

# AWAKENING ENGAGEMENT

The Journey of Revitalizing Our  
Viva Engage Community

Devon Chestnut, APR, CPRC  
Senior Manager, Corporate Communications  
Cox Communications



## **The Big Picture**

Viva Engage is a tool that helps connect and engage employees across the organization.

## **Why It Matters**

- Employees actively engage in two-way communication
- Work environment dynamics have changed
- Not all content needs to go on intranet
- Social intranets
  - boost engagement with peers and leaders
  - encourage collaboration
  - drive efficiency

## **The Bottom Line**

Viva Engage is about our people – it's sharing who we are even beyond our company walls.



# Where we started...

- Known as Yammer
- Not an official corporate communications tool
- All-company community called "All CCI"
- Last post - 2020
- Hard to find





# Where we're at...

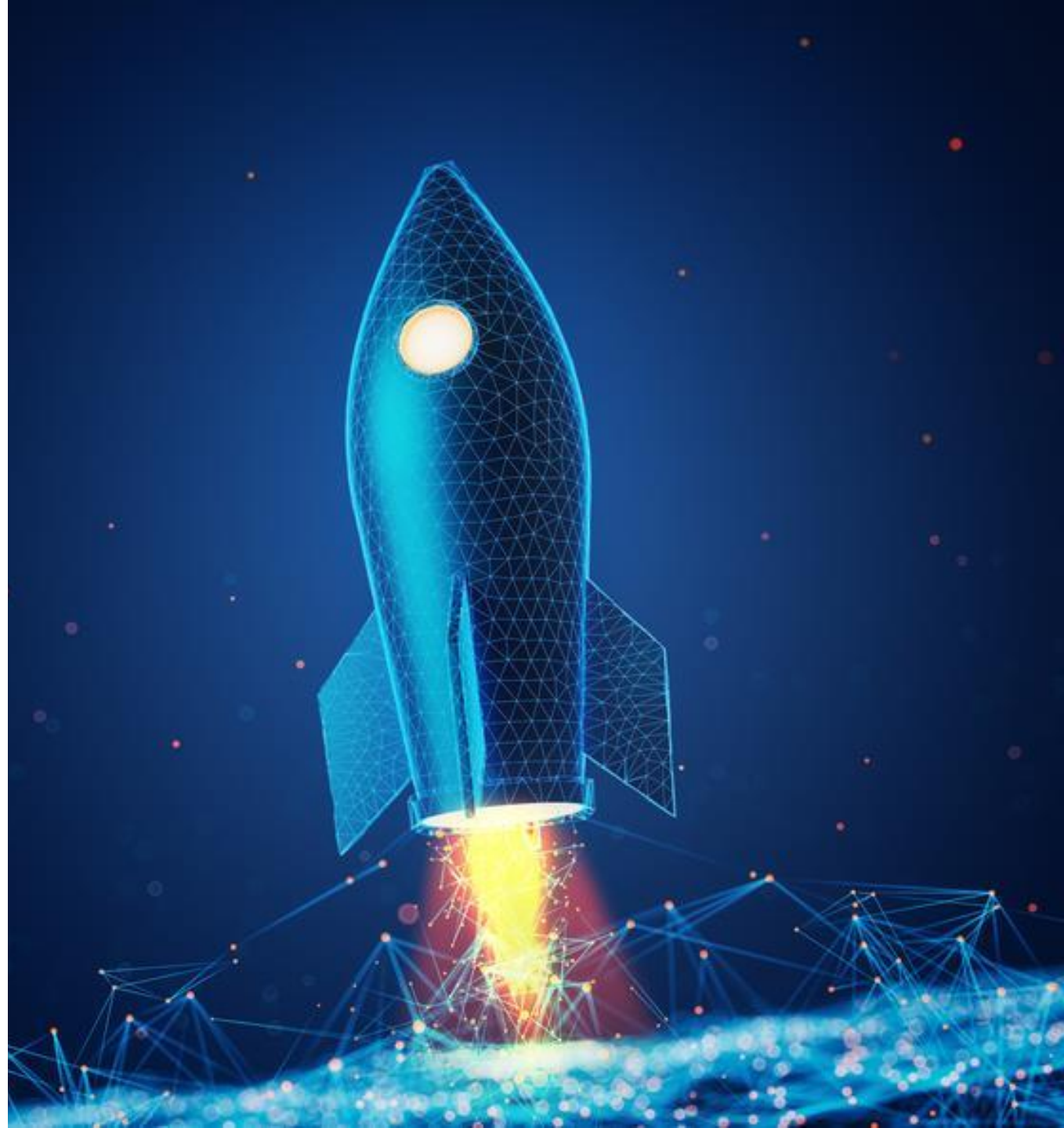
- Rebranded and relaunched all-company community in Feb. 2023
- A primary communications channel

