



# Launch Copilot with Viva Engage




Use Viva Engage to successfully support and scale  
your Copilot rollout

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# Launch Copilot...with Viva Engage

Welcome to our Guide to help you launch Copilot with Viva Engage. We will show you how to:

-  Gather Copilot early adopters in a Viva Engage community to collaboratively exchange new practices and insights.
-  Propel Copilot adoption by utilizing Viva Engage's leadership communication features for dynamic engagement.
-  Power and scale user support by deploying Answers in Viva for prompt and effective problem-solving.

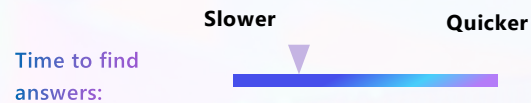
# A modern approach to adoption

Deploy rapidly & at scale



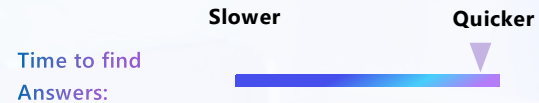
## Traditional change approach

FAQs, user guides, adoption comms, instructor-led training, etc.



## Viva Engage and Answers in Viva

Open forums to discuss, share ideas, learn from others and attend online events.



# What roles do we need?



## Community Manager

To set up and facilitate the community.



## Copilot Users

The audience for this community



## Copilot Subject Matter Experts

Needed to give support: these could be SMEs by app (e.g. Copilot in Excel, Bing), by area of expertise (e.g. prompting), or technical (e.g. troubleshooting)



## Optional: Internal Communicator

Communications expert to support the rollout



# 1. Create Copilot Community

# Viva Engage community success

It's time to set up your Viva Engage community to being generating excitement, sharing learning and supporting your future Copilot champions and experts.

- 1 Create your community: "Copilot Crew".
- 2 Choose if you want this community to be private (good for a limited early cohort) or public
- 3 Ensure Answers in Communities is turned on for the community\*
- 4 Add a great cover photo and icon for the community.

### Settings

Name \*

Description

This is your forum for Copilot internal preview discussions. Membership is restricted to Copilot PPV participants and SMEs.

27 characters remaining

#### Edit settings

Select public or private community

Public: anyone in your network can view and join this community. ▾

Posting permissions

Open ▾

All members of this community can start a conversation, comment, or reply to a comment.

#### Communication configurations

Turn on full Answers functionality ⓘ

Premium license holders will see related questions in the question publisher.  On

Default publisher

Discussion ▾

[Additional settings \(Classic\)](#)

[Delete this community](#)



# Uses for the Copilot Crew Community

**Create excitement:** Announce new capabilities, show leadership support.

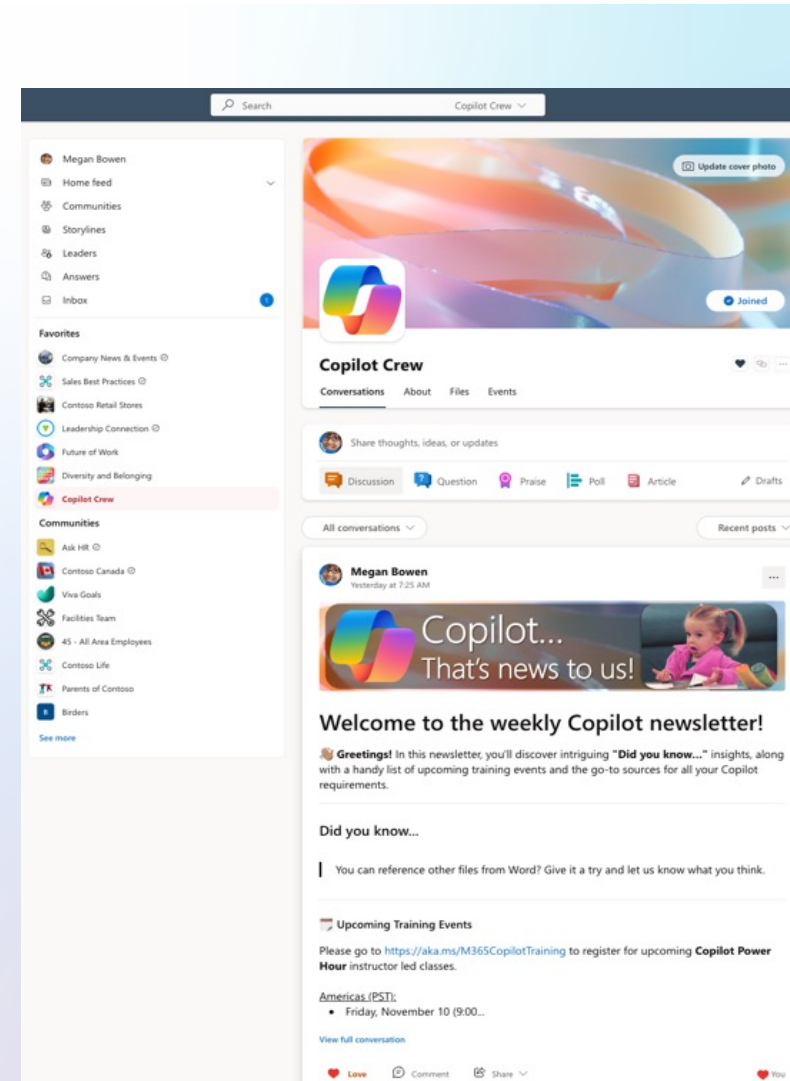
**Offer scaled support:** Members can ask questions and see all best answers.

