



Vodafone and Viva Engage

Our Viva Engage journey

Ed Nunn
December 2024

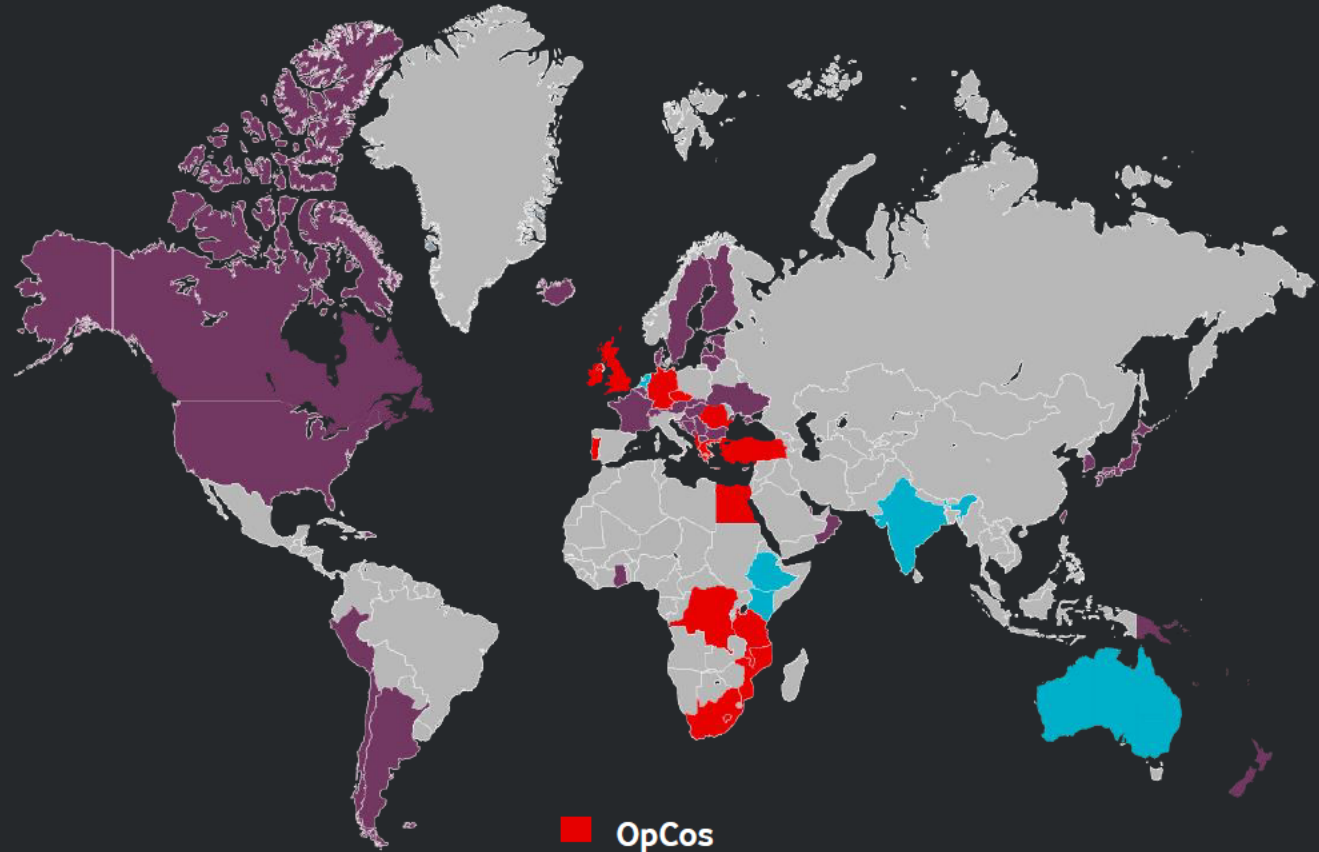


Together We Can

Vodafone is a leading European and African telecoms company.

We provide mobile and fixed services to over 330 million customers in 15¹ countries, partner with mobile networks in 45² more and have one of the world's largest IoT platforms.

Our purpose is to connect for a better future by using technology to improve lives, businesses and help progress inclusive sustainable societies.



- OpCos
- Partner Markets and Vodafone Business operations
- Non-consolidated associate / joint arrangement

¹Europe: UK, Germany, Ireland, Portugal, Romania, Greece, Czechia, Albania. Non-Europe: Turkey. Africa: South Africa, Tanzania, Democratic Republic of the Congo, Mozambique, Lesotho, Egypt. Excludes Italy which is classed as discontinued operations.