**1,016,533** seen by

**3,530** avg views per post



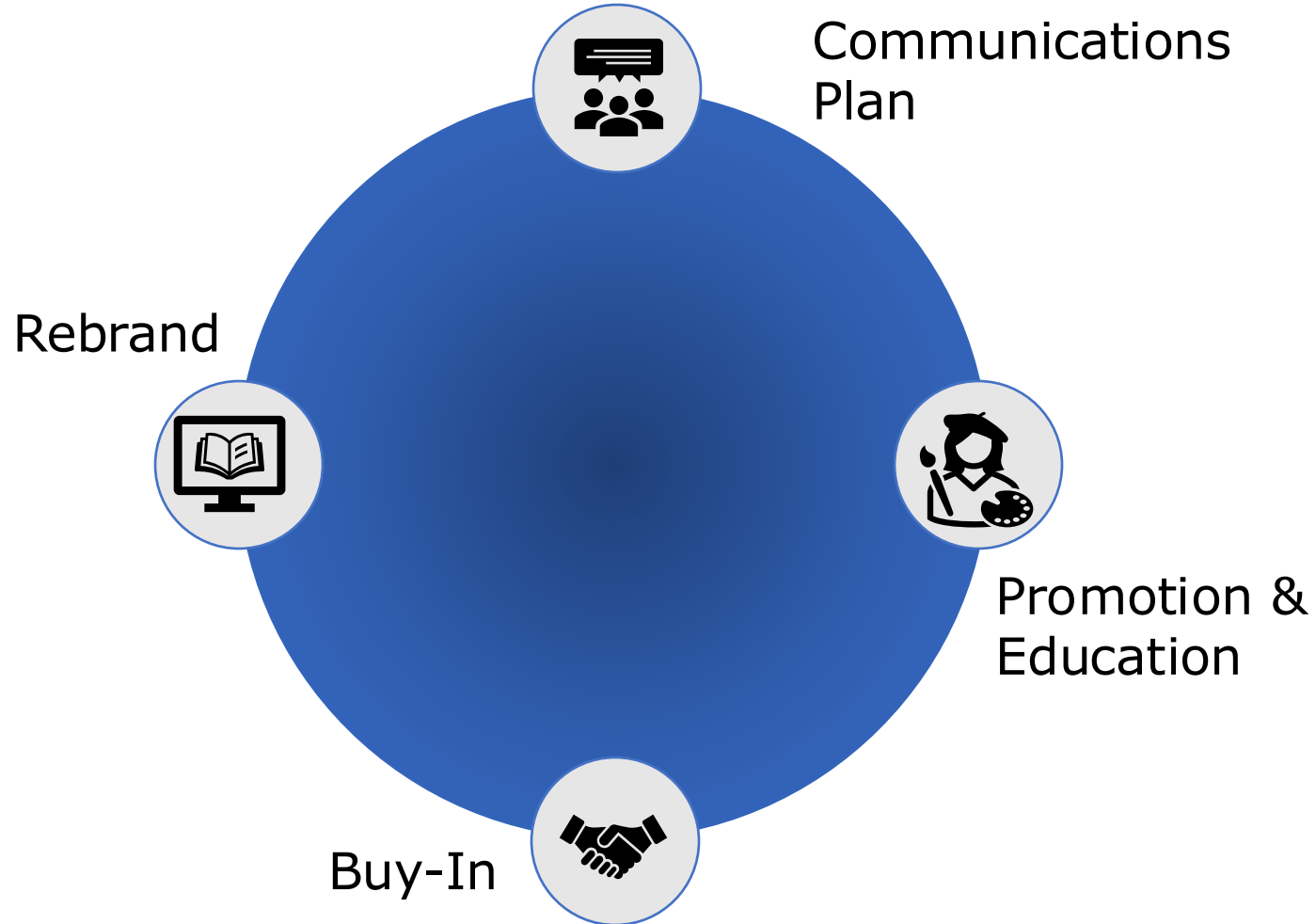
# THE RELAUNCH







# RELAUNCHING VIVA ENGAGE



## BUY-IN



- Research
- Success with Southeast Social
- Presentation to leadership
- Presentation to key influencers
- IT support





# REBRAND



- Changed name
- Developed logo
- Created username
- Restricted community





# COMMUNICATIONS PLAN



## Cox Engage Communications Plan

**What:** A Viva Engage (Yammer) community for Cox employees, focused on social engagement and collaboration.  
**Why:** Social intranets boost engagement, encourage collaboration, and drive efficiency by giving voice and the chance to use it, helping to drive valuable conversations and connect people to knowledge, and each other.

