

# Yammer

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## How does Yammer work?

- Always only members in contact with other members
- Same follower principle as Twitter and LinkedIn
- Software is managed through Microsoft Exchange that can also work with Facebook and Twitter

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## What is Yammer?

- Launched in 2008 as a web-based platform
- Acquired by Microsoft in 2012, for 1.2 billion dollars
- Corporate companies can create a private network
- Employees can use resources privately or company-wide
- It often referred to Facebook for businesses

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## How is it different Facebook?

- Yammer focuses more on the group work and reporting
- Only certain people can join corporate networks domains instead
- It is using program like Google Docs

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## Conclusion

Yammer is a social networking platform for businesses. It is a private network that can be used by employees to communicate and collaborate. It is often referred to as Facebook for businesses.

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## How does Yammer work?

- Allows only members to connect with other members.
- Same follower principle as Twitter or Facebook.
- Subscription to message streams.
- Has multiple features that are alike with Facebook and Twitter.

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## What is Yammer?

- Launched in 2008 as a workplace platform.
- Purchased by Microsoft in 2012 for 1.2 billion dollars.
- 20 corporate customers and another private network.
- Employees can communicate privately in private networks.
- No other network is available for businesses.

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## How is it different Facebook?

- Yammer focuses more on the group work and networking.
- Only certain people can join corporate networks (domain email).
- File sharing program like Google Docs.

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**Yammer - Social vs. Facebook**  
Yammer is a workplace social network that allows employees to communicate and collaborate within their organization. It is designed to be used on a corporate network and is not available to the general public. Yammer is a private network that is used by employees to communicate and collaborate within their organization. It is designed to be used on a corporate network and is not available to the general public.

**Facebook - Usability vs. Sociality**  
Facebook is a social media platform that allows users to connect with friends and family, share photos and videos, and post status updates. It is designed to be used on a personal network and is available to the general public. Facebook is a public network that is used by millions of people to connect and share.

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# Yammer - Usability vs. Socialbility

- Usability: Efficient for internal communication for companies.
- Sociability: Mainly for internal communication. Social within the company, however it is mainly used for efficient communication.

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# Facebook - Usability vs. Sociability

- Usability: Stay connected, build a personal profile, communication focused privately.
- Sociability: Allows people to integrate and communicate private and in business, create a public profil.

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# Yammer - Purpose, People & Policies

- Purpose: Efficient internal communication
- People: User needs of communication
- Policies: Informal, responses, short messages, informative

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# Facebook - Purpose, People & Policies

- Purpose: Being part of a social network online.
- People: User needs of creating a public profil which could be used both in a business context as well as private. By liking and sharing users are able to create a public profile according to how they want to be percieved.
- Policies: A lot of graphics, informal tone.

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