**Upskilling:** Run initiatives such as a prompting masterclass, share tips and tricks to all.

**Showcase best practices and stories:** Post the very best success stories of Copilot use in your organization.

**Crowdsource new practices and new stories:** Learn all new practices and stories in your organization

**Check your success** with detailed analytics

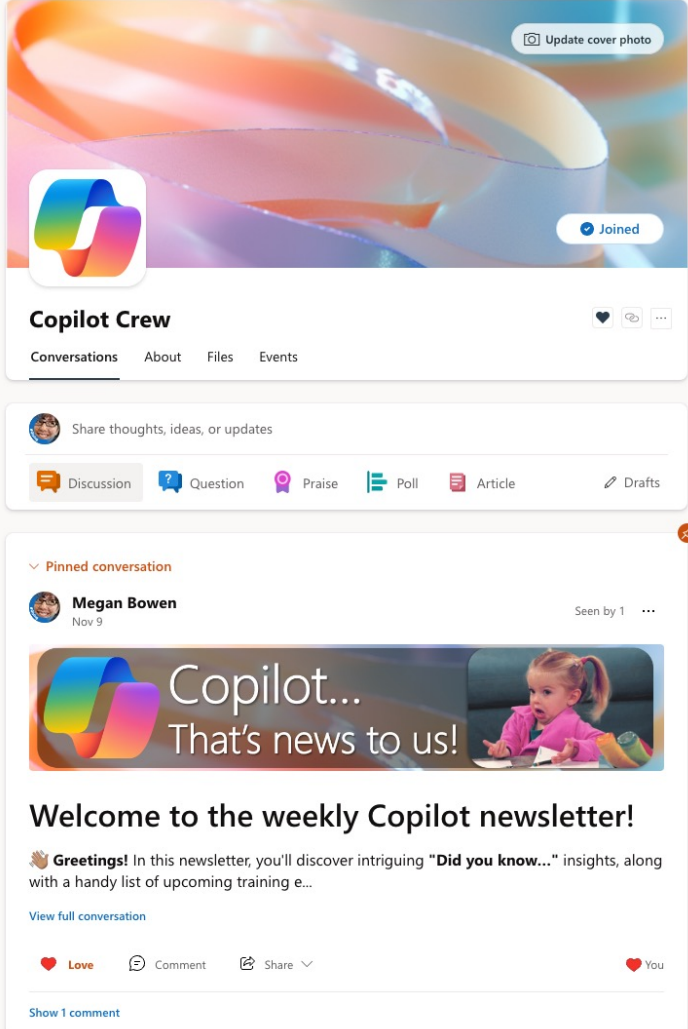


# Generate excitement

Use the **Announcement** capability to get your members' attention!

Post videos or photos, screen recordings, or documents to grab attention.

**Pin a welcome post** to the top of the community feed.



The screenshot shows a Microsoft Teams community page for a group named "Copilot Crew". At the top, there is a cover photo of a colorful, abstract 3D shape with a button to "Update cover photo". Below the cover is the group's profile picture, a colorful logo, and a "Joined" button. The group name "Copilot Crew" is displayed, along with icons for a heart, a speech bubble, and a menu. Below this, there are tabs for "Conversations", "About", "Files", and "Events". A text input field prompts users to "Share thoughts, ideas, or updates". Below the input field are icons for "Discussion", "Question", "Praise", "Poll", "Article", and "Drafts". A "Pinned conversation" is shown, featuring a post by "Megan Bowen" dated "Nov 9". The post includes a banner image with the Copilot logo and the text "Copilot... That's news to us!" next to a photo of a young girl. The post content reads "Welcome to the weekly Copilot newsletter!" followed by a "Greetings!" message about a newsletter containing "Did you know..." insights and training updates. At the bottom of the post, there are icons for "Love", "Comment", "Share", and "You", along with a "Show 1 comment" link.



