Currently using Viva?

Join 300+ Microsoft customers in NDA Viva Customer Connection Program

- Open to all Viva customers using at least one app
- Influence the future of Viva products/features/capabilities/solutions
- Weekly NDA calls with Viva product teams
- Access to NDA depth engagements, including private previews, 1:1 interviews, and more

Self-Nominate | https://aka.ms/NominateVivaCCP
Microsoft Viva
The integrated employee experience platform that empowers people and teams to be their best

Connection
Keep everyone informed, included, and inspired

Insight
Improve productivity and wellbeing with actionable insights

Purpose
Align people's work to team and organization goals

Growth
Help employees learn, grow, and succeed

Empowerment
Help learners spend time where it matters

Viva Engage
Viva Amplify
Viva Insights
Viva Pulse
Viva Goals
Viva Topics
Viva Learning
Viva Sales

All employees
Role-based experiences

Microsoft 365
Platform and Admin services
Briefing Email, People, Answers
Admin Experience
Common Navigation

Privacy & Security
Granular Feature Access Controls
Inherited Permissions for 3P
Differential Privacy for Insights

Integrations to HCM, CRM, LMS, Wellness
Workday, Salesforce, Qualtrics,
LinkedIn, Headspace, SAP
SuccessFactors and many more
Agenda

01 Introductions

02 Analytics with Comms & Community in Viva Engage and Viva Amplify

03 Wrap up | Thank you for attending
Register for the next Getting Started with Viva Call

A day in the life of a Frontline Worker and their Manager
Kevin McDonnell, MVP, Solutions Architect, Avanade
May 3, 2023, at 7AM PT
Register here
Analytics with Comms & Community in Viva Engage and Viva Amplify

Getting Started with Microsoft Viva Series

April 28th, 2023
Employee Communications & Community

Evolving Corporate Engagement with your Employees using Microsoft Viva

Viva Connections
Bringing the intranet to your users where they work

Viva Engage
Enabling community engagement across your workforce

Viva Amplify
Multi-modal corporate comms campaign management
Viva Connections

✓ The Company App
✓ Home sites
✓ Global Navigation
✓ Adaptive Cards
Viva Engage

✓ Communities
✓ Answers
✓ Story Lines
✓ Leadership Corner
Viva Amplify

✓ Campaign Management
✓ Publishing Workflows
✓ Dashboards
Intro & Analytics with Viva Engage

Quick look at Viva Amplify

Considerations for enhanced analytics
Yammer is now Viva Engage
What does this change mean?

Bringing Yammer into the Viva employee experience solution

No change to features or existing licensing

Continued Microsoft investment into new features.

New premium features available with Viva Suite licensing
Connect with leaders

Viva Engage provides a space for leadership to connect with employees, showcase employee resource groups, and foster and reinforce culture across the organizations.

Share weekly video recap to your storyline.

Share messages, photos and videos from them at their workspace or on the road visiting customers on their storyline or stories.

Host a town hall in the CEO Connection community to engage employees on upcoming initiatives and have ongoing Q&A.

Create and participate in #Campaigns and Ask Me Anything Events (AMAs) to engage directly with leaders' interests and objectives.

Access analytic dashboards to understand sentiment, reach and engagement of content, conversations, and communities.

Posts with photos get 1.5x as many replies as those without and posts with videos get over 2x more replies and over 2.5x more reactions.
Give everyone a voice

Storyline enables you to share experiences and updates, learn about colleagues, and extend your personal network.

Showcase your work or celebrate a recent milestone with posts supporting links, attachments and media.

Share stories from frontline workers and the field using the mobile app to capture photos and video.

Follow people and leaders to prioritize their posts and stories in your storylines feed.

Express yourself with a customized cover photo for your storyline.

Extend your personal network inside your organization, to develop professionally.
Ask me anything

Ask Me Anything events are moderated question and answer time between leaders and employees, that are answered live during a specific timeframe.

AMAs are centered around a subject or a panel of expert or leaders in a specific department or area.

