Audience targeting for Viva Connections

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Agenda

- What is Viva Connections?
- What are Viva Audiences?
- Planning your Viva Connections Audiences
- How to create Audiences for Viva Connections
- Using Audiences in Viva Connections
Problem solution

We live in a world of communications and data overload.

By segmenting employees to create Viva audiences, you can focus resources and initiatives on the people who are most likely to benefit.
By the end of this session, you will learn how to create employee segments

Right Knowledge to the Right People at the Right Time
What is Viva Connections?

The home of your employee experience
Microsoft Viva

The integrated employee experience platform that empowers people and teams to be their best

Viva Connections | All apps in one place

Connection
Keep everyone informed, included, and inspired
- Viva Engage
- Viva Amplify

Insight
Improve productivity and wellbeing with actionable insights
- Viva Insights
- Viva Pulse

Purpose
Align people’s work to team and organization goals
- Viva Goals

Growth
Help employee learn, grow, and succeed
- Viva Topics
- Viva Learning
- Viva Sales

Microsoft 365

Platform and admin services
Briefing email, people, answers, admin experience, common navigation

Privacy and security
Granular feature access controls, inherited permissions for 3P, differential privacy for insights

Integrations to HCM, CRM, LMS, wellness, and more
Workday, Qualtrics, SAP SuccessFactors, LinkedIn, Headspace, and more
Good afternoon, Megan Bowen
What are Viva Audiences?
Viva Connections uses **Audience Targeting** to target the right content to the right audience.

All users in Country
Viva Connections uses **Audience Targeting** to target the right content to the right audience.
Viva Connections uses **Audience Targeting** to target the right content to the right audience

All users in department A, B & C
Viva Connections uses **Audience Targeting** to target the right content to the right audience.
Viva Connections Audience targeting are based on Groups

- Azure AD Security Groups
- Microsoft 365 Groups
- Yammer Communities
- Teams
- Distribution lists
- Names
Planning your Viva Connections
Audiences
Managing Contoso employee engagement

- Share employee news and communications
- Personalized content (right content to the right audiences)
- Extend communications to the front line
- Works in large multi national organization so needs to automate
What is the impact?

**Level 100 - Initial**
- Manual lists
- Untargeted
- Email based

**Level 200 - Managed**
- Adhoc governance
- Some targeting
- Uncontrolled channels

**Level 300 - Defined**
- Consistent governance
- Channel targeting
- Resharing messages
- Excludes frontline

**Level 400 - Predictable**
- Data driven
- Data quality
- Dynamic groups
- Personalized comms
- Content aggregation
- Single touchpoints
- Desktop & mobile
- Extend to frontline

**Level 500 - Optimizing**
- Integrations
- AI-based on users interests, roles etc
- Multi-lingual
- Tracking & Insights
Fragmented internal communications

- Email distribution groups
- Local communications within Teams
- Manually managed
- Gaps in coverage
- Out of date
- Fragmented
- Uncoordinated
Create audiences based on your communications needs

Executive

Extended Leadership team

Business Unit 1

Dept 1

A
B
C

Guests

Everyone excluding external

Business Unit 2

A
E

Job level
Define audiences based on quantifiable information

- Company
- Department
- Location
- Level
- Employment status
- Employee lifecycle
- Existing Groups & Teams
- Roles
- Personas
Audiences are based on Groups

- Azure AD Security Groups
- Microsoft 365 Groups
- Yammer/Viva Engage Communities
- Teams

- Distribution lists
- Names
How to create employee audiences for Viva Connections
1. Map your audiences to existing Groups

- Sales & Marketing
- Retail
- HR
- Finance

Contoso

- Contoso - Retail
  - US
    - Stores
      - Store 1
      - Store 2
  - Office
    - Office 1
    - Office 2

- Permanent
- Contractor
- Managers
- Non manager
- New starter
- Business Champions
2. Create new Groups for missing audiences

- Security Group
- Team
- Yammer/Viva Engage community
3. Review your onboarding & offboarding process to maintain group memberships

Joiner → HR → Capture metadata → Sync to Azure AD → Members automatically added → AAD Security Group → Team owner

Mover → HR → Capture metadata → Sync to Azure AD → Members automatically added → AAD Security Group

Leaver
4. Automate where possible
Create groups with dynamic membership rules
(Azure AD P1 or Intune for Education)

- **Marketing & Sales**
  - Department = Marketing OR Sales
- **Store1**
  - Office = Store 1
- **Contoso - Retail**
  - Company = Contoso - Retail
- **US Employees**
  - Usage Location = US
- **All-Permanent-Employees**
  - EmployeeId not equals Null
- **All-Managers**
  - Extension Attribute2 = Manager OR Senior Manager

Users automatically added & removed from group based on their attributes
5. Dynamic membership rules based on user profile (Azure AD P1 or Intune for Education)
6. Implement naming convention for Groups
Using Audiences in Viva Connections
1. Create Viva Connection cards

- Help desk UK
  Create a new Help ticket

- Change Champions
  Microsoft 365 adoption tools. Use our resources to go from inspiration to execution with our...

- Sales & Marketing news
  Global sales performance
  Report

- Top News
  Taking flight: Student mentorship opportunities at Contoso
  Open

- Contoso Retail
  Contoso Retail Events
2. Target content to specific audiences
3. Show the right information to the right people

- Company = Contoso - Retail
- Country = US
- Location = Store 1
- Department = Retail
- Status = Contractor
- Role = New starter & FLW
- Device = Mobile

Adele
3. Show the right information to the right people

- Company = Contoso - Retail
- Country - UK
- Location = Office 3
- Department - Marketing
- Status - Permanent
- Role - Business champion
- Device = laptop/mobile

Megan
Summary
Understand the impact?

**Level 100 - Initial**
- Manual lists
- Untargeted
- Email based

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**Level 500 - Optimizing**
- Integrations
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- Multi-lingual
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Baseline and plan your journey
Define quantifiable employee segments and automate where possible.

- Company
- Department
- Location
- Level
- Employment status
- Employee lifecycle
- Existing Groups & Teams
- Roles
- Personas

Viva Explorers
Create an effective onboarding & offboarding process to maintain group membership

Joiner

Leaver

Mover

HR

Capture metadata

Sync to Azure AD

Members automatically added

AAD Security Group

Team owner

User

Members

Automatically added
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Find out more
or book a meeting