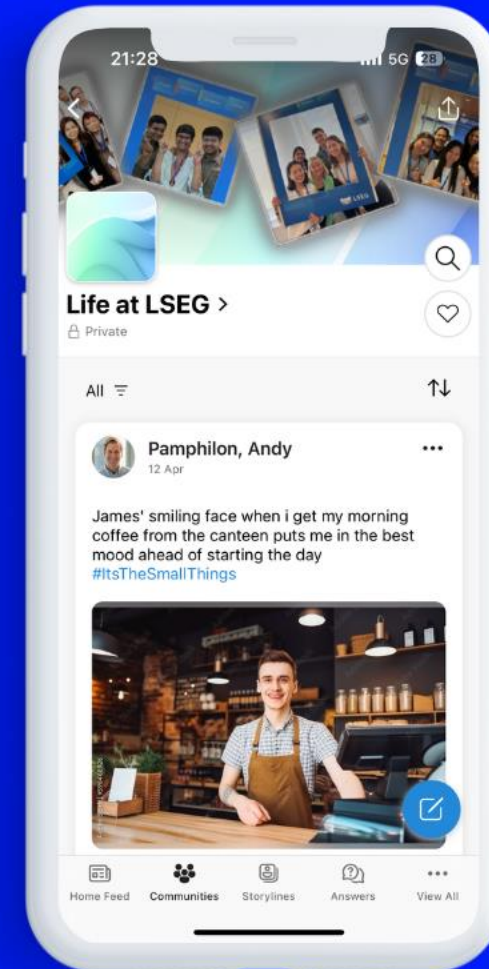


Viva Engage

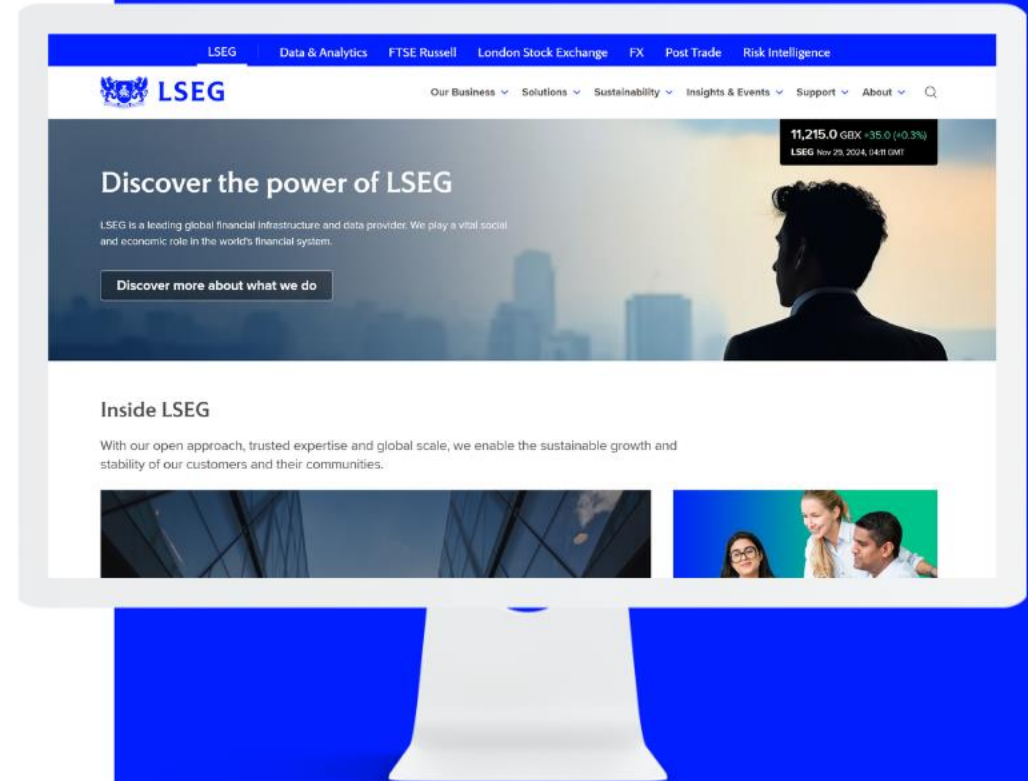
Preparing for launch & setting yourself up for success

Andy Pamphilon,
Digital Channels



Who we are

LSEG is a leading global financial infrastructure and data provider.



