



Embracing our role as Customer Zero

How Microsoft drives Viva Engage adoption to support
employee engagement

Speakers



Melissa Cafiero

Senior Content Program Manager
Microsoft Digital



Frank Delia

Principal Product Manager
Microsoft Digital



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

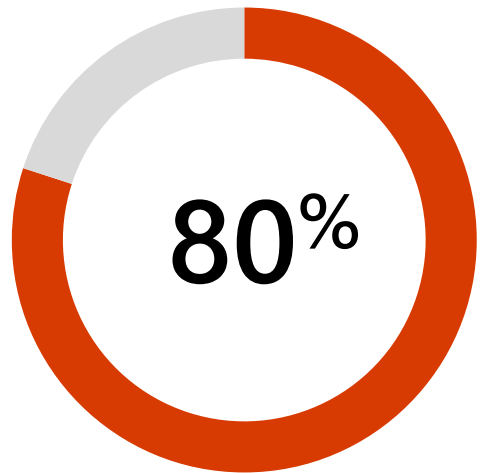
Great, discoverable web content. A helpful response on Viva Engage. A message or reminder in email, Teams, or the app I'm using. Help me learn how to do my best work using our Microsoft technologies to great effect. Listen to my feedback and suggestions. Be a friend when I need help or answers.

Give me a reason to smile

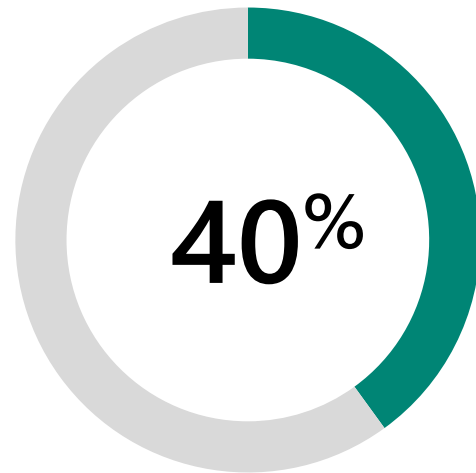
Clever campaigns. Games and prizes. Easter eggs and surprises. We might be at work but that doesn't mean we can't have fun. Inject a little sunshine into my day in unexpected ways. It's worth the effort!

The connection between well-being and productivity

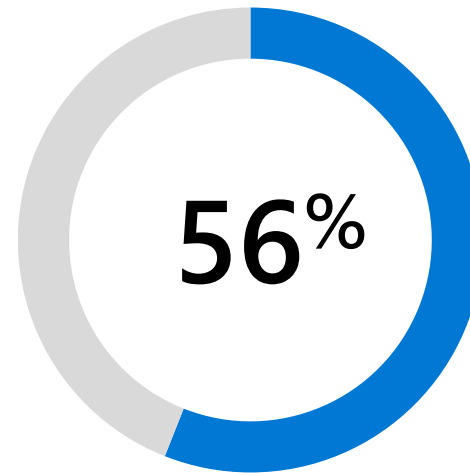
Microsoft Viva Engage helps employees find belonging at work



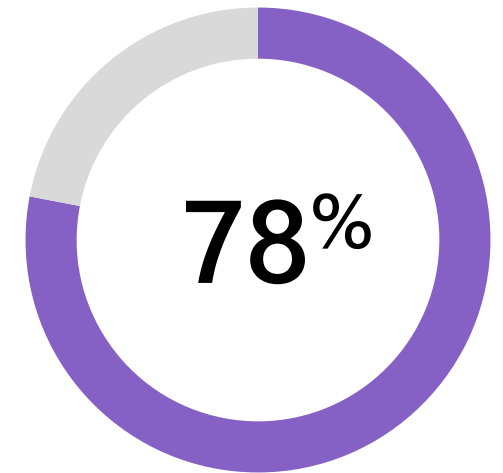
of employees who don't feel a sense of belonging in the workplace are disengaged at work



