not members of your company's Home Network can join without an invite.

Once you click on "Create Network", you'll be taken to a new page to confirm your External Network information.

Click Save and your network will be set up and ready to use. Click Add in the top navigation bar to start inviting people to join your external network.

You can visit the Admin menu to further configure and design your External Network by following the same configuration process as you did for your Home Network (see the Setting Up Your Network > Design section of this guide).

Configuring External Network Settings

To configure External Network settings, visit Admin > Design and Configuration > External Networks. Here you can decide who is allowed to create External Networks: Any member of the network, or only admins. (The default setting is to allow any user to create an External Network.) There are also checkboxes for deciding the following items:

- › Require Admin approval for users to join other companies' External Networks: Checking this box requires users to request approval before joining External Networks created by other organizations.
- › Disable the Related External Networks directory: The Related Networks directory is a list of External Networks to which one or more of your users belong. Checking this box removes this directory from the External Network page.
- › Disable the Our External Networks directory: The Our External Networks directory lists all External Networks attached to your Yammer network. Check this if you would like to prevent users from being able to view and request to join External Networks.

Activity Stream Keys

Some of our older apps require a one-time activation to utilize their integrations. For more information on this, please see the [Additional Features > Enterprise Integrations](#) section of this guide.

Invite Users

Use this section to invite employees who have not yet joined your Yammer network. Only employees with a company email address may be invited from this screen. Verified Admin can add users in bulk by clicking import an address book and selecting one of these tabs:

- › From Webmail
this supports importing email addresses from Gmail or Yahoo accounts
- › From Email Application

this allows you to import a .CSV file exported from your enterprise email applications.

If your organization uses more than one Internet domain for email addresses and you would like to add these to your network, consider performing a Network Merge. You can find more information under the Basics > Internal and External Networks section of this guide.

Users

As an Admin, you have the ability to manage the default settings of users in your network, provision and de-provision users, and determine which fields users can complete. Each user can further customize their individual email and SMS notification preferences, by selecting the three dots in the top navigation bar and clicking Edit Profile > Notifications. They can also select Edit Profile > Preferences to adjust message, publisher, and time zone settings.

Within Admin > User Management > Users, you can access a number of settings that will assist you in managing your users.

Invite Guests

Invite external contacts with email addresses outside of your domain (e.g., consultants, contractors or partners). Guest email domains will not be added to the list of authorized domains for your network. Guest users, including active and pending (those who have not yet responded to their invitation), are listed on this page. As with other users, Guest users' names and profiles will be blank until they accept their invitations and complete registration. Guest user accounts can be deleted at any time, but their contributions to the network remain.

Remove Users

This allows you to deactivate or permanently remove users. As you start typing the name of a user, Yammer will auto-complete and show you a dropdown list of similar user names. Once you have selected a user, you have three options:

- › Deactivate this user: Deactivating a user will block the user from logging in until they verify their email address again. Without access to their verified email account, they cannot log back into Yammer. User profile information, messages, and/or file uploads remain. This can be a useful option for contract employees that have completed their project but can be renewed again later. Deactivated users can reactivate their account within 90 days by enabling their email account and logging into Yammer, where they will receive an email with links to reactivate. After 90 days, the account is permanently deleted.
- › Permanently remove this user and keep messages: This lets you remove the user and retain the messages and content they posted.
- › Permanently remove this user and messages: This lets you remove the user and all the messages they posted. This cannot be reversed.

Account Activity

Yammer allows you to engage in session management for your users and their devices. Search by user, and you can see on what devices they are currently logged in, when they last logged in on each device, and what IP address was used. Admins are also given the option to log that user out from each device.

Block users

If necessary, block users from your network by entering their email addresses. Users with blocked email addresses will be unable to join your Yammer network unless you or another Admin unblocks those addresses. You can separate multiple email addresses with commas or line-breaks.

> **Tip:** Yammer is most effective when every post comes from an individual user, therefore you may want to block group email addresses.

Bounced Emails

Yammer occasionally sends email updates to users. When an employee's email address is disabled, the emails we send bounce back. You can view a list of users whose emails have bounced and deactivate them if they are no longer

employees.

Directory Integration

You can sync Yammer with your company directory. For more information see the section on Enterprise Integrations under the [Additional Features > Enterprise Integrations](#) section of this guide.

Export Users

Export a list of users into a .CSV file, to monitor and update as needed. Fields include: User ID, Email Address, Name, Job Title, Location and Joined On (the date they joined the network).

