

**yocova**

# Introducing: Collaboration Groups

How to setup, manage and grow your audience

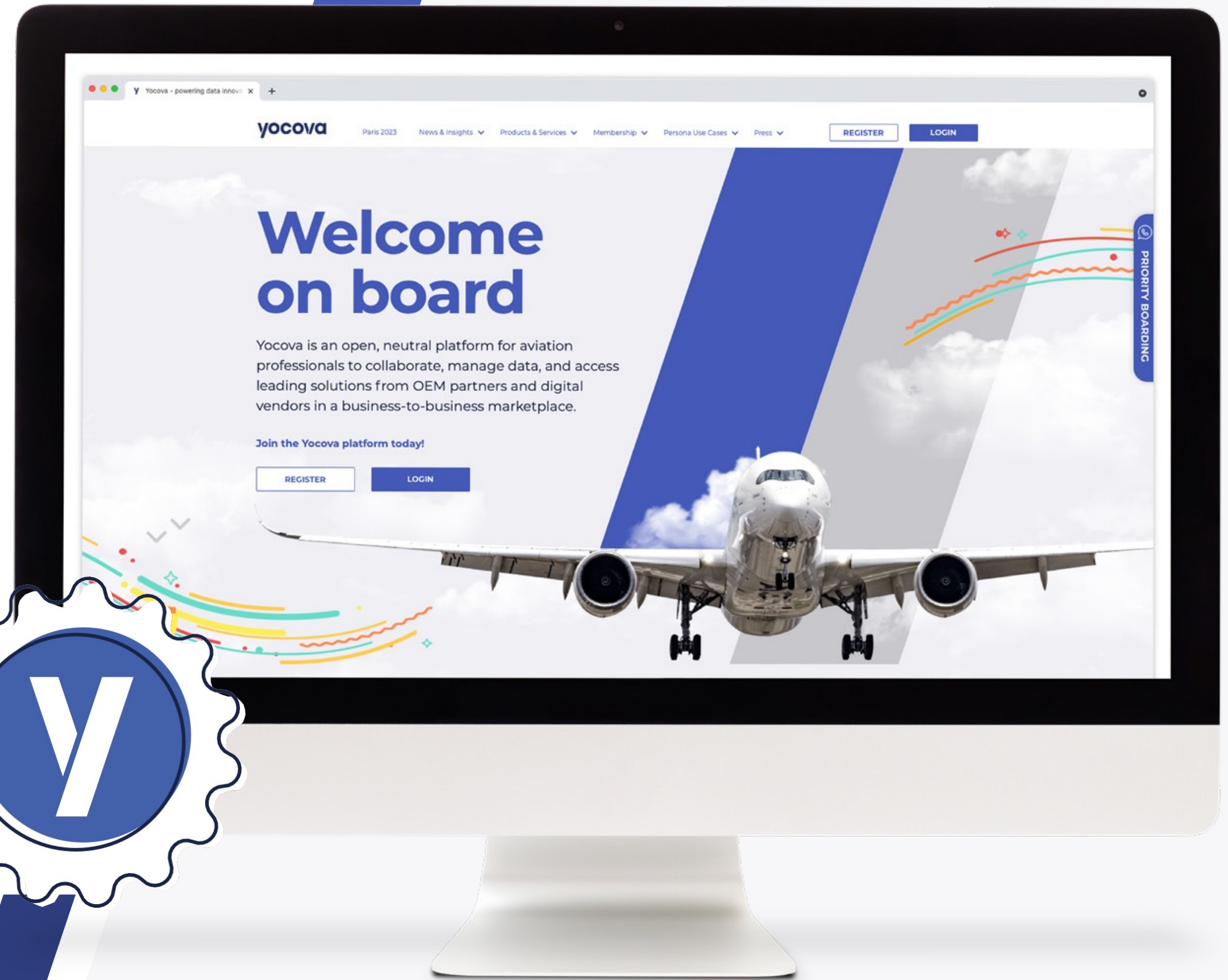
January 2024



**Yocova.com**

The end-to-end digital platform  
for aviation professionals

**Transforming aviation  
through an open and  
neutral platform, where  
information and ideas  
can be securely shared,  
to improve outcomes  
for the whole industry.**



## Yocova community

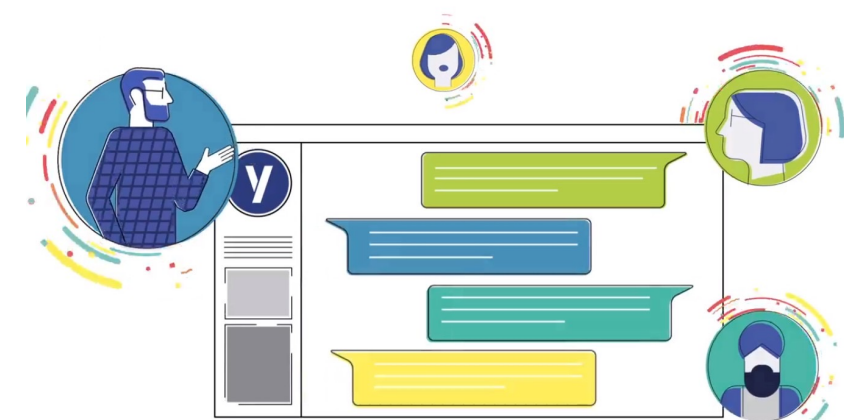
The global aviation community on one open and trusted platform where Members can connect, discuss, share and learn with aviation peers in public forums and private working groups.