²Europe: France, Spain, Austria, Bulgaria, Croatia, North Macedonia, Serbia, Slovenia, Montenegro, Bosnia and Herzegovina, Switzerland, Belgium, Denmark, Cyprus, Finland, Estonia, Iceland, Sweden, Lithuania, Latvia, Luxembourg, Guernsey, Jersey, Ukraine, Hungary. APAC: Singapore, Azerbaijan, Taiwan, French Polynesia, Fiji, Cook Islands, Kiribati, Vanuatu, Samoa, Papua New Guinea, New Zealand, Australia. AMEA: Qatar, Oman, Chile, Peru, Argentina, Canada, Ghana, Dominican Republic.



Internal communications channels vision

Transforming employee communication from a siloed multichannel comms setup to a more orchestrated **omnichannel experience**.

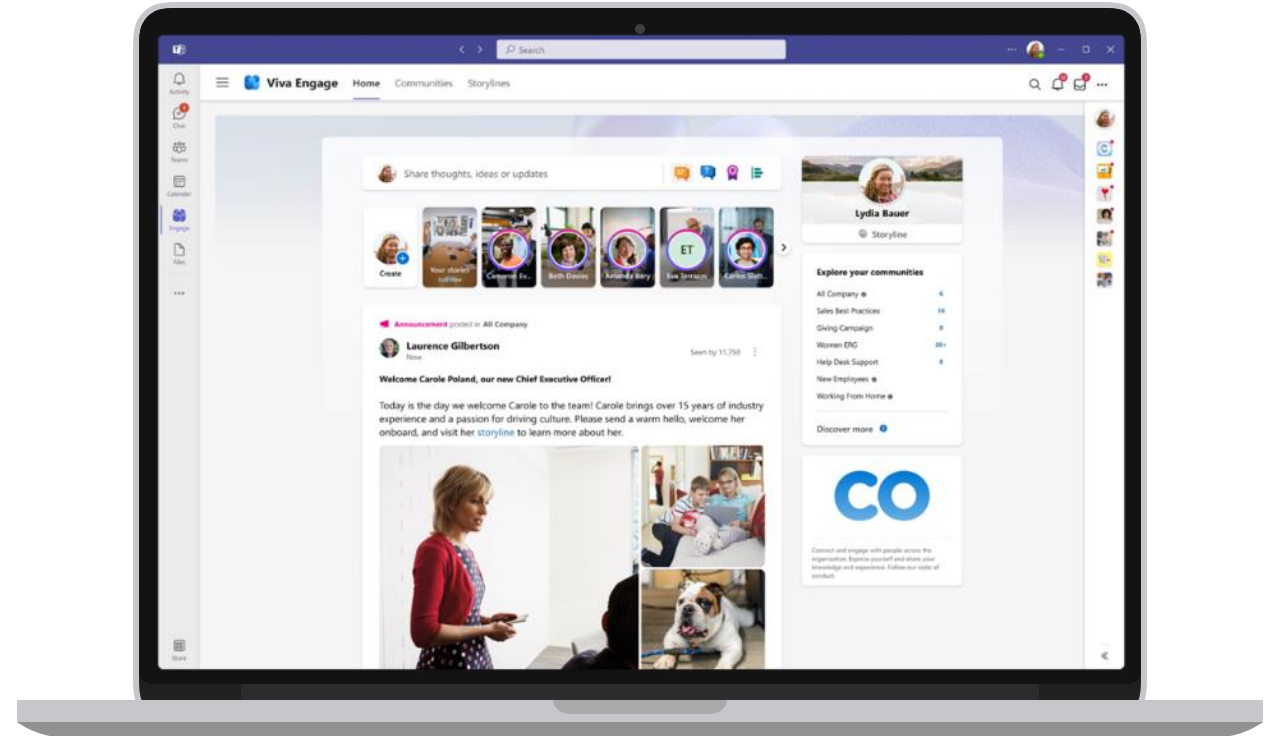
One that delivers **targeted, relevant story-led communications** to employees and uses data to deliver comms in **their preferred content styles, formats and channels**, mirroring the way they interact with content outside of work.



The move to Viva Engage

Our new home for communication and collaboration



- To simplify our digital workplace, drive engagement and improve group-wide employee communication, **we've moved away from Workplace in favour of Viva Engage** – an integrated, two-way communication platform.
- Viva Engage is designed with the employee experience in mind, **enabling users across the business to find the news, information, people and expertise that's most relevant to them and their role.**
- Viva Engage officially launched on 20 May, followed by the decommissioning of Workplace on 31 May.







