



# Audience targeting for Viva Connections

Presenter: Nikki Chapple

MVP | Viva Guardian

Principal Cloud Architect CloudWay



# Nikki Chapple

MVP | Principal Cloud Architect



- 30 years+ experience in IT & business transformation
- Passionate about Microsoft 365 governance & compliance
- International speaker & blogger
- Co-host on the All things M365 Compliance Podcast
- Viva Guardian



VIVA EXPLORERS



# Nikki Chapple

MVP | Principal Cloud Architect @ CloudWay



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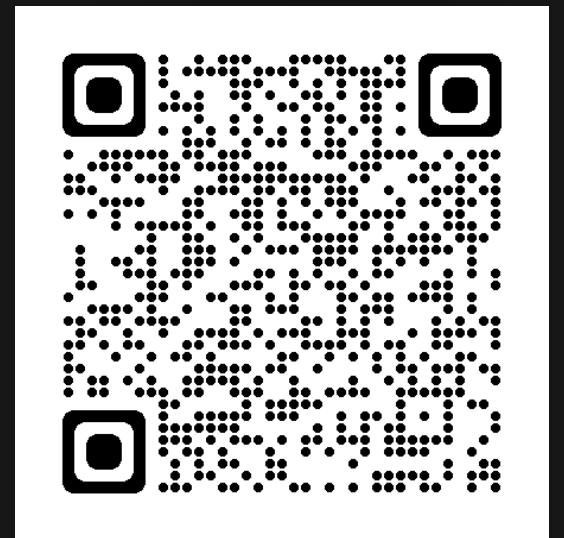
[www.nikkichapple.com](http://www.nikkichapple.com)



[All things M365 compliance](https://www.youtube.com/watch?v=...)



[Sessionize speaker profile](https://sessionize.com/speakers/nikkichapple)



# 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

All employees ◀

▶ Role-based experiences

## 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

- Learning
- Insights
- Goals
- Engage


### Dashboard See all

Benefits

**Enroll for 2022**  
Choose from the latest benefit options

Praise

Show gratitude to peers who went above and beyond at work.



Time off

**11 days**  
Currently available paid time off

[Report](#)

Assigned Tasks

**7 past due**  
Product launch work back schedule + 6 more

[See all](#)


Café 34

Get today's menu, specials and hours

Health Check

**FREE COVID-19 vaccine and testing at the Health Center**

[Schedule](#)



Office 365

**FAQs**  
Search FAQs and ask community a question

[Top 5 questions](#)


Team calendar

**This week**  
3 team members are out of office, 1 report due

Microsoft Ignite

Register, play, pause, and rewind prized moments

[Learn more](#)



Holidays

**Nov 25**  
Thanksgiving is the next company holiday

[See all](#)

Inventory

**+2.56%**  
Today's update across top selling items

### Feed

**Megan Bowen**  
Mar 15

Operations ★ Following

**Project Car Park**  
Car park resurfacing will commence on Friday 17 March 2023. No more potholes!

Be the first to like 👁 11 💬 1

- Activity
- Chat
- Teams
- Calendar
- Viva Insights
- Calls
- Viva Conne...
- Files
- Viva Goals
- Viva Engage
- Viva Learni...
- ...
- Apps
- ?

**Holidays**

**Nov 25**  
Thanksgiving is the next company holiday

[See all](#)