### Designed for group collaboration

- Multi-thread discussions ideal for groups
- Easy file sharing and storage

### Connected to the aviation community

- Join the wider aviation community to discuss Industry challenges and ideate on solutions



# 8,500+

Members, growing daily:

- Airlines
- Airports
- ATM.ANSP
- Industry bodies
- Manufacturers
- MRO providers
- Lessors
- Business jets
- Digital Vendors (Yocova Partners)

# 75+

Collaboration groups:

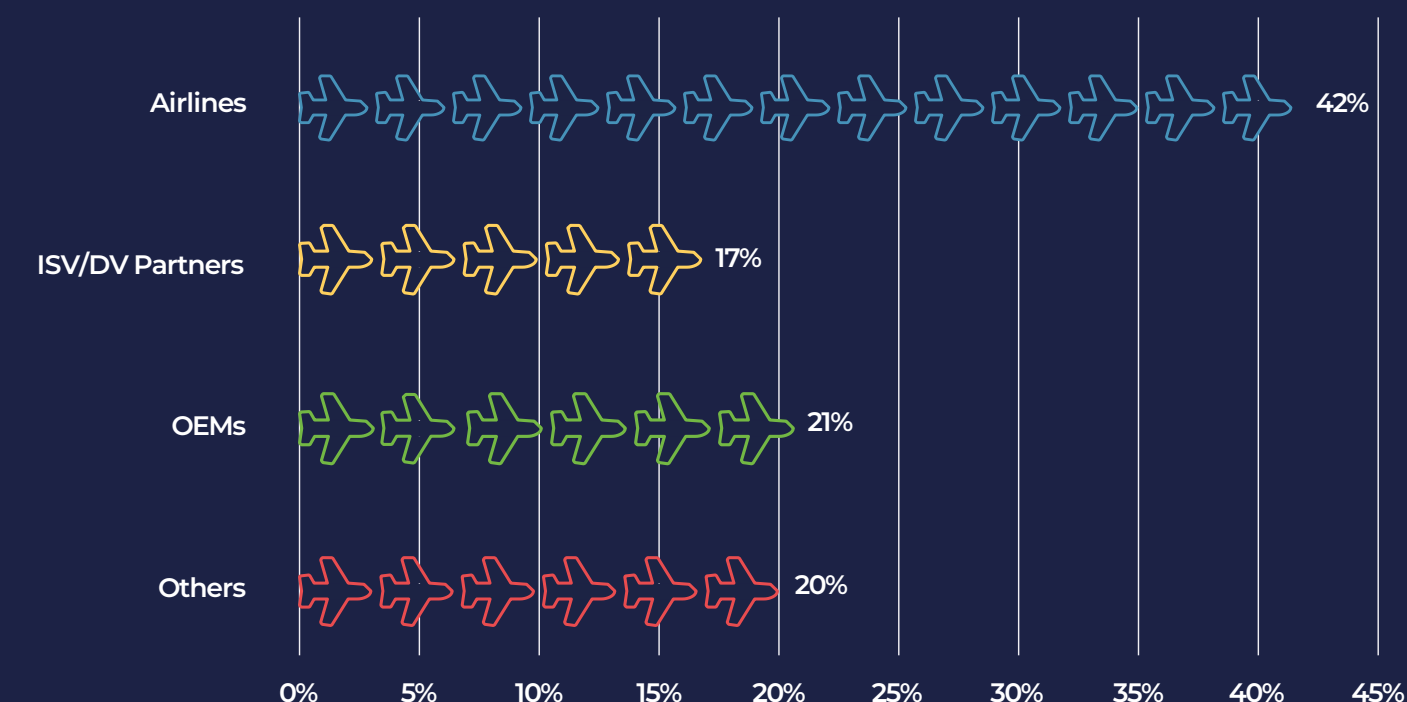
- Industry working groups
- Digital product support groups
- Product innovation groups
- Appraisal community
- Supply chain product development

# 470+

Airlines represented

# 1100+

Aviation enterprises and digital vendors



Others category includes - Aviation Recruitment, Business Jet Operators, Consultants, Ground Services, Lessors, MRO/Maintenance, Trade Associations and more...

## Designed for group collaborations

The Yocova community provides a network of public forums and private working groups, so you can collaborate, exchange ideas and learn from peers, and gain insights on challenges and opportunities within the aviation arena.

Our collaboration facilities enable you to set up your group objectives/ scope/ outcomes and go forward to engage with the wider global aviation community, your customer user groups and partners in a safe and secure environment. Use cases include the following, both public and private:

- **Special interest groups** - sharing thought leadership and lessons learned, focused on specific industry and sustainability challenges;
- **Market & Technical insights groups** - exploring market opportunities, threats and emerging technologies;
- **Customer community groups** - private secure or public forums for sharing customer news, product roadmap updates and soliciting customer feedback and engagement
- **Partner/ Supply chain community groups** - for efficient and secure community news, updates, coordination etc
- **Solution provider groups** - to provoke feedback from the community to support business case/ product development, promote collaboration and raise brand and capability awareness.

### Just some of the many public and private group collaborations happening on Yocova today:

- Achieving Sustainability in FlightOps
- Airline Performance Analytics
- Aviation Asset Appraisals
- Decision Support Analytics
- Disruptive Technology
- Drone (inc Flying Taxis, Unmanned Cargo)
- Evidence & Competency-Based Training
- Fatigue Risk Management System (FRMS)
- Hazard Risk Management
- International Operations and Procedures
- ISTAT Appraisers & Rolls-Royce forum
- Moving from Safety I to Safety II
- P&PR Roundtable Forum - Standup Crew
- P&PR Roundtable Forum - Standup Fleet
- Partner Collaboration Group
- Rolls Royce Fuel Efficiency
- Rolls-Royce SMS Product Roadmap
- RR-SMS Customer Community
- RR-SMS Product Development
- Safety Performance Indicators (SPIs)
- SMS Data Sharing
- The Net-Zero Challenge
- Yocova Community News

**75+**  
Collaboration  
groups

Industry working groups  
Digital product support groups  
Business case development groups/ Market feedback & testing

Special interest groups  
Supply chain product development  
Customer engagement and support groups  
Product innovation groups

# Guide contents

This guide will help you to set up your collaboration group and provide guidance on how to drive group awareness and engagement with the Yocova global aviation community to meet your objectives.