Viva Engage features

Comms content		
Post messages to leader storylines	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Post messages into communities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Follow leaders' storyline posts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Leadership content focus (Leadership corner)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Follow leaders' community posts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Draft & Schedule posts	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Multi-channel posting (Email, Teams, SPO, Engage)	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Administration		
Post on behalf of leaders (into communities)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Post on behalf of leaders (onto storylines)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Assign leaders audience groups	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Manage corporate communicators	<input type="checkbox"/>	<input checked="" type="checkbox"/>

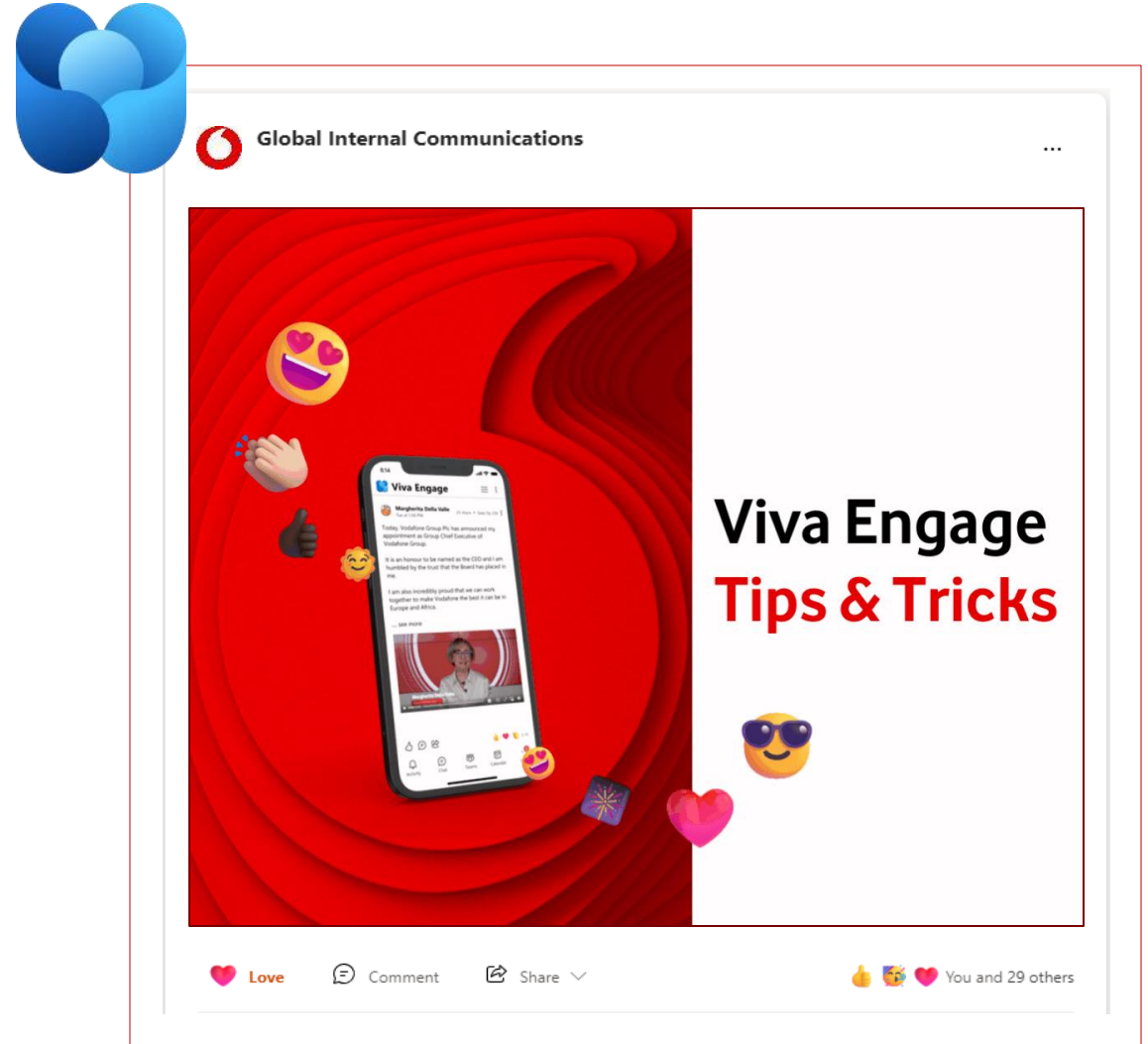
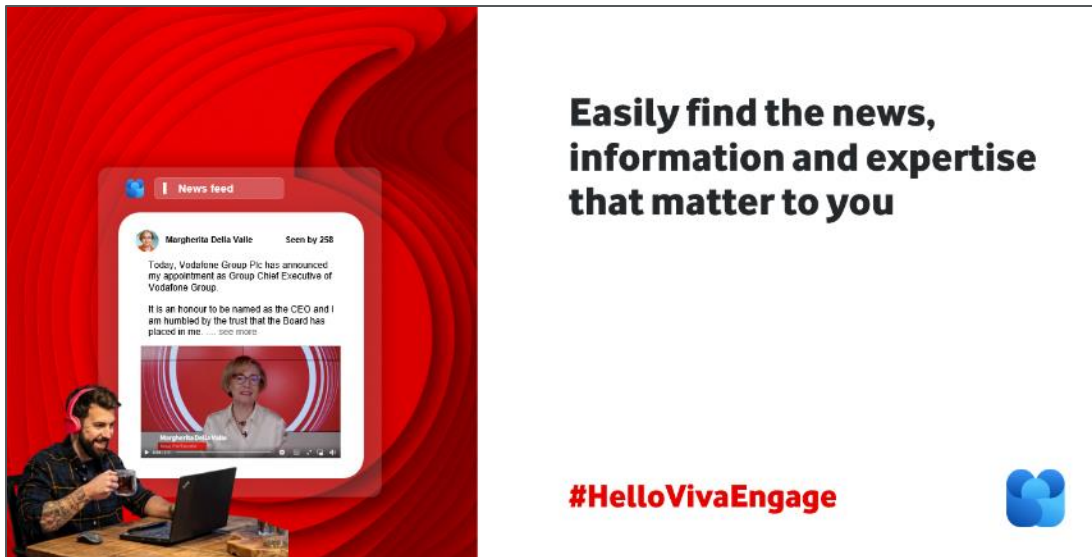
Events		
Create & host live video broadcast	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Create a social campaign #	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Create an Ask Me Anything (AMA) event	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Analytics		
Personal & community analytics	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
AI powered sentiment & theme analytics	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Social campaign analytics	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Leader post analytics	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Leader audience analytics	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Multi-channel campaign reach/reaction analytics	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Products	Feature Availability
 Viva Engage Core	<input type="checkbox"/> Not Available
 Viva Engage Core + C&C bundle	<input checked="" type="checkbox"/> Available



