



The Ultimate Guide to Viva Engage



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Why Viva Engage Matters Now

In a world where remote work and digital transformation are not just trends but necessities, platforms like Microsoft's Viva Engage are revolutionizing how organizations engage with their employees. To bring this into focus, consider a global giant like Siemens. As of 2020, Siemens had over 300,000 employees spread across 200 countries. It's no surprise that they faced challenges in keeping employees engaged, connected, and informed.

Siemens decided to invest in collaboration platforms as part of their digital transformation strategy. A critical element was focusing on community engagement—something Viva Engage excels at. By implementing platforms like Viva Engage, Siemens successfully reduced silos, improved information flow, and boosted employee satisfaction, as reported in their 2020 Digital Transformation Report. This was backed by a 25% increase in internal community interactions and a 15% boost in employee satisfaction scores related to workplace tools and communication.



+20%

According to a recent Forrester report, organizations that actively invest in employee engagement platforms like Viva Engage can see up to a **20% increase in overall productivity.**



The Scope of This Ultimate Guide

In this comprehensive guide, you'll delve into the capabilities, comparisons, and best practices of using Viva Engage in a corporate environment.

Whether you're an IT professional, a team manager, or an end-user looking to maximize the benefits of Viva Engage, this guide has got you covered.

From dissecting the nuances that set Viva Engage apart from Microsoft Teams to outlining real-world use cases in global organizations, we'll equip you with the knowledge you need. We'll also delve into management automation, helping you understand how to streamline operations for maximum efficiency.

What to expect

Stay tuned for actionable insights; dos and don'ts, and expert advice on making Viva Engage the cornerstone of your digital community strategy.

[Next page →](#)

Orchestra
The Ultimate Guide to Viva Engage

Navigating the Viva Engage Universe

What Exactly is Viva Engage?

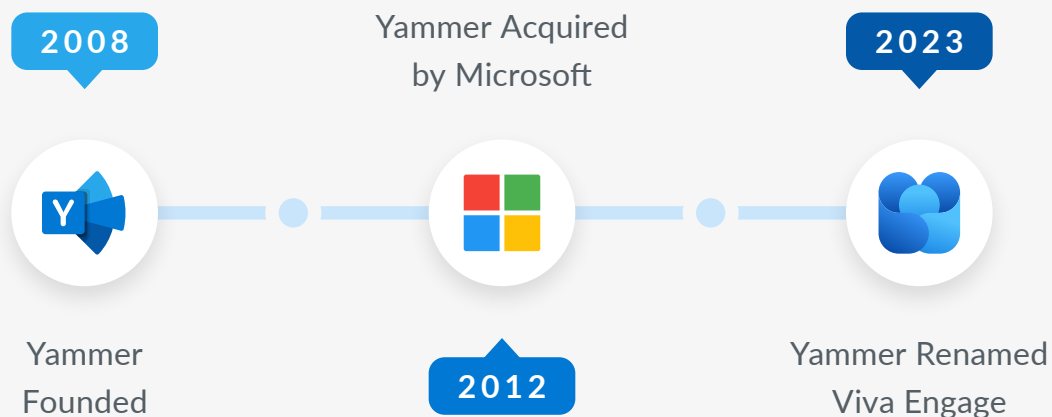
Amidst the clutter of digital tools and platforms designed to enhance employee engagement, Viva Engage emerges as a holistic, all-encompassing solution. As an integral part of the Microsoft Viva suite, Viva Engage evolves beyond its predecessor, Yammer Communities, to provide a more seamless and comprehensive employee experience.

Take Salesforce, a company with an enormous global footprint. They integrated Viva Engage within their organization to drive employee conversations around career development. According to Salesforce's annual report, they witnessed a 30% rise in internal mentorship programs as a result.

+75%



A Gartner report states that **75% of high-performance projects use a collaboration platform.** Viva Engage caters to this need with its focus on robust community building and engagement features.