Organizers can moderate questions as they come in the queue.

Gain insights from event engagement analytics around questions asked and answered during the AMA.

Questions can be voted up by participants to gain traction from the organizers to answer.
Top analytics questions of Viva Engage

Are leaders communicating effectively across the organization?

Do individuals feel that their voices are being heard?

Which communities are engaged the most?

Who are my top influencers?
### Leadership Engagement

Enable leaders and employees to engage and build culture

**Scenario:** Leader conducts a townhall using Live Events, Leader Posts a storyline announcement, Leaders using Viva Engage

**Persona:** Event Organizers, Comms managers

Includes:
- Reach: Viewers, Demographics
- Engagement: Discussions, Questions, sentiment analysis, trending conversations

### Internal Communications

Amplify organizational messaging through sharing and discussion

**Scenario:** Comms announces a new HR policy to workers nationwide. Comms creates a supplemental campaign.

**Persona:** Corporate Communications

Includes:
- Reach: Recipients, Demographics, top contributors
- Engagement: Comments & reactions, trending content

### Communities & Knowledge

Strengthen cross-organizational connections and build knowledge

**Scenario:** Create awareness and amplify knowledge creation. Assess questions and answers.

**Persona:** Community Manager, knowledge manager

Includes:
- Reach: Members, lurkers, Views
- Engagement: Q&A, comments, reactions, health, trending content, topics, top contributors

---

**Audience analytics, Live Events insights**

**Conversation insights, Campaign analytics**

**Community insights, Q&A insights, Answers analytics**
Community Insights

Build more powerful communities

Measure community growth
Track new member creation, active people, their location, department and more to understand your community’s reach and help tailor content that grows membership.

See how people engage
See how many conversations, comments, reactions, questions, answers, live events and more were engaged with over time to help you analyze what’s working best.

Recognize catalysts and trends
Your one stop shop to identify top conversations, questions, active contributors, champions and trends to measure event attendance, and knowledge dissemination.
Conversation Insights

See which conversations perform best.

**Measure reach**

See potential reach, number of views, and the scope of the audience.

**Monitor engagement**

See when each conversation was posted and how many people engaged with it through comments, reactions and shares.

**Amplify conversations**

Understand the ebbs and flows in how people engage with your conversation and take actions like featuring or pinning the conversation.
Live Events Insights

Improve your live events.

**Monitor attendance**
See how many people attended the event, what portions were most attended, average watch time and more – to understand who’s watching and tailor content more effectively.

**Measure engagement**
See how many conversations, comments, questions, answers, reactions were generated through the event and recognize and amplify the content that people are interested in engaging with.

**Recognize trends**
Compare reach, attendance and engagement across all your events to help you understand which types of content resonate with your audience the most.
Q&A Insights

Measure knowledge in your community.

Measure the volume of knowledge

Now, community managers can easily measure how frequently users are asking questions, answering, and marking high quality answers as the Best Answer.

Just like in the overview section, all the data from Q&A Insights can be exported to CSV.
Your post is popular

1,840 Comments: People are responding with causes that are important to them and appreciation for Contoso’s matching policies. People are also calling on leadership to offer personal matches for their teams.

936 Participants: Causes that are particularly popular among employees are related to diversity in technology, STEM education initiatives, and community-based organizations offering homeless outreach.

Key participants who have contributed the most to this discussion:

Key Comments and Response Suggestions

<table>
<thead>
<tr>
<th>Topic</th>
<th>Time posted</th>
<th>Views</th>
<th>Sentiment</th>
<th>Suggested Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outreach</td>
<td>Jul 12, 10:00 PM</td>
<td>286</td>
<td></td>
<td>I'm also passionate about enhancing opportunities for girls from all backgrounds to learn software engineering at an early...</td>
</tr>
<tr>
<td>STEM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
# Viva Engage Reporting and Analytics