What we'll cover

Phase 1

**Readiness
and planning**

Phase 2

Launch

Phase 3

**Driving
adoption**

Readiness and planning



LSEG

Readiness and Planning

Pilot



Technology



Governance



Community
Management

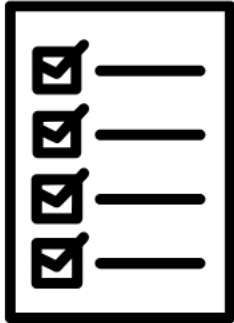


Support and
education



Readiness and Planning

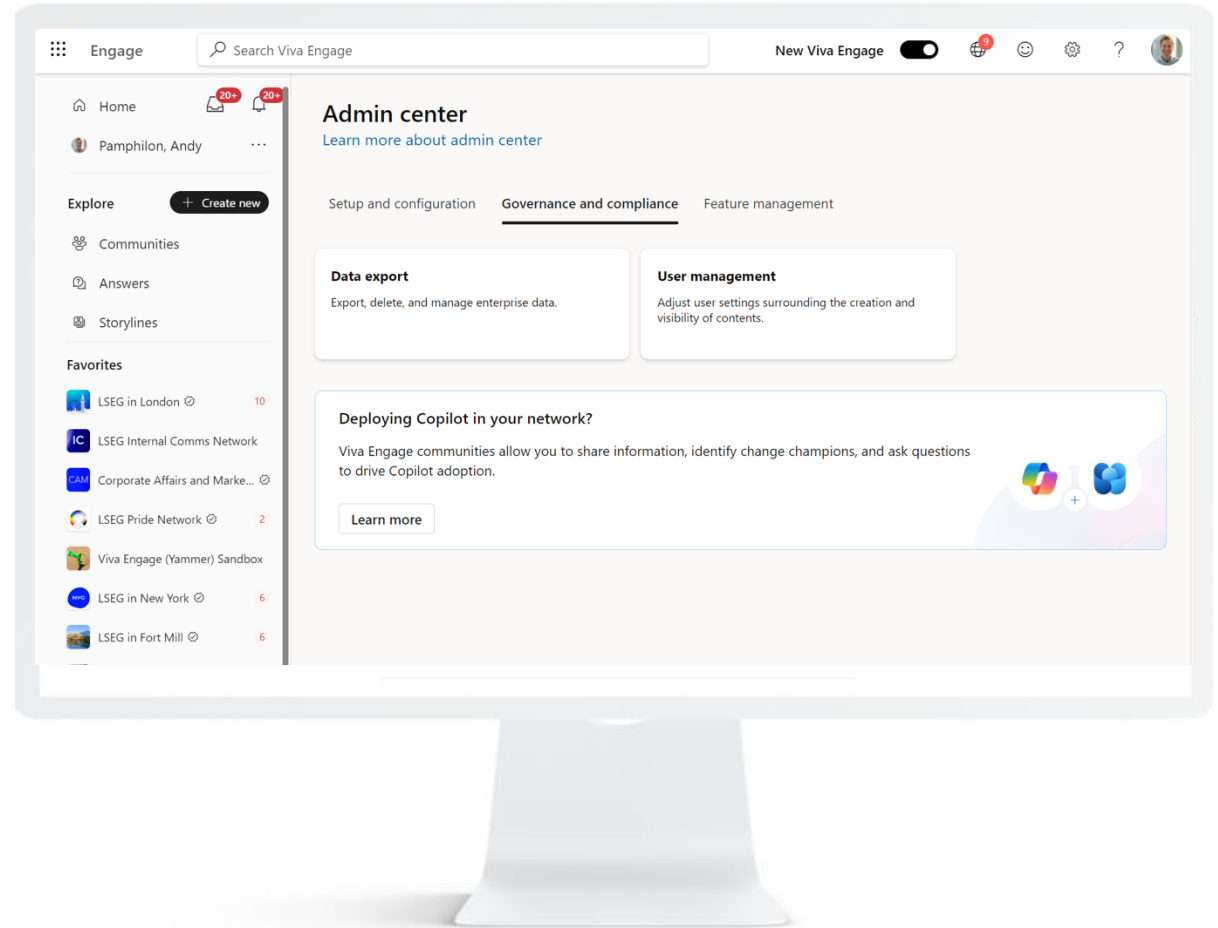
Pilot



- ✓ 500 people
- ✓ IC colleagues prioritised
- ✓ 150+ verbatim feedback

Readiness and Planning

Technology

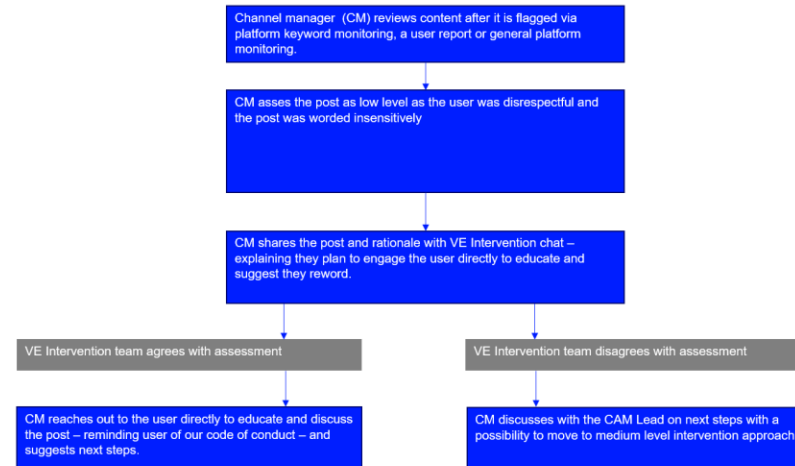


Readiness and Planning

Governance



Low Level Viva Engage Intervention



Low Level

Types of content:

- Worded insensitively
- Heated debate / arguments
- Culturally sensitive
- Politically extreme
- Disrespectful
- Unfriendly

Who is involved?

