

# Relaunching with purpose Viva Engage at Arqiva

arqiva

December 2024

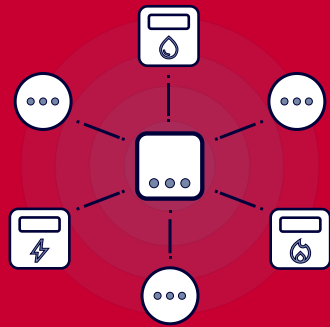


# We enable a switched-on world to flow

Media & Broadcast



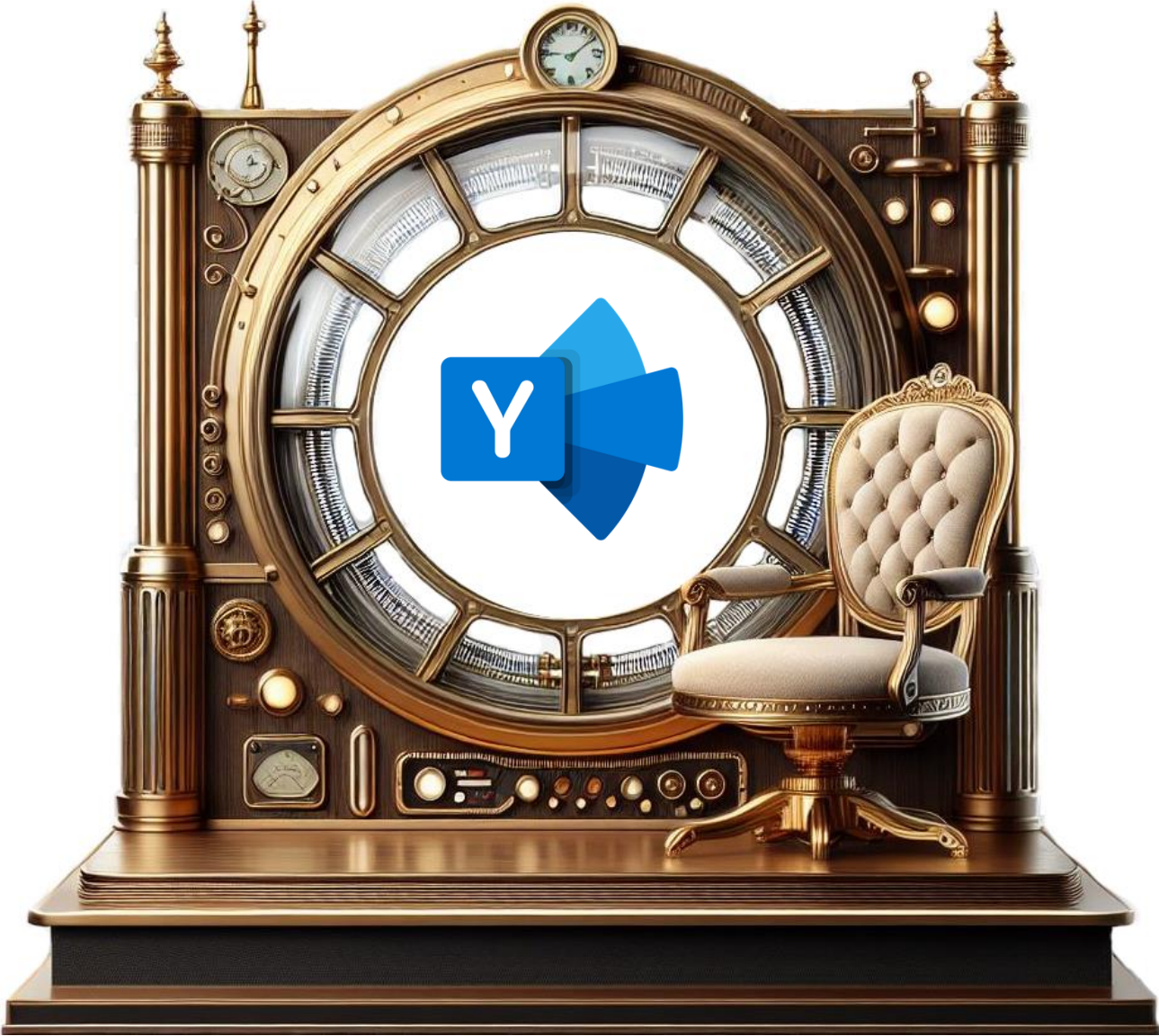
Smart Utilities Networks



1600 people, mostly in the UK

Back to 2020

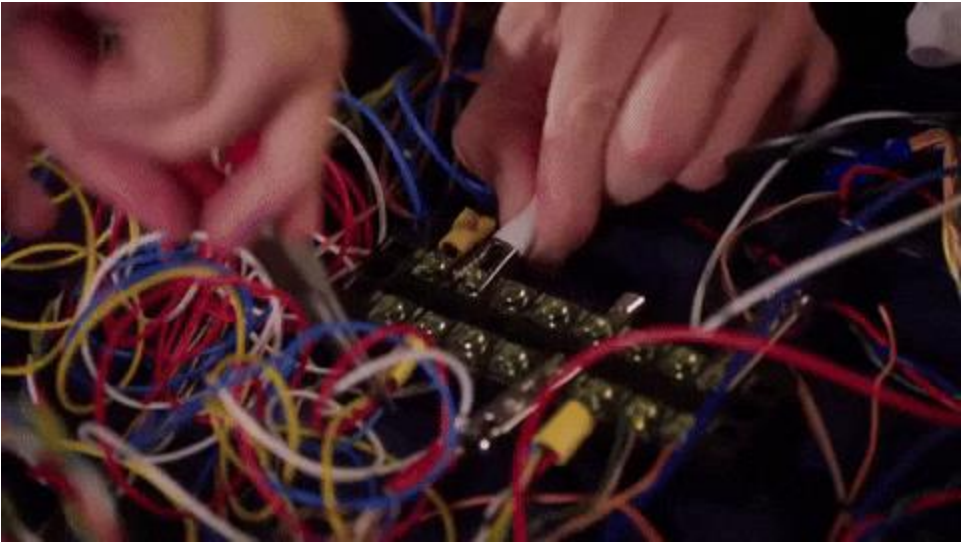
arqiva



But then...



Skip forward to October 2023



**Teams**

Discover

Your teams

- Corporate Communications
- People & Culture
  - General
- Photo Drop
  - See all channels
- Engineering Community
- Arqiva Social Club
- Arqiva line managers
- Field Operations
- Inspiring Women at Arqiva
- PRIDE Staff Network
- WorkingFamiliesNetwork

**Have to know about them to take part**


Start the Week with Shuja  
General

**Start the Week with Shuja**

Good Morning People & Culture,

Start the week with Shuja  
It could be a successful week for Arqiva - find out about the nominations we have at multiple awards ceremonies taking place this week. And don't forget our latest Let's Talk session happening Today at 14:00.

If you'd like to submit a question for the ExCo in advance its not too late, please email [internal.comms@arqiva.com](mailto:internal.comms@arqiva.com)



**220 total viewers, no comments**

Start the week with Shuja Khan

Start the week with Shuja - 06 November 2023.mp4  
ArqivaHub > Start the week with Shuja - 06 November 2023.mp4

2

Reply

## Dual purpose


**1**  
A place colleagues can  
connect with each other,  
outside their known  
teams



**2**  
A place leaders can  
connect with us, listen to  
what's on our minds, and  
engage in conversations

# The action plan

Posted in All Company

 **Helen Nias**  
Jan 11 • @1