Tactic	Message	Audience	Deploy On	Notes
Research/document best practices/value statements	n/a	n/a	3 months out	Leverage M subject ma
Develop Viva Engage usage policy – need to get approval from HR	What to do/not to do on Viva Engage	All Viva Engage users	2 months out	Referred to policy. Base humor to n more diges read.
Why presentations	Why we are launching Cox Engage, why we need their support	HR, executive leaders, influencers	2 months out	Need to get from HR, ex influencers promote th
How-to video tutorials	How to do certain tasks on Viva Engage	All users	Prior to launch	How to out
Landing page on CoxOne	What it is, how to use it	All users	Day of launch (live)	
CoxOne article	Let's Get Social Reply to post to win	All users	Day of launch	
Embed Cox Engage feed on CoxOne homepage	Let's Get Social – introducing Cox Engage	All users	Day of launch	
Comment contest	Comment on the Cox Engage Viva Engage community welcome post	All users	Day of launch through March 2023	Employees on the Cox (pinned to feed), will b Amplifi poi
Let's Connect mention	What, why, how	All users	Post-launch	
Leader Connection	Introducing Cox Engage, why you should use it to engage with your employees	All people leaders	Post-launch	

Posted in Cox Engage

**Chestnut, Devon (CCI-Southeast)**  
Feb 23, 2023 • Edited

Seen by 10,166

**Welcome to Cox Engage**, the refreshed All CCI Viva Engage (aka Yammer) community! Cox Engage is a space for employees to interact, celebrate, share knowledge and have fun! **Leave a comment below for your chance to win Amplifi points.** Check out the [community guidelines](#) (the "do's and don'ts") while you're here. #CoxEngage

Cox Engage

Like Comment Share

You and 92 others

Show 124 previous comments





# PROMOTION & EDUCATION



**CE Cox Engage (CCI-Atlanta)** Apr 13, 2023 Seen by 3,424

Lots of great conversations are taking place across our Viva Engage platform! Check out our Seen on Social weekly recap highlighting a few posts you may have missed last week. #LetsEngage.



West Engage Central Engage East Engage Atlanta Engage

Like Comment Share You and 17 others

**CE Cox Engage (CCI-Atlanta)** Apr 21, 2023 Seen by 5,196

Check who was "Seen on Social" this week. Lots of great conversations are taking place across our Viva Engage platform! Thanks for your post, Urig, Daniel (CCI-Virginia), Kirkland, Shawn (CCI Southeast), Johnson, Brittani (CCI Southwest) and Tresser, Shawn (CCI Atlanta) #LetsEngage



West Engage Central Engage East Engage Atlanta Engage

Like Comment Share Slavy, Rita (CCI-Southeast) and 9 others





# PROMOTION & EDUCATION



**Viva Engage Tips & Tricks**

Chandler's Owen (CCI Specialist)  
Dedicated Communications Manager

Viva Engage is a space for employees to interact, celebrate, share, and connect. It's a place where you can:

- Not sure where to begin or how to use this exciting tool? Revisit and check out the 'Did You Know' tutorial videos. You'll be a Viva Engage expert in no time!

Viva Engage 101

1 of 11

Posted in Cox Engage

**Cox Engage (CCI-Atlanta)**  
Feb 15 • Edited • 301

See by 5,200

Did you know that you can tag people in your Viva Engage posts? Tagging people notifies them that they are part of a conversation.

For a chance to win Amplifi points, tag someone in the comments below. #Amplifi #DYN

★ Congratulations! You were randomly selected as the Amplifi points winner!

**DID YOU KNOW?**

**HOW TO TAG SOMEONE**

Watch in Stream

Tagging someone notifies them that they are part of a Viva Engage conversation.

Did You Know - Viva Engage T... WIN AMPLIFI POINTS

Did You Know tutorial videos.

**DID YOU KNOW?**

**HOW TO TAG SOMEONE**

HOW TO TAG SOMEONE ON A VIVA ENGAGE POST

Tag a person

- Type @ followed by the employee's last name, then first name (no comma between last and first).
- Their name should pop up. Select name.
- If the employee's name turns purple, you have successfully tagged them.

**DID YOU KNOW?**

**How to follow a topic**

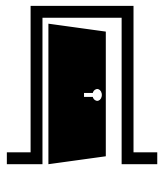
HOW TO FOLLOW A TOPIC

How to follow a topic

Following topics allow you to curate the content you see in your Viva Engage feed.

