Microsoft

Embracing our role as Customer Zero

How Microsoft drives Viva Engage adoption to support employee engagement

Microsoft Digital

Speakers

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Our team

We represent the employee voice and advocate for a positive product experience, with unique and distinguishable internal comms, breaking from the norm of formal and uninspiring.

How we help people at Microsoft ● ● ●

Remember we're humans connecting with humans

Be authentic. Instruct without being condescending. Offer personal interactions infused with empathy and encouragement. Product messages and tooltips that resonate with me, not a robot. Features and capabilities that solve real problems.

Make my life easy

Clear instructions. Automation. Simple processes. Whether I am an employee, an early adopter, or a communicator, my experiences should be as easy as possible.

Be there when (and where) I need you

Great, discoverable web content. A helpful response on Viva Engage. A message or reminder in email, Teams, or the app I'm using. Help me learn how to do my best work using our Microsoft technologies to great effect. Listen to my feedback and suggestions. Be a friend when I need help or answers.

Give me a reason to smile

Clever campaigns. Games and prizes. Easter eggs and surprises. We might be at work but that doesn't mean we can't have fun. Inject a little sunshine into my day in unexpected ways. It's worth the effort!
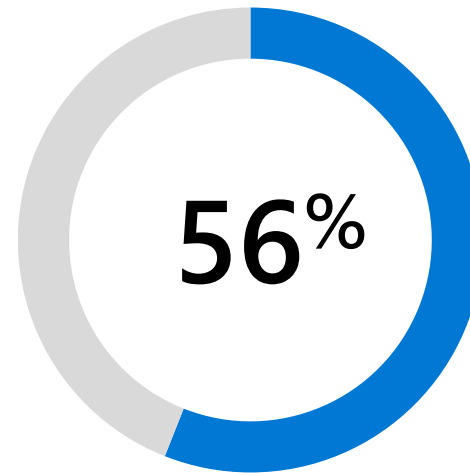
The connection between well-being and productivity

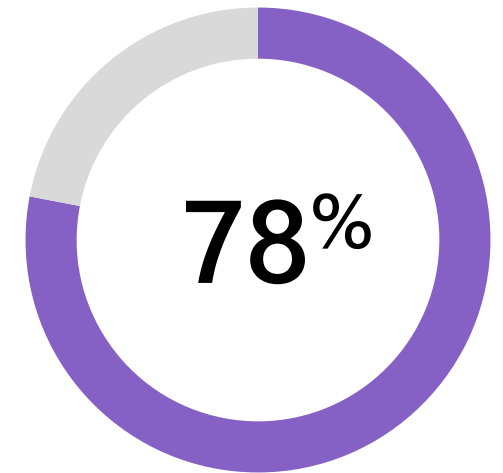Microsoft Viva Engage helps employees find belonging at work

80%
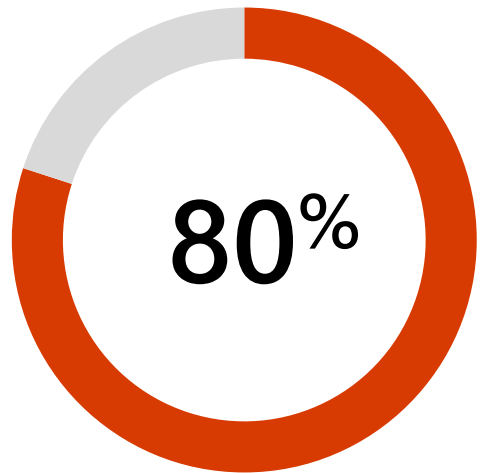
of employees who don't feel a sense of belonging in the workplace are disengaged at work

40%
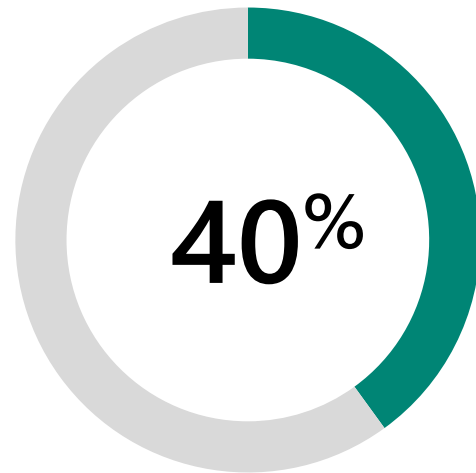
of employees feel isolated at work, resulting in lower organizational commitment and engagement

56%

increase in job performance among employees who feel a sense of belonging at work

78%

of people who feel a sense of belonging are more likely to experience a higher sense of well-being

How do we address this at Microsoft?