Profile Fields

Customize the fields users will be able to show in their Profiles, by checking and unchecking the options. These fields are searchable in order to help users find each other when looking for particular information, background, or expertise.

Bulk Update Users

*** Verified Admin Only** Manage network memberships using a .CSV file. As indicated within the Bulk Update User page, you can add, update, suspend, or delete users. You'll need to format your .CSV as a table and include a header, or first line that defines the fields in your table. Header column names should be in order from left to right: Action, Email address, Full Name, Job Title, Password, and New Email. The value in the action column indicates what Yammer will do:

- › New: if you indicate "new" as the action and leave the password field blank, the user will be created as "pending". If you indicate "new" as the action and specify a password, the user will be created as active and immediately show up in the Member directory.
- › Update: if you indicate "update" as the action, the existing Yammer account will remain the same, however the other fields (name, title, password, email address) will change to match those in the .CSV. Updates to email addresses can occur only to domains that are part of your Yammer network. Additionally, if you supply an email address in your update that already exists on Yammer, we will suspend the user associated with that email address.
- › Suspend: if you indicate "suspend" as the action, the user account will be suspended until the user verifies their status via an email request.
- › Delete: if you indicate "delete", the user account will be deleted but their messages and attachments will remain in the network.

Monitor Keywords

*** Verified Admin Only**

Yammer lets you monitor keywords to track sensitive content, from particular terms and phrases to employees' personal information. When any user posts a message that includes a monitored keyword or phrase, Yammer will notify the person specified in the e-mail address input box. Verified admins can access these settings by going to Admin > Content and Security > Monitor Keywords.

The following types of strings are supported: single keywords, phrases enclosed in double quotations, regular expressions. This table provides more details about regular expressions, which will flag credit card and Social Security numbers:

PURPOSE	PATTERN	MATCHES
Credit Cards	b(?:d[-]*?){13,16}b	1234 5678 90123 1234 5678 9012 3456 1234-5678-9012-3456
Social Security Numbers	d{3}-d{2}-d{4}\$	123 45 6789 123-45-6789

› **Tip:** for a starting point for creating your keyword list, visit: <http://www.bannedwordlist.com>.

Analytics

This is a dashboard for monitoring and tracking the performance of your network, letting you observe its health, identify opportunities for growth, and help you keep track of how your organization is using Yammer. You can access network performance metrics such as network growth, member engagement, messages posted, groups, and other statistics under Admin > Content and Security > Analytics. Please note that the analytics function is open to all users on your network, so any user can view aggregate statistics about their network.

Security Settings

* Verified Admin Only

Preserving the confidentiality and integrity of your information is one of Yammer's highest priorities. In addition to the measures we take to help ensure your data is never compromised, we offer the following security access requirements that you can set to further protect your network. You can access these settings within Admin > Content and Security > Security Settings.

IP Range Restrictions

Specifying one or more authorized IP ranges allows you to limit access to your Yammer network to only your corporate LAN or other trusted networks. Any users who attempt to login from a web browser with an IP address outside of the range(s) configured here will be blocked. You can input a starting and ending IP range that you would like to allow, and assign a name to each range.

Typically, users using mobile clients will be outside of the authorized IP range (unless the mobile client is using WiFi on a trusted network). To allow access from mobile clients, select the "Allow login" option. This will still restrict web logins outside of your trusted IP range, but allow mobile client logins from outside the IP range. If you select "Deny login", users outside of the trusted IP range will be unable to access Yammer via clients.

Password Policies

You can configure how long and complex user passwords must be and how often they must be changed. If you change any of the password settings and click Save, users whose passwords do not meet these requirements will be prompted to change their passwords upon their next login. Selecting the option to "Force All Users to Change their Passwords Immediately" will require all users to change their passwords the next time they log in, regardless of any password requirement changes.

Note: External networks do not have the ability to configure password policies. This is to prevent users from being faced with multiple password strength requirement policies if they are participating in External Networks. Users will have to comply with the password strength policies of their home network.

Export Data

* Verified Admin Only

Yammer Data Export will package and export all messages, Notes, Files, topics, users, and groups. Data will be exported into a zip file containing .csv files for messages and additional archives containing Files and Pages. You can perform a one-time export simply by specifying the starting date from which you would like to export. You can access these settings under Admin > Content and Security > Export Data. Alternatively, you can set up automatic recurring exports by utilizing the Yammer API. The data export is a .zip file that includes:

- › Messages, Users, Topics, and Groups in separate .CSV files: this contains complete details of each data type, such as message ID, timestamps, participants, group names, etc.
- › Files and Notes folders: these will contain Files and Notes on your network. Files will be in their native format and Notes will be exported in .html format. Note that exports will only contain Files and Notes created or modified during the time period specified for the export.

