



## Acknowledgement of Country

IAG acknowledges Traditional Owners of Country throughout Australia and recognises the continuing connection to lands, waters and communities.

We pay our respect to Aboriginal and Torres Strait Islander cultures; and to Elders past and present.

We empower Aboriginal and Torres Strait Islander peoples, business and communities.



**Why your senior leaders  
need to be on Viva Engage  
and how to measure their  
success using SWOOP  
Analytics**

# The importance of culture and Viva Engage

- Healthy culture is at the heart of a strong Viva Engage community – utilise changing your cover photos.
- Use photos of real people, this will bring your organisation to life.
- If you have a positive or negative sentiment in your organisation this will come through in your channels. I want to call this out and pause for a moment you can't look at your internal channels without factoring in your culture.



# Why your senior leaders need to be on Viva Engage

Many people in hybrid working would have limited visibility of their leader without this platform. Visibility of leaders creates trust and connection to a place of work. “This is the **why**” we invest the time on channels like LinkedIn and Viva Engage because we want the = benefits that come from using these platforms.



A good guide when starting out is the 3,2,1  
For every 1 post, also make 2 replies and 3 likes.

# Nick's news

A dedicated community for our CEO

- Auto followed the entire company.
- Careful not to use the announcement feature.
- True organic engagement.
- Nick on the platform has encouraged other leaders to embrace Viva Engage.
- Nick's top posts reach about 75% of the company.
- Considering likes, comments and shares, Viva Engage is a more engaging form of communication than email.

The screenshot shows a Viva Engage profile page for 'Nick's news'. The profile picture is a man in a suit. The cover image features a purple background with a colorful, abstract circular pattern and the text: 'IAG acknowledges the traditional custodians of the lands on which we work and pay respect to Elders past, present and emerging.' Below the profile picture is the name 'Nick's news' and a 'Member' badge. The page has 19,475 members. The 'Info' section contains the text: 'This is my dedicated Viva Engage page where you can reach me with any questions or thoughts around things happening across our company. Post your questions in here, and I'll answer them. If I can't answer your question, I will bring others into the conversation to help.' The 'Pinned' section is empty. The bottom navigation bar includes options for Discussion, Question, Praise, and Poll.

# How to be data driven – The Influencer Report

Measure your success don't guess. SWOOP has you covered.



- Ideally your Influencer Report will have your CEO as the number one person in your company made up of other senior leaders, and employees across diverse range of business segments.
- You'll start to see internal comms dropping off the list and community managers. This is a sign your network is starting to Thrive.
- Use this report to share your journey and success with your Senior Leaders.

# Poll Time

# Activity By Time

Don't guess use SWOOP's data to make an informed decision on when is the best time to post.

- **Look at Enterprise View**
- **Monday is no longer king!**
- **Our highest traffic days are Friday and Thursday**
- **Maximize your posting by using informed decision making.**

