

2025/26

Viva Engage
Benchmarking



2025/26 Viva Engage Benchmarking Report

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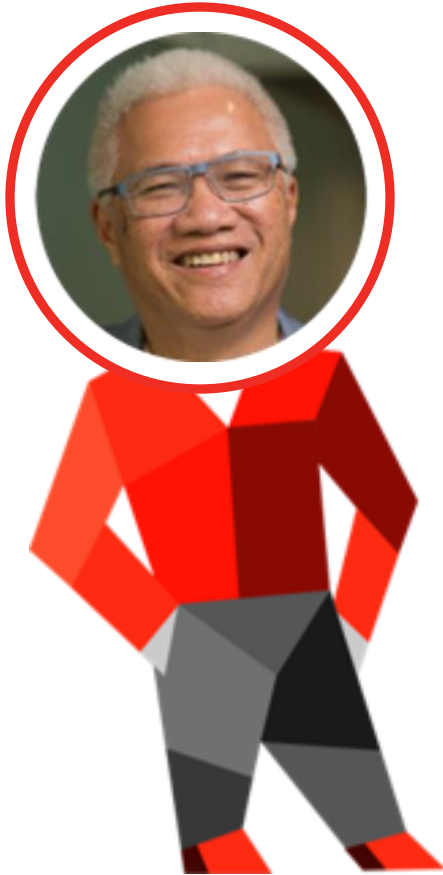
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How to get the most from Viva Engage

SWOOP Analytics' 2025/26 Viva Engage
Benchmarking Report

Presenters



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In SWOOP Analytics' 2025/26 Viva Engage benchmarking we analysed:

- Almost **17 million** Viva Engage interactions
- The Viva Engage behaviours from almost **3 million employees**
- **5758** Viva Engage communities
- Across **73 enterprises** in the six months to July 1, 2025



POLL

How important is Viva Engage in
your internal communications
channel mix?





The good...

- 
- 31.6% of people using Viva Engage have posted, replied or reacted (up from 28.7%)
 - 15.3% of all posts @mention **colleagues**, continuing a rise for the past five years.
 - **Average Multi-Group Participation score is 44.0** in 2025/26, up from 41.2.



The good...



Viva Engage is a key enterprise communications channel.

Viva Engage is a potential innovation engine.



ACTIONS

- If you're not on Viva Engage, it's time to get on it!
- **@ mentioning** and **asking questions** are hyper-effective practices to increase response rate. Teach people how to do it well.
- Promote communities and their discussions on your intranet. Encourage people to explore and join relevant communities. Run specific campaigns to solve problems relevant to your organisation.

The role of Engage
in your comms
strategy



@ mentioning:

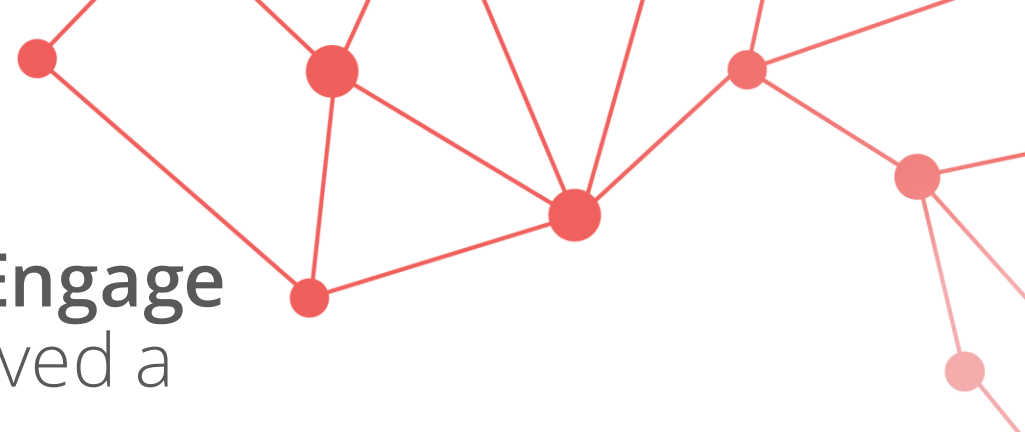


Asking question:





*We have more people
on the dance-floor but fewer
people dancing.*

- 
- 
- People are replying to Viva Engage posts **less**. 45% of posts received a reply, down from 49%.
 - However, **reactions jumped** to 86%, up from 84%.
 - The average number of posts per person has **dropped from 2 last year to less than 1**.