Admin Tools – Data Export

Meet your data warehousing, eDiscovery and compliance needs with Yammer's new Data Export. Data Export packages and exports all messages, Pages, files, topics, users and groups in your network. You can easily set up and create recurring exports using the Yammer Data Export API or download a one-time export from the Admin Tools Interface.

Highlights

- › Comprehensive Data Export: Export all the data on your network, including messages, Pages, files, topics, users and groups. Exports also include unpublished pages, and all versions of Pages (all content created or modified during the time period specified) and files.
- › Data Export API: Utilize the Data Export API to set up and customize automatic, recurring exports for your network. The API provides more control, flexibility and customization for IT admins.
- › Simplified One-Time Exports: Simply specify a starting date to have all of your network data from that starting point exported.
- › Data Retention: Choose between Hard Delete and Soft Delete options to meet your needs. Hard Delete permanently removes data when it is deleted on the network and is recommended for most networks. Soft Delete keeps deleted data visible in data exports.

Using the Yammer API to Set-up Recurring Exports

With the introduction of the Data Export API, Yammer will be phasing out the older recurring export functionality and simplifying the data export admin interface. The older recurring export functionality will remain temporarily available, but we encourage admins to transition to the Data Export API. The Data Export API provides more flexibility and control for admins, and allows admins to create automatic recurring exports to meet their needs.

Sample Data Export Script

A sample script using the API is provided below in order to ease this transition. On first run, the script will export all network data up from the beginning of the network up until present. From then on, it will automatically check for previous exports, and perform an export from the date of the previous export. This script can be used with common schedulers (Cron, etc) to easily set up recurring exports.

```
#!/bin/sh

if [ ! $1 -o ! $2 ]; then
    echo "Usage: export.sh <OAuth Access Token> <Directory>"
    exit 1
fi

# Your Yammer OAuth 2 Access Token. This must be a token for a verified admin account.
AT=$1

# Download location for the export files.
DIR=$2
cd $DIR

# Find the last export if there is one. The start date and time of the previous export
# is encoded in the filename in UNIX time (http://en.wikipedia.org/wiki/Unix_time).
LAST_EXPORT=`ls export-*.zip | sed -e 's/export-\(.*\)\.zip/\1/g' | sort -n | tail -1`

# Check to see if a previous export was done.
if [ ! $LAST_EXPORT ]; then
    # No previous export was done. Start at the beginning of time (or 1970, which is
    # close enough given Yammer's age).
    LAST_EXPORT=0
fi

# Convert UNIX time to ISO-8601 time, which the API endpoint accepts.
DATE=`date -j -r $LAST_EXPORT "+%Y-%m-%dT%H:%M:%S%z"`

# Calculate the current date in UNIX time for the filename of the export.
NEXT_EXPORT=`date "+%s"`

# Perform the next export. Send the OAuth 2 access token and store the UNIX time of this
# export in the filename.
curl -v --output export-$NEXT_EXPORT.zip \
    --header "Authorization: Bearer $AT" \
    --get --data-urlencode since=$DATE \
    "https://www.yammer.com/api/v1/export"

# Verify that the download completed successfully.
if [ $? != 0 ]; then
    echo "Download failed...cleaning up."
    rm export-$NEXT_EXPORT.zip
    exit 1
fi

# Verify the contents of the zip file.
unzip -t export-$NEXT_EXPORT.zip >/dev/null 2>&1
if [ $? != 0 ]; then
    echo "Invalid ZIP file detected, export failed...removing downloaded ZIP"
    rm export-$NEXT_EXPORT.zip
    exit 1
fi
```

Data Export API

URL: <https://www.yammer.com/api/v1/export>

Method: GET

Authentication: OAuth 2 access token, user must be a verified admin.

Query Parameters:

- › access_token – The OAuth bearer token of a verified admin.
- › model - Indicates which models to be exported. All available models will be exported if no model is specified. Multiple models may be specified with multiple parameters with the 'model' name. Available models include:
 - › User
 - › Group
 - › Message

- › Topic
- › UploadedFileVersion
- › DocumentVersion
- › since - Indicates the start date of the export. All exported changes will have occurred on or after this date. Must be encoded as an ISO-8601 date.
- › include – Defines whether to include file attachments or not. Options are 'csv' (no attachments) or 'all' (include attachments).
- › network – Which network(s) one wishes to export. Must be accessible using the provided OAuth bearer token. i.e. the network associated with the token, or associated external networks.
- › include_ens – If 'true', automatically include all external networks associated with the network associated with the OAuth bearer token.

