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How to get the most from Viva Engage

SWOOP Analytics' 2024-25 Viva Engage Benchmarking Report

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In SWOOP Analytics' 2024/25 Viva Engage benchmarking we analysed:

- More than 15 million Viva Engage interactions
- The Viva Engage behaviours from more than 3 million employees
- 3,751 Viva Engage communities
- Across 70 enterprises in the past six months

Companion guide for anyone using Viva Engage

We address:

The **business value/business case** for Viva Engage

The **role of Viva Engage in your internal communications strategy**

How to **nurture Communities** on Viva Engage

How to **get leaders on board** and flying with Viva Engage

How to **get your people engaged** and acing Viva Engage

Goals to aim for when using Viva Engage

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What is the role of Viva Engage?

"Viva Engage is a channel which everyone can access at... cultivating a connected and inclusive culture across our diverse organisation..."

Evita Puccio
Senior Communications Manager,
Internal Engagement,
Bendigo and Adelaide Bank

Andrew Clarke
Manager, Employee
Social Media,
Communications,
Air Canada

Understand your audience

Viva Engage readership levels are high, with 78% of all employees reading posts.

Active participation (posting/liking) is at 29%, and an additional 49% of all employees are reading Viva Engage conversations.
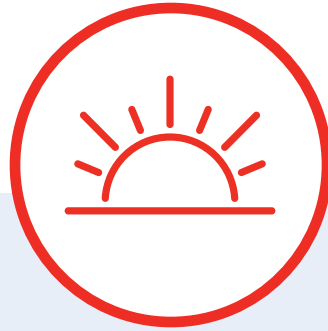
The peak time to post and reply on Viva Engage is 9am on weekdays, with Wednesday and Friday being the most popular days.

That said, any time between 8am and 2pm on a weekday receives strong engagement. Drop off in readership starts about 4pm each weekday.

People are reading and engaging on Viva Engage.

In fact, the **top 10 posts on Viva Engage get, on average, 30% of all registered users reading them**, making it an essential part of the internal communications channels mix.

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Write for impact and engagement

The power of asking questions:

SWOOP Analytics' benchmarking data found you get almost **150% more replies when you ask a question** on Viva Engage, but **only 12% of posts or replies include a question**.

Don't forget to @mention colleagues:

SWOOP Analytics' benchmarking data found you receive **120% more replies when you @mention a person** in a Viva Engage post, but **only 14% of posts include an @mention**.
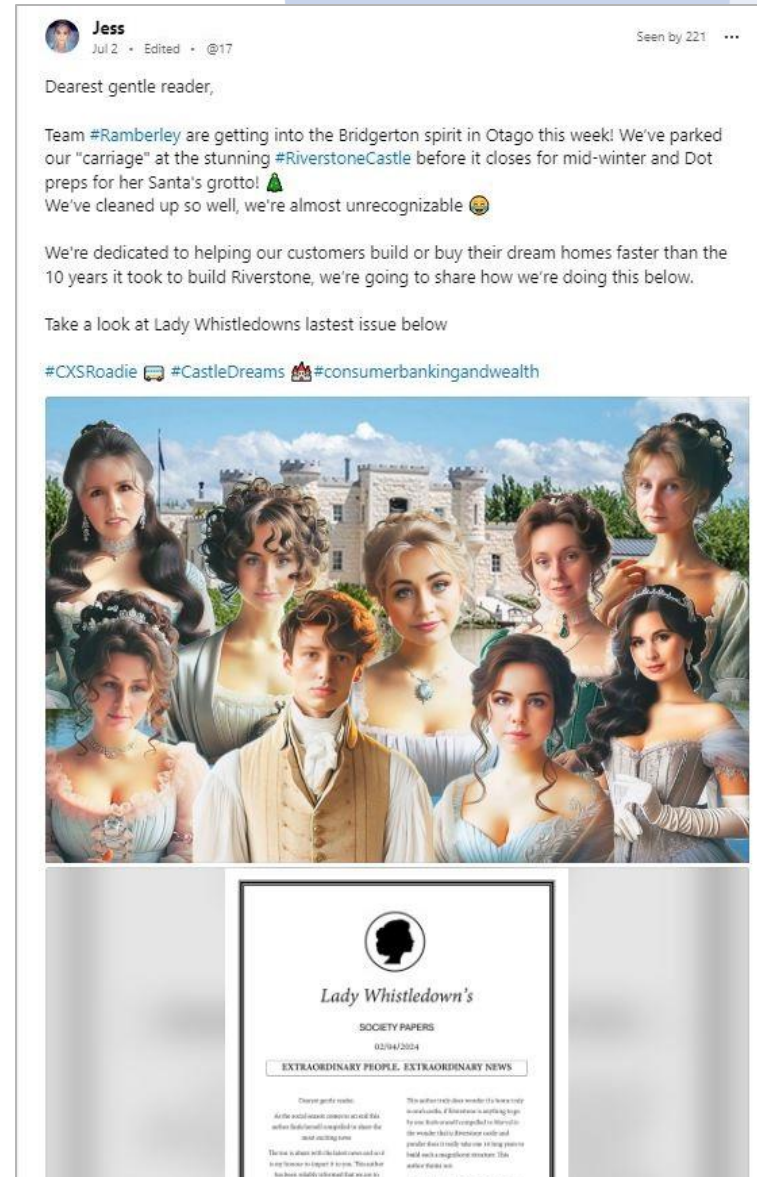
Add an attachment:

