Microsoft

A Customer Zero Story

Jon Bates
Employee and Executive Communications

Caucasian male in 20s, no beard, doing telephone research, frustrated

10

Creating

Explore ideas

Help

Designer

Powered by DALL·E 3

Empower every person and every organization on the planet to achieve more

Priorities

Culture
Foster, revitalize and energize

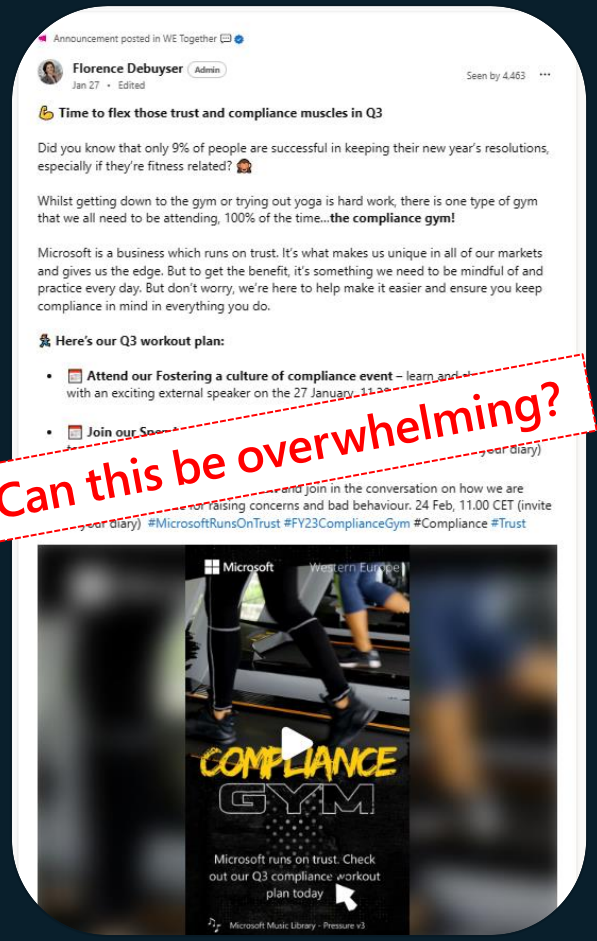
Mission and Strategy
Keep employees informed and create clarity