**Inventory**

**+2.56%**  
Today's update across top selling items

**Resources**

**Navigation**

- Who we are
- What's happening
- Find it

**Frequent sites**

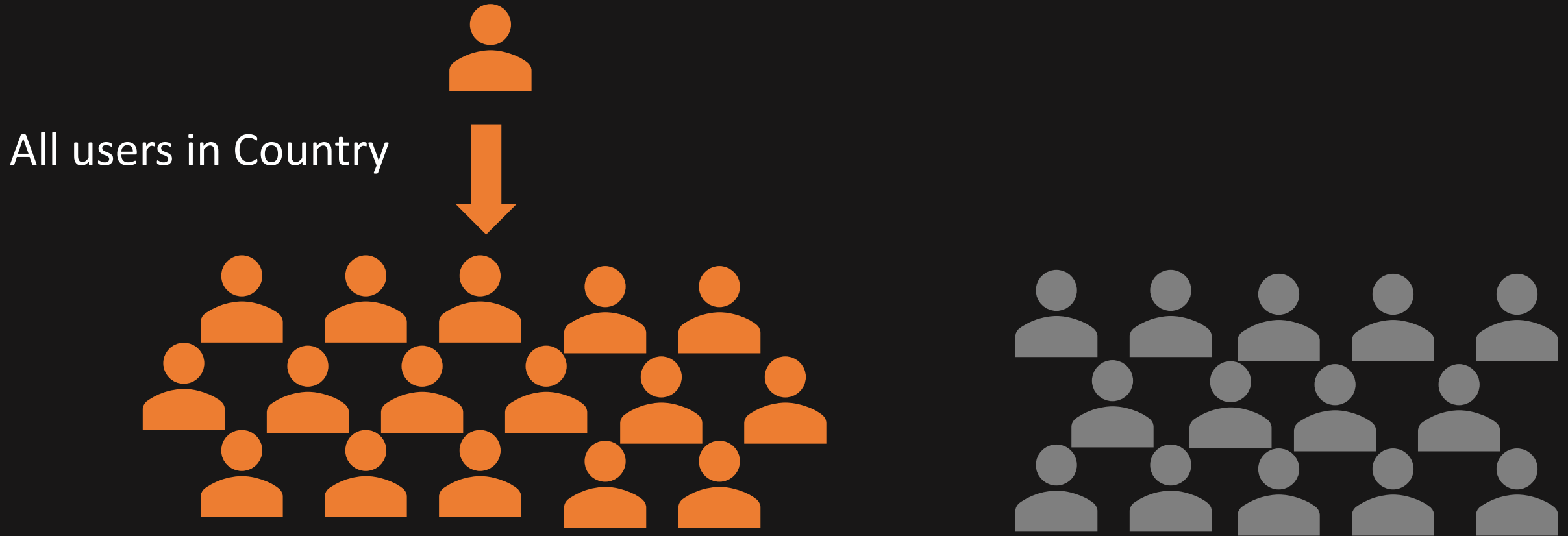
- H** The Landing
- Topic Center
- Operations
- CL** Contoso Learning
- NEWS** Contoso News
- GA** GRS Audit - Management
- T** Test
- Global Sales
- Sales and Marketing
- Benefits

**Followed sites**

- TC** Training Champions-Onedrive Training
- TC** Training Champions-Teams Craining
- GA** GRS Audit - Management
- GA** GRS Audit-Auditors
- T** Test
- D** Demo1
- H** The Landing
- LF** Leadership Forum - Mgrs Only
- DP** Design - Planning Channel
- ts** test site