SWOOP Analytics' benchmarking data found you receive **82% more replies when you add an image** to a post and **168% more replies with a video**. **50% of posts and replies include images** but **only 4% of posts and replies have a video attached**, so if you want to stand out, think about adding a video.

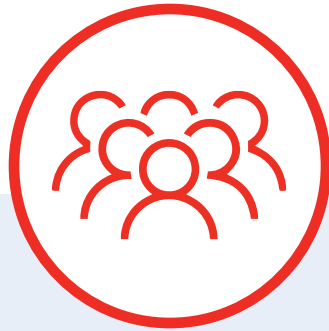# Bring the fun to work, make posts appealing

The top performing Viva Engage communities in this year's analysis had one thing in common – they bring the fun to work.

"Fun" posts receive the most engagement from a broad audience. These are work-related posts, but with a fun spin. Think about putting an engaging spin on your corporate comms to make it more appealing.

Jess
Jul 2 • Edited • @17   Seen by 221 ...

Dearest gentle reader,

Team #Ramberley are getting into the Bridgerton spirit in Otago this week! We've parked our "carriage" at the stunning #RiverstoneCastle before it closes for mid-winter and Dot preps for her Santa's grotto! 🎄
We've cleaned up so well, we're almost unrecognizable 😜

We're dedicated to helping our customers build or buy their dream homes faster than the 10 years it took to build Riverstone, we're going to share how we're doing this below.

Take a look at Lady Whistledowns lastest issue below

#CXSRoadie 🚌 #CastleDreams 🏰 #consumerbankingandwealth

Where to post

Communities is where the conversations are occurring.

Using **Viva Engage Storylines isn't where the action, or interaction, is happening**. However, it could be useful for popular leaders. 82% of our benchmarked organisations had enabled the Storyline feature, and for them, Storyline activity made up just 1%. The **average response rate to a storyline post is 35% compared with 49% for a community post**. On average, you get one reply to a post on a storyline, compared with two replies on a community post.

Viva Engage conversations are held in public (80% public and 20% private) and most conversations are positive.

63% of all sentences are somewhat or very positive compared with **just 14% being somewhat or very negative**. 23% is neutral. Note that "negative" sentiment does not necessarily mean people are complaining but they could be, for instance, using Viva Engage for internal support to ask about why something doesn't work.

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Viva Engage trends

People in roles like HR, legal, finance, marketing, consultant, advisor, specialist and communications are the best Viva Engage performers, while executives and senior leaders fall behind.

However, executives and senior leaders are stronger performers reading news on the intranet than they are when it comes to using Viva Engage.

Viva Engage has shifted from a collaborative focus towards a more communication-centric broadcasting platform.

Perhaps the introduction of Microsoft Teams as the prime collaboration platform during the COVID-19 pandemic has been responsible for this trend, with Viva Engage taking on the role of a corporate communications channel.

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Community Management

- Communities are at the heart of Viva Engage networks, and where work happens, but activity will fluctuate.

- Success doesn't come without work, and it takes time.

- Measuring is critical ensure the important ones are thriving

Community Health Index

The *Community Health Index* measures the number of active users each month, as a percentage of all users who have been active at least once in the most recent 12 month period.