Pride and Advocacy
Engage employees so they can share their pride

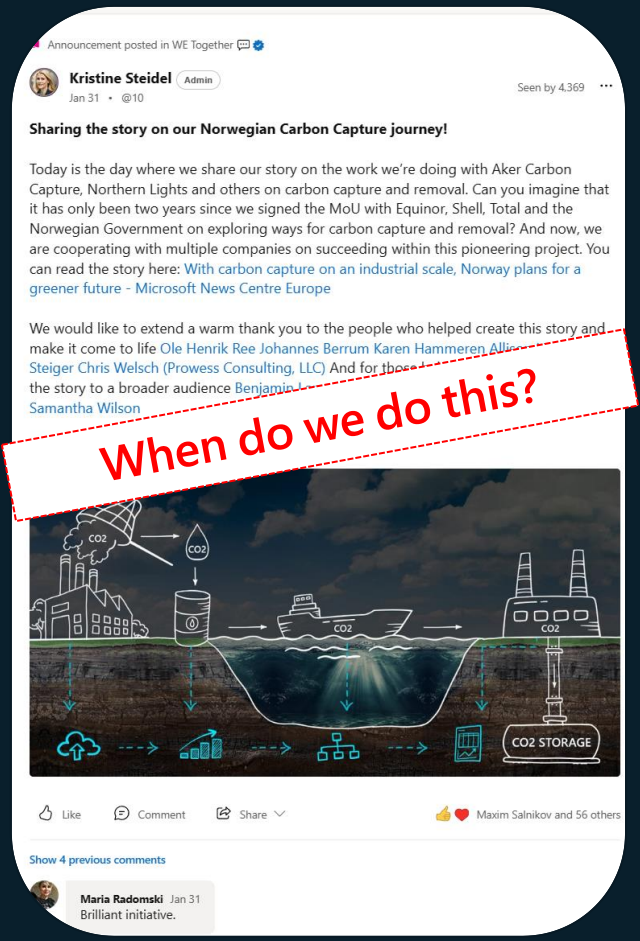
Announcements

Advocacy

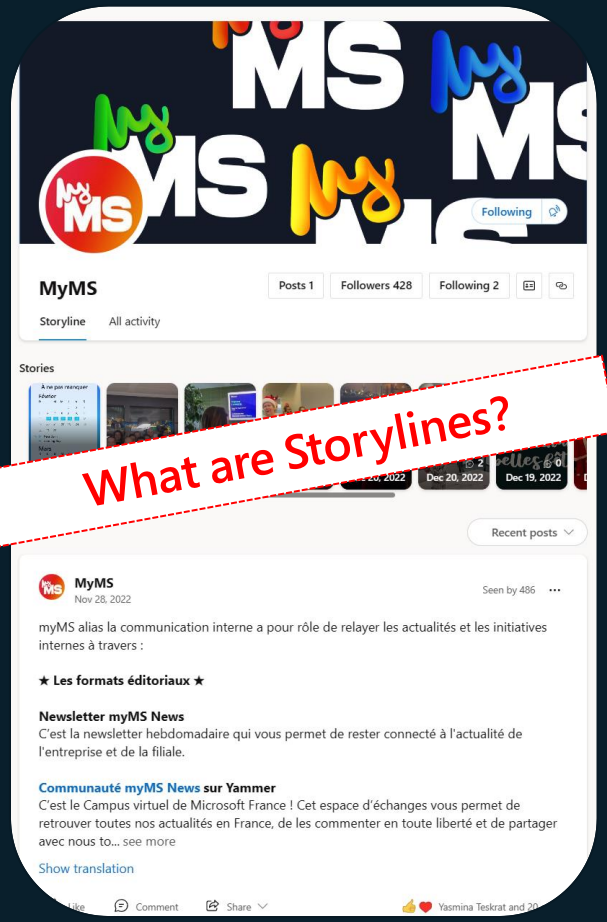
Storylines



Can this be overwhelming?

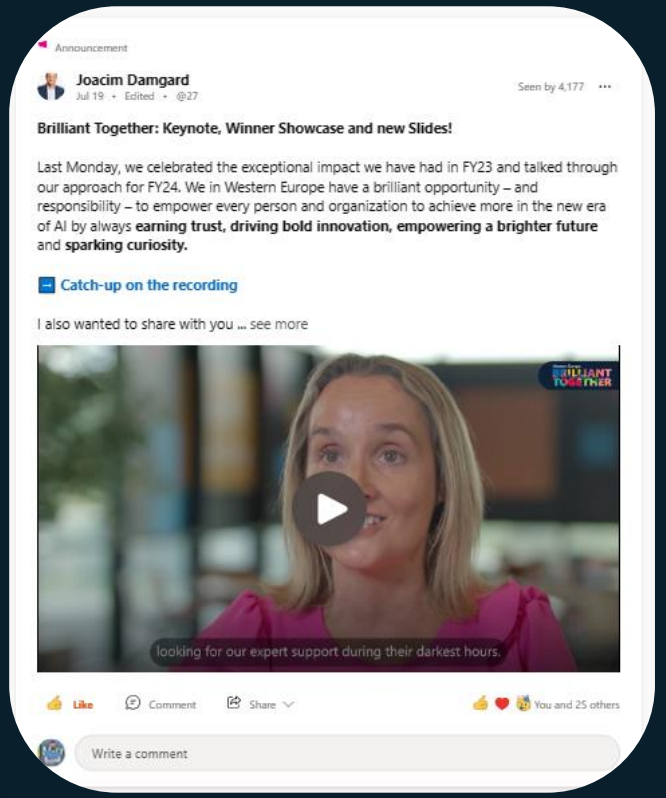


When do we do this?