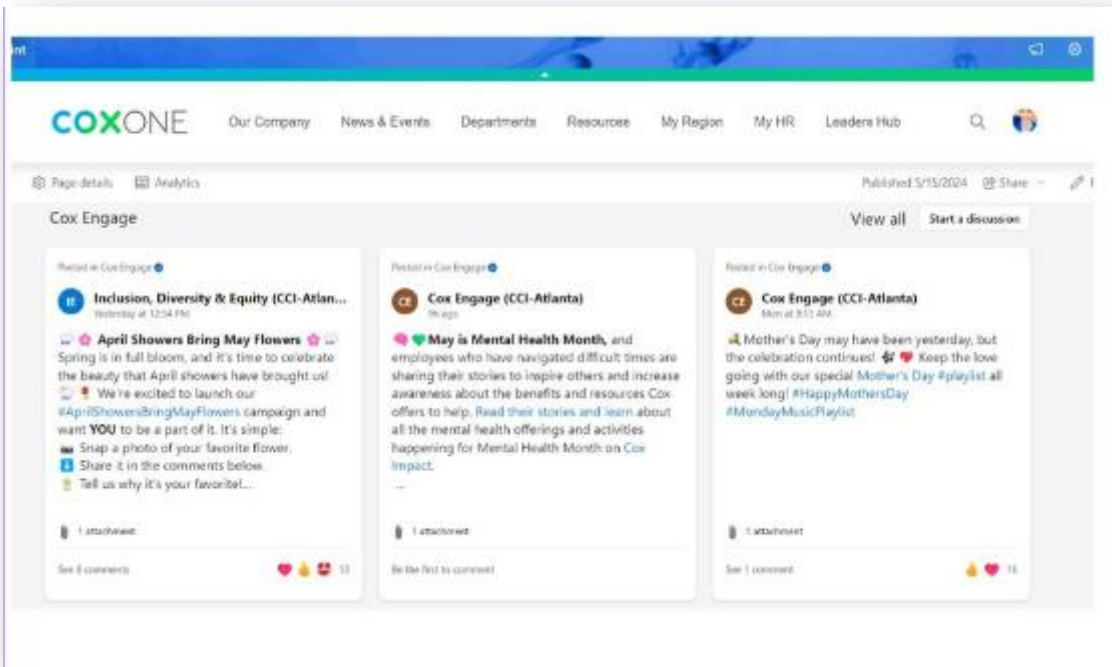
- Click on any topic located at the bottom of a Viva Engage post.
- Once on the topic's page, click "Follow."
- You can also locate a topic by typing a keyword or words in the search feature.
- Click the topics tab and select the topic you are interested in.
- Click "Follow" to follow the topic.