- 🟩 Healthy Interaction
- 🟫 Help required
- 🟥 Needs a kick-start
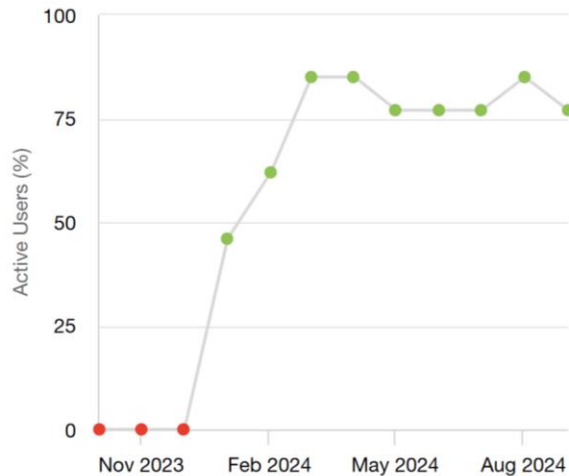
Response Rate

Response Rate identifies the % of posts that received a response.

Posts with replies

80%

Posts with reactions

89%

Posts with no replies or reactions (show posts)

7%

Replies received:

Less than 1 hour

23%

1 - 24 hours

43%

More than 24 hours

34%

Curiosity Index

The *Curiosity Index* measures how many messages include a question mark.

Percentage of messages with a question mark:

3%

Average for whole enterprise:

4%

Average number of replies for messages that:

Include a question **3.73**

Exclude a question **0.51**

Did you know...

Asking questions makes it 4 times more likely you will receive a response.

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

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Getting senior leaders on board

Personal Benchmarking

Lists: Senior Leadership

search to select communities ...

Summary of interaction levels for **all communities**:

NAME	POSTS	REPLIES		REACTIONS		NOTIFY/CC		MENTIONS		TOTAL	CURIOSITY	MENTION	MULTI-GROUP PARTICIPATION	SWOOP PERSONA	RANK	ACCOUNT ACTIVE	NUDGE
		Made	Rec	Made	Rec	Made	Rec	Made	Rec								
Shirley Blyrizeled	166	425	423	439	464	23	54	219	202	2415	9%	49%	82%	Engager	5	yes	Well done!
Frankie Swoopster	116	336	271	444	471	66	36	243	162	2145	3%	62%	81%	Engager	5	yes	Well done!
Benjamin Sturst	71	324	190	658	242	101	33	291	134	2044	3%	58%	85%	Responder	5	yes	Well done!
Deborah Havian	41	249	153	105	237	74	48	70	178	1155	2%	29%	77%	Engager	2	yes	Well done!
Sarah Brawhe	94	137	149	40	252	15	41	86	72	886	6%	45%	64%	Catalyst	1	yes	Well done!
Victoria Blyrizeled	9	84	48	125	78	9	27	81	49	510	2%	67%	65%	Responder	1	yes	Well done!
Ruth Waxem	3	36	14	32	32	1	23	10	59	210	0%	33%	77%	Responder	1	yes	Ask a question
Joyce Cellem	1	43	20	8	47	1	2	38	47	207	2%	0%	50%	Engager	1	yes	We'd love to hear more from you.
Noah Emares	3	29	19	86	25	1	14	2	20	199	0%	0%	78%	Responder	1	yes	Ask a question
Noah Cellem	0	3	0	8	2	0	3	2	12	30	0%	0%	0%	Responder	1	no	Start a conversation
Arthur Thdoz	1	0	0	0	0	0	3	0	8	12	100%	0%	0%	Observer	1	yes	A 'like' matters
Robert Thdoz	0	0	0	0	0	0	0	0	0	0	0%	0%	0%	Observer	0	no	You're missing out
Emma Clangery	0	0	0	0	0	0	0	0	0	0	0%	0%	0%	Observer	0	no	You're missing out

Goals to aim for in Viva Engage

- What is a healthy percentage of employees using Viva Engage?

- How active should people be on Viva Engage?

- How many conversations should be happening on Viva Engage?