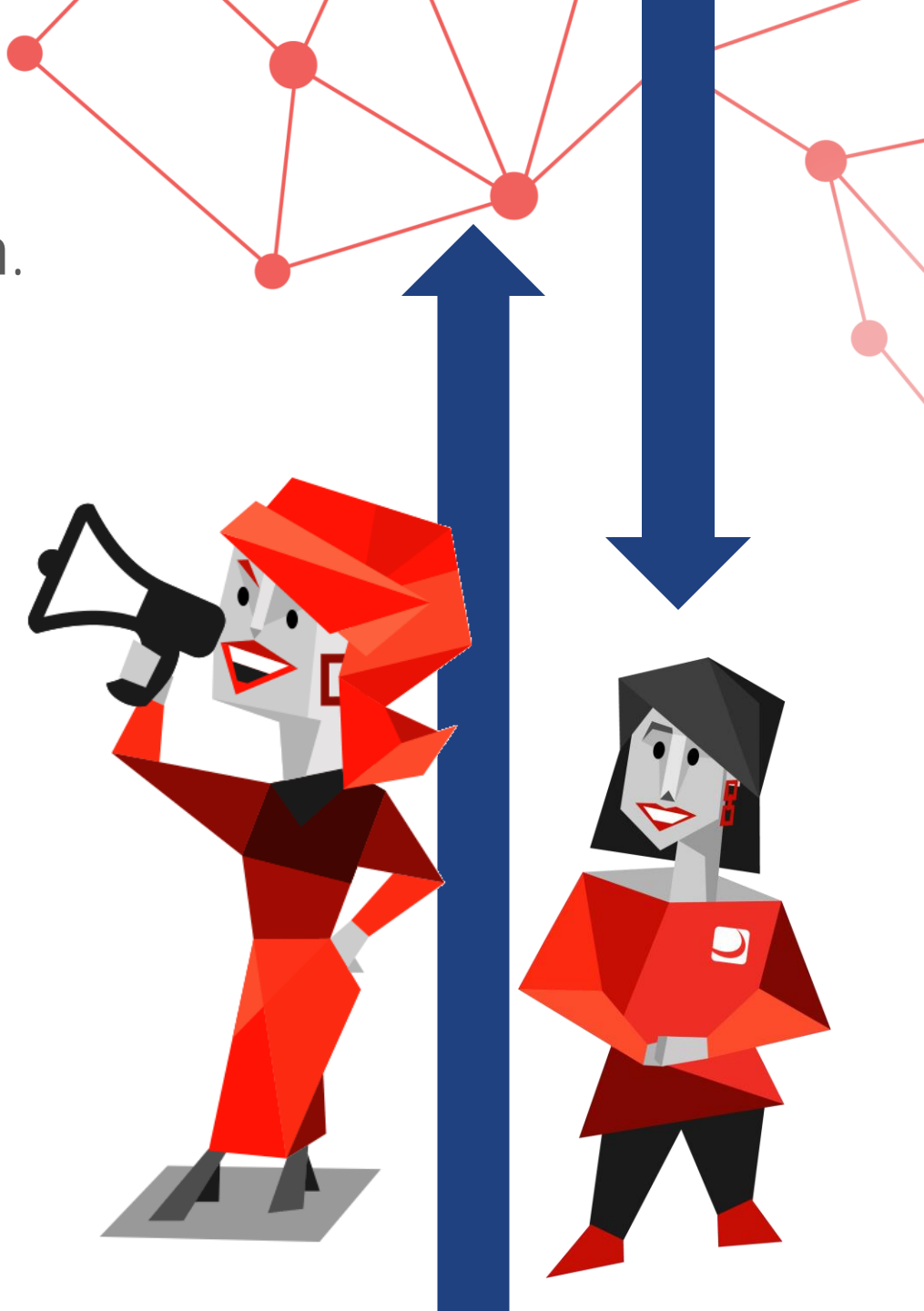


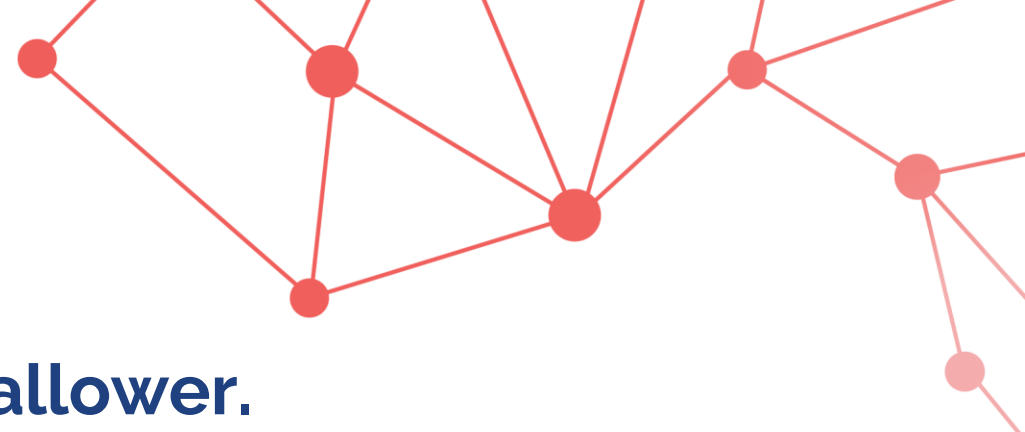
The bad...