# ACCESSING

- Microsoft Teams
- Intranet homepage
- Outlook app
- Mobile apps





# CONTENT CREATION & ENGAGEMENT



# Viva Engage: Anatomy of a good post

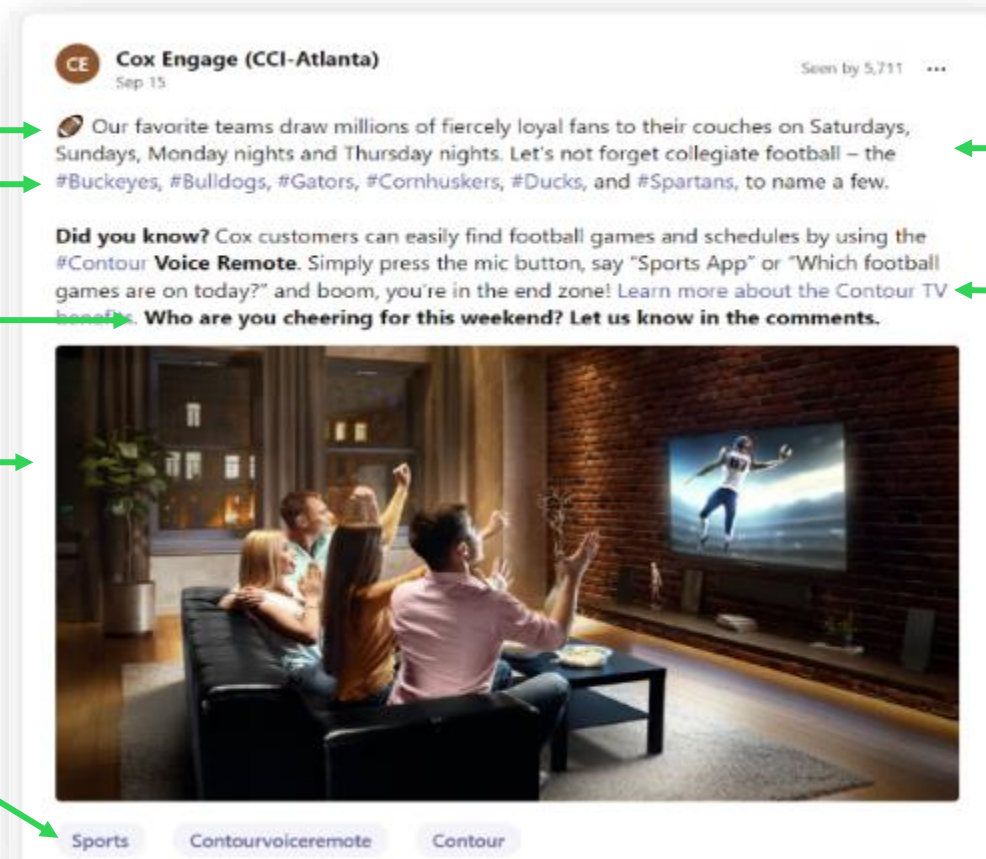
Emojis

#Hashtags

Call to Action/Engage

Strong image

Topic tags



~ 500 characters

Backlink

1,300+ referrers from Viva Engage

BUSINESS – HR - COMMUNITY – HUMAN INTEREST – POP CULTURE









Red  
£1.50 per kg

Chocolate  
£1.50 per kg

CHOCOLATE  
SATIUS  
£1.50 per kg

Tutti  
£1.50 per kg

Crystallised  
Ginger  
£1.50 per kg

Strawberry  
£1.50 per kg

Mixed  
£1.50 per kg

Choc  
£1.50 per kg

Red  
£1.50 per kg

Red  
£1.50 per kg

Red  
£1.50 per kg

Orange  
£1.50 per kg

Lipstick  
£1.50 per kg

Cherry  
£1.50 per kg

Blue  
£1.50 per kg

Lemon  
£1.50 per kg

Raspberry  
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Red  
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**CAKE THAT CONTAINS CARROTS...**

**MIXED INTO THE BATTER.**







# MONDAY MUSIC PLAYLIST

Posted in Cox Engage

**Cox Engage (CCI-Atlanta)**  
Aug 26  
Seen by 5,592

🎉 🐾 Celebrate National Dog Day with our Monday Music Playlist! Jam out with your furry friend today! Check out our specially curated National Dog Day playlist, perfect for celebrating your loyal companion.

💡 **Did you know?** Cox offers added benefits such as pet insurance to keep your pets safe and healthy. Learn more about the pet insurance plans today! 🐾 ❤️

**MONDAY MUSIC PLAYLIST**

DOG DAYS ARE OVER - Florence + The Machine • WHO LET THE DOGS OUT - Baha Men • WOOF WOOF - SHINee  
 BARK AT THE MOON - Ozzy Osbourne • BARK TO THE BEAT - Mckenna Grace, blackbear • I LOVE MY DOG - Yusuf, Cat Stevens • GONNA BUY ME A DOG - The Monkees • HOW MUCH IS THAT DOGGIE IN THE WINDOW - Patti Page • NASTY DOGS AND FUNKY KINGS - ZZ Top • MAN OF THE HOUR - Norah Jones • THE MORE BOYS I MEET - Carrie Underwood • EVERYTHING REMINDS ME OF MY DOG - Jane Siberry • OL' RED - Blake Shelton • OLD KING - Neil Young • FEED JAKE - Pirates Of The Mississippi • THE PUPPY SONG - Harry Nilsson • MY DOG AND ME - John Hiatt & The Gamers • OLD BLUE - The Birds • ME AND YOU AND A DOG NAME BOO - Lobo • A DOG'S LIFE - Elvis Presley • WATCH DOG - Little James • I LOVE MY DOG - Sublime • A SALTY DOG - Procol Harum • SNORPY VS. THE RED BARON - The Royal Extermination • ATOMIC DOG - George Clinton • CRACKER JACK - Dolly Parton • MARTHA MY DEAR - The Beatles • THE FLOYD SONG - Miley Cyrus • I WANT A DOG - Pet Shop Boys

Benefits Monday Music Playlist

👍 Like 🗨 Comment 📄 Share

👍❤️🐾 You and 25 others

5,592 views  
26 reactions  
17 comments

Meet Jaxson and Whiskey!

(CCI-Southwest) Aug 26

My Crew

(CI-California) Aug 27

Gainess with her brief interruptions for some belly rubs!