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



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



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

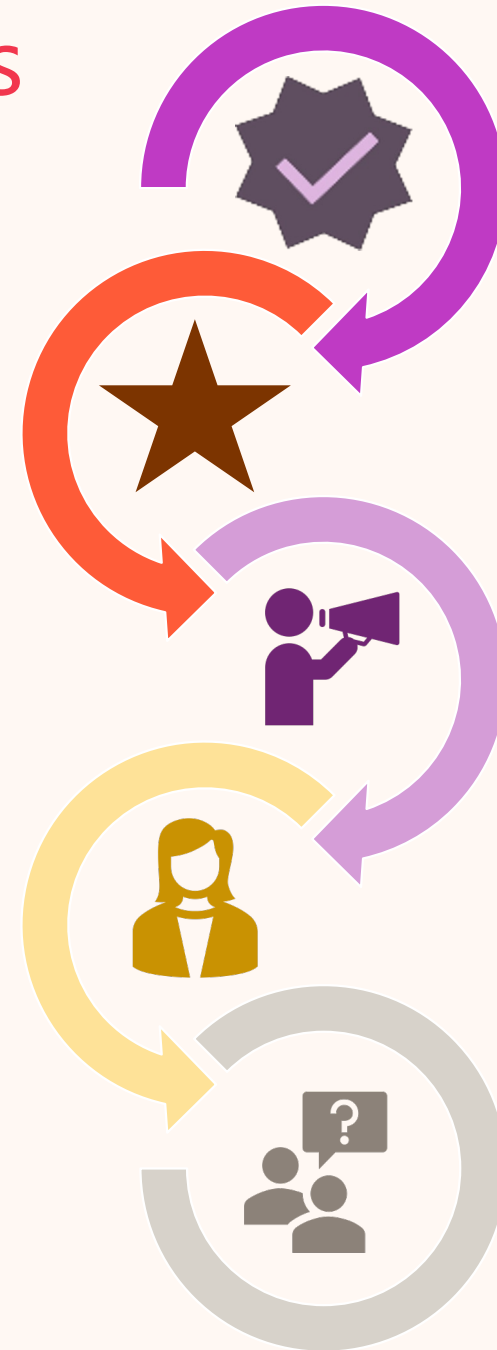
How do we address this at Microsoft?

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**



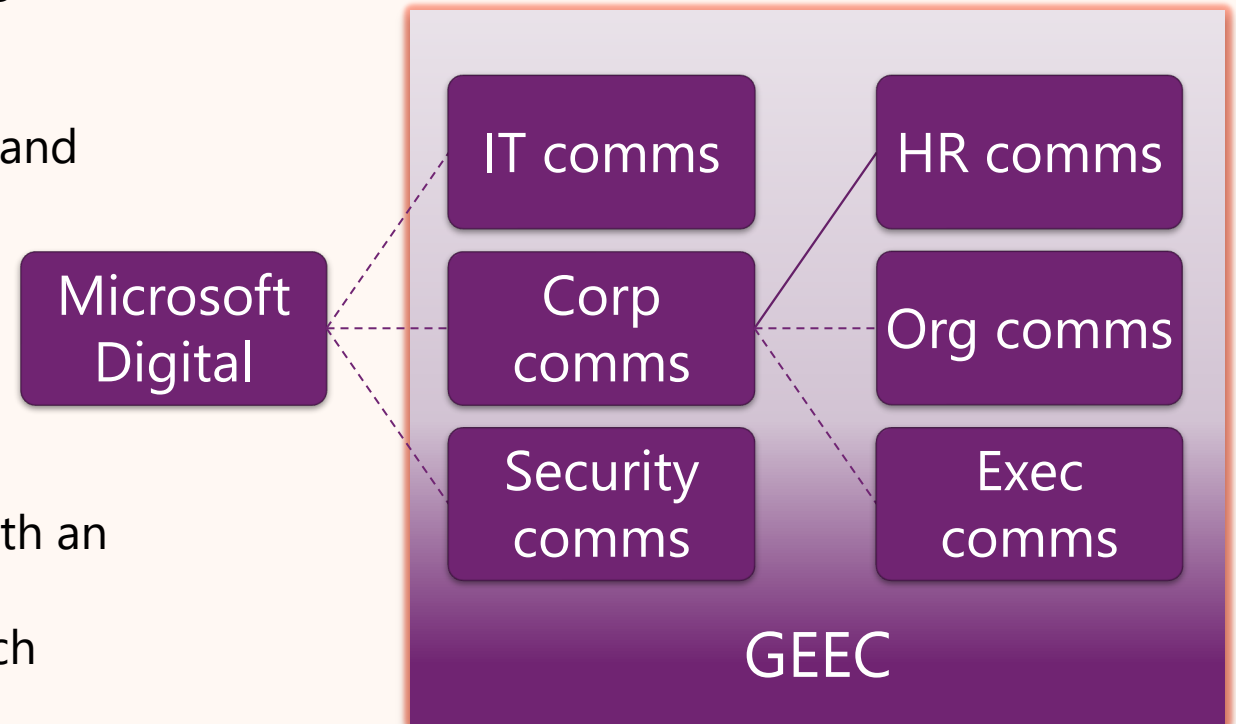
Driving product adoption and engagement

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.