- Moderating your group
- Personal and group profile pages
- Posting and post management



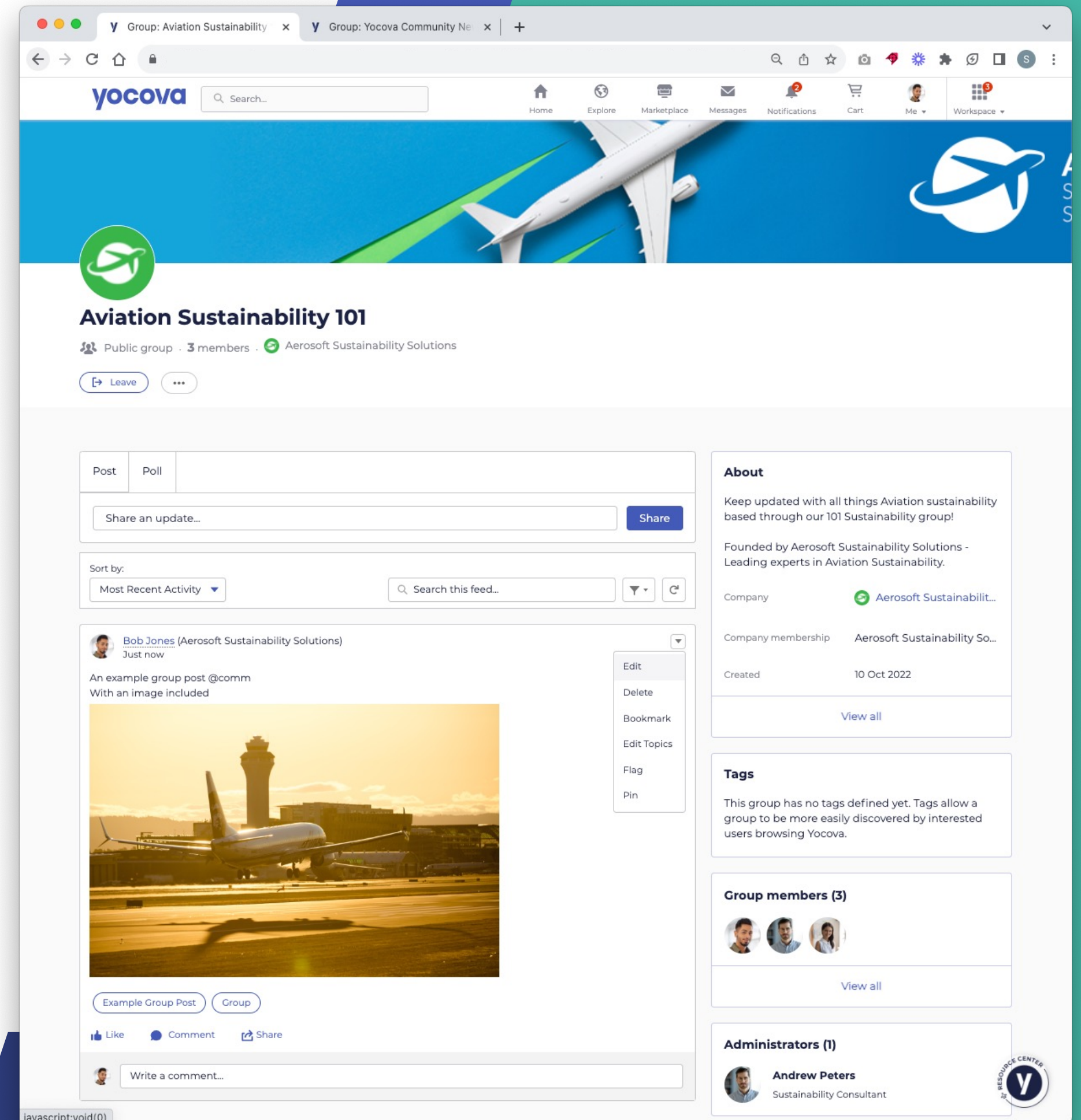
# Moderation

The collaboration group starts with a clear and focused statement of your group Objectives/ Scope/ Outcomes

As group leader, you will need to have a clear planned roadmap of content to support early engagement and 'seed' activity in the room (get the party started!) towards meeting your group objectives. You will need to ensure:

