Digital Communication: Students

Dr James Field
Director of Digital Education, School of Dentistry
How has communication changed?

A shift from traditional hierarchies...  
- Information filters down
- Information exchange is inefficient
- The user has little control over content
- Exchange is **silofed**

...to responsive networks
- Information travels between users
- Information exchange is fast
- Users respond dynamically
- Exchange is **social**
The social solution

- Students value discussions that happen in the ‘open’ so that they can discover and share it.
- The more you contribute openly to the community, the more they will engage.
- This isn’t something that you can leave to grow.
Microsoft acquired Yammer in 2012. Despite already having communication solutions such as MS Teams, they spent $1.2 billion. Microsoft recognises the value of Yammer as a social network. Yammer is integrated with Office 365.
Yammer – one social solution

- Provides familiar social networking features to spur discussion
- Allows posting of social ‘nudges’ to show online presence

James Field  Yesterday at 1:36 PM
So who’s going to take the leap and comment first?

Alice Lockstone  Yesterday at 9:15 PM
I’ll go first 😊. The saddle carries the artificial teeth over the edentulous area. The saddle area can either be bounded either side by natural teeth (bounded saddle) or be at the end of the arch so is free-ended (free end saddle)

James Field in reply to Alice Lockstone  8h ago
Thanks Alice. Yes you’re absolutely right. It’s important to remember that whilst the saddles often carry missing teeth they also serve a major function in covering the full denture bearing area and ensuring optimal stability, retention and bracing. So even if you’re not replacing all the posterior teeth, the saddle should still be fully extended.
cc: Alice Lockstone
Yammer – one social solution

- Social networks are technology lite but culturally heavy

**Culture 80%**
- Clear use cases
- Etiquette and guidance
- Support group
- Community management

**Technology 20%**
- Log in to Office
- Invite users
- Write welcome message
Yammer – one social solution

- It is really easy to create a new group in Yammer

- You can populate lists by adding people individually, or by uploading a CSV file of email addresses

- Once created you can manage users easily

- You can switch between groups easily but follow all of your combined group activity in the ‘Home Feed’
Steps for introducing a successful network

• **Identify your use case and your vision**
  • Be clear about what you will use your network for?

• **Gather your team**
  • You will need to identify an administrator(s) to moderate the network
  • This person needs to be available to respond in a timely fashion

• **Set your ground rules**
  • There should be clear rules of engagement for the network

• **Ensure adequate support**
  • Provide guidance for users
  • A Dental Yammer 101, for example, is a good idea
Steps for introducing a successful network

Guidance on how to engage

Community management

• Break the ice by mentioning people in your posts
• Be sensitive to cultural differences amongst members
• Model a positive tone and redirect conversations where necessary
• Acknowledge and reward with ‘likes’ and positive feedback
Yammer, Teams and Sharepoint

- The technologies are quite different
- Teams and Sharepoint are for managing groups of people, sharing and collaborating
- Yammer is for social networking and fostering discussion
- Yammer is part of office 365, and therefore part of teams
- **The three can work side by side**

One of the advantages of Yammer is that email notifications can be responded to by email, and Yammer will post directly back into the conversation – so it’s great for people who are bit more email-centric than chat-centric

- Yammer also supports ‘tagging’ and so users can choose to follow terms that are trending
- Yammer has poll functionality which is very easy to use to foster engagement
Yammer, Teams and Sharepoint

• The Yammer inbox makes it easy to review and keep track of activity

• Users can search the Yammer community chats for keywords

• Ultimately this boils down to which interface the students prefer to use for engaging in communication

• Teams is excellent for drawing together work groups – but you may find that Yammer is an important adjunct