Wed Sep 10

Posted in Cox Engage

**Cox Engage (CCI-Atlanta)**  
Mar 18 • Edited  
Seen by 2,016

Dialing into the rhythm of Monday 🎵 – and some exciting Cox Mobile news! 📞 Check out this week's Monday Music Playlist for tunes that ring true to the theme of phones and calling! 📞 Let these songs dial up your mood and connect you to the beats to kick off your week. #CallMe #PhoneVibes

**MONDAY MUSIC PLAYLIST**

<b>CALL ME MAYBE</b> Carrey Rae Jepson	<b>CELLPHONE</b> CLAUDIA, Fran	<b>RING</b> Selena Gomez
<b>CALL ME</b> Blondie	<b>CALL ME ON MY CELL PHONE</b> Tropical Island	<b>RING DING DONG</b> SHINee
<b>CALL ME BABY</b> EXO	<b>CALLING ALL MY LOVELIES</b> Bruno Mars	<b>RING OF FIRE</b> Johnny Cash
<b>CALL ME</b> Shinedown	<b>CALLIN' BATON ROUGE</b> Garth Brooks	<b>PAPER RINGS</b> Taylor Swift
<b>TELEPHONE</b> Lady Gaga, Beyonce	<b>MONTERO (CALL ME BY YOUR NAME)</b> Lil Nas X	<b>RING THE ALARM</b> Beyonce
<b>YOU CAN CALL ME AL</b> Paul Simon	<b>CALLING (SPIDER-MAN)</b> Metro Boomin, Swae Lee, NAV, A Boogie Wit da Hoodie	<b>RING RING</b> ABBA
<b>COULD YOU TURN OFF YOUR CELL PHONE</b> BTS		<b>RING MY BELL</b> Anita Ward

Cox Mobile Monday Music Playlist

👍 Like 🗨 Comment 📄 Share

👍❤️🐾 You and 22 others

2,016 views  
23 reactions  
6 comments





# HAVE SOME FUN

**Cox Engage (CCI-Atlanta)** Jan 26 • Edited • Seen by 6,551

🌟 **Congratulations** (via)! You were randomly selected as the Amplifi points winner! 🎉 **Fun Fact Friday!** Did you know that the 🏈 Big Game is the second-largest eating day of the year for Americans? **What's your game day go-to treat?** Tell us in the comments below for a chance to win Amplifi points. #BigGame #football #funfactfriday

📺 ICYMI: Learn how Cox Fiber is powering the Big Game. #CoxFiber



**COX ENGAGE**

Fun Fact Friday | Big Game | Grow our core business | Cox Fiber

6,551 views  
26 reactions  
70 comments

**Cox Engage (CCI-Atlanta)** Mar 12 • Seen by 6,975

**Happy National Alfred Hitchcock Day!** 🎬 Let's celebrate the master of suspense whose films continue to thrill and captivate audiences worldwide. From "Psycho" to "Vertigo," his genius storytelling and cinematic flair have left an indelible mark on film history. #MasterOfSuspense

🗳️ Which is your favorite Alfred Hitchcock flick?

- A. The Birds
- B. Psycho
- C. Vertigo
- D. Rear Window
- E. The Man Who Knew Too Much



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6,975 views  
37 reactions  
90 comments

**Cox Engage (CCI-Atlanta)** Jul 15 • Edited • Seen by 4,314

🔥 Athletes are gearing up for the **big games** - and so are we! We'll kick off the **Viva Engage Games** in a few weeks - and we need your help to put together an epic Olympic-themed playlist! 🎵 Drop your favorite high-energy, motivational songs in the comments below. 🏆 We'll award some **gold medals** in the form of **Amplifi points**! While you're waiting, here's a throwback to an older **summer-themed** playlist.



coming soon

**VIVA ENGAGE GAMES**

CICE | WIN AMPLIFI POINTS | Monday Music Playlist

4,314 views  
19 reactions  
38 comments



# OUR PEOPLE

**IE Inclusion, Diversity & Equity (CCI-Atlanta)**  
Feb 19 • Posted • @1  
Seen by 5,657

"I am grateful to work for a company that has an amazing culture that makes us feel safe enough to have open conversations on deeply personal topics. This allows us to connect with each other on a human level. My daughter, Ava, is six years old and has Turner Syndrome (TS), an extremely rare chromosomal condition that affects her daily from birth to old age. Approximately 98% of TS girls don't survive birth, so she is truly a miracle. February is Turner Awareness Month, and since most people are unaware of TS, I am grateful to have the opportunity to spread awareness and give my daughter a voice." - [Tall Woman](#), Manager CB Marketing

Let's show Ava some love ❤️ in the comments below!