- Increase in the Broadcaster persona.
- Drop in Engager persona to 13%, down from 15.3%.
- Two-way Relationships score continued to fall to 17.4%, down from 19.5% in 2024/25.

The bad...

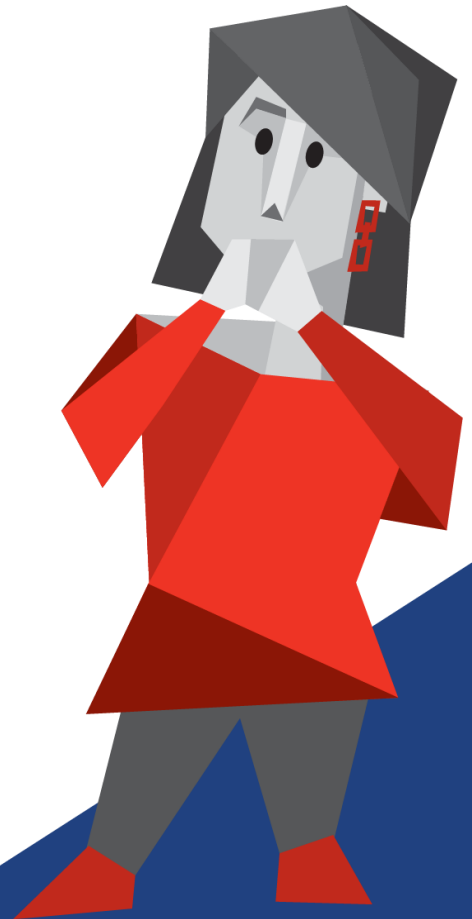


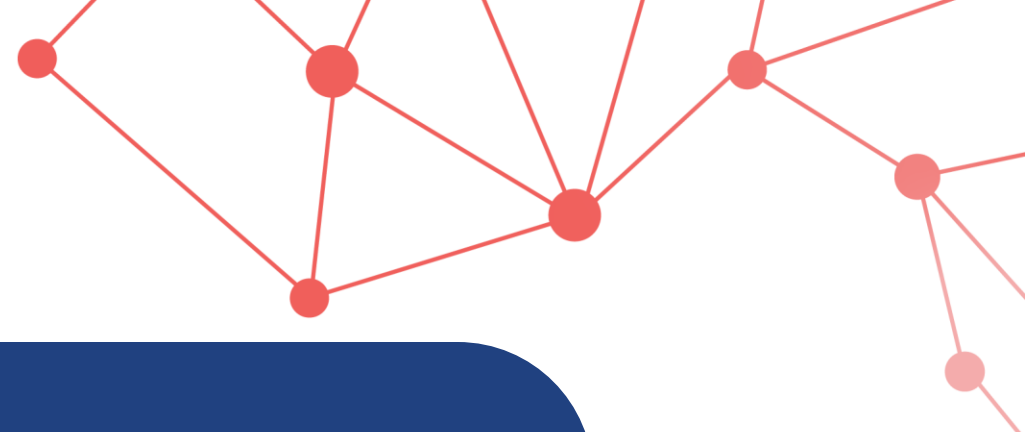


Conversations are becoming shallower.

**Rise in the use of Viva Engage as a
broadcasting corporate communication
channel.**

**Fewer conversations means there's a risk
of declining employee engagement and
knowledge sharing.**





POLL

Are you seeing shallower
conversations across Viva
Engage, and other platforms like
Facebook, Instagram, LinkedIn,
TikTok?

