

Table of Contents

Social Software for Business Communication	2
What is social software for business communication?.....	2
Yammer.....	3
What is Yammer?	3
Getting started with Yammer	4
The features in Yammer	5
Profile features	5
Search feature	5
Member Directory	5
Creating Charts	5
Feedback	5
Slack	6
What is Slack?	6
Getting starting with Slack	6
Features of Slack	7
Channels	7
Search	7
Integrations	7
Slackbot	8
Shortcuts	8
Workplace for Facebook	9
What is Workplace for Facebook?	9
Getting Started with Workplace	9
Features of Workplace for Facebook	10
Channels	10
Communication	10
Media Transfer	10
Enterprise Features	10
Comparison of each of the social models for business communication	11
Comparing Yammer, Slack and Workplace for Facebook.	11
Conclusion	12

Social Software for Business Communication

Jake Wright – G00357576



What is social software for business communication?

Social software includes corporate Yammer and other software platforms aimed at maximizing productivity, improving communication, saving time and promoting collaboration. Whether the software has been written specifically for corporate communication or it is integrated with more mainstream social media software, the goal of implementing social software is to improve transparency for businesses by making information more accessible in spite of organizational boundaries.



Yammer



What is Yammer?

Yammer is a social network that connects to a business. It is used to help employees to connect and collaborate together socially and with their work you can also create external networks to customers' partners, and suppliers to communicate with a specific employee or the company in general

Yammer is essentially Microsoft's attempt at social media application in a business environment. Yammer is also used to share ideas about projects or possible and to gather information from employees and employers to benefit the business.

By using a tool such as Yammer where people can openly and securely share sensitive information about a business or an upcoming project. This is why it is good to use in a group project environment as all of the information is stored on Yammer, eliminating the need to send emails or to transferring the information and it being lost or stolen.

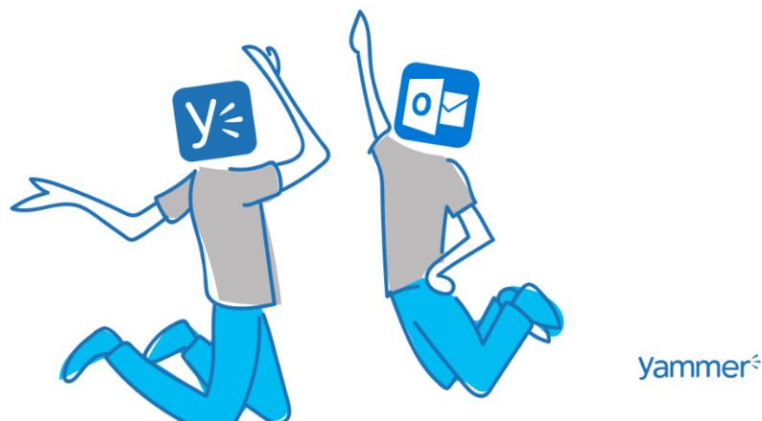
Getting started with Yammer

To create a Yammer account for your business you need a valid company email address. You will need to confirm your email address by clicking on the confirmation link that Yammer has sent you confirmation email. After that you can then login to Yammer and access its services.

You can also join Yammer if you have been sent a link by email from a co-worker or boss giving you access to the Yammer network. This will also send you to the front page of the Yammer website.

When you first login to Yammer there will be a button that says *Getting started*. If you click on that it will guide you through the necessary steps to fully experience Yammer. This includes setting up your personal profile, inviting friends to your Yammer network, joining different groups that might benefit you in the workplace and also downloading the desktop app for easy access to the site.

Be mindful when creating your profile to add an image of yourself that looks professional and also create a username that is professional also as this will represent yourself and the company in some manner, it will be available to be seen by everyone who clicks on your profile, like every social networking platform out there.



The features in Yammer

Profile features

In Yammer there are many different features you can use to personalize your profile. You can upload a profile picture, fill in your personal and business contact details and list your different area of expertise.

Search feature

You can search Yammer for different experts that are connect on your business network that you need. Expertise are instantly searchable, useful information can be found on demand.