Example Query:

- › Export all data since February 9, 2012:
https://www.yammer.com/api/v1/export?since=2012-02-09T00:00:00+00:00&access_token=WOI87382HDL
- › Export all data since February 9, 2012 but exclude file attachments:
https://www.yammer.com/api/v1/export?since=2012-02-09T00:00:00+00:00&include=csv&access_token=WOI87382HDL
- › Export message data since February 9, 2012 and exclude attachments:
https://www.yammer.com/api/v1/export?since=2012-02-09T00:00:00+00:00&model=Message&include=csv&access_token=WOI87382HDL

Response Format

The response is an application/zip (ZIP file) payload encapsulating the contents of the data export. Internally, the ZIP file will contain the following files and directories for a complete export:

- › Users.csv
- › Groups.csv
- › Messages.csv
- › Topics.csv
- › Files.csv
- › files
 - › 186430.pdf
 - › 186433.pptx
 - › ...
- › Pages.csv
- › pages
 - › 7444.html
 - › 7445.html
 - › ...
- › Admins.csv

> Networks.csv

> log.txt

> request.txt

CSV Representations

User Columns	Group Columns	Message Columns	Topic Columns
<ul style="list-style-type: none">> id> name> email> job_title> location> department> api_url> deleted_by_id> deleted_by_type> joined_at> deleted_at> suspended_by_id> suspended_by_type> suspended_at> guid> state	<ul style="list-style-type: none">> id> name> description> private> moderated> api_url> created_by_id> created_by_type> created_at> updated_at> deleted	<ul style="list-style-type: none">> id> replied_to_id> thread_id> conversation_id> group_id> group_name> participants> in_private_group> in_private_conversation> sender_id> sender_type> sender_name> sender_email> body> api_url> attachments> deleted_by_id> deleted_by_type> created_at> deleted_at	<ul style="list-style-type: none">> id> name> created_by> created_at> api_url

File Columns	Page Columns	Admin Columns	Network Columns
<ul style="list-style-type: none">> id> file_id> name> description> uploader_id> uploader_type> group_id> group_name> reverted_to_id	<ul style="list-style-type: none">> id> page_id> creator_user_id> published_by_user_id> collaborator_user_ids> name> group_id> group_name> reverted_to_id	<ul style="list-style-type: none">> id> name> email> verified	<ul style="list-style-type: none">> id> permalink> name> url> paid> created_at> moderated> usage_policy> number_of_users

<ul style="list-style-type: none"> > deleted_by_user_id > in_private_group > in_private_conversation > file_api_url > download_url > path > uploaded_at > deleted_at 	<ul style="list-style-type: none"> > deleted_by_id > deleted_by_type > in_private_group > page_api_url > download_url > path > published_at > deleted_at 		<ul style="list-style-type: none"> > secure_browser_token
--	--	--	---

Sample Data Export Script for Windows

A sample script using the API in Windows Command Prompt is provided below for your reference. On first run, the script will export all network data up from the beginning of the network up until present. From then on, it will automatically check for previous exports, and perform an export from the date of the previous export. This script can be used with Windows schedulers to create automatic, recurring exports.

You may need to install wget for Windows if you do not already have it installed. Here is a link to the latest version: <http://sourceforge.net/projects/gnuwin32/files/wget/1.11.4-1/>