Building the foundation for success

Governance & workflows

Microsoft Digital manages capabilities that impact the what, how, and why of information that reaches our employees:

- Identifying relevant communities as **Official Communities**
- Highlighting great content by **featuring conversations**
- Empowering self-management with the **Corporate Communicator role**
- Prioritizing strategic voices of **Viva Engage leaders**
- Curating quality information within **Answers in Viva**
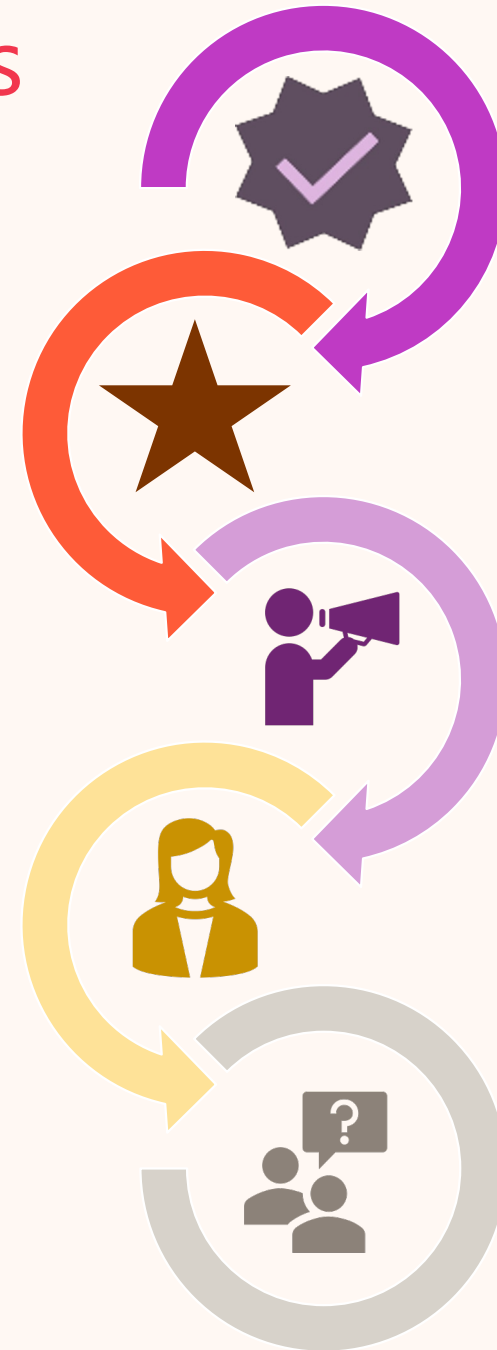
Driving product adoption and engagement

Influence the influencers

An early adopter program, live product demos, and regular updates to our Global Executive & Employee Communications (GEEC) team allow us to continually showcase the benefits, keep Viva Engage top of mind, and offer onboarding support.

Promoting features and driving adoption

Storyline, communities, and more provide everyone with an opportunity to connect with others. Launching communications and marketing campaigns around each feature launch creates awareness and drives adoption.

