

Summer Full of Yammer Campaign

July 2018

Date	Channel	Audience	Details
Monday, July 9	Email	All team members	Email to announce campaign
Monday, July 9	Connect	All team members	Same content as email
Monday, July 9	Hanging with Jay	All team members	
Wednesday, July 11	Huddle Points	All team members	Shortened details to share in the huddle
Monday, July 9	Yammer	All team members	Posts in All Company, Company Announcements
Friday, July 13	In Case You Missed It	All team members	Newsletter point back to Connect/Yammer

EMAIL/CONNECT



Compete in Mr. Cooper's Summer Full of Yammer for the chance to win some awesome prizes!

Today marks the beginning of **Summer Full of Yammer**! If you love having fun at the office and winning awesome prizes like gift cards and Mr. Cooper SWAG, then this is the month for YOU!

For the next 4 weeks, Mr. Cooper will be running weekly contests that will include interacting with our daily #YamTips, increasing your involvement on Yammer, and posting fun, creative pictures that follow the theme of the week!

It's so easy to participate! All we ask is that you post your picture **on Yammer** along with the corresponding hashtag of the week.

As for the daily #YamTips, we will be posting these on Yammer every Tuesday and Wednesday, AND we'll share Tips Flyers in the Weekly Huddle! The #YamTips will include tips and tricks on how to make using Yammer easier and more **efficient**.

Contest Previews

Week 1: #MrCooperChallenger

Week 2: #MrCooperChampion

Week 3: #MrCooperCheerleader

Week 4: #WeAreMrCooper

Three winners will be chosen per week based on the **creativity** and **originality** of the pictures posted. **Bonus points** added if you like/comment/share the Mr. Cooper daily #YamTips! The cut-off time for entry into the contests will be every Thursday by 5 PM. Winners will be announced Friday afternoon on Yammer!

Be sure to tag your photo with the correct hashtag every week to be considered in the contest!

Stay tuned Yammer for details on THIS WEEK'S contest!

HUDDLE POINTS

Announcing Mr. Cooper's Summer Full of Yammer campaign!

- Mr. Cooper will be running four contests over the next four weeks that will include interacting with our daily #YamTips, increasing your involvement on Yammer, and posting creative pictures on Yammer that follow the theme of the week.
- Three winners will be chosen every week. Winners will receive gift cards and Mr. Cooper SWAG!
- Daily #YamTips will be posted Yammer every Tuesday and Wednesday AND in the huddle! The #YamTips will include tips and tricks on how to make using Yammer easier and more **efficient**.
- #MrCooperChallenger, #MrCooperChampion, #MrCooperCheerleader, and #WeAreMrCooper are the themes of the contests each week!
- Stay up-to-date with the latest #YamTips, contests and winners by checking Yammer every day!

YAMMER POSTS

July 9, Post in All Company/Company Announcements:

Everyone loves a little competition, right? Take part in Mr. Cooper's Summer Full of Yammer contest to win some awesome prizes! This competition will include:

- 4 weekly contests
- 3 winners per week

Pay close attention to the contest details and daily #YamTips posted every Monday, so YOU can be a winner! Play along with your team members, take some fun pictures, and stay tuned for more details to come!

July 9, Post in All Company/Company Announcements:

The first contest of Summer Full of Yammer will be to **post a picture of a day in the life of YOU at Mr. Cooper with #MrCooperChallenger**.

Contest Rules:

- Post your picture on Yammer before **Thursday at 5 PM**
- Be sure to caption your picture with **#MrCooperChallenger**
- **Like/comment/share** the #YamTips posted twice a week
- Be **creative** and have **fun**!

We will announce the winner Friday afternoon on Yammer, so stay tuned!

July 16, Post in All Company/Company Announcements:

The second contest of Summer Full of Yammer will be to **post a picture with the Mr. Cooper sign outside of your building OR of you wearing Mr. Cooper swag with #MrCooperChampion**.

Contest Rules:

- Post your picture on Yammer before **Thursday at 5 PM**
- Be sure to caption your picture with **#MrCooperChampion**
- **Like/comment/share** the #YamTips posted twice a week

- Be **creative** and have **fun**!

We will announce the winner Friday afternoon on Yammer, so stay tuned!

July 23, Post in All Company/Company Announcements:

The third contest of 28 Days of Yammer will be to **post a picture of you and your team members with #MrCooperCheerleader.**

Contest Rules:

- Post your picture on Yammer before **Thursday at 5 PM**
- Be sure to caption your picture with **#MrCooperCheerleader**
- **Like/comment/share** the #YamTips posted twice a week
- Be **creative** and have **fun**!

We will announce the winner Friday afternoon on Yammer, so stay tuned!

July 30, Post in All Company/Company Announcements:

The final contest of 28 Days of Yammer will be to **post a picture of your favorite moment here at Mr. Cooper with #WeAreMrCooper.**

Contest Rules:

- Post your picture on Yammer before **Thursday at 5 PM**
- Be sure to caption your picture with **#WeAreMrCooper**
- **Like/comment/share** the #YamTips posted twice a week
- Be **creative** and have **fun**!

We will announce the winner Friday afternoon on Yammer, so stay tuned!