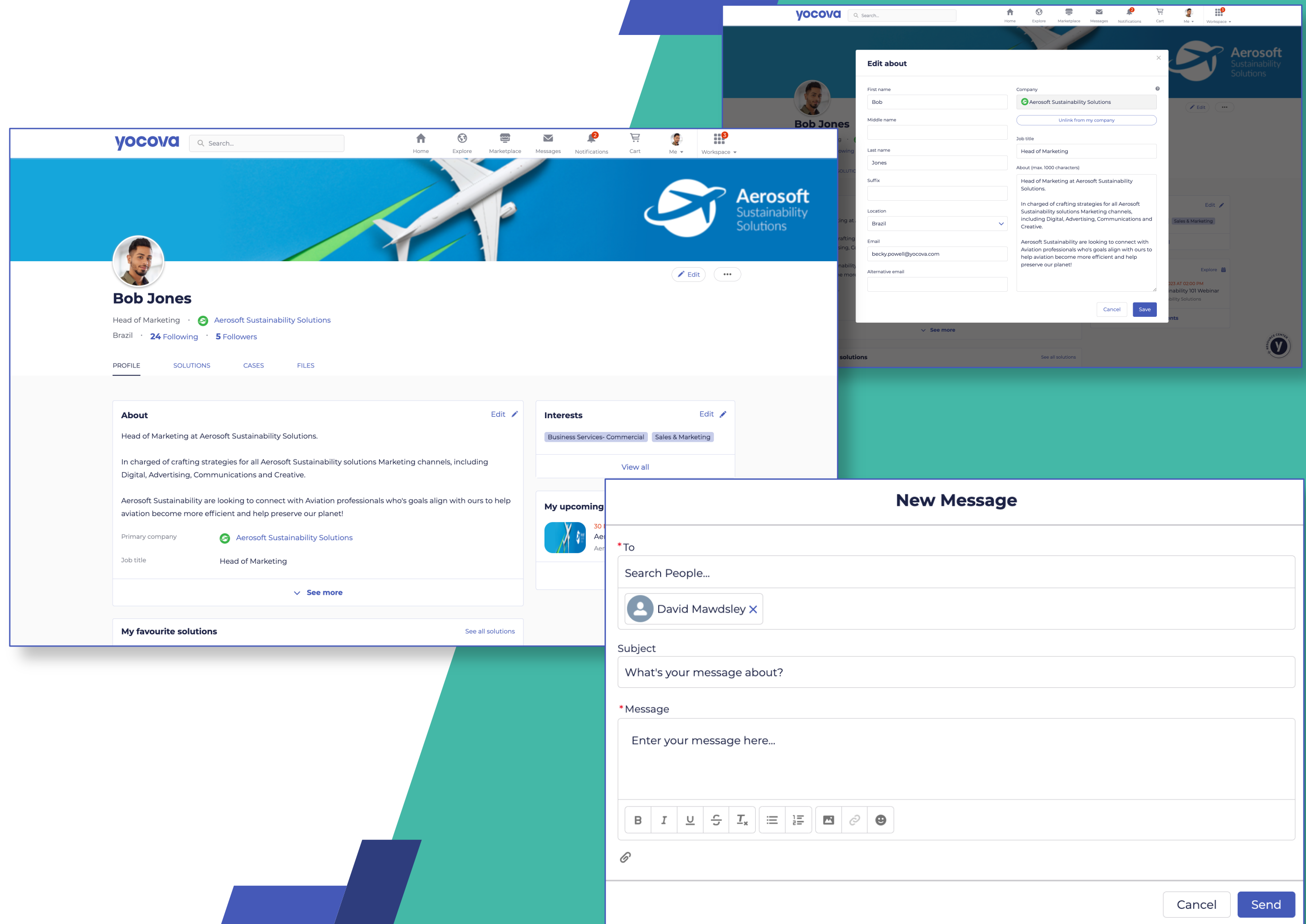
- Frequency and regular **drumbeat of content** (posts/ comments) to poke and provoke group engagement
- **Be active-** Like comments and posts
- **Add your comments** where it adds value and drive the engagement and value
- **@mentioning** a member will send an automated alert to their email inbox. Use this function if you want to bring content to a user's attention. **Be inclusive and encourage** participants to step forward.
- Keep **Files** up to date, relevant, and promote new additions
- Encourage **New Members** to join by posting timely, relevant content
- Reach out to the Yocova Community Manager, they may be able to help push your discussions to a wider audience and raise awareness

Don't forget that Posts in public groups can be shared to other public groups too (this feature is disabled in private groups)



