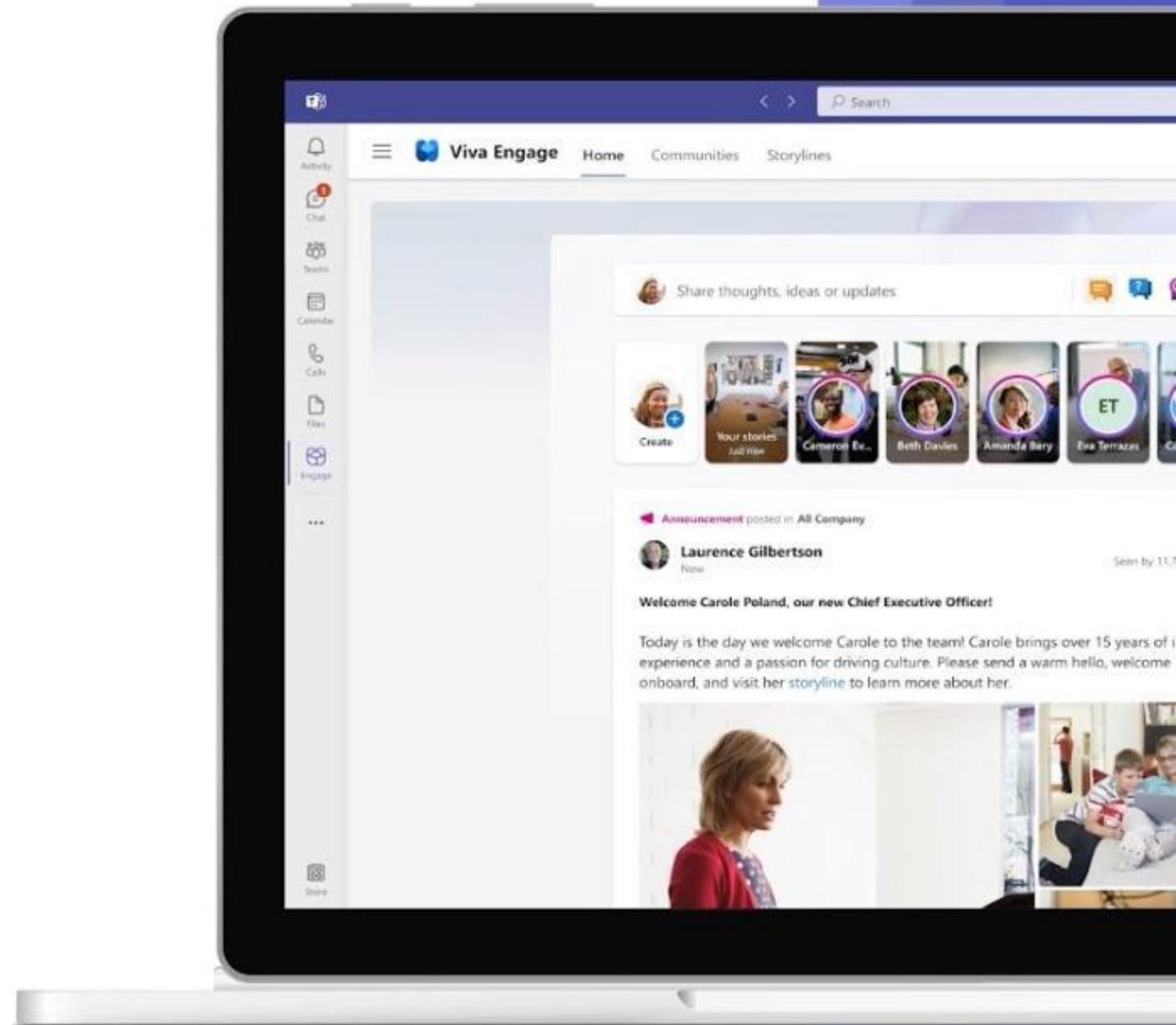


Viva Engage

***Moderation that
matters***

November 2025

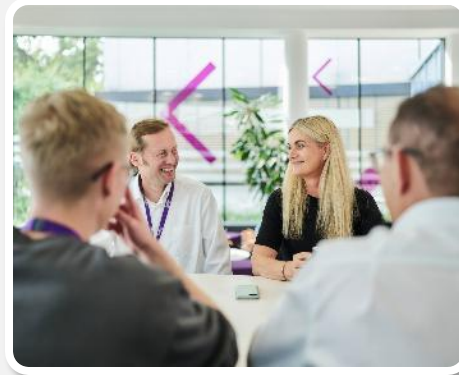
Carla Guest
Senior Communications Manager
Siemens Energy