Member Directory

You can search for members in you group, company and co-workers in the search directory area. It can search for people from across the company.

Creating Charts

You can create a company chart by adding managers and reports with your co-workers and group project workers. The information on the chart automatically appears on the profile.

Feedback

You can give feedback about co-workers that you have worked with. You can also get feedback from others. The praise you get from others can be visible on your profile in the praise tab.

Slack



What is Slack?

Slack is also a social network that connects to a business. Slack is used to help users communicate instantly and easily through the use of instant messaging. Slack is one of the few collaboration softwares that is used outside of the normal business and work environment. Making it more difficult to do work and the social aspect of the software is used more frequently than intended.

Slack's software includes instant messaging, file sharing, group chat and a search feature to find co-workers and employers. Slack uses third party features such as dropbox OneDrive and Google Drive. You can also use programming languages on Slack. Slack offers the use of developer tools such as GitHub that might be used for certain project for ease of access and accessibility

Getting starting with Slack

To create a Slack account for you need a valid company email address whether it is a business or personal email address. Slack automatically sends you a link to confirm your email address. After that you can then login to Yammer and access its services.

When you first login to Slack you are able to find and create channels where you can communicate with co-workers or employers. Much like what you do on Yammer, set up a personal profile Be mindful when creating your profile to add an image of yourself that looks professional and also create a username that is professional also as this will represent yourself

and the company in some manner, it will be available to be seen by everyone who clicks on your profile, like every social networking platform out there.

May sure to make use of the different channels to communicate with co-workers and employers about projects and workflow. Also use third party programs to further benefit yourself and those working in group projects as this could help the work flow and communications with all members

Features of Slack

Channels

You can create and organize different channels on Slack. Channels are used to have different conversation areas organized by channel so that users can quickly jump into a chat with the relevant users to your projects. You can highlight messages sent by clicking on the star icon. This could be useful if the group leader sets specific tasks for group members. You can star the most important ones by clicking the star icon on the top left of the screen next to the channel name when you are in that channel. Private channels are also available.

Search

Slack allows users to search for information within shared documents. Search results can be filtered by how relevant it is, how recently was sent or typed or by the specific file type used it is similar to the google search filter by searching for specific words. This helps to find what you need quicker.

Integrations

You can use third party applications such as Dropbox, OneDrive, and GitHub through Slack's integration feature. This could be very useful to those familiar with programming as you could implement code into Slack to help the ease of workflow.

Slackbot

Slackbot is the programmable AI feature within Slack. Slackbot is used when a user is setting up their profiles. Once Slackbot is installed it can be programmed to respond to certain commands or to display information you have requested when asked much like siri or cortana



Shortcuts

You can use many shortcut keys within Slack. There are two distinct types of shortcuts you can use traditional shortcuts and slash commands. The regular shortcuts operate just like you would expect, using a specific combination of keys to perform a command. The full list of Slack shortcuts can be found on the Slack help centre website.

A screenshot of the Slack help page for keyboard shortcuts. The page has a dark background with white text. At the top, it says "Keyboard Shortcuts" followed by a "Cmd /" icon. The content is organized into three columns: "Channels & DMs", "Messaging", and "Extras". Each column lists various shortcuts with their corresponding key combinations. At the bottom, there is a "Hi, Slackbot here!" message and a brief explanation of how to interact with Slackbot using slash commands.

Keyboard Shortcuts Cmd /

Channels & DMs	Messaging	Extras
Previous in list: Option ↑	Autocomplete	Open Preferences: Cmd ,
Next in list: Option ↓	Names: [a-z] Tab or @ Tab	Open All Threads: Cmd Shift t
Previous unread: Option Shift ↑	Channels: # Tab	Toggle Right Sidebar: Cmd .
Next unread: Option Shift ↓	Emoji: : Tab	Channel Info: Cmd Shift i
Back in history: Cmd [New line: Shift Enter	Activity: Cmd Shift m
Forward in history: Cmd]	Edit last message: ↑ in input	Team: Cmd Shift e
Mark as read: Esc	React to last message: Cmd Shift \	Stars: Cmd Shift s
Mark all as read: Shift Esc		Search: Cmd f
Quick switcher: Cmd k or t		Upload a File: Cmd u
Browse DMs: Cmd Shift k		Dismiss Dialogs: Esc
		Zoom In: Cmd +
		Zoom Out: Cmd -

Hi, Slackbot here!