Make sure to update your PATH environment variable to include the GNU bin path (e.g., C:Program Files (x86)GnuWin32bin).

```
@ECHO OFF
```

```
IF [%1]==[] (
```

```
  IF [%2]==[] (
```

```
    ECHO "Usage: export.cmd <OAuth Access Token> <Directory>"
```

```
    EXIT /B
```

```
  )
```

```
)
```

```
:: Your Yammer OAuth 2 Access Token. This must be a token for a verified admin account.
```

```
SET AT=%1
```

```
:: Download location for the export files.
```

```
SET DIR=%2
```

```
cd %DIR%
```

```
:: Find the last export if there is one. The start date and time of the previous export
```

```
:: is encoded in the filename
```

```
SET LAST_EXPORT=0
```

```
IF EXIST export-*.zip (
```

```
  FOR /f "delims=" %%a in ('dir /B /D export-*.zip') do (
```

```
    :: Use the timestamp from the most recent file
```

```
    SET LAST_EXPORT=%%a
```

```
  )
```

```

)

:: Remove the relevant parts of the filename so the timestamp can be stored
SET LAST_EXPORT=%LAST_EXPORT:export==%
SET LAST_EXPORT=%LAST_EXPORT:.zip=%
:: Don't forget to replace underscores with colons to ensure correct ISO-8601 formatting
SET LAST_EXPORT=%LAST_EXPORT:_%=%

:: Calculate the current date in UNIX time for the filename of the export.
SET TIME_STAMP=%time:~0,2%:%time:~3,2%:%time:~6,2%Z
SET NEXT_EXPORT=%date:~10,4%-%date:~4,2%-%date:~7,2%T%TIME_STAMP%
:: Make sure to replace ":" with "_" so that Windows will save the file
SET NEXT_EXPORT=%NEXT_EXPORT:=%_%
:: Make sure to replace any spaces with 0's. DOS doesn't always provide leading 0's
:: when a time fragment is less than 10
SET NEXT_EXPORT=%NEXT_EXPORT: =0%

:: Perform the next export. Send the OAuth 2 access token and store the time of this
:: export in the filename.
SET FILE_NAME=export-%NEXT_EXPORT%.zip
SET AUTH_HEADER=Authorization: Bearer %AT%
SET API_URL=https://www.yammer.com/api/v1/export
IF NOT EXIST cacert.pem ( wget http://curl.haxx.se/ca/cacert.pem )

ECHO %LAST_EXPORT%
wget -O %FILE_NAME% -t 1 --header "%AUTH_HEADER%" --ca-certificate cacert.pem
%API_URL%?since=%LAST_EXPORT%

```

Data Retention

* Verified Admin Only

Here, under Admin > Content and Security > Data Retention, you can select options for how deleted data will be retained on your network. The default and recommended option is Hard Delete – in which deleted data will be permanently removed from your network and will not be visible within data exports. You can also choose Soft Delete – in which deleted data will be retained on Yammer servers unless specifically removed via the Developer API. Deleted data in this case will not be visible to users on the network, but will be exported via data export. Select this option if you have certain regulatory or e-Discovery compliance requirements that necessitate the retention of deleted data.

Group Admin Privileges

Group admins can configure certain options for the group they are an admin of. Verified admins also have access to these options for all groups. Network admins have access to these options for public groups, but can only access the private groups they belong to. You can access these options by navigating to any group page and clicking on the "Settings," button, located on the top-right of the page.

- › Group Image: Upload an image for your group here.
- › Group Name: Set the name of your group here.
- › Description: Provide a description of your group that will be shown to the rest of the network.

- › Member Management: Here you can add or remove members and admins.
- › Content Options:
 - › Announcements: Group admins can make announcements that will be delivered to all group members.
 - › Official Content: Group admins can mark Notes and Files as "Official". This will signal to other users that this is the authorized version of the document. It will also lock down the content so that only admins (group or network) and the owner of the document can edit the content. Official Content is also surfaced within the content directory and is ranked higher in search results.
- › Who can view content: Here group admins can toggle the privacy of the group here. This will affect who can view content within the group. Group members will be notified whenever the group's privacy is changed.
- › Who can join this group: Here you can control how members can join your group. For public groups, you can restrict membership to admin approval or allow all users on the network to join. For private groups, you can require admin approval or allow existing members to invite other users.

Enterprise Integrations

* Verified Admin Only

Yammer offers a variety of integrations to help ensure your network is easy to access and available to everyone, while making other applications more mobile and social. If you are interested in any of the integrations below, please refer to their respective [technical guides on the Success Center site](#) for more details.

Directory Sync

Yammer's Directory Sync utility synchronizes the users in your Yammer network with your existing company directory structure. You can use it to manage the membership of your Yammer network. Once you set up Directory Sync, users will be added or removed automatically after you add or remove them in your company directory.

Activity Streams

Yammer Activity Streams aggregate activity stories from a wide variety of enterprise applications. Featured integration partners include NetSuite, Zendesk, Box, Triplt, Badgeville, and Expensify. These integrations deliver activity stories to Ticker inside Yammer, where users can serendipitously discover what colleagues are working on in third party applications.

Single Sign On

Yammer offers Single Sign On (SSO) integration to make access to your Yammer network seamless and easy for all users. Yammer's SSO server connects your existing SAML-based SSO server to automatically log in your users based on your authentication mechanisms.

Users Without Emails

Include all members of your team on Yammer, without requiring a corporate email account. Using a Single Sign On (SSO) portal, your company can provide employee-specific identification other than email for login.