# What are Viva Audiences?

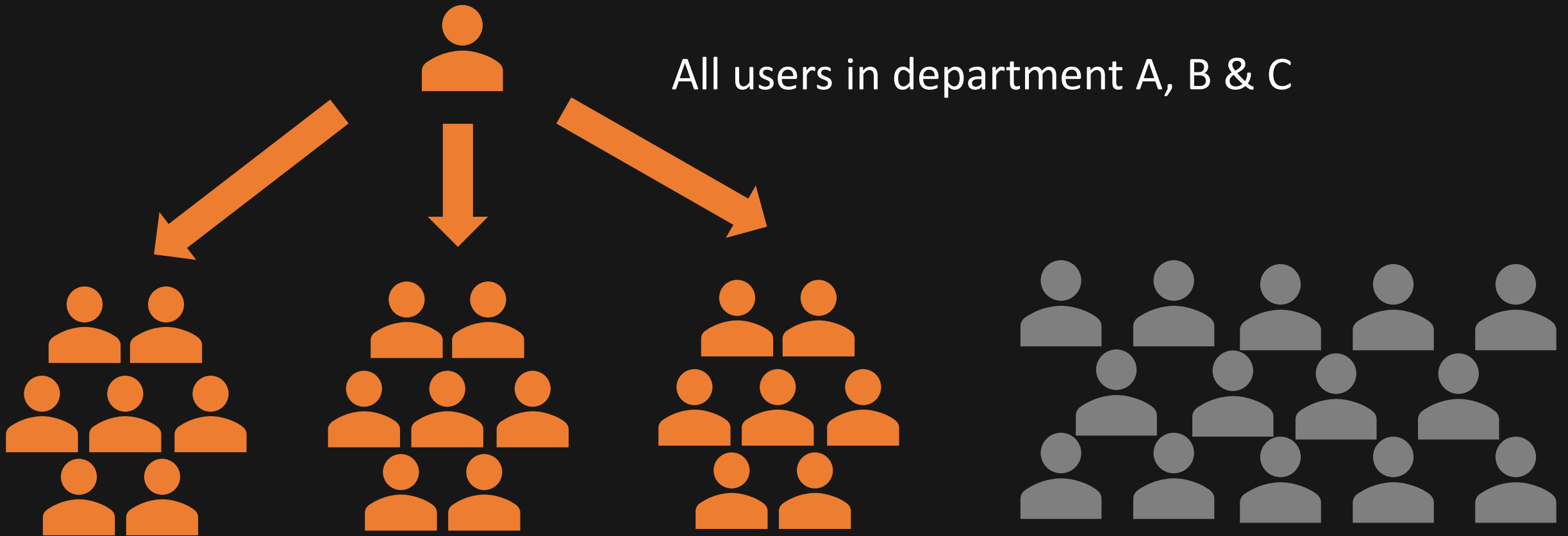
Viva Connections uses **Audience Targeting** to target the right content to the right audience



Viva Connections uses Audience Targeting to target the right content to the right audience