- Channel Manager (CM)
- CAM leader updated

Readiness and Planning



All company communities

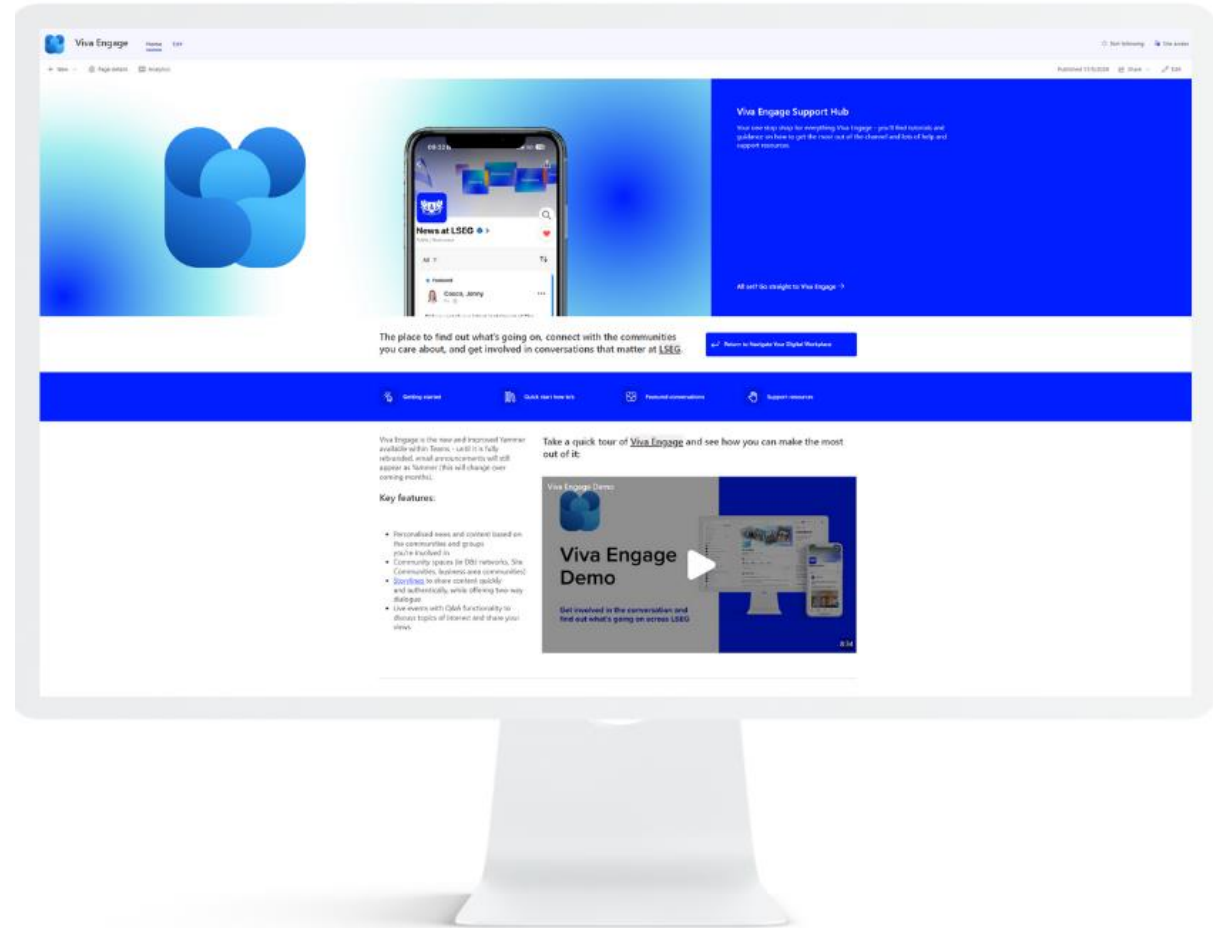
Organisation Comms Communities