# Example: Community Announcement



The image shows a Facebook post from a group named "Copilot Crew". The group's profile picture is a colorful, abstract logo. The post is made by "Megan Bowen" and is titled "Welcome to the Microsoft 365 Copilot Community!". The post content includes a welcome message, a list of activities (Need support, Interactive AMAs, Fun & Learning), a mission statement, and a "Get Involved" section with three bullet points. The post ends with a call to action: "Ready for an amazing journey with Microsoft 365 Copilot? Let's get started!". The Facebook interface elements like the "Joined" button, navigation tabs, and the post composer are visible.

**Copilot Crew** Joined

Conversations About Files Events

Post as: [Megan Bowen](#) Collapse

🌟 **Welcome to the Microsoft 365 Copilot Community!** 🚀

We're super excited to launch our Microsoft 365 Copilot Pilot for 300 special users! 🌍 It's time to dive into the future of productivity with Microsoft 365. 🌟

**What's Happening?**

- Need support: Just Ask. Post your question and watch the community help you navigate. 🙋🏻📞🆘
- Interactive AMAs: Gain insights directly from our tech gurus! 🔍🧠
- Fun & Learning: Enjoy engaging activities while discovering new features! 🎮🎉

Our Mission is to forge a vibrant community for learning, sharing, and support. Your input and experiences are invaluable! 🙌🌟

**Get Involved:**

- Engage in discussions, ask questions, and share insights.
- Experiment with Microsoft 365 Copilot and share your journey.
- Look out for our fun events and surprise activities!

Together, we'll make this pilot soar! 🚀 Your active participation will shape its success.

Ready for an amazing journey with Microsoft 365 Copilot?

Let's get started! 🌈🌟

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# Support at Scale

Use **Answers in Communities** to source expert answers and automate repeat questions.

Use **Topics** to help organize questions on particular themes.

The screenshot shows a community question and answer interface. At the top, a user named Adele Vance asks a question: "Where can I get help getting started using Copilot for Excel?". The question is marked as a "QUESTION" and has been seen by 3 people. Below the question, there is a topic tag "ExcelCopilot". The question has three interaction options: "Like", "Answer", and "Share". A user named Megan Bowen has provided the "Best answer", which is marked with a green checkmark and a "1" in a circle. Megan Bowen's answer recommends starting with Microsoft's own "Copilot in Excel site" and mentions asking SMEs like "Nestor" and joining the "Excel Community of Practice". The answer has three interaction options: "Upvote", "Mark as Best Answer", and "Reply". At the bottom, there is a button labeled "Answer this question".

**Adele Vance** Wed at 3:50 PM Seen by 3 • ✓ Best answer ...

**QUESTION**

**Where can I get help getting started using Copilot for Excel?**

I'm a intermediate level Excel user and would love to get some tips and tricks to get started using Copilot for my calculations.

**ExcelCopilot**

Like Answer Share

**Best answer**

**Megan Bowen** Wed at 3:52 PM 1

I'd recommend starting with Microsoft's own [Copilot in Excel site](#). There is a lot of great information ready to get you started.

Once you are up to speed a little, you can ask our SMEs such as [Nestor](#) and join the Excel Community of Practice.

Answer this question

# Build skills

Communities create the perfect opportunity to upskill your employees through **discussions on key AI skills**

Share links to relevant Copilot courses in **Viva Learning**

**Share links** to other internal or external learning sources

The screenshot shows a Microsoft Viva Communities page for a community named "Copilot Crew". The page features a header with the Copilot logo and a "Joined" button. Below the header, there are navigation tabs for "Conversations", "About", "Files", and "Events". A post by Megan Bowen, dated "Just now", is the main focus. The post title is "Explore Generative AI with Two Fantastic Learning Opportunities!" and it includes a greeting "Hello Everyone!". The post content mentions "Keen to learn about generative AI? We've got you covered with two excellent courses:" and lists two courses: "1. For Beginners - Career Essentials in Generative AI" and "2. For the Advanced - Azure AI Fundamentals". The post concludes with "Whether you're starting out or looking to deepen your expertise, these courses offer valuable insights into the exciting world of generative AI." and "Ready to explore? Start your journey today!". The post has interaction options for "Like", "Comment", and "Share", and a "Write a comment" input field. On the right side, there is a "Members" section with 11 members, an "Info" section, a "Pinned" section, and "Community resources" including "SharePoint library", "SharePoint site", "OneNote", and "Planner". A "Create live event" button is also visible at the bottom right.

# How to accelerate from novice to professional?

Copilot Novice

Copilot Professional

Finding the best prompts

Asking questions

Use case ideas

Rapidly see value

Learning best practices



Sharing the best examples of use

Developing local best practice

Measuring impact


Answering questions


## Example: Learning Discussion Post

### Share Your Microsoft 365 Copilot Surprises & Challenges!

Hey Innovators! 