Seen by 212 ...


We've got exciting plans to relaunch Viva Engage. The first step is a huge Communities clean up! Let's start fresh with Communities that have clear owners, and are relevant to us in 2024.

**On Monday 29 January, we will delete almost all existing Communities, except for All Company, [Focus on Field](#), [Staying safe online](#) and [Thank you](#).**




Most other communities are inactive, many with no content posted in over a year, and others with very limited content shared in the last few months.



**If there's a Community that you love, need, or manage, please get in touch with Helen Nias on Teams chat, by Tuesday 23 January.**

Thank you!  
Helen Nias and 



**NEW CHAPTER**

 Like  Comment  Share

  and 13 others






# Viva Engage community admin responsibilities

Published 10/10/2024

This page covers:


- How to [create a new community](#)
- The [four main responsibilities](#) for managing your new community, including moderation guidelines
- Details on when we will [close inactive communities](#)
- [Contact details for who can help you](#)

 [Viva Engage guide and FAQs](#)

 [Viva Engage communities A-Z](#)

 [Social media guidelines](#)

 [Acceptable use policy](#)

 [Moderation guidelines](#)

## Create a new community

Please have a look at what already exists, in the [Viva Engage community A-Z](#). If there is already a community with crossover to your interests, start by contacting the existing admins and see if there might be a role for you there.

Read the below guidance to check you happy with the responsibilities.

Then fill in the [Request a new Viva Engage community form](#). This asks you to consider your audience and purpose.