Yammer for SharePoint 3.0

Maximize the power of SharePoint with Yammer and turn business communication into a social, mobile, and engaging experience. Yammer for SharePoint 3.0 features an enhanced Yammer web part that delivers Yammer feeds to SharePoint MySites and Team Sites, embeddable feeds that deliver lightweight feeds to virtually any SharePoint page, message notifications, document and list item integration, federated search, and more.

Yammer for Salesforce.com

The Yammer for Salesforce.com Integration automatically delivers your Salesforce CRM activity to Yammer in real-time. You can track the progress of Salesforce objects like accounts, opportunities, leads, and campaigns within Yammer and instantly collaborate with coworkers from any department.

Yammer Embed and Yammer Connect

Yammer Connect is a host of social plug-ins that gives you the flexibility to extend Yammer's social functionality across enterprise applications. Yammer Embed delivers Yammer feeds to existing business applications, such as the company intranet, CRM tools, or content management systems.

YOU'RE READY.

That's all I can teach you at the moment. Go. Fly free. I believe in you.

And remember, if you have any questions, don't hesitate to ask on the YCN or browse our Success Center (available from the left navigation bar under Admin > Success Center). And don't forget to check out the [Yammer Support](#) page for community forums and dedicated technical support.

There's always someone here to help.

Sample Yammer Acceptable Use Policy

Welcome to Yammer! Our goal is to provide a collaborative environment to connect with colleagues and bridge various departments and geographic locations to share meaningful information.

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

- › Everything in Yammer stays in Yammer! (No public posts or Tweets, etc).
- › Please 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.
- › Fill out your Profile information. Complete the Expertise and Education sections and be sure to add a Profile picture.
- › 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 important. If a specific Group does not exist, start a new one and invite members of your team to contribute messages. For best results, use Groups as a replacement for existing email listservs.
- › Add Topics, Links, pictures, and Events to posts when applicable.
- › Use the Yammer FAQ's and How-To-Guide to help clarify common concerns.
- › Take time to explore Yammer- you'll get the hang of it!

Post a 'Question' or send a Direct Message to [Network Admin] with any specific questions.

Technical Readiness Checklist

As you begin your Social Journey in transforming your business with Microsoft and Yammer, use this checklist to make sure you are ready to support Yammer appropriately.

Enablement Pre-Launch

Network Setup Basics

- › Check Browser and System Requirements
- › Determine configuration Options
- › Design and Branding
- › Define and Train Administrators
- › Define a Usage Policy
- › Security Settings

Yammer Network Architecture & Group Structure

- › Domain Merges
- › Managing External Networks
- › Populating groups from distribution lists:
 - › Bulk updates to Groups
- › User Management
 - › Bulk updates of Users

Support Model

- › Define the Support flow: End user ↔ Customer Help Desk ↔ Yammer Help Desk
- › Using the Yammer Customer Network
- › Managing Service Announcements to End Users
- › Subscribe to <https://status.yammer.com>

Integrations

- › Directory Sync Integration
- › Single Sign On (SSO) Integration
- › SharePoint Integration
- › Yammer Embed for Intranets and Portals
- › The Activity Stream from Line of Business (LoB) Applications
- › API Usage for Custom Integrations

Mobile Devices

- › Formalization of App Usage
- › Roll out of App to Devices
- › Understand Session Management Capabilities

Business as Usual Set Up

- › Data Exports
- › Determine Data Retention options

- › Regularly review the [release schedule](#)
- › [Understand New and Supporting Integrations](#)

Yammer Security FAQ

Preserving the confidentiality and integrity of your information is one of Yammer's highest priorities. Yammer maintains a deep culture of security and utilizes an iterative approach in designing and improving security procedures and controls. We continuously analyze the effectiveness of our security policies to ensure we are providing optimal protection for our customers. Please consult your Yammer contact for the latest security overview and collateral. For more details, please refer to Yammer's Information Security Policy.