Communities of
interest

Communities of
practice

Readiness and Planning

Support and education

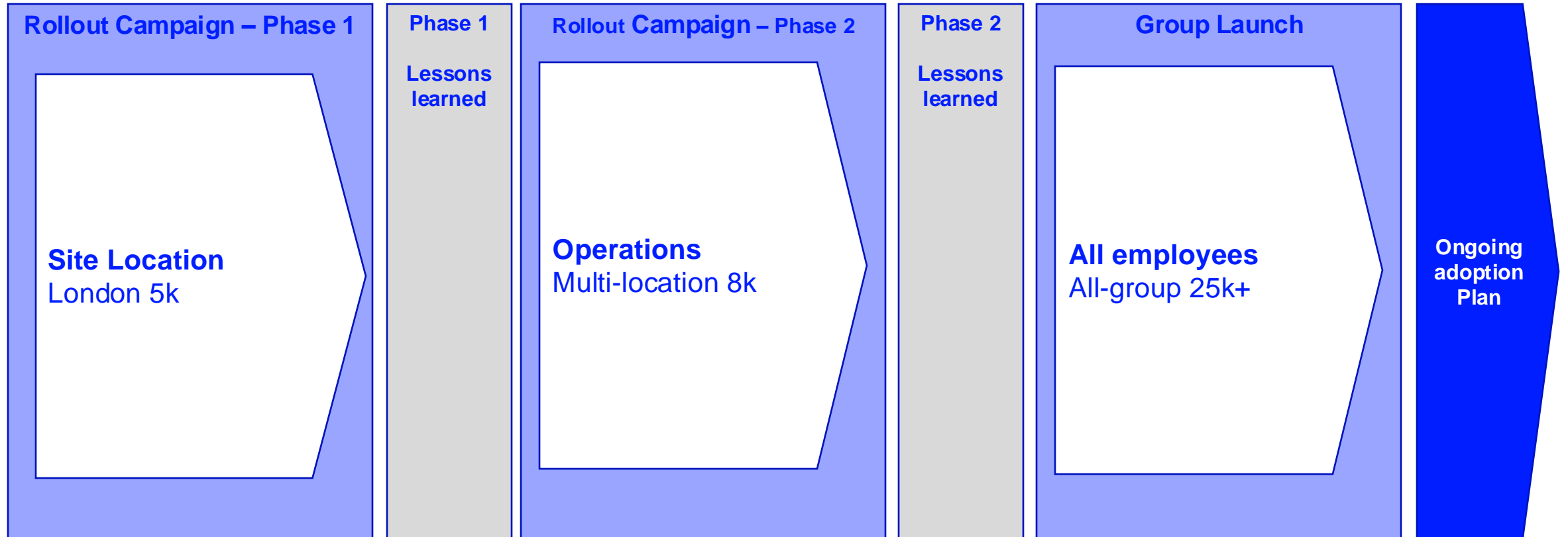


Launch