- To have healthy conversations on Viva Engage, how many replies should we expect per post?
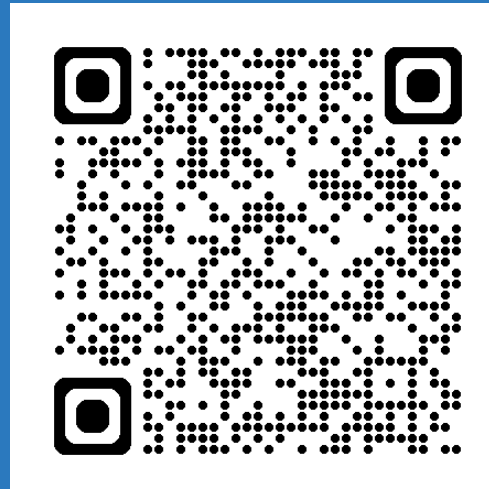
- What are healthy Reach numbers per post?
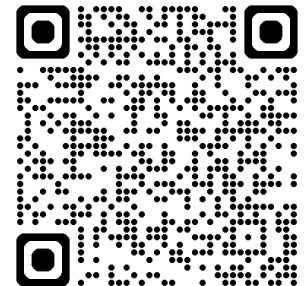
Download a free copy of the report for our full list of goals
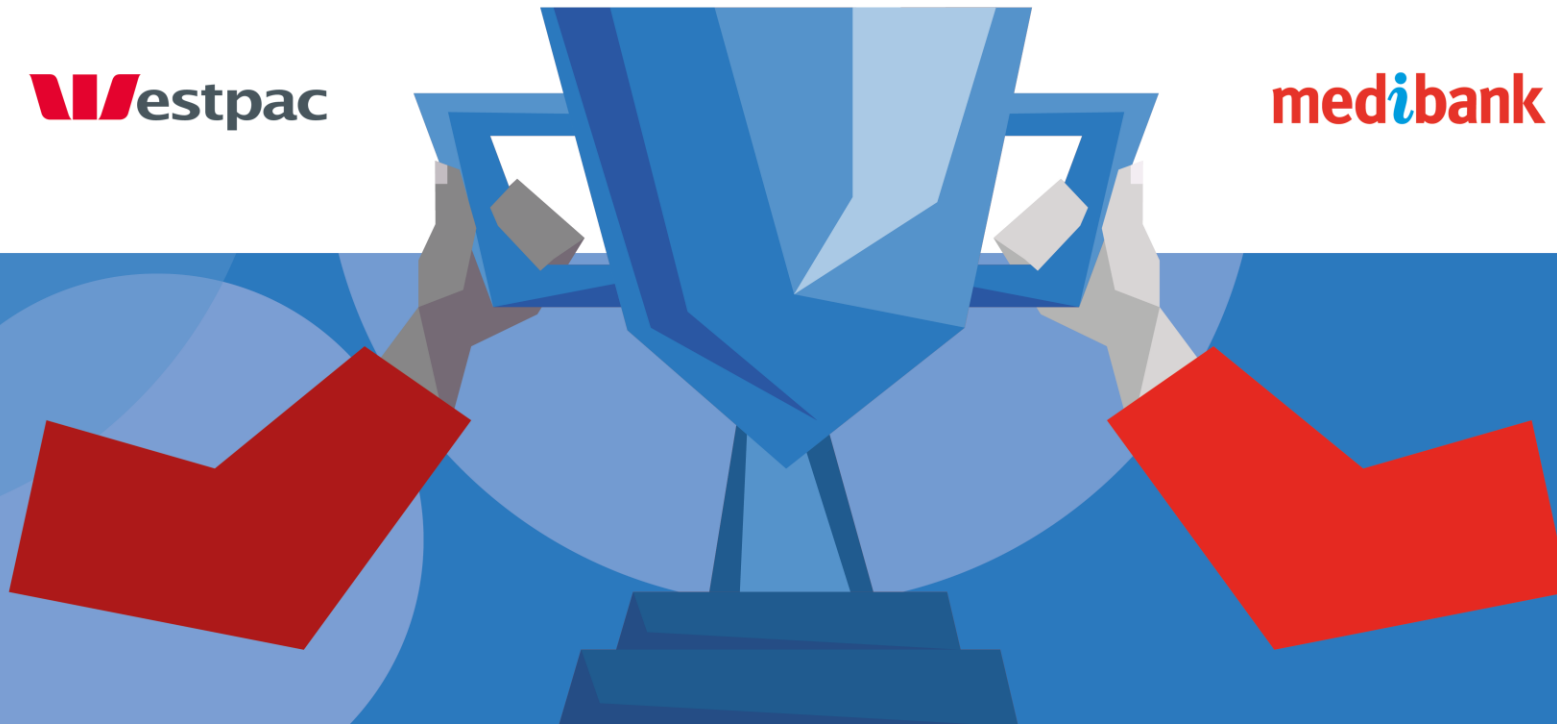
Download the report and get in touch
if you need help setting goals and measuring the impact of your communication efforts.

Download a free copy of the report.

Get a demo of SWOOP for Viva Engage.

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