<table>
<thead>
<tr>
<th>What</th>
<th>Where?</th>
<th>Who can access?</th>
<th>What type data?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Insights</td>
<td>Viva Engage Community</td>
<td>Anyone</td>
<td>Community Membership, Trends, Posts</td>
</tr>
<tr>
<td>Conversation Insights</td>
<td>Viva Engage Conversation</td>
<td>Original Poster, Community Admins, Network Admins</td>
<td>Reach, engagement</td>
</tr>
<tr>
<td>Live Event Insights</td>
<td>Viva Engage Live event</td>
<td>Organizers, Community Members, Community Admins</td>
<td>Attendance, viewership, engagement</td>
</tr>
<tr>
<td>Q&amp;A Insights</td>
<td>Viva Engage Community</td>
<td>Community Members, Community Admins</td>
<td>Questioned asked, Answered</td>
</tr>
<tr>
<td>Viva Engage Data &amp; User Export</td>
<td>Viva Engage Admin Center</td>
<td>Network Admins</td>
<td>All messages, files, topics, users, and communities</td>
</tr>
<tr>
<td>Microsoft 365 Activity Reports</td>
<td>M365 Admin Center</td>
<td>M365 Admins, Specific access can be granted</td>
<td>User level data last activity date, number of posts, number of read, messages, number of likes, device access</td>
</tr>
<tr>
<td>Microsoft 365 Usage Analytics</td>
<td>M365 Admin Center</td>
<td>M365 Admins, Specific access can be granted</td>
<td>Trends across your network, top users, communities, departments</td>
</tr>
</tbody>
</table>
Advanced Analytics*

Understand the impact of your conversations and contributions in Viva Engage including:

• Personal analytics*
• Audience Analytics*, including sentiment analysis
• Answer Analytics*
• Global Answers Analytics*

*Requires Viva Suite licensing
Personal analytics for employees

Understand the engagement you’re creating in Viva Engage including:

- Reach
- Replies
- Followers
- Total Viewers of your posts
- Percentage of followers engaging
- Percent of viewers who are engaging with posts
- Number of people you’ve replied to

Filter by date range

Understand the impact and reach of your contributions

Adjust content destination
Audience and sentiment analysis for leaders

Leverage Microsoft AI and machine learning to identify themes in your audiences.

 Participate to in key discussions that are driving reactions.

 Identify top themes and top conversations

 Understand how people are feeling about themes that matter to them.

 Sentiment analysis can be enabled or disabled by admins.

 Sentiment analysis automatically surfaces trends across public conversations

Only available for leaders and their delegates.
Campaign Analytics

See who is actively contributing

Track success metrics and progress

Review trends in campaign participation

See how many people have viewed and engaged with content.

Reach is the total number of ALL engagements including (views, reactions, replies and posts).

Switch between campaigns.

Determine date range.
# Viva Engage Advanced Analytics*

<table>
<thead>
<tr>
<th>What</th>
<th>Where?</th>
<th>Who can access?</th>
<th>What type data?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Analytics*</td>
<td>Viva Engage Analytics Dashboard</td>
<td>Only the employee</td>
<td>Content reach, replies, followers, total viewers of posts, percentage of followers engaging, percent of viewers who are engaging with posts, number of people you've replied to</td>
</tr>
<tr>
<td>Audience Analytics*</td>
<td>Viva Engage Analytics Dashboard</td>
<td>Only employees assigned as a leaders, delegates</td>
<td>View how your team or department is engaging and identify trends, top conversations and active communities where you can drive the most impact.</td>
</tr>
<tr>
<td>Sentiment Analysis*</td>
<td>Viva Engage Analytics Dashboard</td>
<td>Only employees assigned as a leaders, delegates</td>
<td>View trends across public conversations, and comments on storyline and in communities written by members of the leader’s audience. Themes in your audience surface frequently discussed subjects and total sentiment expressed toward that subject</td>
</tr>
<tr>
<td>Campaign Analytics*</td>
<td>Viva Engage Analytics Dashboard</td>
<td>Only employees assigned as corporate communicators</td>
<td>Reach, top creators, and top conversations related to campaign, specific timeframe</td>
</tr>
<tr>
<td>Answers Analytics*</td>
<td>Viva Engage Analytics Dashboard</td>
<td>Only employees assigned as knowledge manager</td>
<td>Global time saved, Total answers, Median time to first answer, Average view per question, Total best answers, Median time to best answer, Total answer votes, Answer rate, Best answer rate, Questions asked, User engagement distribution, Question views</td>
</tr>
</tbody>
</table>

*requires a Viva Suite licensing
Microsoft Viva Amplify empowers leaders and communicators to elevate their message and energize their people by meeting employees where they are.