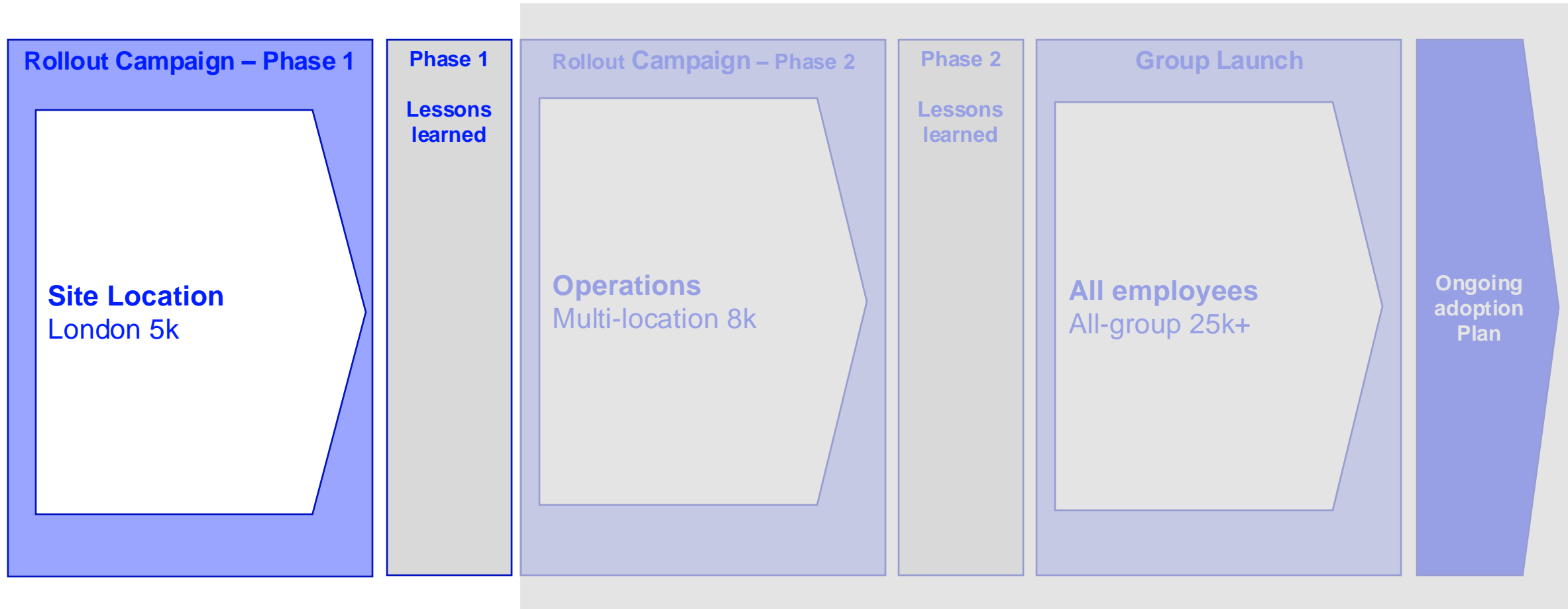
LSEG

Launch



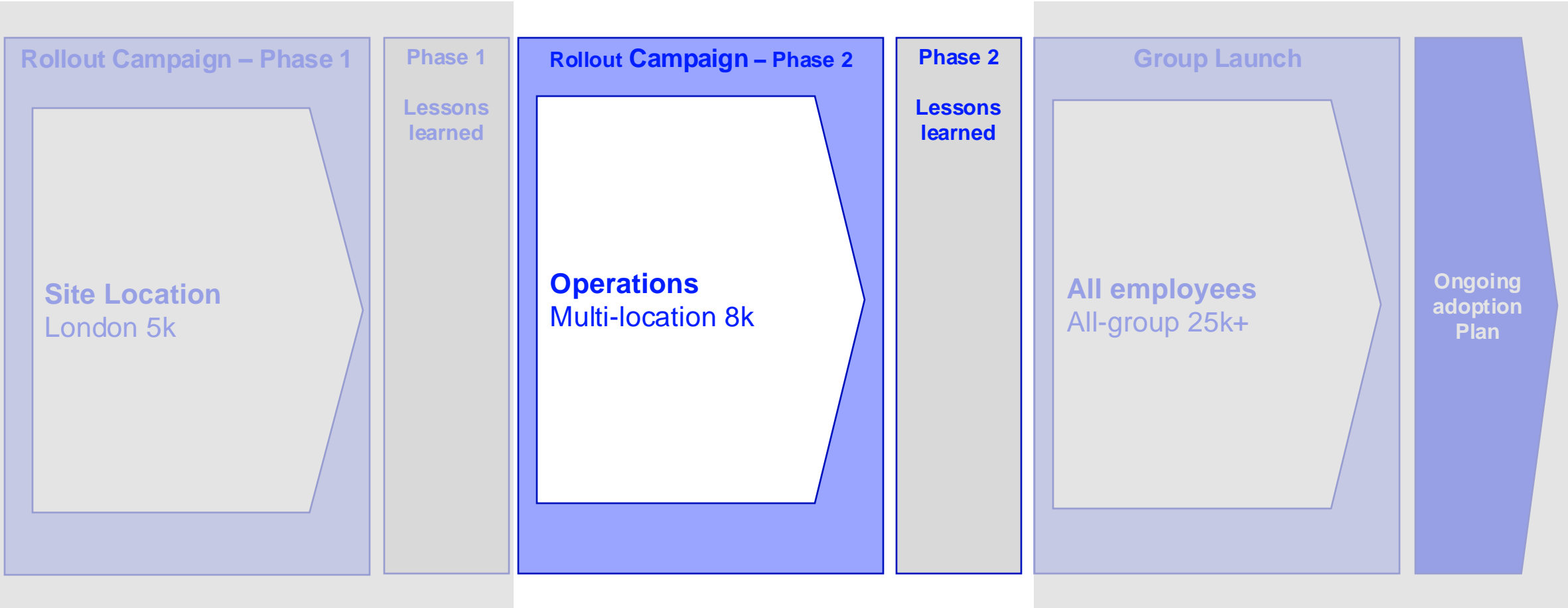
Additional Engaged Communities Onboarded via light touch or ICBP supported approach (ie Networks)