Viva Engage

*Connect people
across the
organization*



Empower **leaders and communicators** to reach, engage and listen at scale



Find **knowledge, experts and answers** faster so that employees can be more productive



Build effective **communities** to support business objectives and employee experience



Activate employees to contribute their energies, expertise and ideas



Viva Engage Communities

The Foundation of Communication in Viva Engage

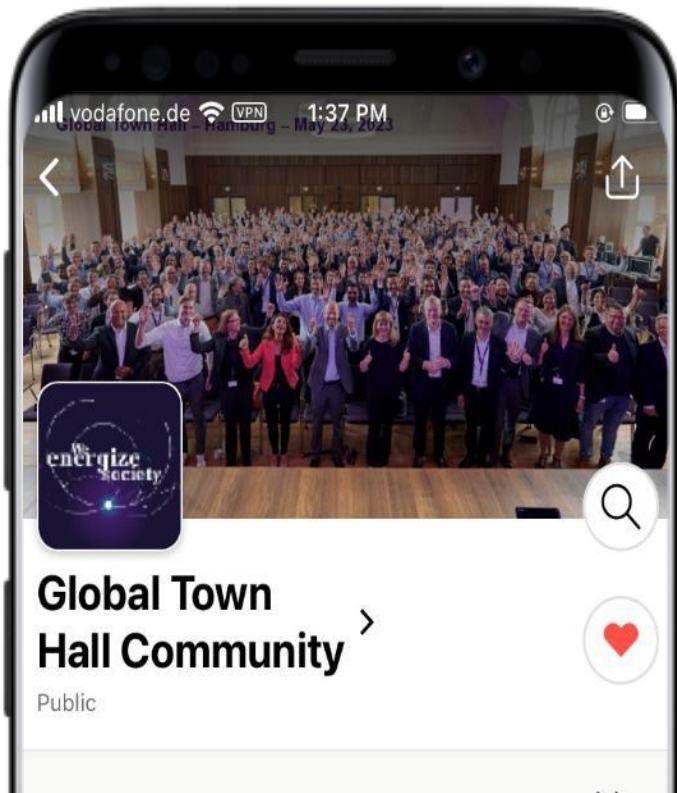
Communities play a pivotal role in how individuals connect and collaborate within Viva Engage.

Types of Communities:

- **Broad Topics:** Applicable to large audience across the organization
- **Specific Business Groups:** Such as Gas Services
- **Project-Based Communities:** Focused on specific initiatives or projects
- **Interest-Based Communities:** Centered around shared interests, such as sustainability or innovation
- **Regional Communities:** Connecting employees from specific geographical locations
- **Professional Development Communities:** Aimed at skill-building and career advancement

Commitment to Community Building

Establishing a community is a long-term commitment that requires dedication and effort.



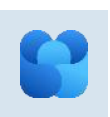


Viva Engage Guidelines

Moderators BFF

- ✓ **Foundation of Professional Behavior:** Viva Engage guidelines ensure that online interactions reflect the same professional behavior expected in face-to-face communications.
- ✓ **Alignment with Company Values:** Guidelines are based on company purpose, vision, values, and behaviors, promoting a culture of respect, inclusivity, and accountability
- ✓ **Enhanced User Experience:** Clear guidelines help maintain a positive and constructive environment, encouraging meaningful and respectful interactions.
- ✓ **Protection of Sensitive Information:** Guidelines help prevent the sharing of confidential or sensitive information, safeguarding the company's interests
- ✓ **Conflict Resolution:** Provide a framework for addressing inappropriate behavior and resolving conflicts, ensuring a safe and respectful community.
- ✓ **Promotion of Constructive Dialogue:** By discouraging polarizing topics and personal attacks, the guidelines foster a collaborative and supportive atmosphere.
- ✓ **Cultural Sensitivity:** Emphasize the importance of respecting cultural differences, enhancing global collaboration and understanding.