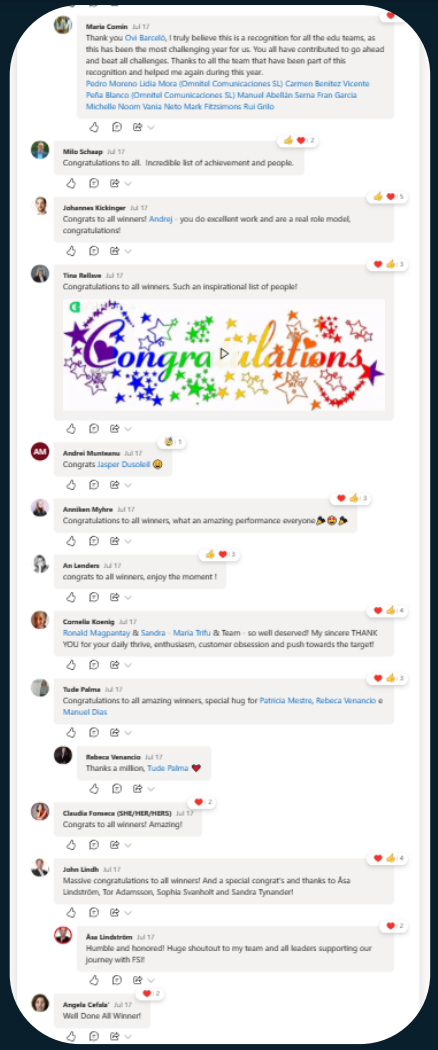


What are Storylines?