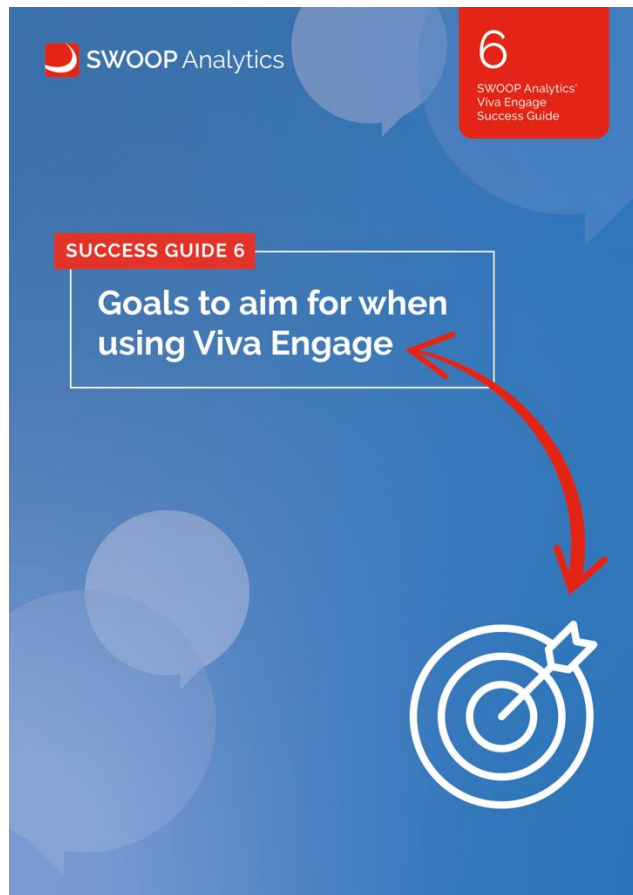
ACTIONS

- Draw on Viva Engage's superpowers. **Conversation, openness, transparency.** Use the seven Viva Engage Success Guides.
- If you are in internal comms, resist any urge to treat Viva Engage as "just another" channel.
- Learn from the best. The benchmarking report shows how the **top performers use Viva Engage and how they measure success.**

Viva Engage
Success Guides



How to tell if people are 'dancing'

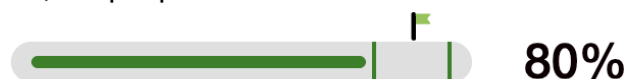


Interactive Users

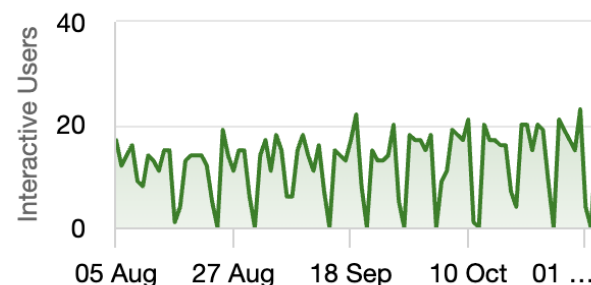


The *Interactive Users* report measures the percentage of users that have been involved in a conversation (posts, replies, and reactions).

The percentage below represents 8,023 out of 10,943 people



The more people who participate, the healthier the network is. Aim for an upward trend in numbers.



Two-way Relationships



Two-way Relationships measures how many of the relationships are reciprocated. A high score means strong engagement between people.



Viva Engage
Success Guide:
Goals



Collaboration Champions





CASE STUDY



NSW Department of Customer Service

Ranked No.1 from 5758 communities analysed



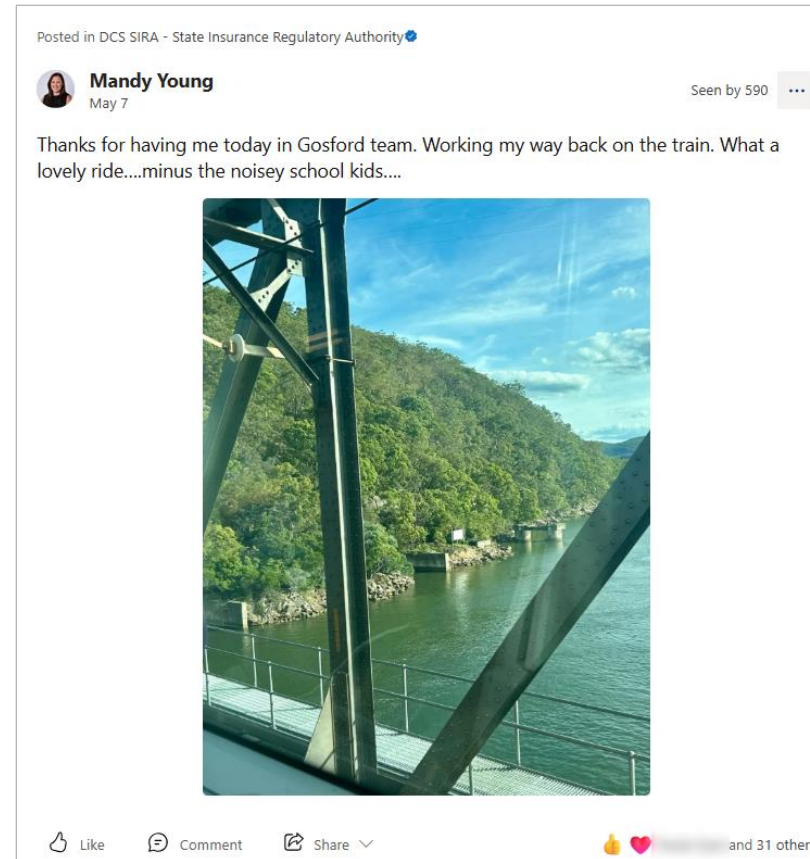
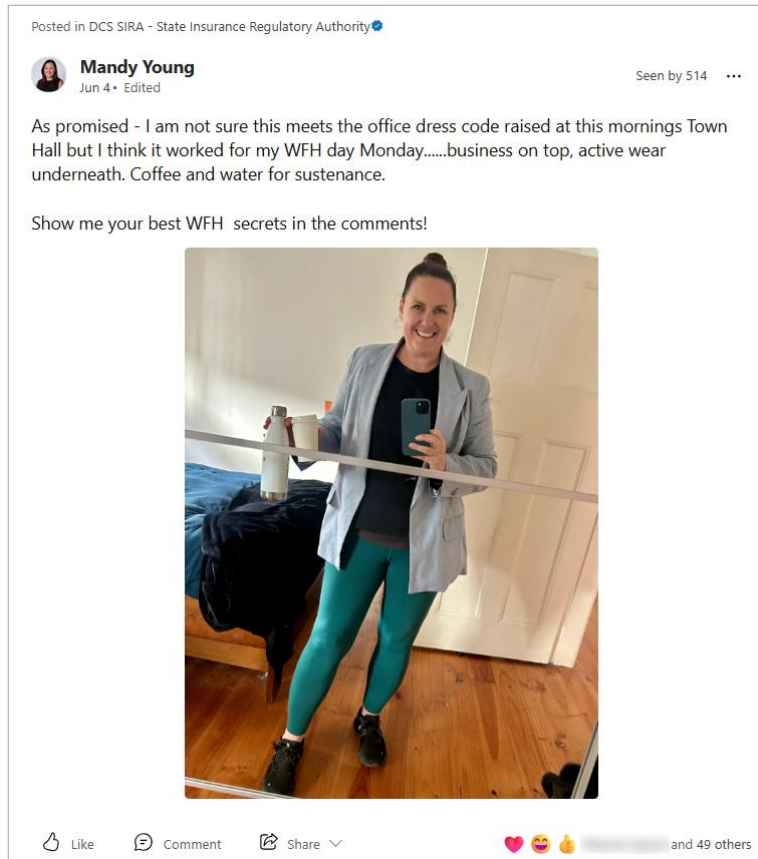