Launch campaign





Lessons learnt since launch

Leaders are our influencers

- Get them to engage with posts: a comment or like goes a long way
- Encourage them to use it like LinkedIn

Content takes time to build

- Don't be surprised if your post isn't an instant hit

Use announcements sparingly

- Think: Would you email and send a Teams message to everyone about this?

Engaging content is king

- Short videos and people stories
- Encourage conversations by seeding a few comments
- Competitions work well

Use different posting styles

- Questions, articles, praise and polls help catch the eye
- Always include a relevant image or video

Experiment, learn fast!

- Don't be afraid to try something different and share the results



Viva Engage objectives

Objective

Key attitudes/behaviours

Success measures

1

Secure and maintain 75% adoption rate of Viva Engage amongst Vodafone employees

Employees actively use Viva Engage as their primary channel to access company news, information and expertise

Usage: 75% of employees regularly use Viva Engage

2

Achieve 20% engagement rate across Viva Engage

Employees feel comfortable posting, commenting, reacting and sharing Viva Engage posts

20% of employees actively post, react or comment on posts at least once per month.

3

Increase leadership presence on Viva Engage

Leaders see Viva Engage as a driver for employee engagement and are visible on the platform

50% of ExCo profiles actively posting.
Survey/poll: 70% of respondents agree that "Viva Engage is useful for connecting with leaders and understanding the company's strategic direction."



Why leadership visibility is essential

As with any new way of working, it's important to lead by example and be a visible advocate for the change.