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%

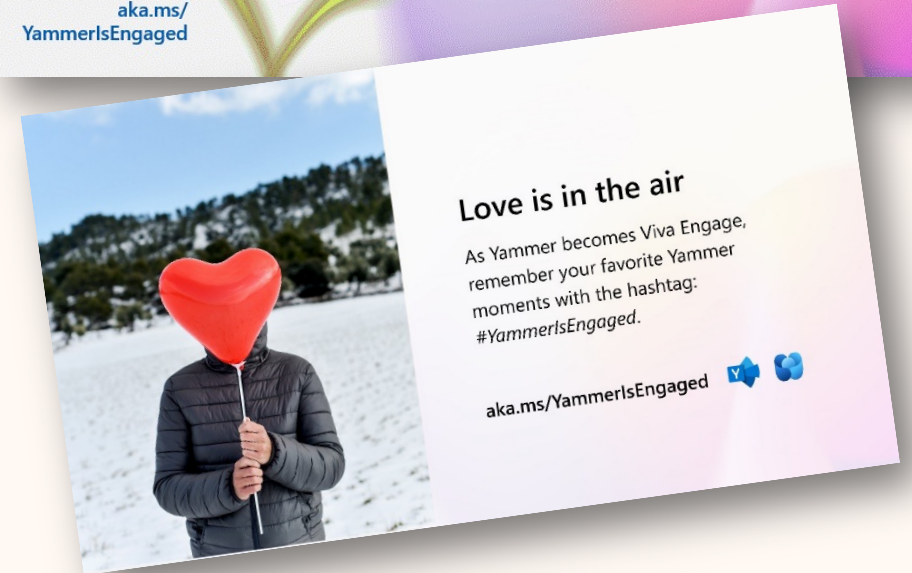
Microsoft employees who saw a campaign post

81%

Campaign content driven from storylines (vs communities)

99%

Campaign followers who engage with campaign content



Reinventing how we communicate with employees

Internal amplification of external news


Shared on Brad Smith (CELA)'s storyline

Brad Smith (CELA)
Feb 2

7 shares • Seen by 168,647

I thought I'd pass along the link to a blog we posted this morning on responsible AI and our priorities as a company. AI may well represent the most consequential technology advance of our lifetime. We are committed to advancing it with a profound sense of responsibility, building on work we've been doing for more than six years.

Feel free to share the link with others inside or outside the company.
<https://blogs.microsoft.com/on-the-issues/2023/02/02/responsible-ai-chatgpt-artificial-intelligence/>



Meeting the AI moment: advancing the future through responsible AI - Microsoft On the Issues

AI may well represent the most consequential technology advance of our lifetime. We must enter this new era with enthusiasm for the promise, and yet with our eyes wide open and resolute in addressing the inevitable pitfalls that

blogs.microsoft.com

Business strategy updates & key moments

Announcement posted in Senior Leader Connection

Yusuf Mehdi
Feb 28 • Edited

1 share • Seen by 34,916

On Feb. 7th, we announced new Bing & Edge, your AI-powered copilot for the web. Since then, we've learned a lot, made improvements, and released even more capabilities.

Today, we take the next major step, as our **new Windows 11 update** meets this AI technology wave head on to improve how people search, find, connect, and create.

The new Windows 11 update includes many new improvements and chief among them is a **new typable Search box and access to the new Bing right on your Windows taskbar**.

In addition, soon you will be able to **send and receive your iPhone's text messages and phone calls from your Windows PC**. You'll also be able to access and edit your iCloud photos within the Windows photo app. Read our blog for full details on the new Windows 11 update available today for seekers.

In case you missed it, we also recently released new Bing Mobile and Edge Mobile apps with Voice input. And an updated version of Sloppe that includes Bing Chat so your friends and family can all share Bing answers in your group chats.

Townhall Events

Bay Area AMA in-person and virtual

Feb 17, 10:00 AM - Feb 17, 11:00 AM

Is there a recording of the Q&A / AMA event?

Organizers

Shawn K. Bacon
RECORD OF RECORDS

Answers to your questions will be added to our knowledge base.