As we navigate our way through the Microsoft 365 Copilot pilot, we're sure you've encountered some surprises and challenges along the way. Let's share and learn from these experiences!

 **Surprising Discoveries:** Have you stumbled upon any unexpected or particularly clever ways of using Microsoft 365 Copilot? Maybe it solved a problem you didn't know you had, or it enhanced a task in a way you didn't anticipate?

 **Tricky Situations:** Encountered any challenging scenarios while using Microsoft 365 Copilot? How did you navigate through them? Sharing these moments can provide valuable insights for all of us.

#### Discussion Points:

- 1. Unexpected Benefits:** What has Microsoft 365 Copilot done that pleasantly surprised you?
- 2. Creative Solutions:** Share a scenario where Microsoft 365 Copilot provided a creative solution.
- 3. Overcoming Hurdles:** Discuss any tricky situation and how you resolved it with Microsoft 365 Copilot.

Your experiences, both the wins and the challenges, are a goldmine of learning for the entire community. 

Drop your stories, insights, and learnings in the comments. Let's explore the full potential of copilot!



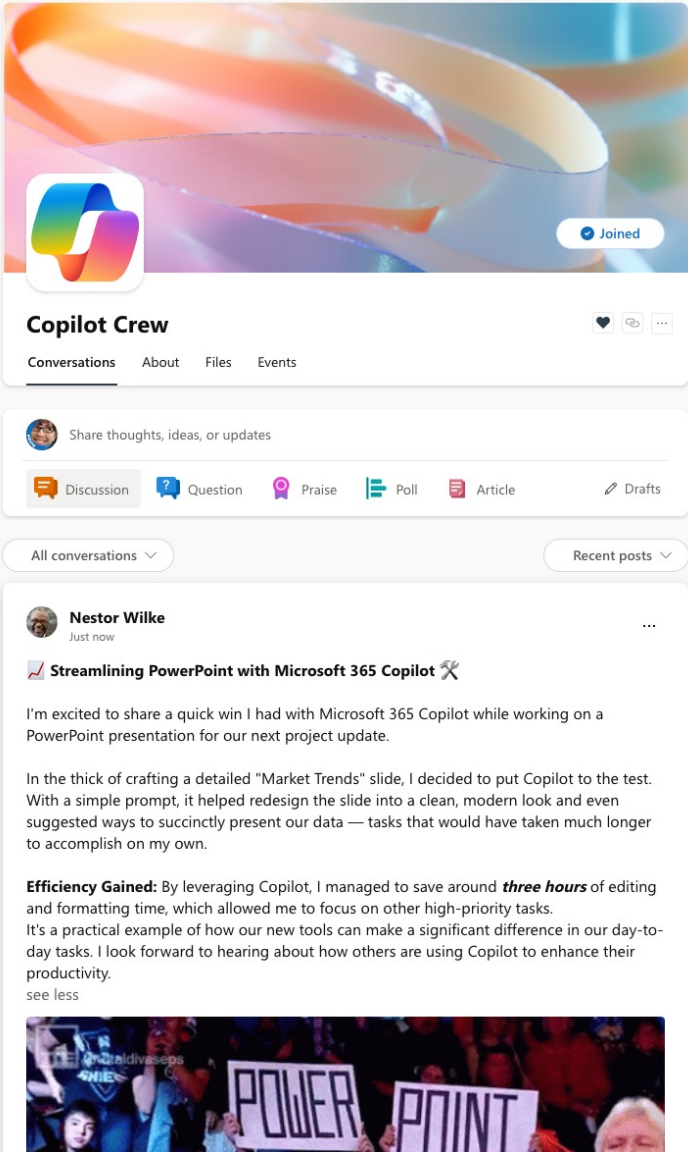
Post



# Showcase success

Ask members to share **success stories**: personal success stories and productivity wins with Microsoft Copilot, providing real-life examples of how Copilot enhances day-to-day tasks and overall work efficiency.

Or ask them to share **new practices**: post tips and “hacks” for doing work differently, which can serve as a learning resource and inspiration for others in the community.



