

# Use Viva Engage to Amplify Business Priorities While Engaging Employees

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# Our Viva Engage History

- **Launched Microsoft 365 several years ago**
- **Yammer (before Viva Engage) made available to all employees apx. 2016**
  - No *strategic* plan to launch Yammer with users
- **We have about 1,000 communities**
  - Mix of public and private
  - Some never used or abandoned
  - Others created and never used (set up when SharePoint/Teams sites are created)



# All Was Well Until...



- **Company shored up its dress policy**
  - Firestorm ensued on all-company community
  - Comments went on for weeks
  - Communications and HR monitoring required
- **Along came COVID**
  - Comments became political around
  - Return to office
  - Stipends for employees who chose to be vaccinated
- **Closed off all-company community to comments**
  - Handful of employees looked for other communities to vent

# What Influenced Next Steps

- Some employees consider **Viva Engage** a **right, not a privilege**
- **Learned we were not alone; other companies experienced similar behaviors**
- Other employees shy away from it because of the minority who **behave unprofessionally**
- **We want employees to engage** through communities
  - It's fast, easy, not static like newsletters



# Resetting Expectations



- Reintroducing in January how Viva Engage can be used properly through a **new, public community focused on business priorities, leader features**
- Remaining communities aren't changing
- Opt-in "official" community without automatically subscribing everyone
- Clear rules about what is/not allowed

Play on words  
“engage”

Adding blue  
checkmark in Jan  
to make it visible

Use available  
tools to spur  
feedback

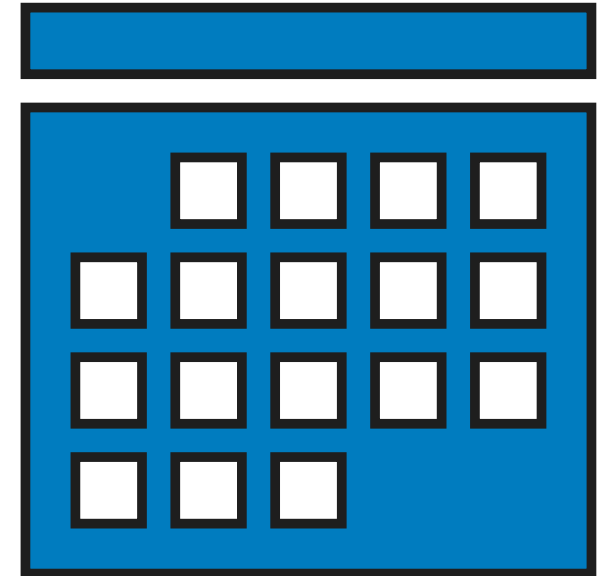
The screenshot shows a Microsoft Teams community page for 'The Spoke'. The header features a banner with the text 'Engaging Business Conversations' and a photo of four people. Below the banner is a profile picture of a green network icon and the name 'The Spoke'. A status message reads: 'This community is not yet live. Check back in 1Q 2025!'. Navigation tabs include 'Conversations', 'About', 'Files', and 'Events'. A post creation area allows users to 'Share thoughts, ideas, or updates' using tools like Discussion, Question, Praise, and Poll. At the bottom, a call to action says 'Get the conversation started in your community!' with a green checkmark icon. The right sidebar contains sections for 'Members' (7), 'Info' (with a welcome message and rules), 'Pinned' (listing policies like Social Media Policy and Confidential Info Policy), and 'Community resources' (listing SharePoint library, SharePoint site, OneNote, and Planner).

Clear rules of  
engagement

Pinned policies  
and Code of  
Conduct

# The Spoke Editorial Calendar

- Will work like a publication editorial calendar
- Short, engaging interviews (three Q&As) with key people leading business initiatives
- Occasional polls or questions to further engage employees
- Weekly or semi-weekly posts
- Tying it to 2025 business plan launch
  - Recommend tying a launch like this to a greater business purpose
  - Adds “weight” to the community and its purpose
- Plenty of pre-launch employee communication to tee it up



# Rules of Engagement

Welcome! This community is for employees to engage in conversations about key business topics and annual priorities. The spoke is governed by several hcsc policies, including the three pinned and linked below.

By participating in the spoke, you acknowledge that you will abide by all [hcsc policies](#), our [code of ethics and conduct](#) and [core values](#). Inappropriate or off-topic posts or replies will be removed without notice.

Thank you.



# Our Policies

- **Code of Ethics and Conduct**

- Covers compliance, conduct while at work or conducting business, and ethical decision-making

- **Social Media Policy**

- Covers employee use of all available internal and external social media
- Disparaging, inappropriate, off-topic, threatening, bullying comments removed
- Refers back to Code of Conduct and Communications policy

- **Communications Policy**

- Covers guidelines for the internal channels we manage, including Viva Engage, our intranet, employee publication, targeted communication and more
- Refers back to Social Media and other relevant policies

Intranet name  
"Hub" -  
"The Spoke" is  
an extension

Employees can  
comment on  
content, but it's  
not two-way

**HCSC | hub** Search Posts, Topics or People

Ethics & Compliance Frequent Tasks Business Info My Career & Benefits Workday Stellar Org Chart IT Support Behavioral Health Search SharePoint

## Features

[View all Features](#)

**2024 Message From Maurice**  
HCSC President, CEO and Vice Chair

**Giving Thanks**

CEO Messages +1 more

The Hub 7 hours ago

21 0

**Progress on Delivering Medical Value**

Featured Articles +1 more

The Hub 5 days ago

3 0

**DECEMBER IS SAFE TOYS AND GIFTS MONTH**

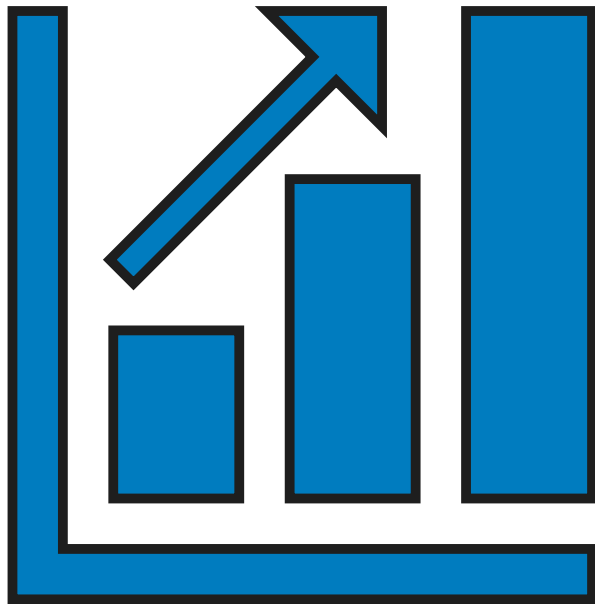
**Upcoming Events**

Company Calendar

Corporate Communications November 11, 2024

413

# Measuring Engagement



## Will be

- **Monitoring SWOOP Analytics** for baseline growth, influencers and more
- **Watching growth and engagement** monthly for at least a year
- **Expecting growing interest** among potential interviewees who want to be featured
- **Looking for sentiment changes** and growth in users over time

# Ensure that...

- You have support from senior leaders, HR, Ethics, Legal and other stakeholders before you launch
- You are clear about the corporate policies and guidelines that apply
- Be consistent with your rules of engagement
- Test the community with a representative sample of employees. You'll learn things you wouldn't have considered on your own
- Build the editorial calendar so you're consistent and not scrambling for new material weekly
- Communicate, communicate, communicate!
- Measure, measure, measure!

**Thank you!**

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