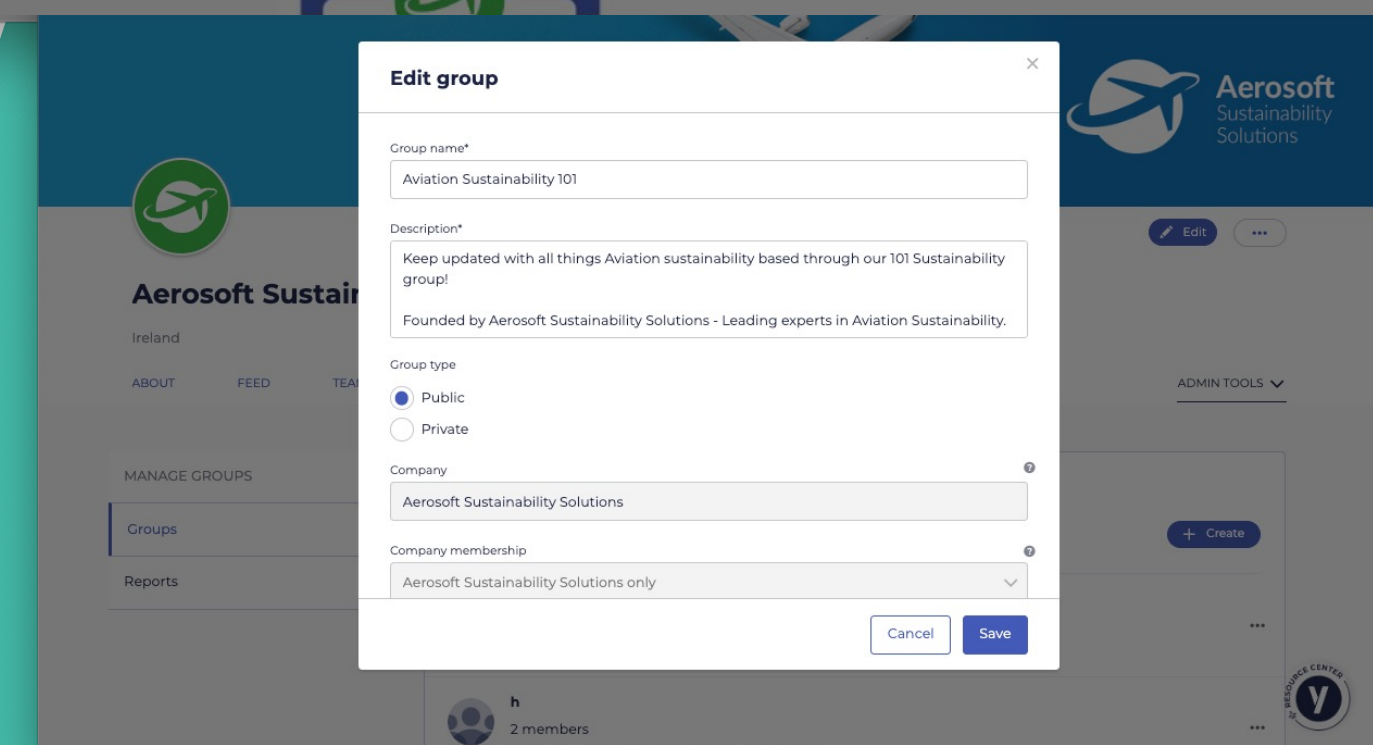
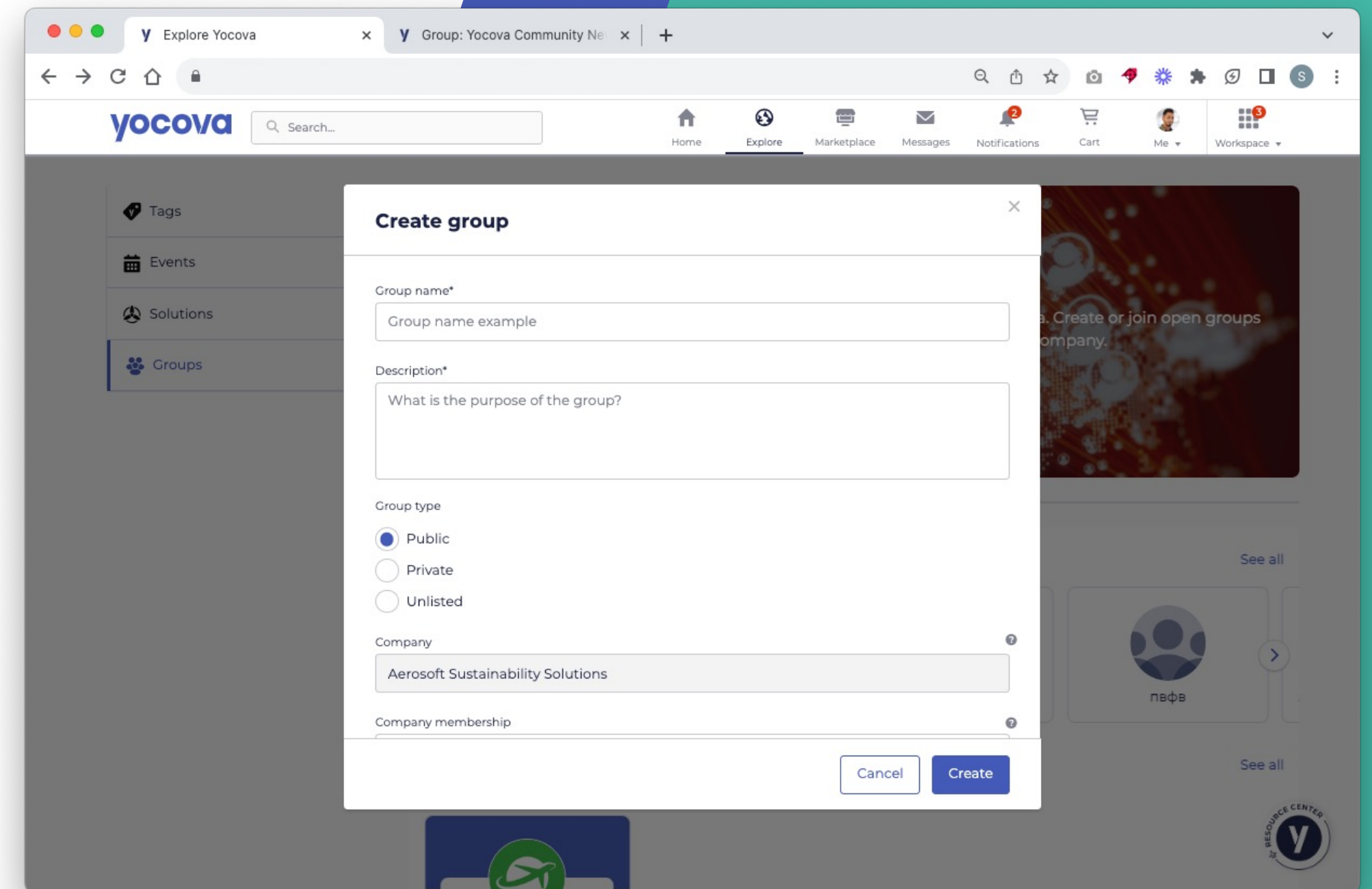
## Personal profile

- Adding your photo and completing your profile will give other members a better idea of who you are and will encourage them to interact with you further
- A completed profile will assist others to find you using the [global search facility](#)
- You can also message members [directly](#) and form group chats



## Group profile page

- When creating a new group, you are automatically assigned as the **leader**, giving you admin rights to manage content and members
- The Create **Group** button lets you define the group's details and objectives. Summarising what the group is about will give people a clear idea of what they can expect when joining.
- You can choose whether the group is **public** and available to all Yocova members, or **private** and accessible only by member requests and your acceptance.
- Private groups can also be set as 'invisible' (hidden from listings and searches). The group leader builds collaboration by inviting community members.
- Add members to groups using the **New Group Member** button
- And, please add a profile picture that visually portrays the group, its subject matter or purpose.