The image shows a screenshot of a Microsoft Copilot Crew community page. At the top, there is a header with the Copilot Crew logo and a 'Joined' button. Below the header, there are navigation tabs for 'Conversations', 'About', 'Files', and 'Events'. A search bar is present with the text 'Share thoughts, ideas, or updates'. Below the search bar, there are icons for 'Discussion', 'Question', 'Praise', 'Poll', 'Article', and 'Drafts'. A dropdown menu shows 'All conversations' and 'Recent posts'. The main content area features a post by Nestor Wilke, dated 'Just now'. The post title is 'Streamlining PowerPoint with Microsoft 365 Copilot'. The text of the post reads: 'I'm excited to share a quick win I had with Microsoft 365 Copilot while working on a PowerPoint presentation for our next project update. In the thick of crafting a detailed "Market Trends" slide, I decided to put Copilot to the test. With a simple prompt, it helped redesign the slide into a clean, modern look and even suggested ways to succinctly present our data — tasks that would have taken much longer to accomplish on my own. **Efficiency Gained:** By leveraging Copilot, I managed to save around **three hours** of editing and formatting time, which allowed me to focus on other high-priority tasks. It's a practical example of how our new tools can make a significant difference in our day-to-day tasks. I look forward to hearing about how others are using Copilot to enhance their productivity. see less'. Below the text is a thumbnail image showing a group of people holding signs that say 'POWER POINT'.



## Learn new practices example: prompting

Prompting is a new concept for many Copilot users. You can use Viva Engage to support learning new practices.

**Discussion Threads on Prompt Crafting:** Initiate discussion threads where users can post their attempts at crafting prompts and receive constructive feedback from peers, facilitating a collaborative learning environment.

**Prompting Challenges:** Organize text-based challenges where members can share prompts they've created for specific scenarios or tasks, allowing others to learn by example and understand the nuances of effective prompting.

**Showcase and Analysis:** Feature a "Prompt of the Week" where a particularly effective prompt is showcased, with an analysis of why it works well, encouraging others to understand and apply similar principles in their prompts.

## Example: Share Prompt Ideas

Hey Prompt Wizards! 🧙‍♂️🧙‍♀️

Do you have the knack to ask Copilot the right questions? Have your words summoned the most enlightening responses? It's time to flaunt that skill! 📖🔮

**We're on a quest to uncover the most creative, effective, and sometimes unexpected prompts that have led to Copilot triumphs. 🏆**

Here's how you can participate:

1. **Post Your Prompt:** Share that special prompt you've crafted in the comments below. 📝
2. **Reveal the Outcome:** Show us the magic - what amazing response did it generate? 🎉
3. **Gather Your Likes:** The community will be the judge! The more likes you get, the more we know we've found a prompting gem! 👍

Let's create a spellbook of prompts that can guide and inspire our fellow enchanters! 📖✨

Drop your prompts and let the enchantment begin! And remember, every prompt is a step towards mastering the art of the ask. 🔑