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



# Viva Connections Audience targeting are based on Groups



Azure AD  
Security  
Groups



Microsoft 365  
Groups



Yammer  
Communities



Teams



Distribution lists

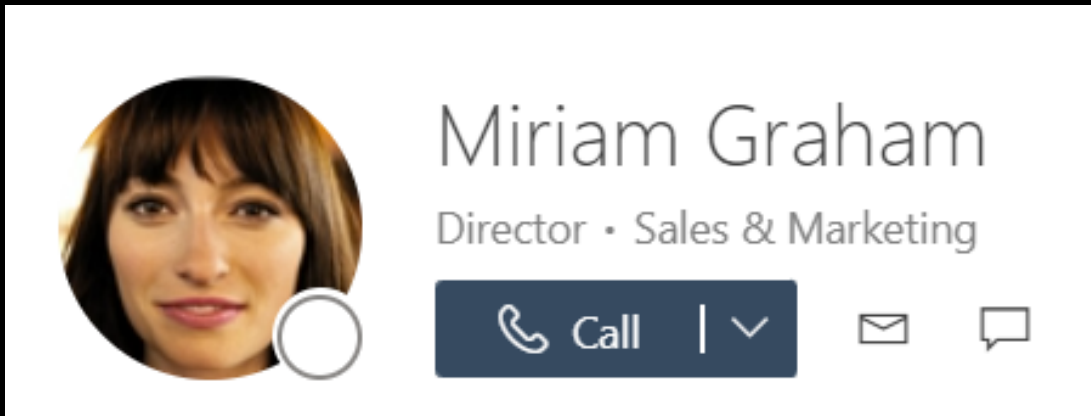


Names



# 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



Viva Connections

## Level 400 - Predictable

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



## Level 500 - Optimizing

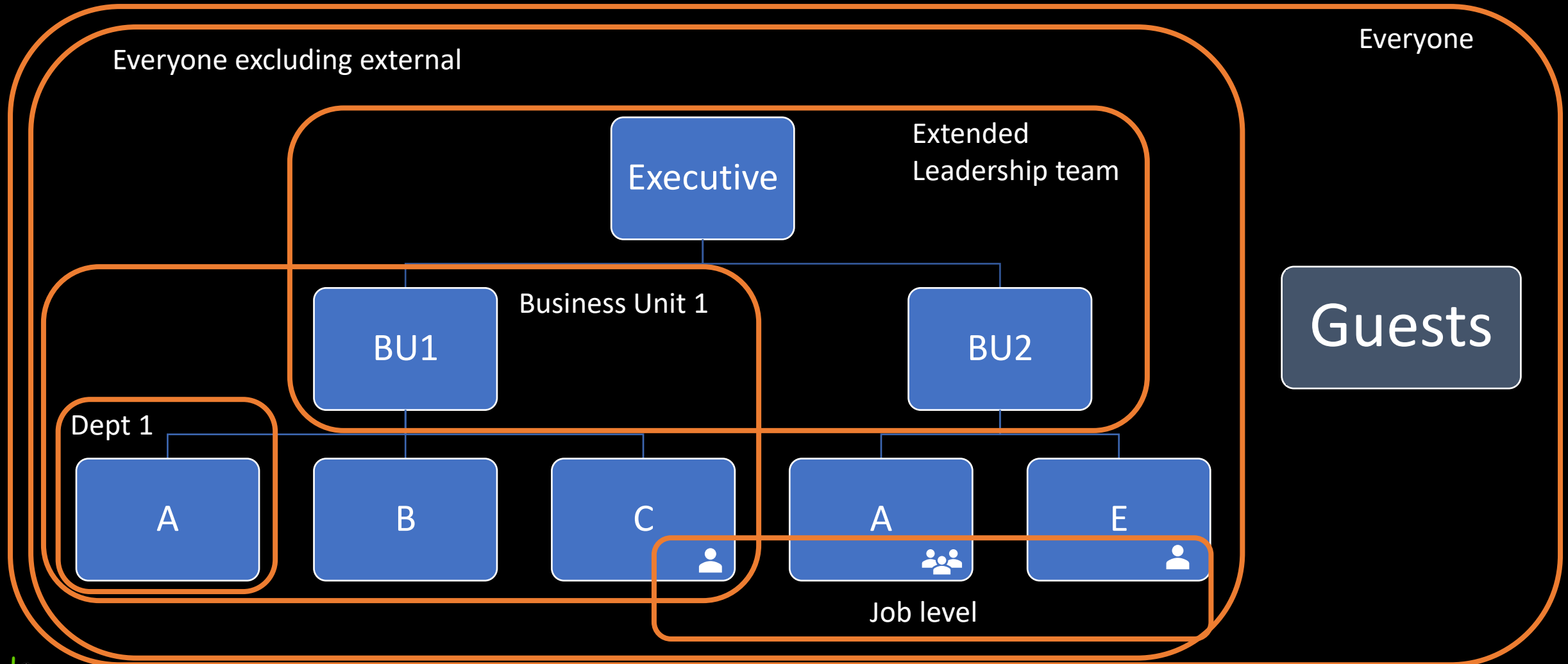
- Integrations
- AI-based on users interests, roles etc
- Multi-lingual
- Tracking & Insights

# Fragmented internal communications

- Email distribution groups
- Local communications within Teams
- Manually managed
- Gaps in coverage
- Out of date
- Fragmented
- Uncoordinated



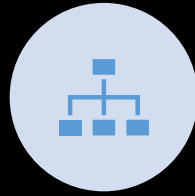
# Create audiences based on your communications needs