CASE STUDY

- ✓ It's led by an engaging, authentic chief executive.
- ✓ Supported by a strong leadership team.
- ✓ People are asking questions and receiving answers.
- ✓ It's a safe space for people to share their ideas and opinions.
- ✓ There is a healthy mix of posts praising and recognising colleagues, and @mentioning them.
- ✓ Lots of learning and job development opportunities are shared in the community.
- ✓ There is strong cultural awareness in the community, celebrating initiatives like Wear It Purple Day and R U OK Day.
- ✓ Most posts include images, videos or attachments.
- ✓ They use data from SWOOP Analytics to monitor engagement and ensure messaging is reaching the right people.



CASE STUDY



NSW Department of Customer Service's State Insurance Regulatory Authority (SIRA) CEO Mandy Young.



CASE STUDY

Posted in DCS SIRA - State Insurance Regulatory Authority

May 9 • Edited • @5 Seen by 441 ...

🌟🌟 **Putting Customers First: How [Name] Brings the CX Principle "Easy to Access" to Life at SIRA** 🌟🌟

At SIRA, [Name] doesn't just talk about customer experience—he *lives* it. One principle he champions every day is **"Easy to Access"**—removing friction, reducing complexity, and making it simple for our scheme users to get what they need, when they need it most.

[Name]'s role in the Workers Compensation Assist team makes it easy for people who are injured at work to access information at a time and in a way that is useful, which empowers them to drive their recovery.

👏 Thanks, [Name] for making a real difference where it counts! 🙌

? ? What's one way your team is helping make things easier for our customers? ? ?

SIRA CX Principles

Easy to access

At Workers Compensation Assist, we make it easy for people injured at work to access clear, helpful information when they need it, empowering them to drive their recovery.

#SIRACX

Like Comment Share

❤️👍🙌 [Name] and 38 others

Posted in DCS SIRA - State Insurance Regulatory Authority

Jun 5 • @8 Seen by 341 ...

🌟🌟 **Engaging the Community with [Name]!** 🌟🌟

When it comes to listening to the learning and development needs of our people, [Name] is leading the way! 🙌👏

She's the powerhouse behind our much-loved programs — **RISE Accelerate** 🚀, **Elevate** 📚, and **ANZSOG Professional Regulator** 🧑‍⚖️ — making sure SIRA has the capabilities and training to be a customer centric regulator.

[Name] customers are SIRA's people and better trained staff means we can deliver better outcomes for our scheme users. [Name] connects with teams across the business to understand their learning needs, gathers feedback from participants and ensures our programs hit the mark every time.

These courses are respected, relevant, and help build further capability across SIRA — and more important — meet our needs. ❤️🌈

👏🙌 Big shout out to [Name] for living our CX values and engaging with our community! #SIRACX

🗣️ Have you been part of RISE, Elevate or ANZSOG? What did you take away from it?