Connection and community

#2022Reflections 134 followers

What are your memorable moments from the last year—whether at work, at home, or on an adventure? Did you work on... See more

Share thoughts, ideas, or updates

Discussion Question Praise Poll

Shared on Frank X. Shaw's storyline

Frank X. Shaw
Dec 16, 2022

Seen by 1,100

TGIF #396

Team! My last TGIF of the year, which is great timing, because yesterday was our last all hands of the year! I'm including the toast I gave to wrap up the all hands, a reflection of appreciation for the team and a reminder to me (and all of us) to pay as much attention to the good things we do, and the praise we receive, as we do to the criticism we get. Here is a video of my toast, featuring my scratchy throat and the sun coming in my window. :)

#2022Reflections

<https://aka.ms/FY23Q2AllHands-TOAST>

Goal tracker

Until a goal is configured, only admins can see the goal tracker

Configure goal

Executive sponsors

No executive sponsors added yet

Pinned

What's Next Blog on #...

Summary analytics

Newsletter

Announcement posted in Modern Work Customer Success

Chris Mellin Admin
Yesterday at 4:00 PM • Edited

Seen by 852

MW CSU News Digest | 28 February 2023

#BestCommunityEver: If you missed today's WW Community call, catch up on all the goodness HERE and leverage the resources and information below as we close out the month of February. Any leap year babies in this community?

CROWDSOURCING #CrowdsourceCorner

Social Crisis

Announcement posted in Senior Leader Connection

Satya Nadella
Feb 26, 2022

15 shares • Seen by 96,953

The situation in Ukraine is deeply concerning, as are the ripple effects in the region and around the world. As a company with customers and employees in nearly every country, we

Boosting the message with executive voices

Employee News & Events

The screenshot shows the Microsoft Employee News & Events forum. At the top, there's a header with the forum name and a 'Member' button. Below that, a description states it's a Microsoft FTE-only forum for key updates on company news and events, relevant information on benefits and resources, and messages from senior leaders. There are navigation tabs for 'Conversations', 'About', 'Files', and 'Events'. A search bar is present with the text 'Share thoughts, ideas, or updates'. Below the search bar are icons for 'Discussion', 'Question', 'Praise', 'Poll', 'Article', and 'Drafts'. The main content area features an announcement from Satya Nadella, dated Nov 22, with the text: 'This week, many of us will pause to celebrate the Thanksgiving holiday in the U.S., and I want to take a moment to say a big thank you to each of you for your hard work and contributions to our company. The pace of innovation that you have driven has been remarkable, especially during a time of so much continued hardship and uncertainty in the world. But technology, including AI, is only a tool. It's a means, not an end. And, ultimately, our end is our mission to empower people and organizations... see more'. The announcement has 176,668 views and 3,599 likes. At the bottom, there are buttons for 'Love', 'Comment', and 'Share', along with a 'Show 93 previous comments' and '58 new' indicator.

Leadership Corner

The screenshot shows the Microsoft Leadership Corner page. It features a header with the title 'Leadership corner' and the Microsoft logo. Below the header, there's a section for 'Top posts' with two announcements. The first is from Jared Spataro, dated Nov 15, with the text: 'It's here – the first day of Ignite! And we've got a lot exciting news to share with our customers and partners. I'll be heading on stage shortly, but want to give you a preview of our top news: First – we're releasing our latest Work Trend Index (WTI) research. Boy, this might be the most exciting research we've ever shared. It takes a...'. The second is from Catherine Boeger (KURSCH), dated Nov 10, with the text: 'Happy Friday! On Wednesday, we took a moment to check out the new campus and amazing café with some members of the team. The new campus is beautiful and filled with energy including food trucks and music. I look forward to more exploring and enjoying the local food options. There is a lot to celebrate this weekend...'. To the right of the top posts is a 'Leaders' communities' section with a list of communities: 'Blacks at Microsoft (BA...)', 'Indigenous at Microsoft...', and 'ASEAN Together'. Below that is a 'Sponsored campaigns' section with '#NewTeams' and '#MicrosoftViva'.

Evolution of email-based comms

The screenshot shows an email-based communication from Satya Nadella, dated Oct 12, 2017. The text reads: 'Today marks the beginning of an exciting journey for both Microsoft and the games industry as a whole. As Phil Spencer shared, we have an incredible opportunity to make it easier for people to connect and play their favorite games wherever, whenever, and however they want. Thank you to everyone who worked so hard to make today possible. I look forward to us bringing the joy and community of gaming to everyone on the planet.' Below the main text, there's a section titled 'Welcoming Activision Blizzard King to Team Xbox' with the text: 'Today is a good day to play. As shared in my email earlier today, we have completed the acquisition of Activision Blizzard and are welcoming their teams to Microsoft Gaming. We can now officially beg... see more'. The email has 176,668 views and 3,599 likes.

A stack of sticky notes with a blue pushpin. The top note is light purple and contains the following text:

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

Questions?