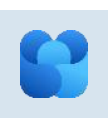
*Have your say,
don't walk
away*



Community engagement 101

Top 10 Engagement Tactics ...

- **Collaborate with Experts:** Tag experts leverage their insights and knowledge.
- **Open Dialogue:** Encourage questions and create polls.
- **Monitor Engagement:** Analyze community insights to understand what content resonates best.
- **Maintain Active Participation:** Post regularly (weekly or biweekly). Be short and visual.
- **Use Announcements Wisely:** Reserve for important updates that need to reach everyone.
- **Nurture Recognition:** Praise and acknowledge community members.
- **Involve Leadership:** Encourage leaders to participate to add value and attract members.
- **Contextualize Content:** Add relevant links, notes, files, images, and topics.
- **Address Questions Promptly:** Don't leave questions unanswered (@mention).
- **Transform Feedback:** Use community feedback to improve future communications.
- **Engage with Empathy:** Approach discussions with understanding and respect to foster a positive environment.



Moderation 101



Control the flow of discussion



Pin, change to question, mark best answer



Edit, delete, close, move

**Abd El-Hamid, Heba**
Yesterday at 3:40 AM • @4

2 shares • Seen by 10,587  

NEW Keeping Up With... | Episode 2 with Tim Holt

Can data help you get time back for what matters?

In episode 2 of "Keeping Up With...", [Holt, Tim](#) talks openly about balance. He uses data to focus his week, and what internships, mentors, and leadership moments taught him on the way to the boardroom. No stage. No script. Just a short, human conversation.

Why watch: Practical ideas you can try this week to set boundaries, focus on impact, and lead with clarity.

 **Join the conversation:** What's one work-life tactic that works for you? Share it with Tim below so others can try it this week.

 Watch the episode: [Keeping up with Tim Holt.mp4](#)

 Missed Episode 1 with [Bruch, Christian](#)? [Watch it here.](#)

 View analytics Delete Move Close conversation Pin conversation Bookmark Copy link Unfollow View conversation Change to question Edit topics

The background of the slide is a close-up photograph of several industrial pressure gauges. The gauges have white faces with black markings and numbers. Some gauges have a black outer ring. The numbers on the gauges include 0, 15, 30, 45, 60, 75, 90, 105, 120, 135, 150, 165, 180, and 20. There are also smaller numbers like 12, 18, and 20. The gauges are mounted on a metallic surface with screws. A teal-colored rectangular box is overlaid on the top center of the image, containing the text 'Collaborative Checks, No Neglects'.

***Collaborative
Checks, No
Neglects***



Viva Engage Watch

***Pro-tip: Keep
a paper trail***

Shout-out:

[Andrew Clarke at Air Canada](#)

What is it?

- A dedicated Teams channel of communicators representing all regions and business areas.
- A collaborative space to monitor and address potential issues in Viva Engage posts and comments.
- Engages experts as needed to provide insights and guidance on specific concerns.

How does it work?

Operates on the principle of multiple checks and balances to ensure thorough review.

- Facilitates open discussions among team members to assess problematic content.
- Prioritizes collective decision-making before acting on posts and comments.
- Aims to maintain a positive and respectful community environment within Viva Engage.