State Insurance Regulatory Authority
SIRA

SIRA CX Principles

Engage with the Community

I listen to different teams to map their learning needs and engage with our people to make our training the best it can be.

#SIRACX

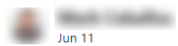
Like Comment Share

❤️👍🙌 [Name] and 46 others



CASE STUDY

Posted in DCS SIRA - State Insurance Regulatory Authority



Jun 11

Seen by 459

It's National Blood Donor Week!

Did you know that SIRA is now part of **Lifeblood Teams**, the Australian Red Cross Lifeblood's group donation program?

This initiative not only helps save lives — it also supports our **PMES Action item** focused on uplifting wellbeing. Getting together with your peers and donating blood is a great way to **build connections** with your work peers and **help others with an act of kindness** — 2 of the pillars of wellbeing.

Last Tuesday, I donated at the **Sydney Town Hall Donor Centre** — just a short walk from our Sydney office. The donation took just 15 minutes, and I was treated to some tasty hot snacks and cool refreshments afterwards!

Want to get involved? Join our **SIRA Lifeblood Team** by registering and [booking online](#). Whether you donate solo, in pairs, or as a group, every donation contributes to our **SIRA Lifeblood tally**.

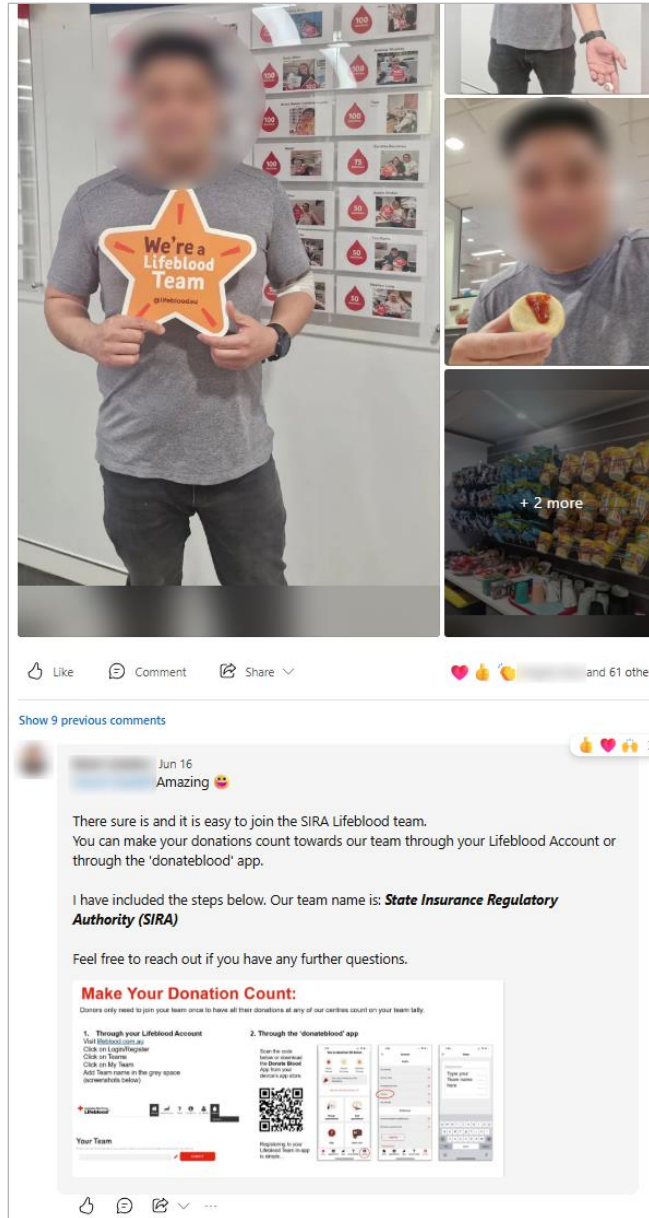


To make your donation count, enter our team name: **"State Insurance Regulatory Authority (SIRA)"** in the *My Team* section when booking.

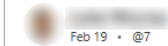
Got questions or want to organise a group booking (5 or more)? Reach out to me — your **SIRA Lifeblood Team Champion**!

See our latest SIRA News post on the initiative here: [Make a difference - give blood as part of the SIRA Lifeblood Team](#)

Let's give the gift of life, together. 🧡❤️



Posted in DCS SIRA - State Insurance Regulatory Authority



Feb 19 · @7

Seen by 273

EOI: Awesome role for a customer-centric advisor!