Section 1 - Security

- › Q: Who can access the Yammer network? A: Only users with a valid and verified company email address can join your Yammer network. Yammer has functionality to create External networks to collaborate securely with third parties.
- › Q: Where is the data hosted? A: Yammer is currently hosted in a Tier 4 SSAE16 compliant collocation facility, run by Equinix. This facility is in the San Francisco bay area, in the USA and has seismic controls in place. This facility provides 24/7/365 physical security, CCTV, Biometric access controls, trained security staff, video surveillance, N+1 redundant power and cooling. Microsoft abides by the U.S.-EU Safe Harbor Framework and the U.S.-Swiss Safe Harbor Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of data from the European Economic Area, and Switzerland.
- › Q: What is Yammer's Privacy Policy? How do you treat my data? A: Our privacy policy is publicly shared and available [here](#).
- › Q: Can you share your security policy? A: Essential Yammer Security information can be found [here](#): Information Security Policy - NDA Required. Yammer's current Security policy can be shared under NDA only: Yammer Production Security Policy.
- › Q: Who has access to the data? A: Only employees with a legitimate business need can access customer data and all access is on an approval-only basis. All access is logged and regularly audited.
- › Q: Is the data encrypted in transit? A: All data in transit into and out-of the production environment is encrypted at all times. Communication with Yammer is over HTTPS (SSL3.0/TLS1.0) regardless of user end-point (Web, Desktop App, Mobile App, API)
- › Q: What is Yammer's architecture? A: Yammer's architecture is driven by the needs of an Enterprise Social Network (ESN). An ESN will only be successful if users adopt and engage with the platform - as such, Yammer is architected and developed in a way to support adoption and engagement, allowing rapid iterations of technology.

Yammer is a set of loose components, coupled with API's. These are developed and released independently using a variety of different best in class codes and technologies.

Yammer is a public cloud, SaaS, multi-tenant architecture only. We use a data driven, rapidly iterating development approach to measure the success of the platform using the key metrics of end user engagement and adoption. For more information on the Yammer development methodology see [here](#):
<https://about.yammer.com/product/development/>
- › Q: Who owns the data posted in the Yammer network? A: Data posted into a free Yammer network is owned by the individuals posting that data - those users are the data controller for their content. Under Yammer Enterprise the company becomes the data controller and ownership of all data transfers to the company. Yammer is a data processor and has no rights to any content, or responsibilities for the data posted within a Yammer network.
- › Q: Do you comply with the data protection act in my country? A: It is the Data controller's responsibility to comply with the data protection legislation that affects them. Yammer has controls in place to facilitate data controllers (individuals and companies) compliance with their data protection legislation.
- › Q: Can we perform an on-site visit/audit of your facilities? A: Yammer does not permit customers to perform on-site audits. With over 200,000 customers this is not feasible and also is a risk to the security of the service. We will answer any security questions openly and transparently.

- › Q: Do you conduct third-party audits or testing? A: Penetration tests of the Yammer infrastructure are conducted on a quarterly basis.
- › Q: How is data separated from other customers? A: Yammer is a true multi-tenant model. As such, customers' data is logically separated with strict controls to ensure separation of tenant data.
- › Q: Can I enforce multi-factor authentication? A: By using a SAML 1.1 or 2.0 compliant Identity provider.
- › Q: What is the difference between security of an Enterprise Social Network vs. Facebook? A: Your Yammer network is private to your company. Only users with a valid and verified email address for your company can join your Yammer network. Yammer was built from the ground up as an Enterprise Social Network with security built-in at every level and a high degree of control available as well as integration with corporate security systems such as Active Directory and Single Sign On.
- › Q: What is the difference between security of Yammer Free vs. Yammer Enterprise? A: The underlying security of both is identical. Yammer Enterprise brings more administrative control and the ability to integrate with other systems (e.g. Active Directory, ADFS, SharePoint, Salesforce.com)

For details of the administrative controls available in Yammer Enterprise, see here:

<https://about.yammer.com/success/activate/integrations>

- › Q: Does Yammer sell our data? A: No. Yammer does not mine or sell any customer data. All data belongs to the customer (either the user or the company, dependent on the Yammer version in use).
- › Q: Can I export all my data? A: Yammer Enterprise allows all messages, notes and uploaded files to be exported, along with their metadata. The data export can also include any content that has been deleted, if the "Soft Delete" data retention option has been configured.
- › Q: Is Yammer covered under the materials in the O365 Trust Center? A: No. Yammer infrastructure and security is completely separate.

Section 2 - Management

- › Q: What administrative controls are available to help me manage Yammer? A: For details of the administrative controls available in Yammer Enterprise, see here: <https://about.yammer.com/success/activate/integrations>
- › Q: How do I manage Yammer on mobile devices? A: Yammer is available for all major mobile platforms, including Windows Phone, iPhone, iPad and Android. Users can install the Yammer application from their respective app store. Yammer offers Session Management capabilities so that a user (or administrator) can terminate any Yammer session on any device if required.
- › Q: How can I manage my users? A: Only users with a valid and verified company email address can join your Yammer network.

In a free Yammer network, users can invite their colleagues with the same email address suffix to collaborate. Users can also suspend other users from having access to the Yammer network.