# Define audiences based on quantifiable information



Company



Department



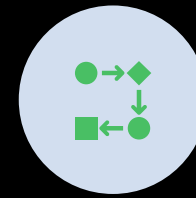
Location



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



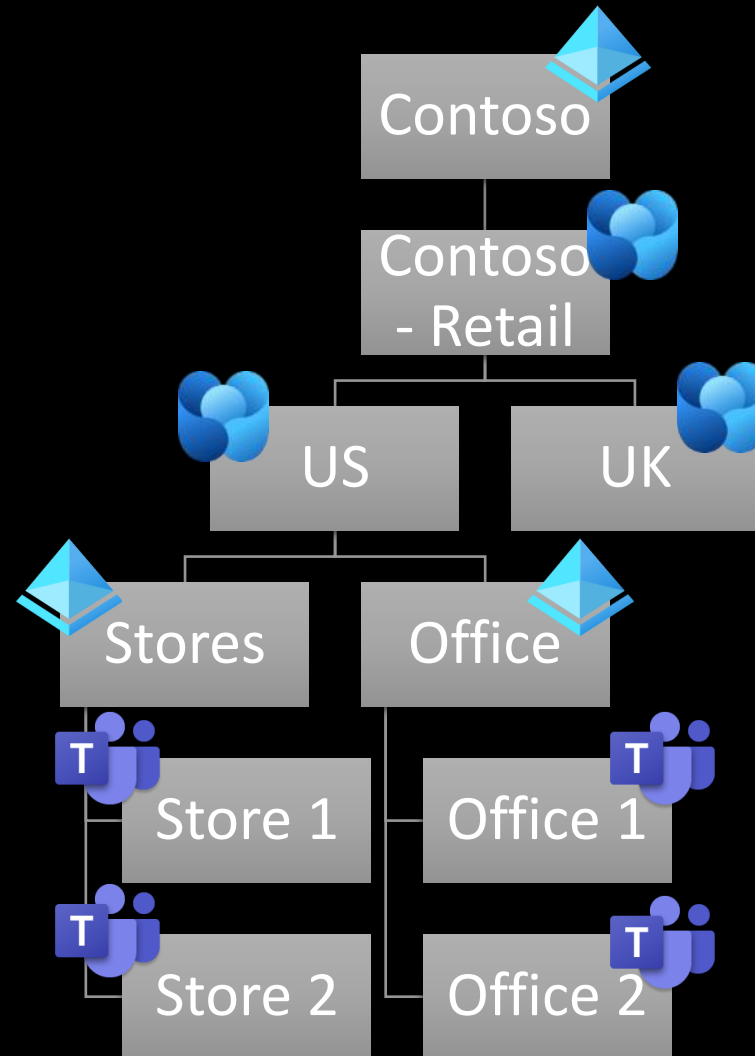
Names

# How to create employee audiences for Viva Connections





# 1. Map your audiences to existing Groups



## 2. Create new Groups for missing audiences



Security Group

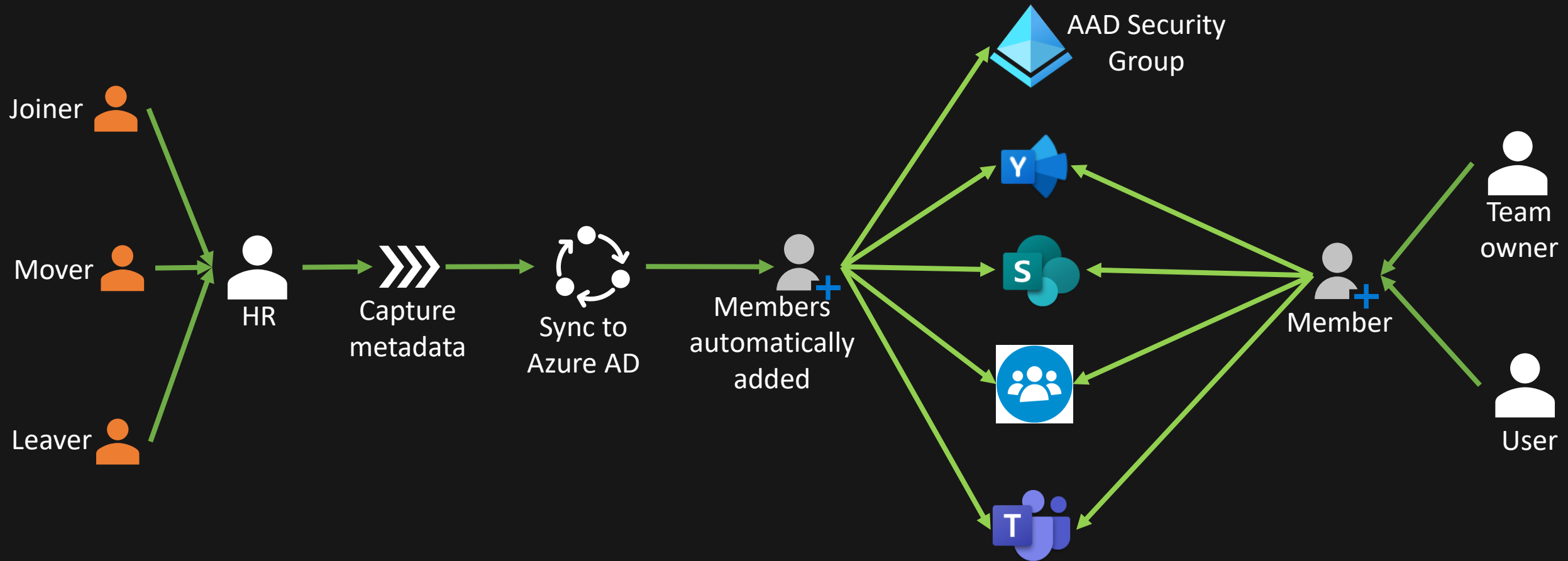


Team



Yammer/Viva Engage  
community

# 3. Review your onboarding & offboarding process to maintain group memberships



# 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

# 5. Dynamic membership rules based on user profile (Azure AD P1 or Intune for Education)

**Adele Vance** ...

Properties