## Groups home page

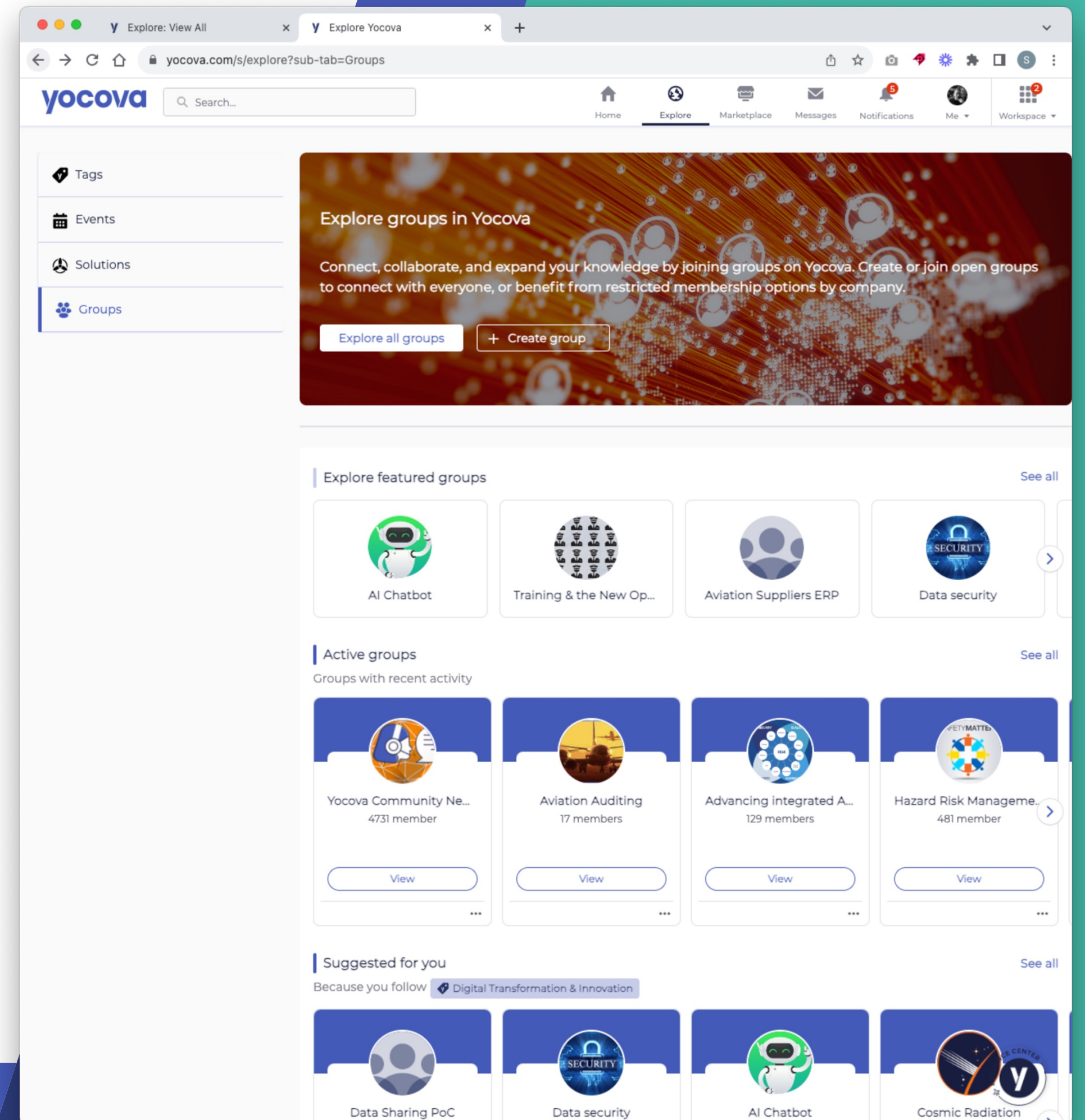
Existing Yocova Collaboration groups are found under the **Explore** tab, located in the top navbar, and selecting **Groups**.

On this page, you can Explore groups, search for content or even create your new collaboration group.

To see a list of visible current group discussions happening on Yocova select **Explore all Groups**

### Other options include:

- Featured Groups – Those that the community feel are of value and you would benefit from
- Active Groups – Where the most recent collaborations are happening on platform
- Suggested for you – based on the content you follow across Yocova and your personal interest tags.