In Yammer Enterprise, administrators have the ability to provision and remove users in bulk (using a .csv file) and also to Synchronize with Active Directory to automatically add users not already on Yammer and remove users from Yammer if their AD account is disabled or deleted.

See <https://about.yammer.com/success/activate/admin-guide/> for further information on Bulk Update.

See <https://about.yammer.com/success/activate/integrations#directory-sync> for further information on AD Sync.

- › Q: What AD attributes are passed by AD Sync to Yammer? A: See here for the AD Sync implementation guide: <https://about.yammer.com/success/activate/integrations#directory-sync>
- › Q: We have multiple AD Forests. Can you AD Sync from all of them? A: Yes. The AD Sync tool can be configured to use multiple AD forests or domains as data sources. See <https://about.yammer.com/success/activate/integrations#directory-sync> for further details.

- › Q: How can users without email addresses access Yammer? A: Yammer works with many large organizations where it is important to hear the voice of all workers, including those without email addresses. In this case, Yammer can grant these users access, based on a unique identifier.

Section 3 - Deployment

- › Q: Can I run a pilot/trial of Yammer? A: Yammer has a free offering which should be used to run all trials. This is available for anyone to sign up for with their corporate email account at <https://about.yammer.com>. An Enterprise Social Network (ESN) will only be successful if users adopt and engage with the platform. As such, your trial of an ESN should focus on use cases, adoption and engagement rather than features.
- › Q: Is Yammer affected by latency? A: Yammer is focused on delivering a great user experience to encourage adoption and engagement of the platform. As such a great deal of work has been done to minimize the effects of latency. We encourage customers to try Yammer using the free service to assess the performance for themselves.
- › Q: What happens to content and users when a Yammer network is upgraded from Free to Enterprise? A: All content remains in place and all users remain - The Yammer Free network becomes your Yammer Enterprise network, so there is no migration. The functionality for users remains the same - they may notice a new masthead, logo and usage policy when as administrator puts these in place.
- › Q: What is the difference between the Basic and Enterprise versions? A: Yammer is available as a freemium service with most features available for free to users with a valid email address from their organization. Details about the two versions are up-to-date on the Yammer website: <https://about.yammer.com/pricing/>. The main differences are:
 - › Data ownership: Users in the basic version, the organization on the enterprise
 - › Integrations: Limited access to the API in the basic version, full access to all integrations (Yammer App Directory and APIs) in the enterprise version
 - › Admin: users manage their own profile and content in the free version. In the enterprise version, two levels of admin can manage users, configure the network, monitor and export content or enable/disable some features. Analytics, announcements and domain merge are available.
 - › Customization: none in the basic version, ability to set-up a header, logo and choose color in the enterprise version.
 - › Compliance: none in the basic version, data export, monitoring or deletion by admin in the enterprise version.
 - › Support: online technical support in the free version, Microsoft support, SLA and access to the Yammer Customer Network in the enterprise version.
- › Q: Can my company's multiple email SMTP domains be merged together into one Yammer network? A: Yes. By default, SMTP email suffixes will have their own Yammer network. This is in place to ensure that data stays within a certain organization. However, many large organizations have multiple SMTP email domains and as a result, multiple Yammer networks. Under Yammer Enterprise, these Yammer networks can be merged together so that when the user logs in they will enter a single Yammer network for all their colleagues, regardless of which company SMTP email address was used to login.
- › Q: What file types can be uploaded to Yammer? A: There are no restrictions on the file types that can be uploaded.
- › Q: Why am I seeing different features/colors/layout than my colleagues? A: As part of Yammer development methodology, we A/B test all aspects of Yammer and derive the winner using data. The tests are performed on a subset of users across all networks, so these changes don't occur at the network level until they're tested and launched. <https://about.yammer.com/product/development/>
- › Q: What's the Roadmap for Yammer? A: Yammer rapid release and iterative development methodology means that change is a constant. The items currently being developed and their stage of development and testing are available here: <https://about.yammer.com/success/engage/grow-your-network/release-schedule/>
- › Q: What are the limitations of the solution (number of users, networks, documents, storage, access...)? A: Yammer is designed as a SaaS, multi-tenant environment with scale in mind. The ONLY limit is that of file size. An individual file cannot be larger than 5GB in Yammer Enterprise (100MB Yammer Free.) Yammer supports unlimited users, unlimited

files, unlimited external networks, unlimited document types...

Customize Yammer to fit your organizational needs, using the advanced integrations below.