## Viva Engage community admin responsibilities

### Four main principles

1. Work in a team: Choose three to five admins to share the load
2. Make it presentable: Make it easy for people to see whether your community is relevant to them or not
3. Keep it active: Practical examples e.g. planning content, using SWOOP's 3, 2, 1 rule to engage with your members
4. You're the moderator: Understand the acceptable use policy and simple moderation guidelines, e.g. "start with curiosity and assume good intentions", "avoid deleting" and how to ask for backup!

Email me at [helen.nias@arqiva.com](mailto:helen.nias@arqiva.com) if you want more detail

# Launch time!

The Hub [Systems and tools](#) [About us](#)

## The Hub

**What top three things I should do to get started**

1. Download the app on your phone
2. Follow [Shuja](#) and your relevant communities
3. Join your local site community

**ExCo Viva Engage profiles**

- Sarah Jane Crabtree
- Mike Smith

**Frequently asked questions**

- ✓ I already have Teams
- ✓ Didn't we already have...

**Announcement** shared on [Shuja Khan's](#) storyline

**Shuja Khan**  
Mar 4 Seen by 822

An official welcome to Viva Engage, our internal social network! Many of you are already actively using the platform and have established some terrific communities. Today we wanted to give it an extra nudge so that all colleagues across the business can explore and start to use it.

You'll see that I've already started to post updates on what I'm up to – the type of things you traditionally hear me talking about on Start the Week. These will be found on my Storyline as they happen rather than having to wait until Monday. But it also means you can let me know what you think and questions that pop into your head. Make sure you 'follow' me to get the latest.

It's not just about me telling you what's going on, I'm really interested in what you're up to. So, I've joined a few communities to get involved in discussions on topics.

Are there any topics in particular you'd like to hear more of? Any thoughts or feedback? Comment below 🙋

**Celebrate** **Comment** **Share** 👍👍❤️ You and 81 others

Mar 4  
It'd be great to hear 'in the moment' sound bites from Customer meetings so we feel more

Connected Viva Engage is here | Have Your Say coming soon - Mess...

File Message Help Mimecast Acrobat Tell me what you want to do

Delete Respond Share to Teams Quick Steps Move Tags Editing Immersive Translate Zoom Reply with Scheduling Poll Viva Insights Add-in

Connected Viva Engage is here | Have Your Say coming soon

Internal Communications <internal.comms@arqiva.co>  
To Helen Nias Thu 07/03/2024 14:30

[If there are problems with how this message is displayed, click here to view it in a web browser.](#)

**07 March 2024** Your weekly news roundup

**Have Your Say is coming soon**

On Thursday 14 March, we're launching our first Have Your Say 'Temperature Check' – a short survey of seven questions to get your feedback on what's going well at Arqiva and where we can improve. Look out for more information on the Hub on Monday.

**Need to know**

**Viva Engage has taken off!**

We've got a new place to interact and learn from each other across the business - Viva Engage.

[Follow Shuja to understand what makes him tick and what's going on.](#) Over the coming weeks more of our leaders and subject matter experts will share updates.

# What happened? Sep-Nov '23

## Interactive Users

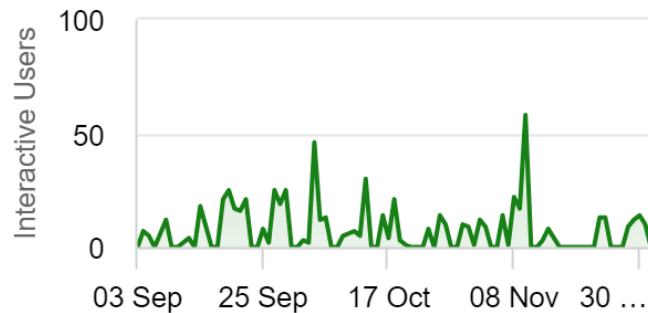


The *Interactive Users* report measures the percentage of users that have been involved in a conversation (posts, replies, and reactions).

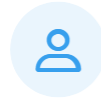
The percentage below represents 267 out of 1721 people



The more people who participate, the healthier the network is. Aim for an upward trend in numbers.



## Key Statistics



USERS

1721



POSTS

89



REPLIES

114



REACTIONS

645



MENTIONS

134



NOTIFY/CC

66

## Multi-Group Participation



The *multi-group participation* score indicates how much people participate in multiple communities. Innovation is linked to people who have diverse networks.

The score shown below is the average score of 54 individuals who were active within the selected date range. 1667 observers have been excluded from the score calculation.