***Penguins in a
Flap? Don't Let
It Snap!***



Keeping Calm and Moderating On: Handling Viva Engage Hiccups

*Calling in
versus
Calling out..*

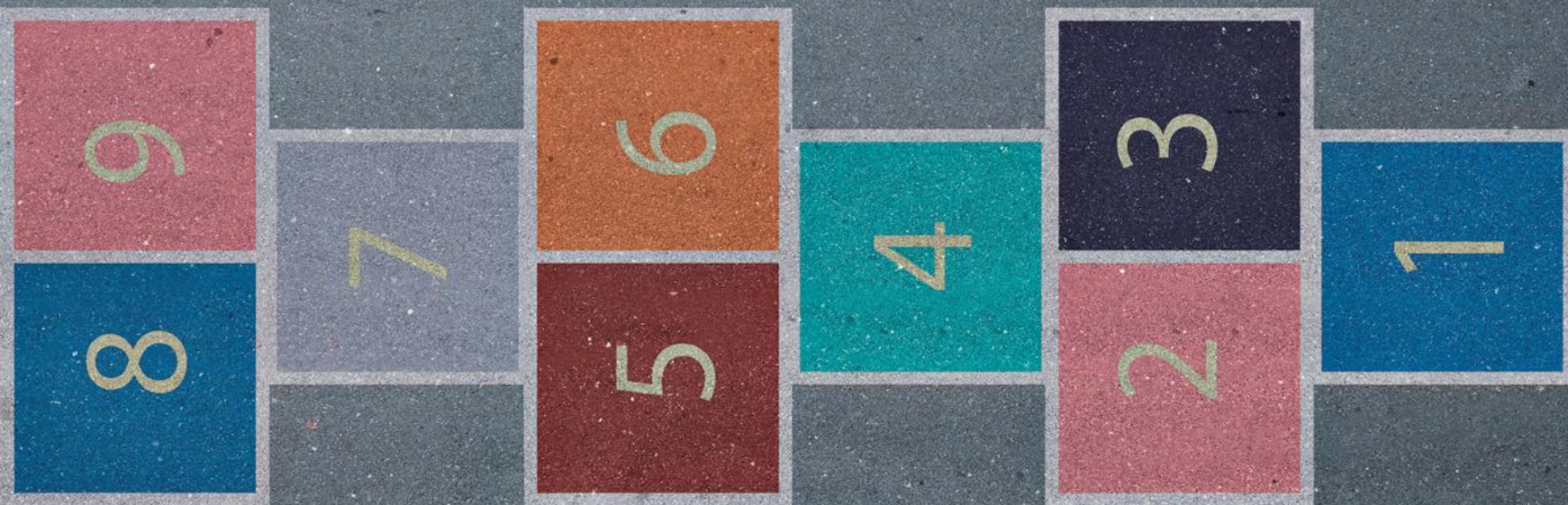
- **Ask them to repeat, maybe they'll hear themselves:** “What was that?” “Pardon me?”
- **Seek clarity:** “Tell me more about ____.” or “Tell me about a time when you experienced this personally.”
- **Offer an alternative perspective:** “Have you ever considered ____.”
- **Speak your truth:** “I don’t see it the way you do. I see it as ____.” “When you said that, I felt ____.”
- **Share what you’ve learned:** “I recently learned ____.”
- **Find common ground:** “We don’t agree on ____ but we can agree on ____.”
- **Give yourself the time and space you need:** “Could we revisit the conversation about ____ tomorrow.”

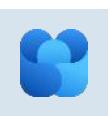
Sources:

[Kim Clark](#)

[Prof. Lorretta J. Ross](#)

***Measure
Right, Reach
New Heights***





Keep your eye on your data

150%

Asking a question is a great way to start a conversation and leads to ~ 150% more engagement.

@

@ mentioning a person is a powerful way to draw the person into a conversation. It leads to ~ **73%** more replies.

1-2-3

The most value comes from **good conversations**. Follow this ratio as a rule of thumb to get the balance right: For every 1 Post, also make 2 Replies, and 3 Likes.

*Insights provided by SWOOP Analytics ❤️

5 Keys to Mastering Moderation

***Moderators'
BFF***

****Guidelines****

***Have your say,
don't walk
away***

****Active Engagement****

***Collaborative
Checks, No
Neglects***

****Viva Engage Watch****

***Penguins in a
Flap? Don't Let
It Snap!***

****Calling In****

***Measure
Right, Reach
New Heights***

****Monitor Data****

Let's Connect



[Carla Guest, ABC | LinkedIn](#)