Launch



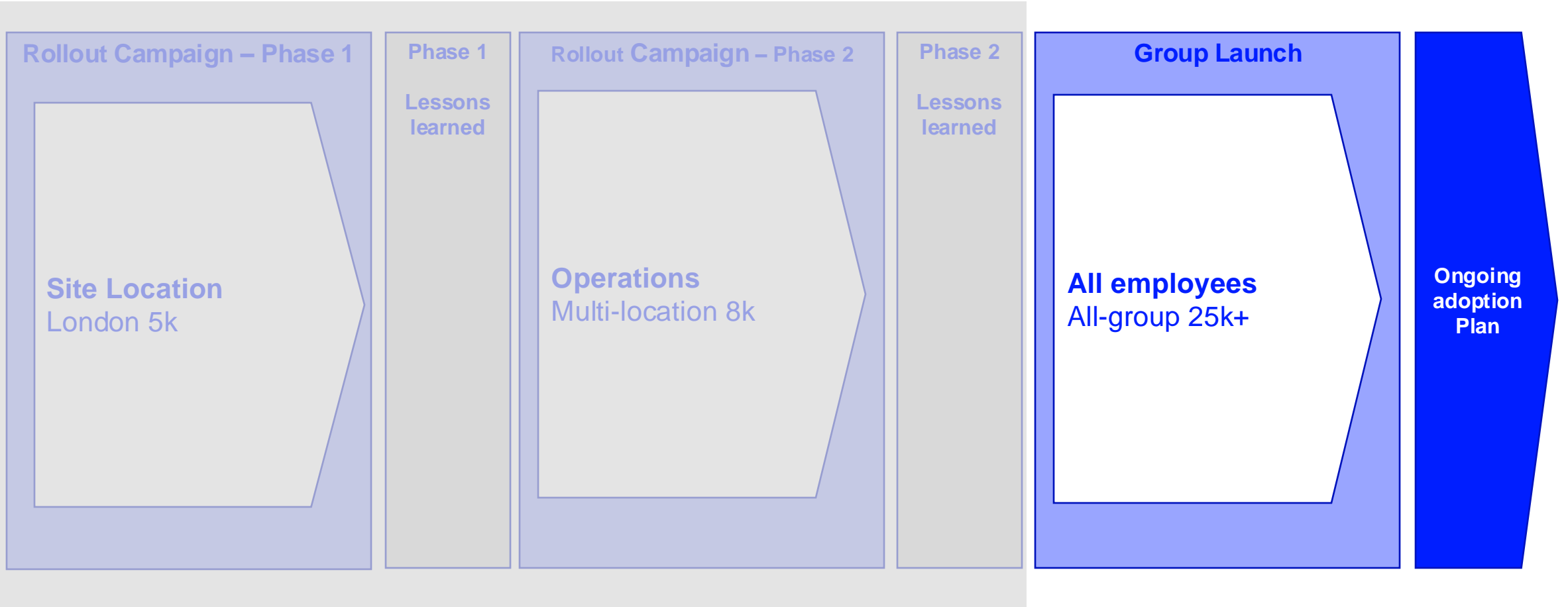
Additional Engaged Communities Onboarded via light touch or ICBP supported approach (ie Networks)