Refresh | Got feedback?

All Identity Job Information Contact Information Pa

Search

Showing 8 results

Job title	Sales Manager
Company name	Contoso-Retail
Department	Sales
Employee ID	12345
Employee type	
Employee hire date	
Office location	18/2111
Manager	Miriam Graham



**Dynamic membership rules** ...

Save | Discard | Got feedback?

Configure Rules Validate Rules (Preview)

Rule syntax

```
(user.employeeId -ne Null)
```

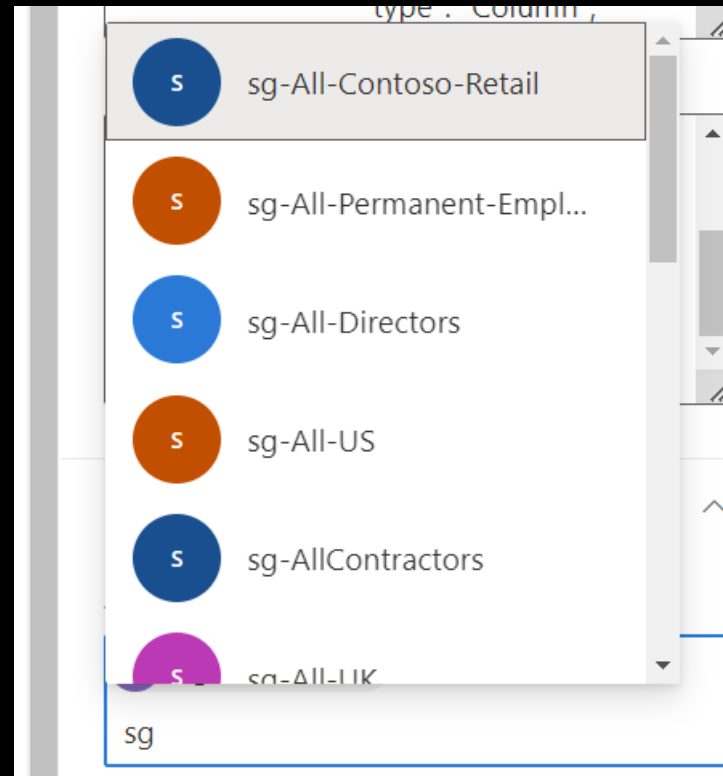
Add users to validate against this rule. [Learn more](#)

[+ Add users](#) [Validate](#)

In group Not in group Unknown

Name	Status
Adele Vance AdeleV@...	<a href="#">View details</a>
Bianca Pisani BiancaP@...	<a href="#">View details</a>