Here's an 7/8 opportunity you don't want to miss out on if you:

- want a development opportunity **to 30 June**
- love being customer centric
- can write engaging content
- want to work with the tallest person in SIRA

This role sits within **Delivery and Insights**, who deliver 'insights that matter', which means supporting and encouraging insight-led, customer-centric decision making across SIRA. More information is on our intranet page here: [Delivery & Insights](#)

Your responsibilities will include:

- Helping measure and track SIRA's CX maturity
- Developing guidance to help SIRA access lived experience
- Creating CX content for internal engagement; including posting messages on Viva Engage
- Communicating findings, issues and recommendations succinctly in Plain English in PowerPoint for the executive using clear and engaging designs.
- Facilitating communication and coordination between different internal teams involved in the delivery of a project.

Click [here](#) to view the role description.



CASE STUDY

Most Engaging Posts

The Most Engaging Posts shows the posts that have had the most engagement in their conversations threads.

Sort: Replies Filter By: All post types Include Community Reach

		Replies	Reactions	Shares	People	Seen	Engagement	Reach
1	Get to know our frontline teams: Regulatory Assessment and Review (RAR) Meet in our Get to Know O...	16	58	0	41	620	7%	4%
2	It's National Blood Donor Week! Did you know that SIRA is now part of Lifesblood Teams, the na...	13	109	0	65	466	14%	3%
3	Putting Customers First: How Nathan brings the CX Principle 'Easy to Access' to life at SIRA...	11	111	0	41	439	9%	3%
4	As promised - I am not sure this made the office doors code waver at this morning's Town Hall but I thi...	10	94	1	61	508	12%	3%
5	It's been a big week! It felt like Friday on Tuesday. Just checking in that you are all OK? I would love to...	9	63	0	43	663	7%	4%
6	Happy new year and welcome back! I hope you got to spend some beautiful time with your families an...	8	77	0	61	1379	4%	9%
7	Engaging the Community with Tammy! When it comes to listening to the learning and de...	8	71	0	59	305	15%	2%
8	Customer story - A journey from frustration to resolution. In our latest customer story, Karrie Angus from...	8	60	0	37	363	10%	2%
9	Windows 11 Missing SIRA Are you interested in getting your hands on Windows 11 before the full...	8	8	0	10	245	4%	2%
10	Respecting time: How Jason and the ED office team share a great CX from behind the scenes...	7	74	0	46	392	12%	3%

Show more rows

A screenshot from SWOOP Analytics for Viva Engage showing the SIRA community's Most Engaging Posts.

SWOOP Analytics' Information Overload Calculator

Our Information Overload Calculator will **identify where your problem lies**, and **how much it's costing your organisation**.

SWOOP Analytics will help you solve the information overload problem by showing you what messaging is reaching whom, give you the insights needed to target and reduce clutter, and ensure critical updates reach the right people, without overwhelming them.