- 0 - 25%: Mostly active in a single community.
- 25 - 75%: Mostly active in 2-4 communities.
- 75 - 100%: Mostly active in 5 or more communities.

# What happened? Sep-Nov '24

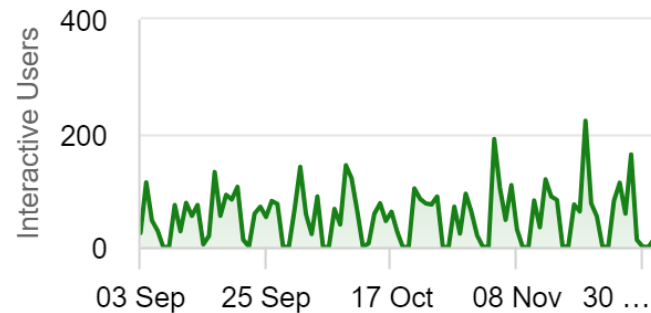
## Interactive Users ? ⋮

The *Interactive Users* report measures the percentage of users that have been involved in a conversation (posts, replies, and reactions).

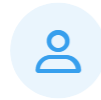
The percentage below represents 643 out of 1696 people



The more people who participate, the healthier the network is. Aim for an upward trend in numbers.



## Key Statistics ? ⋮



USERS

**1696**



POSTS

**611**



REPLIES

**985**



REACTIONS

**6856**



MENTIONS

**947**



NOTIFY/CC

**275**

## Multi-Group Participation 📊 ? ⋮

The *multi-group participation* score indicates how much people participate in multiple communities. Innovation is linked to people who have diverse networks.

The score shown below is the average score of 299 individuals who were active within the selected date range. 1397 observers have been excluded from the score calculation.



- 0 - 25%: Mostly active in a single community.
- 25 - 75%: Mostly active in 2-4 communities.
- 75 - 100%: Mostly active in 5 or more communities.

# From tumbleweed to #1

Q CASE STUDY



## Arqiva

### The magic in governance, combined with CEO support

When British technology services business **Arqiva** relaunched its Viva Engage network in March this year, it put in place two governance measures that have resulted in the network's success.

The first was to delete all communities that were no longer needed. Viva Engage, then Yammer, was used prolifically during the COVID-19 pandemic, and numerous once-thriving communities had been inactive since people could come back into the office.

The second was to establish guidelines for anyone wanting to create a new Viva Engage community. These guidelines explain the responsibilities involved in creating a new community, including plans to keep it active and ideas of how and what to post. The guidelines are effectively an agreement for the community creator to be accountable to keep it active.

When Viva Engage was relaunched across Arqiva in March 2024, some of the original communities used during the pandemic stayed, and these continue to flourish, and new communities were launched.

Fast forward six months, and Arqiva's Viva Engage network ranked No.1 for Europe, the Middle East and Africa (EMEA) in **SWOOP Analytics' 2024/25 Viva Engage benchmarking analysis**.

When SWOOP Analytics shared the news with Arqiva's Digital Communications and Channels Manager, Helen Nias, she was surprised. When we listened to Helen's story about the relaunch of Viva Engage at Arqiva, we were unsurprised the company ranked so highly.



Helen Nias,  
Digital Communications and  
Channels Manager, Arqiva.

Home Helen Nias

Explore + Create new

Communities

- Leaders
- Answers
- Storylines
- Analytics

Favorites

- All Company
- Newman Street
- Focus on Field
- Arqiva Employee Board
- Arqiva's history
- Smart Utilities Networks
- Media and Broadcast
- Data and Insight
- Car share

Communities

- CyberConnected
- Bricking it (studded plastic engineering)



Arqiva's history For anyone keen to share and learn more about our history.

93 members

Joined



Bricking it (studded plastic engineeri... This community is for you if you love Lego, either directly or indirectly through children/grandchildren.

40 members

Joined



Car share Looking for a lift to or from one of our sites? Can you offer someone else a ride? Post it here

50 members

Joined



Chalfont For anyone working at or visiting our Chalfont Grove site.

29 members

Joined



Crawley Court For anyone who works in or is visiting Crawley Court.

261 members

Joined



CyberConnected A place to keep up-to-date on all things security.

126 members

Joined



Data and Insight Discover insights around using data effectively, from the insightful Data and Insight team



Daventry For anyone working at or visiting our Daventry site.

70 members



Emley Moor For anyone who works in or is visiting our Emley Moor site.

Thank you



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[arqiva.com/careers/why-arqiva](https://www.arqiva.com/careers/why-arqiva)

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