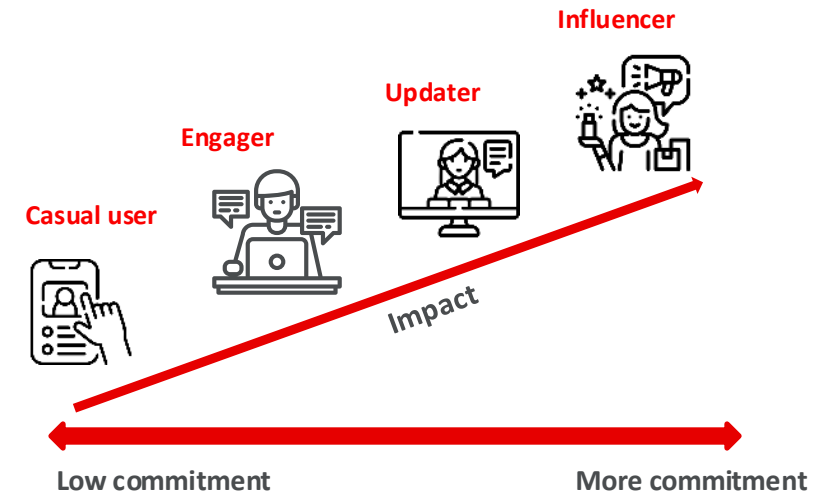
- Leadership support and advocacy for **Viva Engage** will help create an environment where employees feel comfortable engaging and contributing
- New opportunities to:
 - interact with employees
 - recognise achievements
 - Share updates
 - align everyone towards common goals
 - Ask questions and use polls for quick feedback

**State of Employee Feedback Report, Quantum Workplace, 2023*



Finding your voice

Below, we've outlined different styles of leadership voices on **Viva Engage**, each with different time commitments, so you can start with what works best for you and build your presence over time.



Casual User
Low leadership influence

Uses Viva Engage to gather information.

Types of activity

- Reviews posts to gather information.
- Likes and comments on discussions occasionally.

Engager
Low leadership influence

Balanced approach - creates own posts and responds to others.

Types of activity

- Regularly likes and comments on posts.
- Occasionally posts own content.

Updater
High leadership influence

Is a visible presence on Viva Engage, using it as a key platform for strategic updates & employee feedback.

Types of activity

- Regularly posts updates.
- Creates/responds to content.
- Willingly posts to support wider events and communications.

Influencer
Highest leadership influence

Is a visible presence on Viva Engage, using it to broadcast blog-style posts/updates.

Types of activity

- Plans and actively posts updates, videos and praise.
- Engages with others' posts.
- Hosts live events such as 'Ask Me Anything' sessions.



Copilot for M365



Heard about Copilot for M365?

Follow #PoweredByCopilot on Viva Engage to learn more.

I can help with time-consuming tasks

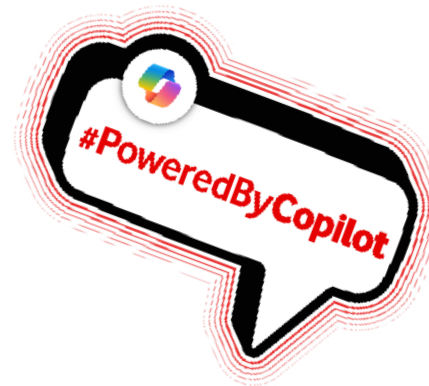
I can summarise your emails and meetings

I can draft or polish your documents

Copilot is here!

Experiment, learn and grow with Copilot for M365.

#PoweredByCopilot



Copilot for M365 is here!

Vodafone Copilot Community

You will be added to this community automatically once your Copilot for M365 license is active. It's a place to ask questions and share best practice.

Conversations About Events

Ask a question

Discussion Question Praise Poll Article Drafts

Featured conversation Pinned conversation

Global Internal Communications
Nov 7 · Edited · 1 share · Seen by 12,541

The wait is over. Welcome to Copilot for Microsoft 365!
We're excited to share that as a member of this community, you've got access to **Copilot for Microsoft 365**. This is a great opportunity to enhance your creativity, productivity, and skills with the help of AI.

Stick to the important stuff. Let Copilot help with the rest.
Copilot is now a part of the M365 apps that you use every day. It works alongside you to help with tedious or repetitive tasks, so you can get your most important work done, faster, and easier.

- **Catch up** on Teams meetings you missed in a fraction of the time
- **Jumpstart** the creative process of drafting a Word document
- **Transform** a document into a PowerPoint presentation
- **Quickly summarise** a long email thread in Outlook
- **Create** powerful visualisations of data trends with ease in Excel
- **Collate information and insights** across your content using Copilot.

If you have any questions, this is the place to ask! Finally, be sure to share your experiences of using Copilot for M365 by posting onto your Viva Engage storyline (profile) using the hashtag #PoweredByCopilot 🌟
[see less](#)

Copilot launch video.mp4
It's time to focus on what matters most