You can ask me simple questions about how Slack works, or just type a few keywords. For example: Can I edit a message I've posted? Or simply begin a message with / for a list of all the commands at your disposal.

Workplace for Facebook



What is Workplace for Facebook?

Workplace is a social collaborative software owned and run by Facebook. It is used to communicate with co-workers and employers by using instant messenger. It offers a more in depth features in the premium edition such as admin commands and APIs. The premium edition costs \$3 a month however, if want to test out the service first Workplace offers you a free 90 day trail. Workplace is essentially Facebooks attempt at another social media platform but instead of being for personal use it is primarily used for business affairs. It offers a secure area for employees and co-workers to exchange sensitive files securely. Workplace also implements features from Facebook by having a news feed area, group chat to message those in a group project

Getting Started with Workplace

You can sign up to Workplace for Facebook by using a valid personal or business email address. You can only sign up to the premium edition of Workplace by using a business email address. When creating your profile make sure to include a professional looking picture of yourself. Also fill in the areas that require detail by adding your profession, the company you work for.

Workplace offers you the ability to create private and public groups. This may benefit you as you might need to create one if you are in a group project with people. This will allow you to easily communicate with each member and will also allow you to transfer files securely. You

can also join groups that may benefit you in the workspace such as any developments in the company could be passed down through these channels to elevate the need of individually messaging/emailing each employee.

Features of Workplace for Facebook

Channels

It eliminates the need of companies to use internal collaboration tools such as their intranet, telephony systems, video conferencing and distribution lists. AS it allows for the users to collaborate in group channels where they can exchange sensitive information securely and to also message each other on a secure network about upcoming projects without the fear of the information being leaked.

Communication

It offers video livestreaming, voice and video calls. This could be used to help those in groups further collaborate at home or it also could be used to present a project or a presentation.

Media Transfer

You have unlimited video, file and photo transfer. It offers unlimited file storage and you can securely collaborate with groups and co-workers without the fear of the loss of files or video.

Enterprise Features

Workplace offers admin controls and commands to manage your groups and communities. It offers monitoring tools for those in group projects to help you better communicate with one another.

Comparison of each of the social models for business communication



Comparing Yammer, Slack and Workplace for Facebook.

To start off these three applications have a lot of similarities such as they all use a form of communicating and messaging with other users through the use of group messaging and direct messaging, they all have an ability to securely store personal files and documents of users on the cloud without any loss in the content and you are also able to search for different users on each platform.

However, there are also many differences in each platform that many benefit certain people in the business environment such as Yammer offers you the ability to create a company chart by adding managers and reports with your co-workers and group project workers. The information on the chart automatically appears on the profile. This feature is unavailable to both Slack and Workplace.

Although this could be useful in the business field other people may benefit from the third-party integration system that Slack offers. You can use third party applications such as Dropbox, OneDrive, and GitHub through Slack's integration feature. This could be very useful to those familiar with programming as you could implement code into Slack to help the ease of workflow.

All of these features may not be to your interest and you might like to have the ability to have more control over groups and participants by using the administration controls and

commands that Workplace for Facebook. It offers monitoring tools for those in group projects to help you better communicate with one another. However, this comes for a price of \$3 a month.

Conclusion

In conclusion after comparing all of these social software for business communication I found that Yammer was the best suited application for business's as it offers the most features for free and it give the users more an ability to convers and transfer information easily. It also offers a video call ability which could benefit those unable to meet for a conference or presentations. It also is a free service which you can't beat to the likes of Workplace. I also found it to be easy to use and I found that the website layout was very easy for me to find certain features that I was looking for. Unlike Slack and Workplace which I found its design and layout very poor. I would rate each of the applications in the order of Yammer, Slack and Workplace for Facebook.