**Communicate easier**
Centralize communication processes in a single space, so you can save time and focus on what matters.

**Communicate better**
Write messages that stick with writing guidance and reporting from your organization.

**Be heard**
Drive engagement with your message by meeting employees where they are.
Viva Amplify Hub

- Good Morning, Mona
  Let's amplify your message!
  Start a new campaign

- Diversity and Inclusion campaign highlights
  Your campaign began to show a trend of increased audience engagement over time in March.

9/10 communications scheduled for ‘Black History Month’ have been approved

Resources
- Get started
  How to start using Amplify to empower your next campaign
  Get started

- Amplify templates
  Use Amplify templates to quickly get started

Favorite campaigns
- Relecloud Team Celebration 2022
- Early Career Conference & Training Campaign
- Migrating to Cloud 2.0 Change Management
Start a campaign and decide your goals
Viva Amplify Campaign Report

Detailed report

View metrics for each distribution channel this item has been published to. Gain insights on audience engagement by understanding how audiences are reacting to this publication. Customize your view by grouping results according to distribution channel and organizational structure.

<table>
<thead>
<tr>
<th>Channel</th>
<th>Viewers</th>
<th>Promotions</th>
<th>Comments</th>
<th>Positive</th>
<th>Negative</th>
<th>Neutral</th>
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</thead>
<tbody>
<tr>
<td>Outlook</td>
<td>10662</td>
<td>227</td>
<td>0</td>
<td>12</td>
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<td>SharePoint</td>
<td>1345</td>
<td>113</td>
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<tr>
<td>Teams</td>
<td>2135</td>
<td>675</td>
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<tr>
<td>Viva Engage</td>
<td>3542</td>
<td>597</td>
<td>1321</td>
<td>431</td>
<td>52</td>
<td>159</td>
</tr>
</tbody>
</table>
# Viva Amplify – Detailed Report

A detailed report showing metrics for each distribution channel where this item has been published to. Gain insights on audience engagement by understanding how audiences are reacting to this publication. Customize your view by grouping results according to distribution channel and organizational structure.

<table>
<thead>
<tr>
<th>Channel</th>
<th>Viewers</th>
<th>Promotions</th>
<th>Comments</th>
<th>Positive Reactions</th>
<th>Negative Reactions</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outlook (1)</td>
<td>10632</td>
<td>227</td>
<td>0</td>
<td>12</td>
<td>1</td>
<td>2</td>
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<tr>
<td>SharePoint (2)</td>
<td>1345</td>
<td>133</td>
<td>45</td>
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<tr>
<td>AC Group Site</td>
<td>537</td>
<td>40</td>
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<td>11</td>
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<td>--</td>
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<td>EP Group Site</td>
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<td>22</td>
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<td>--</td>
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<td>JP Group Site</td>
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<td>51</td>
<td>30</td>
<td>12</td>
<td>--</td>
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<tr>
<td>Teams (2)</td>
<td>2135</td>
<td>675</td>
<td>151</td>
<td>1075</td>
<td>76</td>
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<td>597</td>
<td>1321</td>
<td>431</td>
<td>52</td>
<td>159</td>
</tr>
<tr>
<td>AC Community</td>
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<td>139</td>
<td>20</td>
<td>75</td>
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<tr>
<td>J's Storyline</td>
<td>2753</td>
<td>482</td>
<td>987</td>
<td>292</td>
<td>32</td>
<td>84</td>
</tr>
</tbody>
</table>