Launch



Additional Engaged Communities Onboarded via light touch or ICBP supported approach (ie Networks)

Launch



Additional Engaged Communities Onboarded via light touch or ICBP supported approach (ie Networks)

Adoption



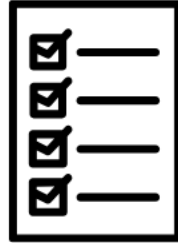
LSEG

Adoption

Channel
and content
strategy



Insight and
data led



Steering
group



Migrate comms
activity



Experiment



Adoption

Channel and
content strategy



The place to find out what's going on, connect with the communities you care about, and get involved in conversations that matter at LSEG

The place to go, to meet the people you don't yet know at LSEG.



Network with colleagues and build communities.



Discuss topics that matter.



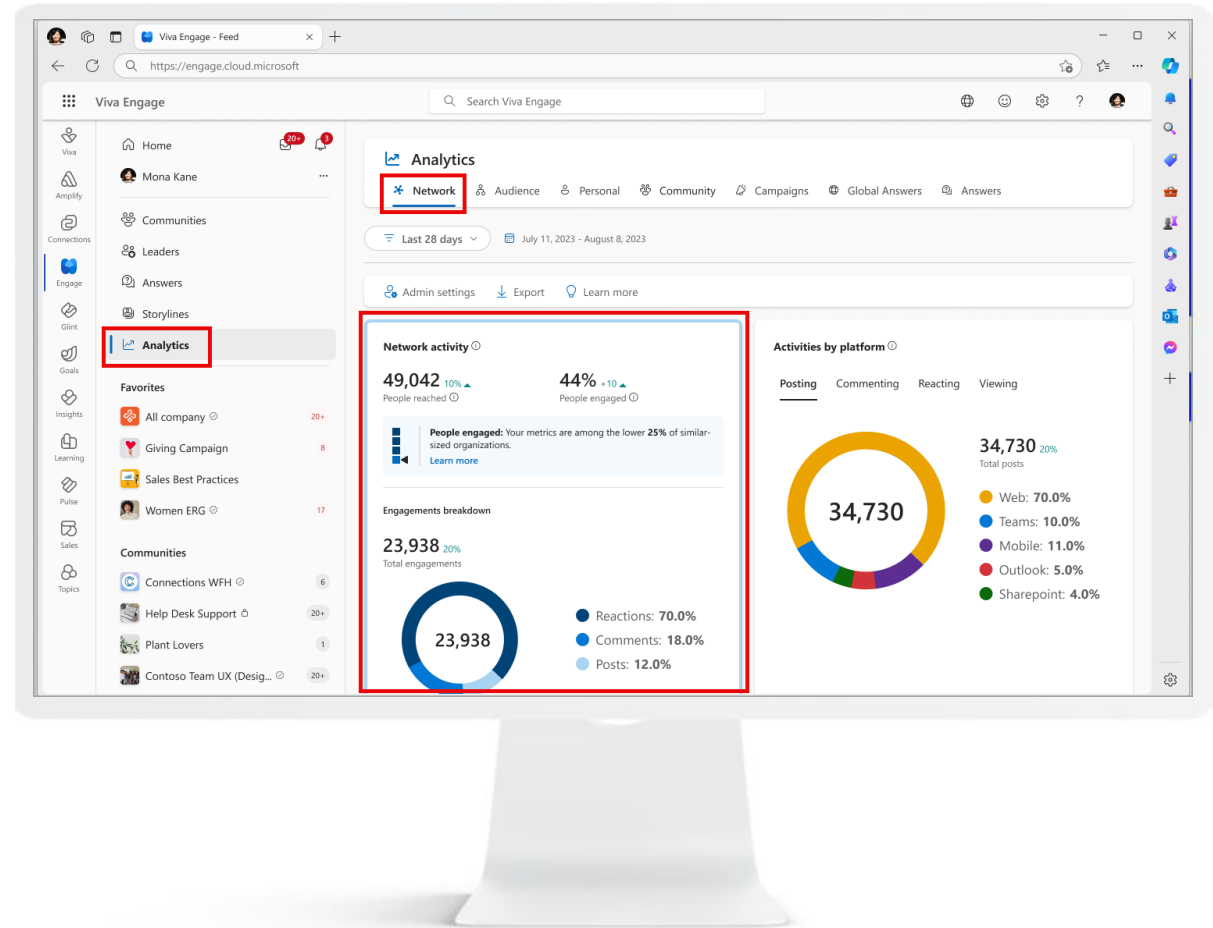
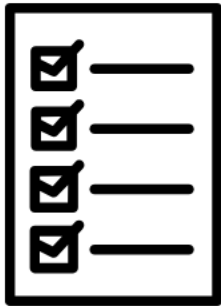
Share knowledge and access information.