IDBE | DiversityABILITY ERG

5,657 views  
144 reactions  
39 comments

**CE Cox Engage (CCI-Atlanta)**  
May 5, 2023 • Edited • @2  
Seen by 8,585

🎧 It's a typical day for [redacted] (Central Region), a Network Technology Technician in Omaha, but not for this neighborhood kid who pulled up a chair to watch connectivity reach new heights. Sometimes you need an up-close view of what's going on in your town. #Fridayfeels #Omaha #connectivity #curiouskid  
📷 photo credit: [redacted]

Coxinthecomunity | Omaha | Central Region

8,585 views  
132 reactions  
29 comments

**CE Cox Engage (CCI-Atlanta)**  
Jan 5 • Edited • @1  
1 share • Seen by 7,754

🌟 **Congratulation** (CCI-Central Region)! You were randomly selected as the Amplifi points winner! 🏆 Keep **CALM** and Carry On! Cox employees can now enjoy a free membership for themselves and up to five dependents to Calm: the world's #1 app for sleep, meditation, and relaxation! [Click here to learn how to claim your Calm membership and learn about other new benefits we're offering this year.](#)

? Do you have a favorite Calm feature or meditation? Share in the 🗨️ comment section below for your chance to 🏆 **win Amplifi points!**

Mental Health | WIN AMPLIFI POINTS | Health and wellness

7,754 views  
54 reactions  
47 comments





# THE RIGHT PLACE

Posted in Cox Engage



**Cox Engage (CCI-Atlanta)**

Aug 2, 2023 • Edited • @1

3 shares • Seen by 10,195 • ...

## QUESTION

**Winner, Winner! Congrats to Felix, Roxanne (CMI-Southwest) - our randomly selected Amplifi points winner!** 🎉 Here at Cox, we **ALL** own #safety. That's why the safety team is asking **YOU** to help choose its new program name -- Did we mention we're giving away some **Amplifi points** to a random winner who drops their choice in the comments below?

**Which name is your favorite?**

1. ThinkSafe
2. SafetyWorks
3. SafetyMatters
4. Be.Cause Safety

Drop the number or name in the comments below. We'll pick a winner on **August 15!**

Safety



Like



Share




You and 69 others

10,195 views  
70 reactions  
594 comments

# VIDEO

**Cox Engage (CCI-Atlanta)** Oct 3 · Seen by 3,838 · ...

🌟 The **SCTE Tech Expo** was a hit! 🌟 Want to see what Cox brought to the table? Check out the recap or watch the video below for a quick look at our latest innovations and how we're shaping the future of connectivity! Let us know what you're most excited about below! 📺 #SCTE




Technology · Drive New Growth

👍 Like · 💬 Comment · 🔄 Share · 🍷 You and 45 others

3,838 views  
46 reactions  
4 comments

**Cox Engage (CCI-Atlanta)** May 22 · Liked · Seen by 4,174 · ...

🌟 In our latest Grow With Us episode, Kia Painter chats with [redacted] about his inspiring career journey and top tips for success. Watch now and share the piece of Reggie's advice that resonates with you in the comments! 📺 #CareerGoals #Inspiration



ID&E · Empower our people and com... · Health and wellness · Careerdevelopment


Company Goals · Employee Development

👍 Like · 💬 Comment · 🔄 Share · 🍷 You and 41 others

4,174 views  
42 reactions  
8 comments

**Cox Engage (CCI-Atlanta)** Apr 16 · Seen by 4,903 · ...

🌟 Our communities grow stronger when we give back, and that's why Cox Volunteer Month is so important. Learn how you can get involved and how you can **win 500 Amplifi points by volunteering this month.** #coxinthecommunity #volunteer



Coxinthecommunity · Empower our people and com... · WIN AMPLIFI POINTS

👍 Like · 💬 Comment · 🔄 Share · 🍷 You and 39 others


4,903 views  
39 reactions  
8 comments



★ **Featured conversation**

**CE Cox Engage (CCI-Atlanta)**  
Nov 22

Seen by 4,735



## ✔ Complete your self-evaluation by December 6

Click on the task in your **Workday** inbox to get started on your self-evaluation.


**Why it matters:** Your self-evaluation is the first step in our year-end review. Reflecting on your progress helps shape your performance discussions with your leader and showcase your achievements towards your goals. It's your chance to share career development goals and describe how you demonstrated the **Empowered People principles** as we work to build a better future for the next generation.