Post



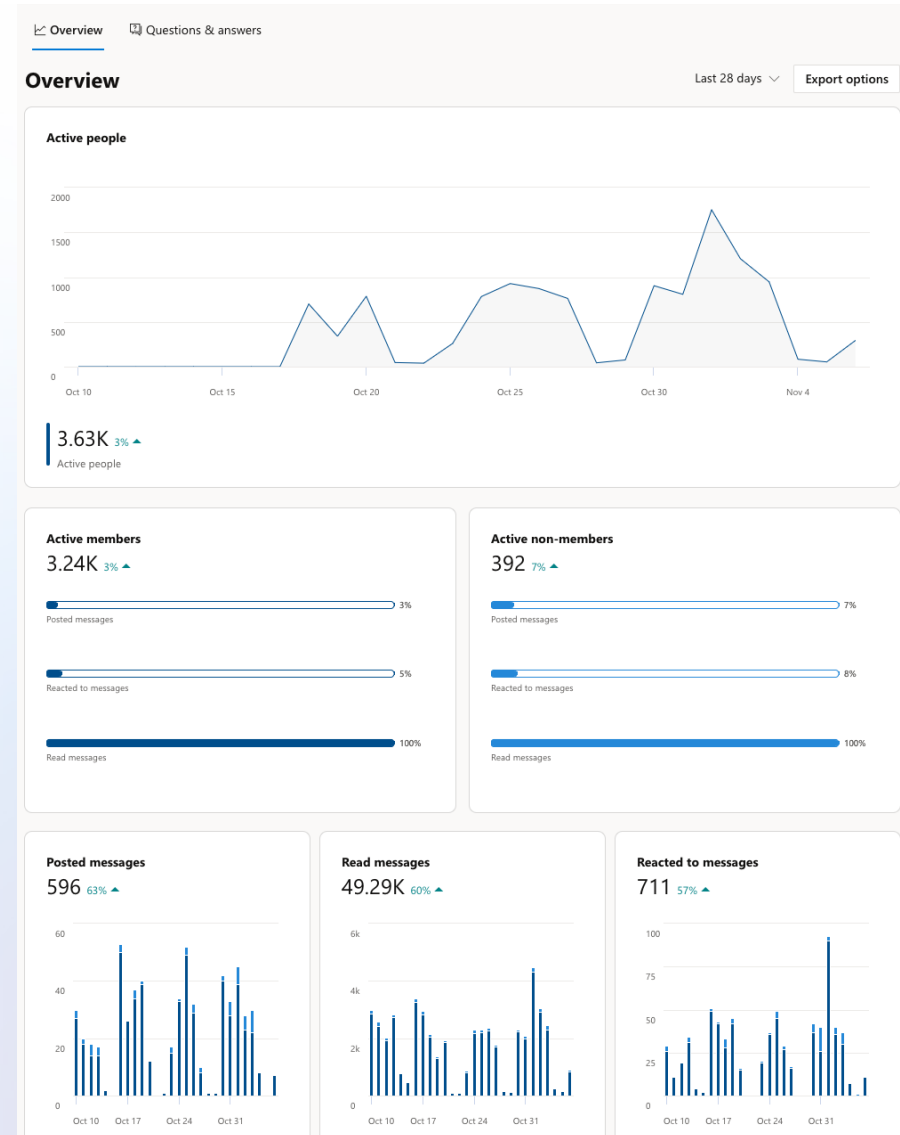
# Check your success

Viva Engage community analytics provides you with feedback on the engagement in your community:

## Activity

## Questions and Answers

(including unanswered questions)





## 2. Increase your reach





## Larger rollout of Copilot? Use more Viva Engage to maximize impact!

Use **Answers in Viva** to ensure support your users at scale in Viva Engage

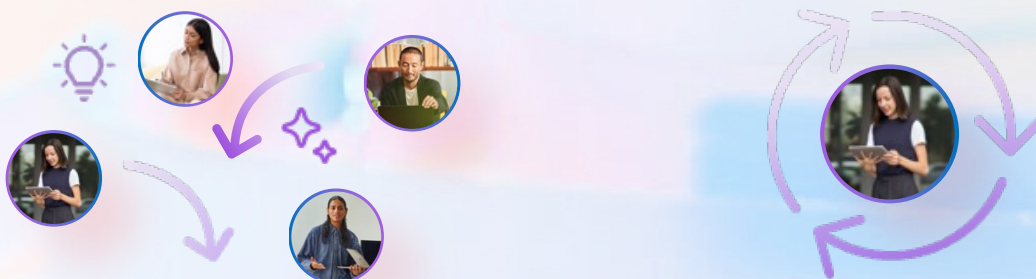
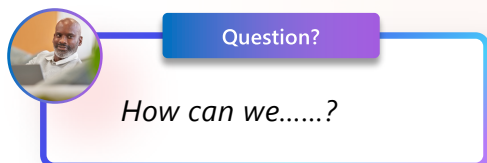
Identify leaders and their audiences to target Copilot messaging at scale

Use a campaign (such as #CopilotCrew) to ignite your Copilot usage across the entire organization

Leverage an Ask-me-Anything to enhance engagement with Copilot SMEs and internal thought leaders

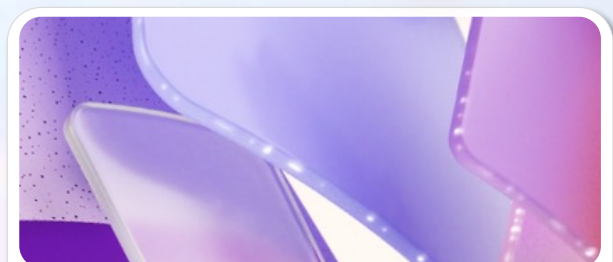
View detailed analytics on to measure the impact of your engagement, including trending themes and sentiment

## Why use Answers in Viva?



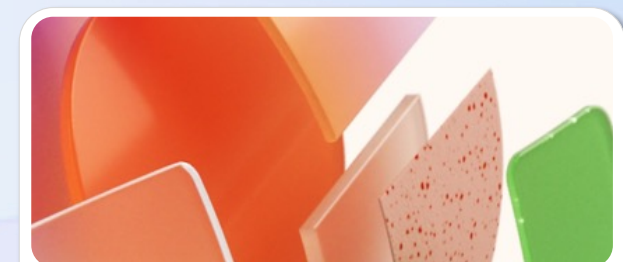

### Reduce the Copilot rollout support overhead

How many times will the same questions be asked? Provide answers and resources to users without having to raise a ticket.




### Leverage real experiences to capture & share knowledge

Identify and prompt experts to contribute their own knowledge and measure the impact.



### Use AI to manage knowledge but keep the human in the loop

Leverage AI to surface similar questions that have been answered, recommend topics and experts, and highlights the top solutions.