What you'll expect to find on Viva Engage:

- Communities of interest to explore
- Discussion threads to get involved in
- A place to ask questions and discuss topics
- A space to read others views and share yours
- Links to news / important updates to make them more visible
- Leader and business announcements
- Personal and business updates to celebrate and recognise
- Content that brings to life different parts of our business

Adoption

Insight and
data led



Adoption

Steering
group



- ✓ 12 colleagues
- ✓ Reps from across IC
- ✓ Meet monthly

Adoption

Migrate comms activity

A screenshot of a LinkedIn community page. At the top is a header image of a hand pointing at a tablet displaying a news website. Below the image is a blue square icon with a white document symbol. The community name is 'LSEG in the Media' with a blue checkmark. Below the name is a description: 'A community where the external comms team shares news summaries and content featuring LSEG in the media.' To the right of the description are icons for likes, shares, and a menu. Below the description are tabs for 'Conversations', 'About', 'Files', and 'Events'. A section for sharing thoughts, ideas, or updates is shown with a profile picture and a text input field. Below this are four buttons: 'Discussion' (orange speech bubble), 'Question' (blue question mark), 'Praise' (purple ribbon), and 'Poll' (teal bars). At the bottom are two dropdown menus: 'All conversations' and 'Recent posts'. A 'Restricted' label is visible in the top right corner of the header image.

News

Restricted

LSEG in the Media

A community where the external comms team shares news summaries and content featuring LSEG in the media.

Conversations About Files Events

Share thoughts, ideas, or updates

Discussion Question Praise Poll

All conversations

Recent posts

Adoption

Experiment



Posted in Life at LSEG

Riveros, María del Pilar
Jun 13

6 shares • Seen by 5,638 ...

Hi all, I'm Pilar, and I'll be representing Costa Rica in archery at the 2024 Paralympics in Paris. I'd like to share my story and how I got this incredible opportunity.

I was born in Paraguay and lived 12 years in Argentina. In 2006 I moved to Costa Rica because my husband is Costa Rican and now consider myself Costa Rican because I have lived here most of my life and love this country - it has given me a home, good friends and I have been able to develop professionally. I have been fortunate ... see more



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You and 887 others

Show 149 previous comments

* shared with permission from Maria

How we're getting on



LSEG

How we're getting on

90% 

Logging on
quarterly

70% 

average reach
of all company
announcements

7% 

posting rate
(1750 people)

19% 

reacting rate
(4750 users)

up to

40% 

posts viewed in
top performing
communities

Let's Connect

www.linkedin.com/andrew-pamphilon



LSEG