# 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

Audience targeting

Audiences to target ⓘ


- Sales Members ×
- Marketing Members ×

Start typing to select groups

50 audience limit - 48 audiences left

Help desk UK


Create a new Help ticket



Sg-All-UK

Change Champions


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



Business champions team

Sales & Marketing news

Global sales performance



Report

Sales team + Marketing team

Top News

Taking flight: Student mentorship opportunities at Contoso



Open

Sg-All-Permanent-Employees

Contoso Retail

Contoso Retail Events

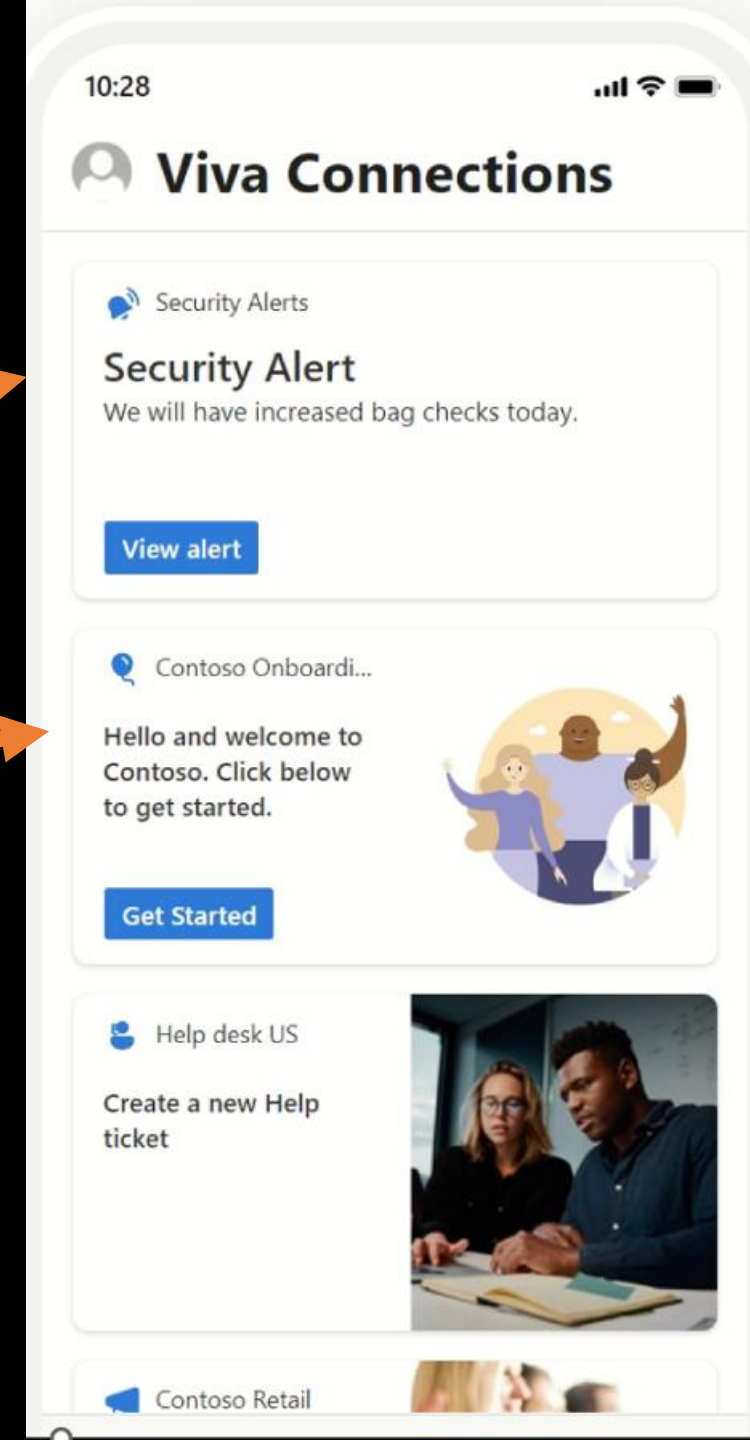
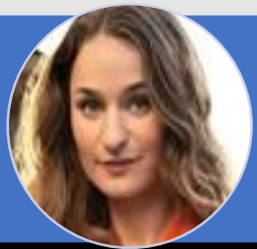


Contoso-Retail community

# 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



The desktop view shows a grid of tiles:

- Help desk UK**: Create a new Help ticket. (Arrow from 'Country - UK' and 'Device = laptop/mobile')
- Sales & Marketing news**: Global sales performance. Report. (Arrow from 'Department - Marketing')
- Change Champions**: Microsoft 365 adoption tools. Use our resources to go from inspiration to execution with our... (Arrow from 'Role - Business champion')
- Contoso Retail**: Contoso Retail Events. (Arrow from 'Company = Contoso - Retail')
- Top News**: Taking flight: Student mentorship opportunity at Contoso. Open. (Arrow from 'Status - Permanent')

The mobile view shows a similar layout with a 'Report' button on the 'Global sales performance' tile and a 'Top News' tile at the bottom.