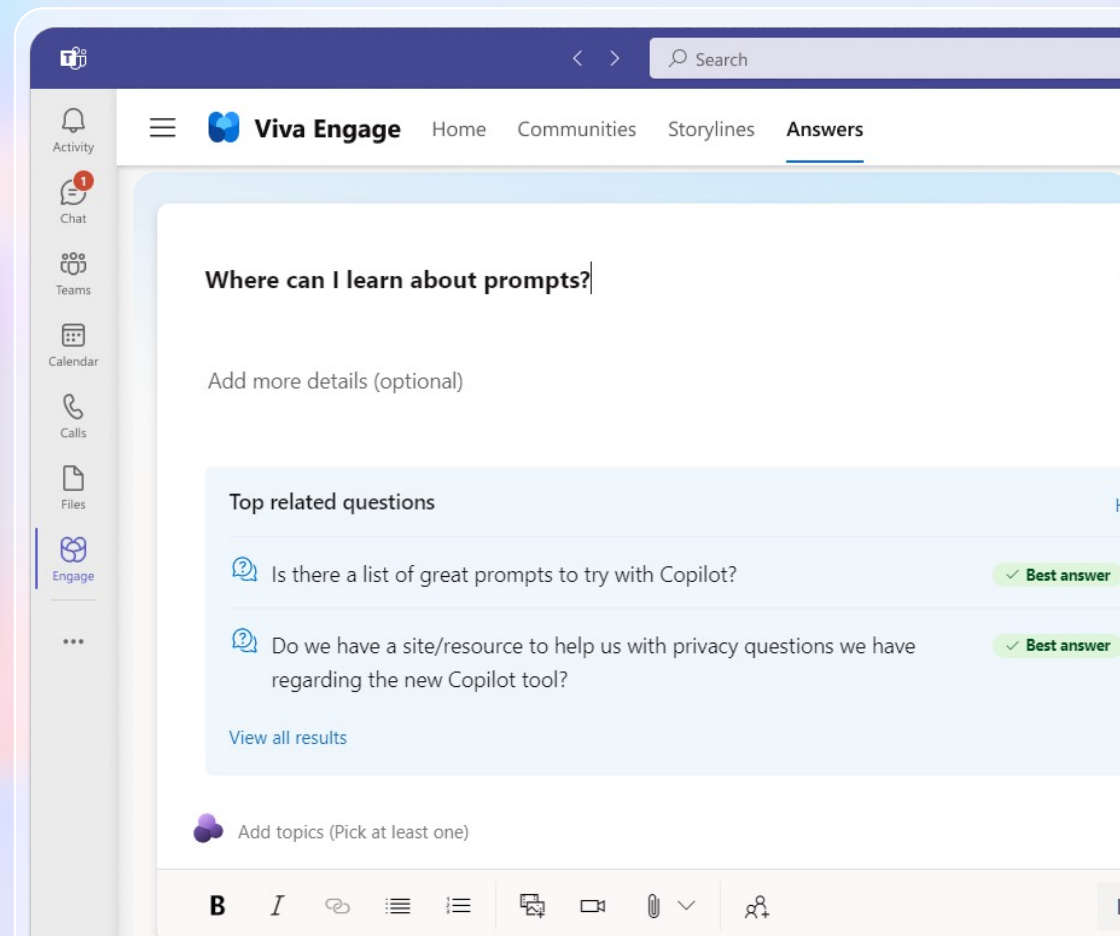
People will have questions

Help your SMEs answer them

### Answers in Viva

Start typing the question and AI will find matches which have been answered by an expert or someone in the community.

Support tickets needed: 0



## Measure the impact

### with Answers Analytics

#### Answers in Viva

As more people discover existing answers to questions, the organisation saves more time.