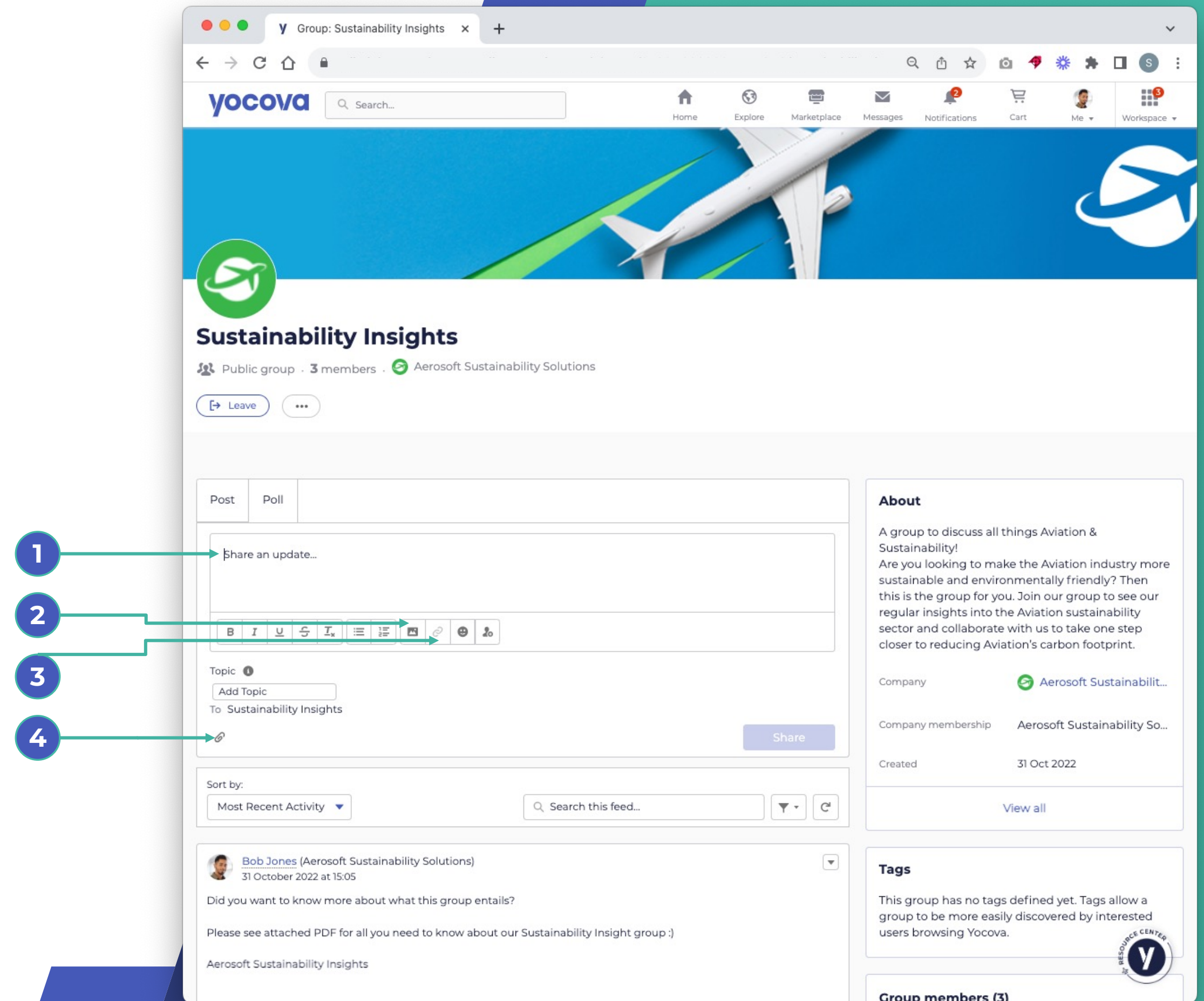


## Publishing a group post

Publishing posts to your group frequently will increase engagement. And it's easy to do – just same as publishing personal content on Yocova.

1. **Type content in space provided**
2. **Upload images into post here**  
(NB: resizing on platform is not available at present)
3. **Add hyperlinks to the text here**
4. **Add attachments with the 'paperclip'**

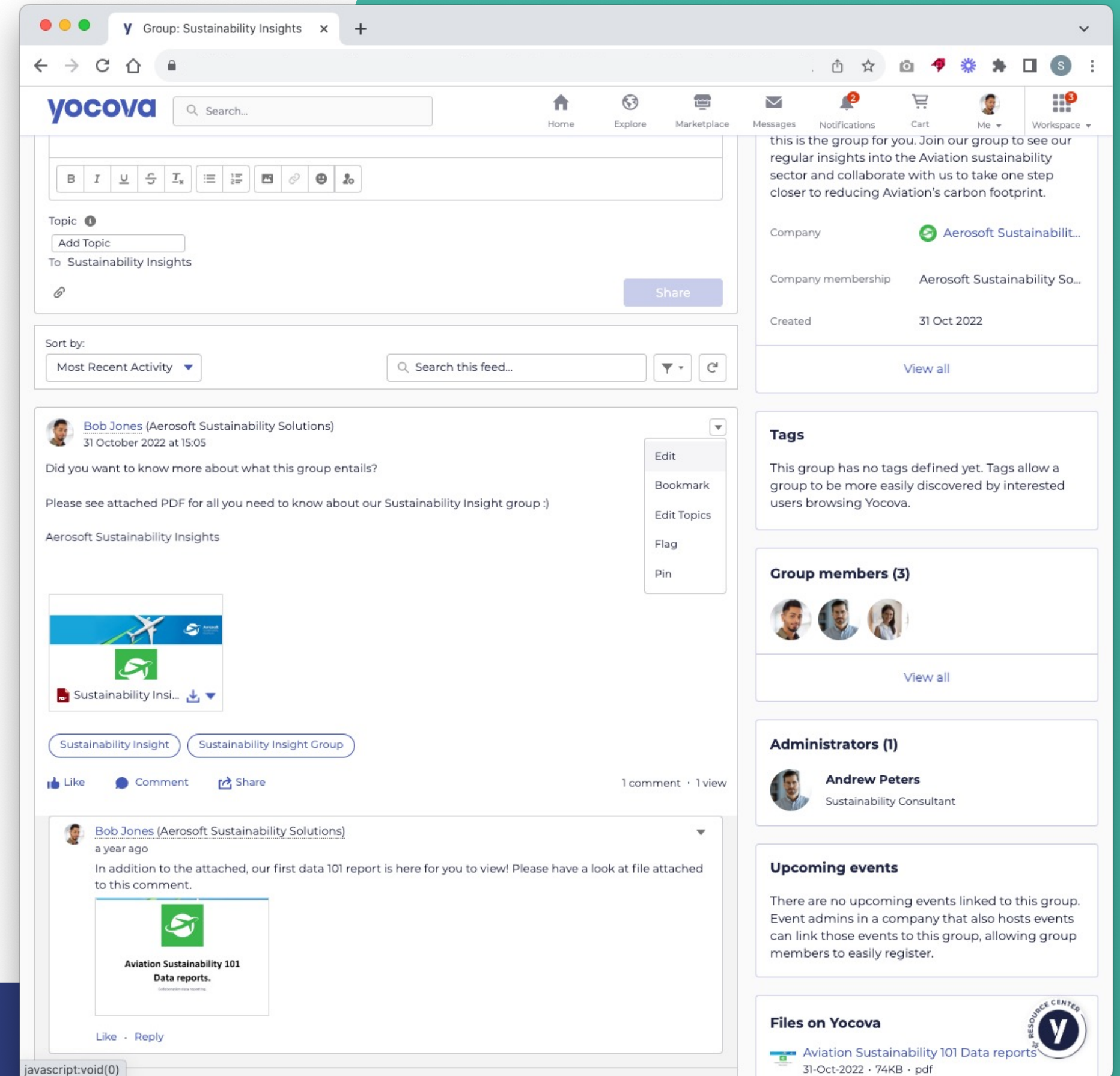
Should you wish to include terms and conditions for a group, such as Non Disclosure or Data Processing Agreements, Create a post with these documents attached and Pin your post to the top of the group chat.