# Summary

# Understand the impact?



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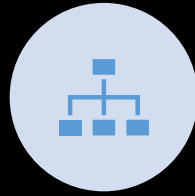
## Level 500 - Optimizing

- Integrations
- AI-based on users interests, roles etc
- Multi-lingual
- Tracking & Insights

# Define quantifiable employee segments and automate where possible



Company



Department



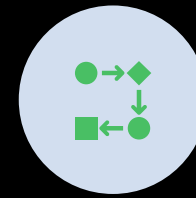
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Existing Groups  
& Teams

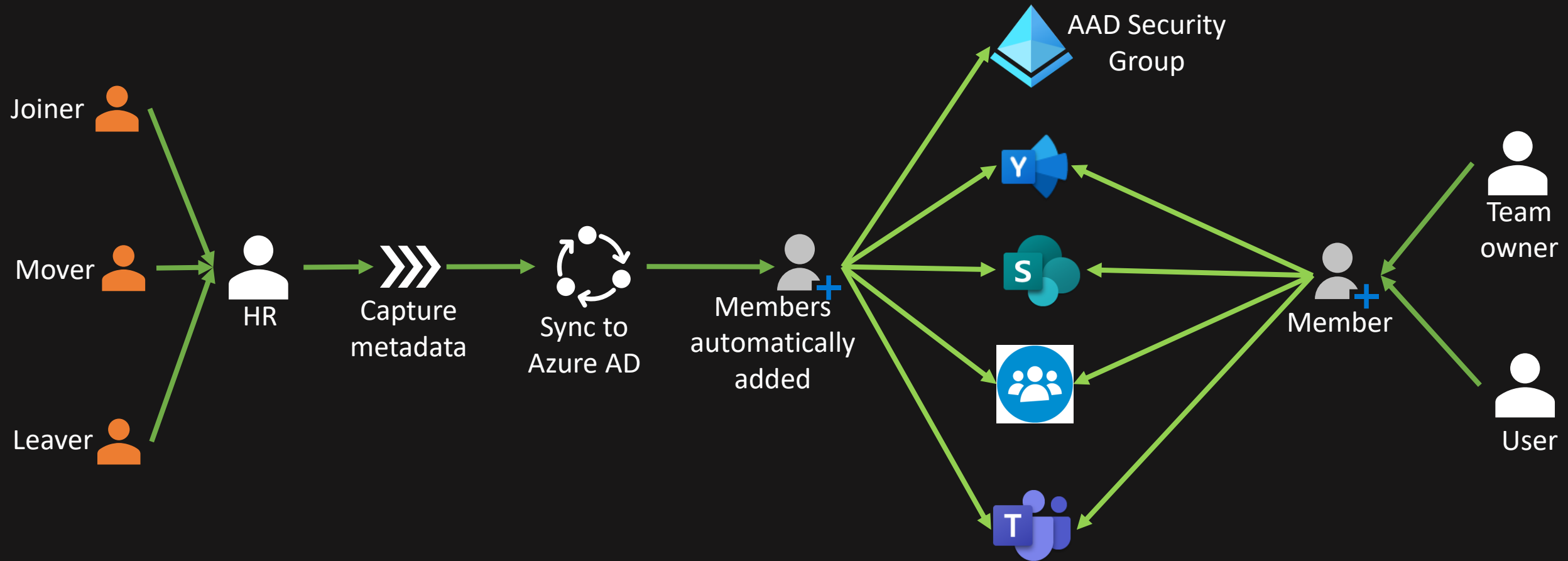


Roles



Personas

# Create an effective onboarding & offboarding process to maintain group membership



# Nikki Chapple | MVP Principal Cloud Architect



Find out more  
or book a meeting