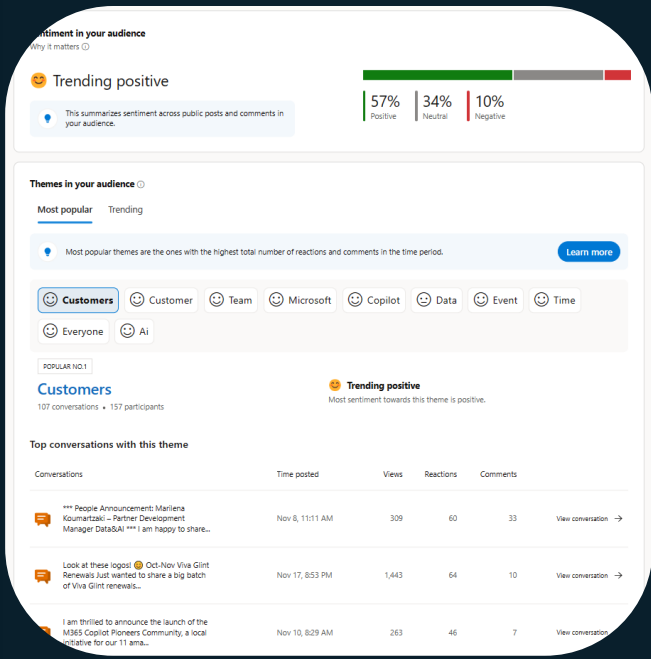
Video

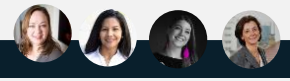


Comments

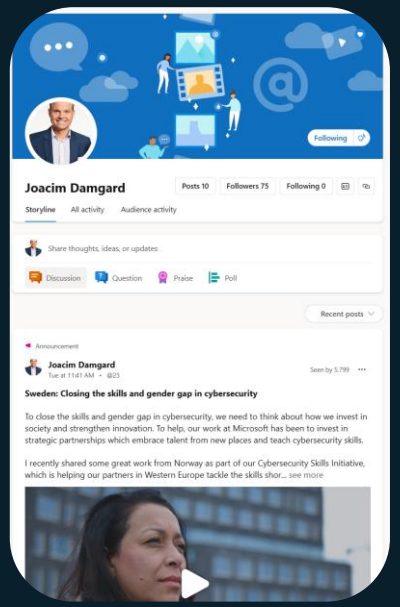


Analytics



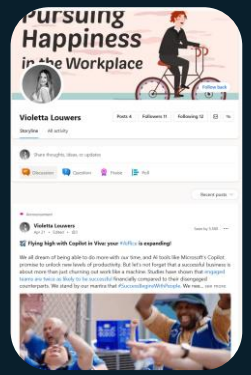
	Visionaries	Experts	Content Creators
			
Who they are	Leadership team	Market leaders: AI and Cloud, Security, Modern Work, Sustainability	Community at large, various stakeholders
What they talk about	Strategic communicators on issues relevant to the whole area. Shape and influence culture.	Stories from business area and/or country: customer voices, market changes, issues strategically important to business group	Tactical requests, community stories, stories which build camaraderie, pride or ladder up to a larger strategic theme
Outcomes	Business and cultural change Impactful advocacy Direction to markets	Understanding on key themes Impactful advocacy Stories for local markets to use	Awareness, Community, Engagement Advocacy
Support model	**Business Partnering**		**Advisory**

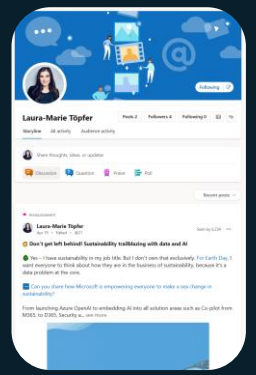
Visionaries

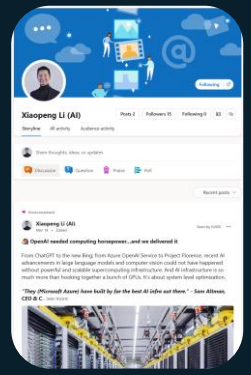


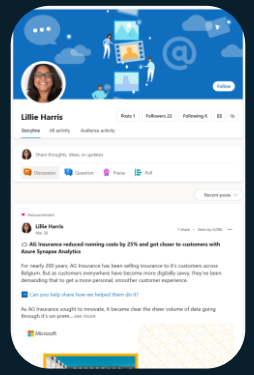
2-3 posts a week
with LinkedIn

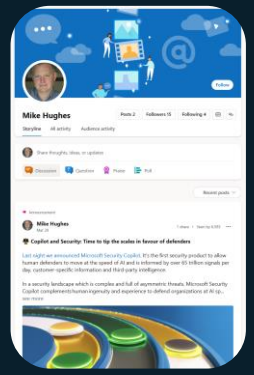
Experts





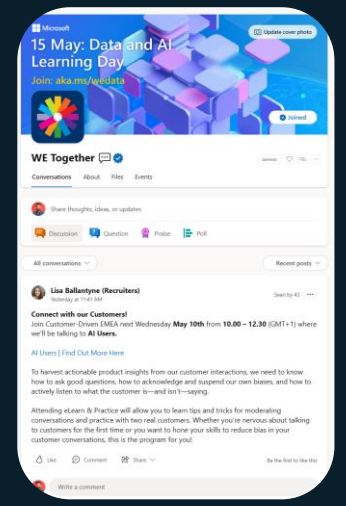




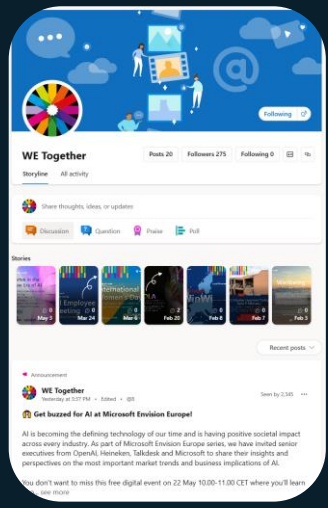


1-2 posts a month

Content Creators



Community



Storyline

2-3 posts a week

Business Partnering

Advisory

653,000

Viva Engage views

Since July

570,000

LinkedIn Impressions

Since July

So what?

1. Viva Engage Storylines can generate significant reach and employee engagement through advocacy
2. AI and celebration content gets clicks (at Microsoft)
3. Prioritisation key: editorial and voices

Know your business priorities

Identify your voices

Experiment with content and features

Test and adjust