# Post management

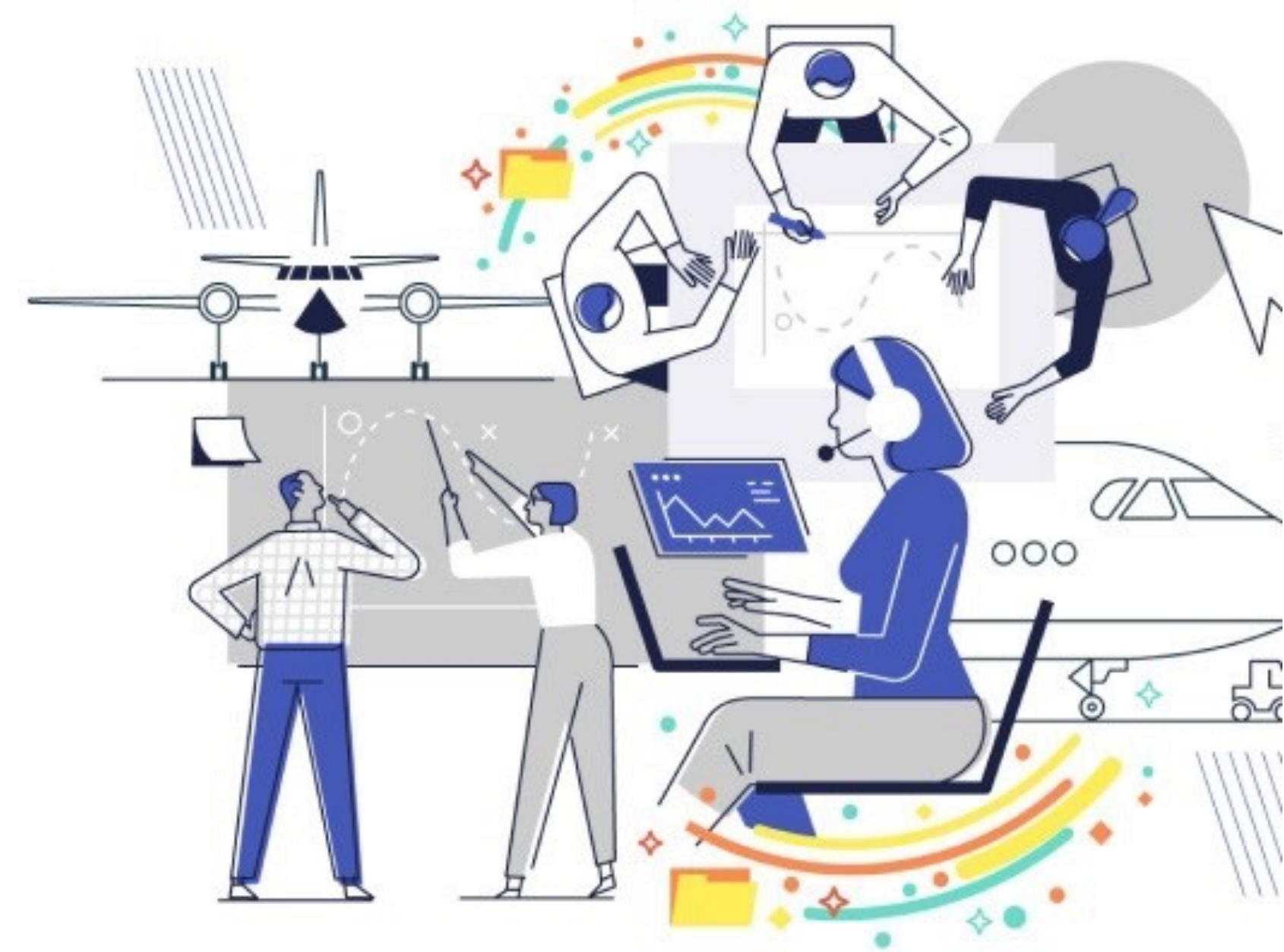
Once you have published a post you can:

- [Edit posts](#) - add content/rectify mistakes
- [Delete unwanted posts](#)
- [Bookmark a post](#) - bookmarked posts are listed in your personal feed
- [Edit Topics](#) - add/delete additional topics
- [Flag inappropriate content](#) - Support will be notified and action taken you will be informed of any changes to the site as a result.
- [‘Pin’ post to the top of the feed](#) - so that it’s not missed by the community. You can do this for both your posts, and posts published by members of the group



## General guidelines

- Ideal moderation frequency: **log in daily** – review your content and that of other contributors.
- Aim to publish at least **two posts a week** to drive engagement
- Ask **open questions** that encourage interesting responses
- Members of the group will receive an automated digest from the platform's content management system (CMS) subject to **activity in the group**. This digest is sent out on Sunday each week (for those who have selected to receive digests weekly).
- For technical support email: **support@yocova.com**
- For community support please login and message the **Yocova Community Manager on Platform**.



**yocova**

# Thank You

For more information visit  
**[www.yocova.com](http://www.yocova.com)**

email **[support@yocova.com](mailto:support@yocova.com)**

Or follow Yocova on **LinkedIn**