**Filters**

- **Functional type**
  - Design
  - Engineering
  - Marketing
  - Product Management
  - Research

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Enhancing Campaign Analytics Across M365

Customer Location: Lexington, MA
Industry: Pharmaceuticals
Platform: Microsoft 365

Critical Needs:
- Merge people, culture, and technology of two global enterprises
- Understand usage patterns in Microsoft 365
- Reduce adoption rates of new, centralized tenant

Solution:
- AvePoint tyGraph

Customer Profile:
Takeda is a patient-focused, values-based, R&D-driven global biopharmaceutical company headquartered in Japan and committed to bringing Better Health and a Brighter Future to people worldwide. Their passion and pursuit of potentially life-changing treatments for patients are deeply rooted in over 240 years of distinguished history in Japan. Takeda has more than 50,000 employees in approximately 80 countries and regions around the world.

Success Highlights:
- Successful strategic consolidation of two enterprise tenants
- Optimized migration through usage and adoption insights
- Improved end-user experience post-migration

The Challenge:
Bringing together two separate entities is never easy, and it’s even more difficult when those two entities are global pharmaceutical enterprises with 30,000 employees each. This was the case when biotech company Takeda acquired Shire.

During any merger or acquisition, it's essential to bring together the organizations—the people, the culture, and the technology—into a single space. As part of Takeda's acquisition, Dave Feldman, who currently serves as Head of Digital Workplace Delivery at Takeda, was responsible for bringing together the Microsoft 365 (formerly Office 365) and SharePoint data for both companies. The companies' data was a combination of on-premises and cloud data that needed to be consolidated into a single, centralized tenant.

Dave had managed a similar merger in his previous role and knew you don’t want to pick everything up and dump it all in one place. You need to figure out what content is actually used, what was needed and what wasn’t needed, and take the opportunity to do a lot of clean-up, some information architecture, some governance.

To achieve this, Dave needed access to usage metrics for both companies' tenants to optimize the consolidation.

The AvePoint Solution
In the previous merger, Dave leveraged insights from AvePoint tyGraph to successfully consolidate 7 on-premises environments and 2 Microsoft 365 (M365) tenants into a single tenant. Because of its capacity during the post-merger phase, AvePoint turned to tyGraph to optimize the Takeda consolidation.

tyGraph captures a 360-degree view of Microsoft 365, providing advanced analytics and visualizations into user activity, engagement, and sentiment. The real-time insights helped data owners understand what's trending, popular, or no longer useful as user, department, and regional levels of technology adoption.

Dave used tyGraph to analyze both companies' content in M365, identifying usage patterns like Yammer and Sharepoint sites, and necessary CSS and JavaScript files. With this information, he was able to determine how important each piece of content was, dictating where to invest the most resources during the consolidation.

Dave explains, "If you're creating 1,000 sites, you can put effort into each and spend more time focusing on the information architecture, the design, the content."

tyGraph also captures metrics for technology adoption, measuring the impact of transformations like the Takeda/Shire consolidation. Dave used these insights to track adoption post-merger, watching "usage start to decline on the old tenants and start to go up on the new tenant. Being able to monitor the whole process really helps us understand what's happening in our collaboration environment and how users are changing behavior during modernization."

The information tyGraph delivers goes beyond any insights you can uncover natively. Using tyGraph's analytics, Dave identified an anomaly in the new.
1. Discuss with your leaders identify current communications challenges in your organization

2. Create a Viva Engage adoption plan that targets these challenges

3. Identify influencers and champions in your organization

4. Encourage your leaders to engage in two-way conversations!
Resources

- Announcing Copilot in Viva Engage - Microsoft Community Hub
- Microsoft Viva Summit
- Viva Engage Playbooks
- Viva Engage Community Hub
- Amplify the employee experience – Microsoft Adoption
- Viva Engage – Microsoft Adoption
- Viva Insights – Microsoft Adoption
- AvePoint tyGraph M365 Analytics Case Study