#### Time saved by Answers

Why it matters ⓘ



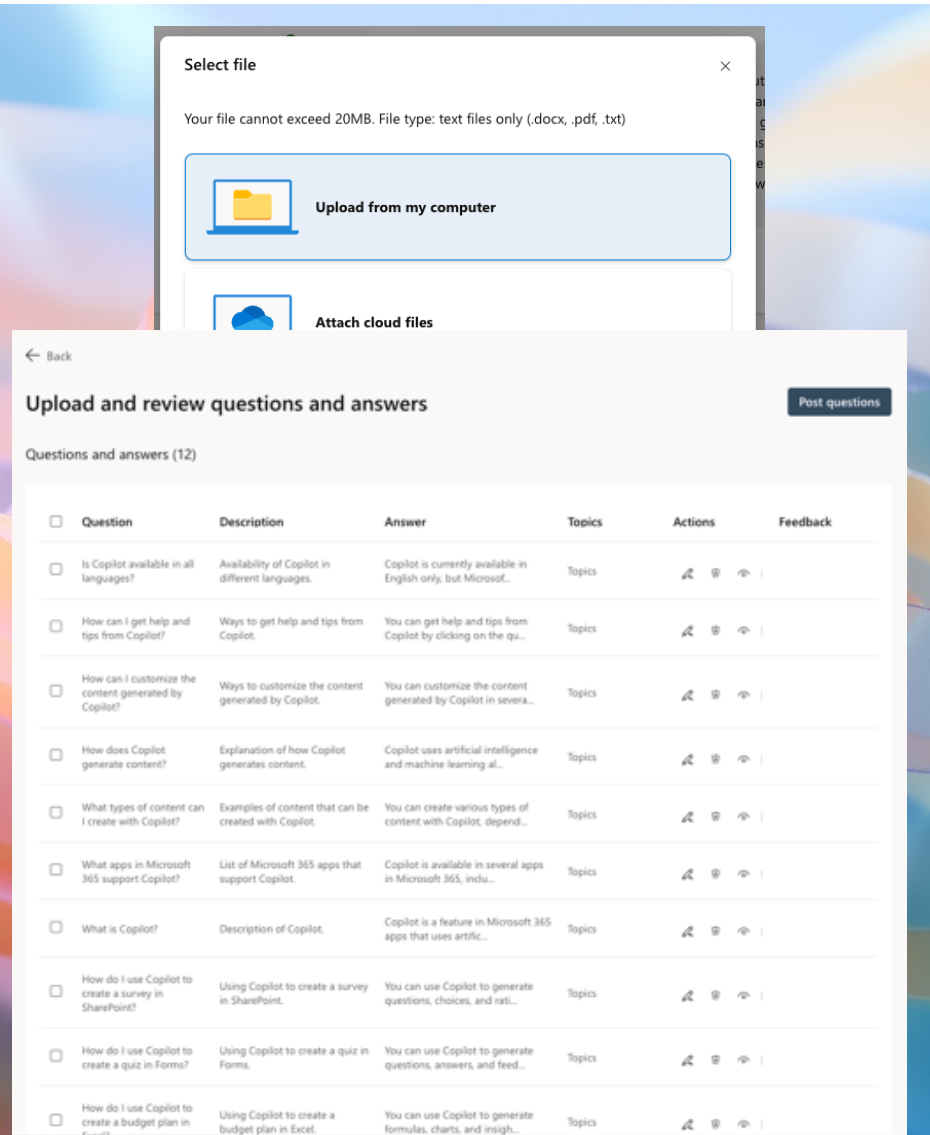
- Time saved by questions with best answer **41.0%**
- Time saved by questions without best answer **59.0%**

# Upload Copilot support content into Answers with FAQify

Prepare a TXT, DOCX or PDF file with your top 20-50 Copilot FAQ questions

Use FAQify to upload the FAQ

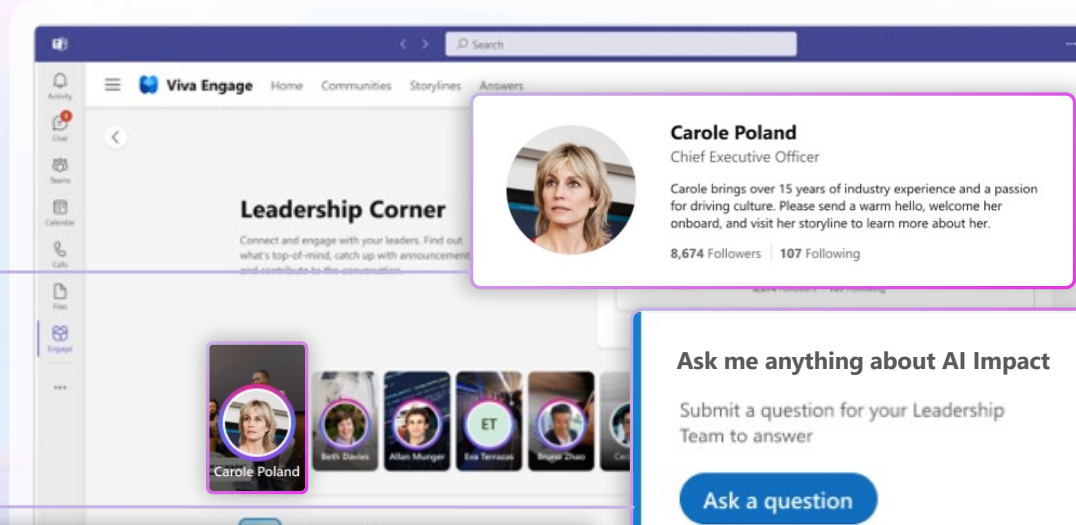
Now your Answers users will have access to your Copilot FAQ in Answers



# Leadership communication



Provide a space for leadership to promote important messages & be open to 2-way feedback



Host **AMA events** &

promote special comms hashtag **campaigns**