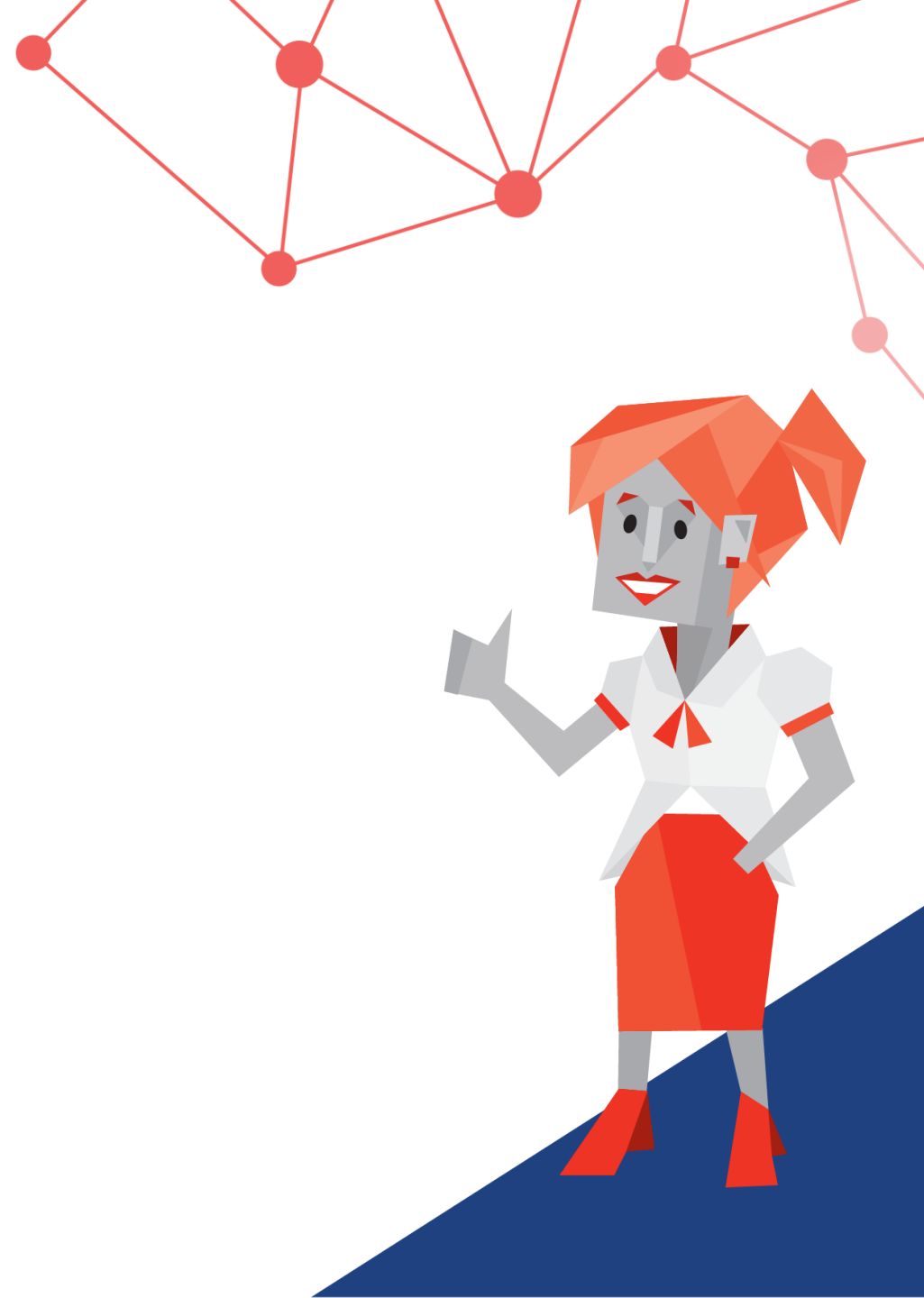


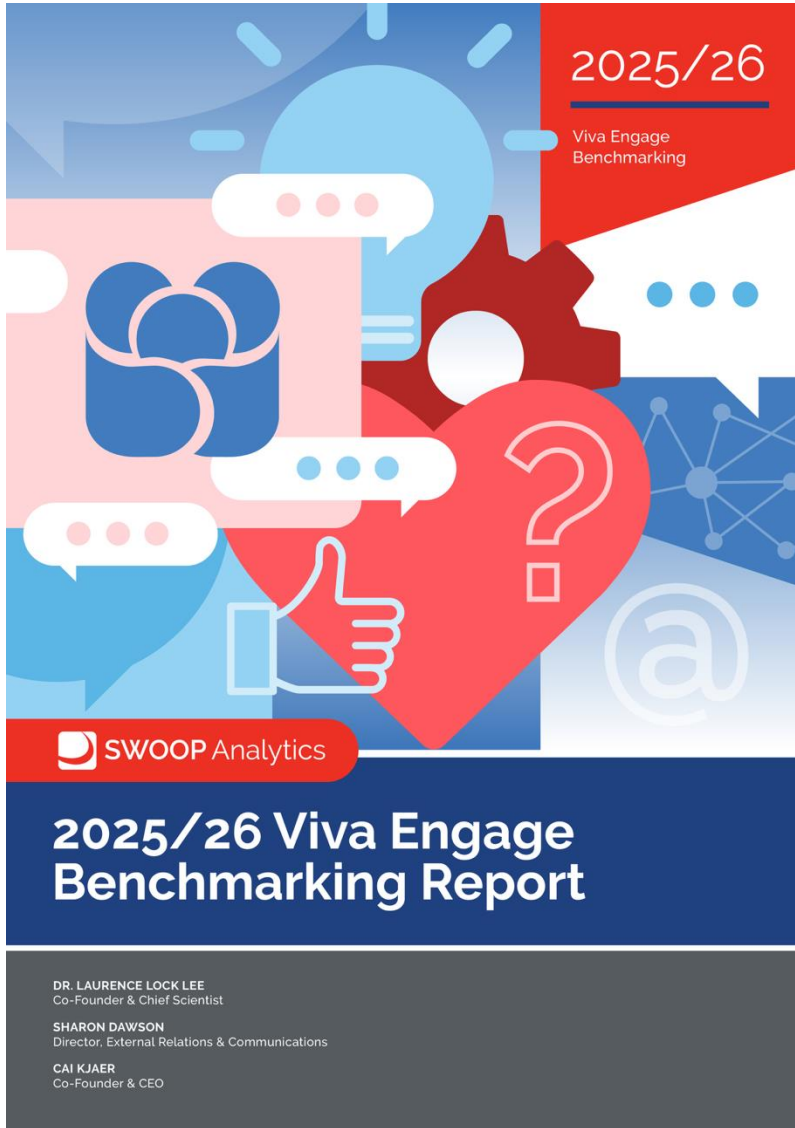


1. Try the Information
Overload Calculator



2. Download "How to
manage information
overload with Viva Engage"





Download
SWOOP Analytics'
2025/26 Viva Engage
Benchmarking Report
& Success Guides