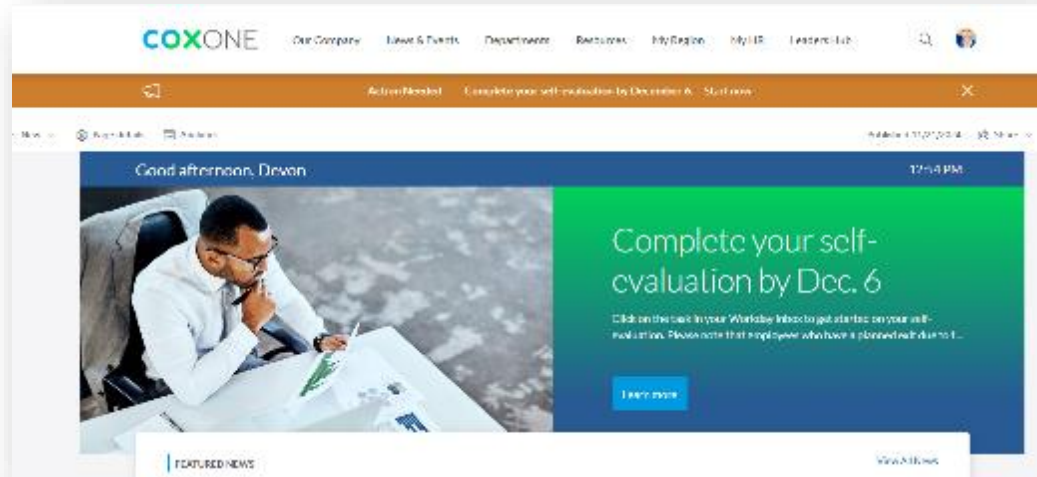
*Please note that emplo...*

[View full article](#)

👍 Like    💬 Comment    ➦ Share

👍 ❤️ You and 9 others

 Write a comment



COXONE

Our Company    Events & News    Departments    Resources    My Region    My IEP    Leadership

Active/Needed    Complete your self-evaluation by December 6    Start now

Good afternoon, Devon

12:14 PM

## Complete your self-evaluation by Dec. 6

Click on the task in your Workday inbox to get started on your self-evaluation. Please note that employees who have a planned self-disc...

[Learn more](#)

FEATURED NEWS

View All News

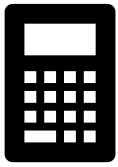
1,900+ views

4,700+ views

# METRICS







# BY THE NUMBERS

How people are engaging.

## VIVA ENGAGE By The Numbers

CCI Usage Behaviors from 1/1/24 - 9/30/24

### TIMING IS EVERYTHING!

**Top 5 days/times to post:**

- Thurs 2:00 PM
- Tues 10:00 AM
- Tues 1:00 PM
- Wed 12:00 PM
- Thurs 12:00 PM

**Top times by day:**

- Mon 11:00 AM
- Tues 10:00 AM
- Wed 12:00 PM
- Thurs 12:00 PM
- Fri 2:00 PM

### IMPACT OF ATTACHMENTS

Without an attachment (image, video, etc.), a post gets an average of 1.34 replies and 5.21 reactions.

Average number of replies and reactions for messages **with** attachment types:

Attachment Type	Replies	Reactions
With an image	2.8	12.0
With a video	6.6	20.2

### ASK FOR ENGAGEMENT

Asking questions can create stronger engagement and a more open and sharing culture.

A post that includes a question achieves an average **engagement of 2.55**.

A post that does not include a question achieves an average **engagement of 0.51**.

### WHO ME?

Did you know...Posts that include an @ mention (tagged person) typically get more replies.

Average number of replies for posts that:

Include @ = **3.43**   Exclude @ = **1.91**

### KNOW YOUR AUDIENCE

**4% of our audience are BROADCASTERS** [Goal: < 5%]  
Tends to post messages that are not replied or reacted to, so the conversation is mostly one-way.

**56% of our audience are RESPONDERS** [Goal: 30-40%]  
Tends to reply or react to others but posts significantly less.

**27% of our audience are CATALYSTS** [Goal: 30-40%]  
Receives a lot more than they give, e.g. are seeding conversations that leads to a lot of replies/reactions.

**12% of our audience of ENGAGERS** [Goal: > 30%]  
Will be posting and/or replying and/or reacting, but also receives replies and reactions in a (roughly) equal amount.

CCI Viva Engage users are mostly active in 2-4 communities.

# THANK YOU!

LinkedIn: @devonchestnut

Instagram: @comms\_gal

# AWAKENING ENGAGEMENT

The Journey of Revitalizing Our  
Viva Engage Community

Devon Chestnut, APR, CPRC  
Senior Manager, Corporate Communications  
Cox Communications