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IT comms

HR comms

Corp comms

Org comms

Security comms

Exec comms

GEEC
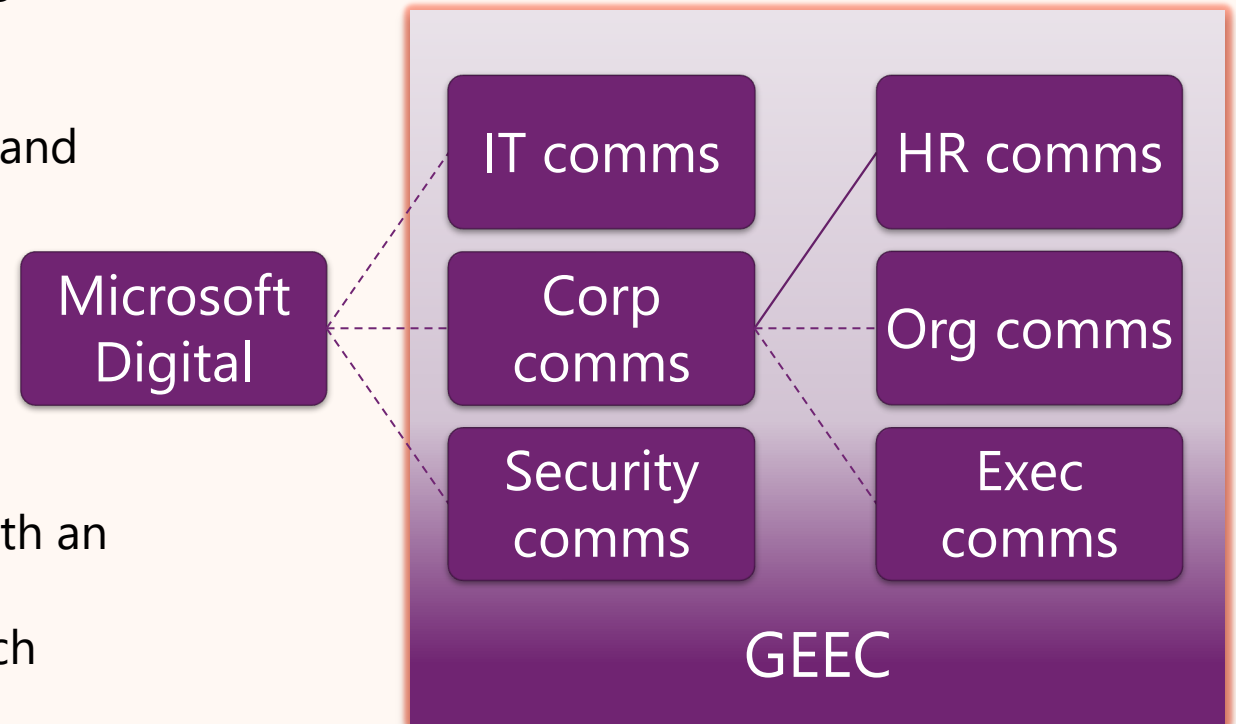
Use case: #YammerIsEngaged

#YammerIsEngaged rebrand campaign

Our social campaign provided employees a space to reminisce about their favorite Yammer moments and conversations and reach new fans.

- Internal blog post (SharePoint)
- Marketing campaign and promotional content across SharePoint and Viva Engage
- Social campaign
- Executive sponsorship and influence-the-influencer activation with GEEC community

76%
Microsoft employees who saw a campaign post

81%
Campaign content driven from storylines (vs communities)

99%
Campaign followers who engage with campaign content

■■ Microsoft Viva

#YammerIsEngaged

Viva Engage, that is.

Yammer will soon be Viva Engage—across Outlook, mobile, and the web.

Celebrate Yammer's journey! Share your favorite moments along with the hashtag: *#YammerIsEngaged*.

Love is in the air:
aka.ms/ YammerIsEngaged

Love is in the air

As Yammer becomes Viva Engage, remember your favorite Yammer moments with the hashtag: *#YammerIsEngaged*.

aka.ms/YammerIsEngaged

Reinventing how we communicate with employees

Internal amplification of external news

Business strategy updates & key moments

Townhall Events

Connection and community

Newsletter

Social Crisis

Boosting the message with executive voices

Employee News & Events

Leadership Corner

Evolution of email-based comms

Benefits
- ✓ Quicker
- ✓ More efficient
- ✓ Less inbox overwhelm
- ✓ Opportunity for engagement & conversation in real-time

Considerations for your planning

Outline moderation philosophy, standards and approach

- Set clear expectations
- Strive to be proactive
- Acknowledge; don't justify

Consider leader voices that will illustrate what is possible

- Start with those likely to post
- Set a rhythm
- Keep it short

Determine Corp Comm admin role requirements *(if applicable)*

- Set guardrails
- Clarify the capabilities
- Agree on process

Set the threshold and request process for featured posts

- Everyone sees these!
- Beware of "feature fatigue"

Develop editorial calendar and posting cadence for your org

- Create space for key messages
- Beware of the social shadow
- Coordinate for maximum effect

Know your method(s)

- Storyline vs community post
- Announcements
- Pinning vs featuring a post

Build proficiency and confidence

- User guides, one-pagers, demos
- Office hours, training sessions, AMAs

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Questions?