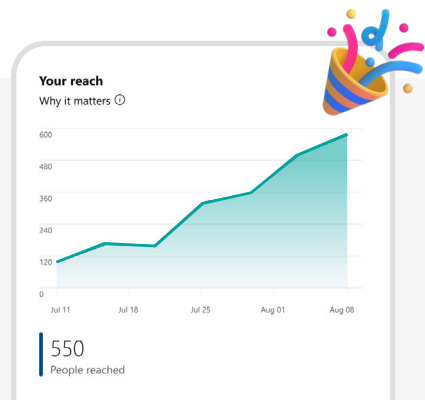


The Pillars of Viva Engage: Components and Features

While Viva Engage might be seen superficially as a mere social media platform, such a description would serve only to dilute its capabilities. The platform combines the best of community engagement features, discussion forums, and content management, all while integrating seamlessly into Microsoft Teams.

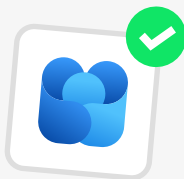
Pro tip

Don't overlook the utility of Viva Engage's analytics dashboard. It provides valuable insights into user behavior, allowing you to tailor your community engagement strategies effectively.



The Evolution of Viva Engage: A Brief History

Viva Engage didn't materialize out of thin air. It evolved as a response to the increasingly digitized, remote work culture, and it addresses the limitations of Yammer Communities with features like improved analytics, direct integration into Microsoft Teams, and enhanced content management.















The Viva Engage evolution was Microsoft's response to a dynamically shifting work environment. It's not just about community interactions; it's about enriching those interactions with actionable insights and seamless collaboration.

Viva Engage vs. Yammer

Introduction

In the ever-evolving landscape of corporate digital tools, understanding the lineage and functionality of platforms is crucial. The transition from Yammer to Viva Engage in June 2023 has prompted organizations to reconsider their employee engagement strategies. This chapter will guide you through this pivotal shift, allowing you to make informed decisions.

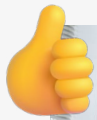
Feature	 Yammer	 Viva Engage
Great for community building		
Ideal for teams of all sizes		
Integrated into Microsoft 365		
Advanced analytics		
Features powerhouse		

Target User Demographics: Where Each Platform Shines

While Yammer aimed at facilitating internal communication in medium to large enterprises, Viva Engage extends the scope by focusing on employee experience holistically. It not only targets larger corporations but also aligns with the needs of smaller, agile teams looking for robust engagement features.

Feature-by-Feature Comparison

From community-building aspects to analytics capabilities, Viva Engage takes Yammer's foundations and builds upon them. New features like advanced analytics and cohesive integration with the Microsoft Viva Suite set it apart.

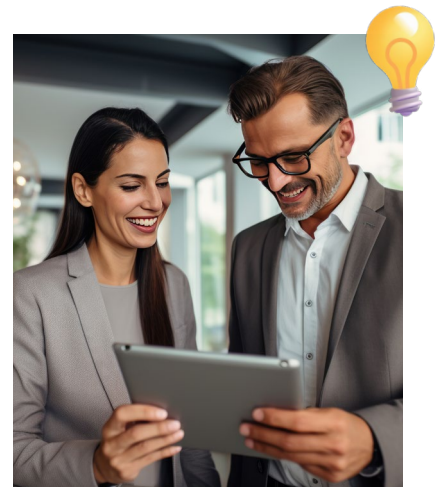


Integration and Compatibility: How Well Do They Play with Others?

Yammer was primarily a standalone tool, despite its integration into the Microsoft 365 Suite. Viva Engage, on the other hand, is engineered to be a fully integrated component of the Microsoft Viva Suite, thereby amplifying its compatibility with other enterprise tools.

Evolution from Yammer to Viva Engage: The Journey of Transformation

As of June 2023, Yammer ceased to exist as a standalone brand and was officially rebranded as Viva Engage Suite. While the two platforms share a foundational DNA focused on community building and open dialogue, Viva Engage stands as a more comprehensive solution aimed at enhancing the overall employee experience.



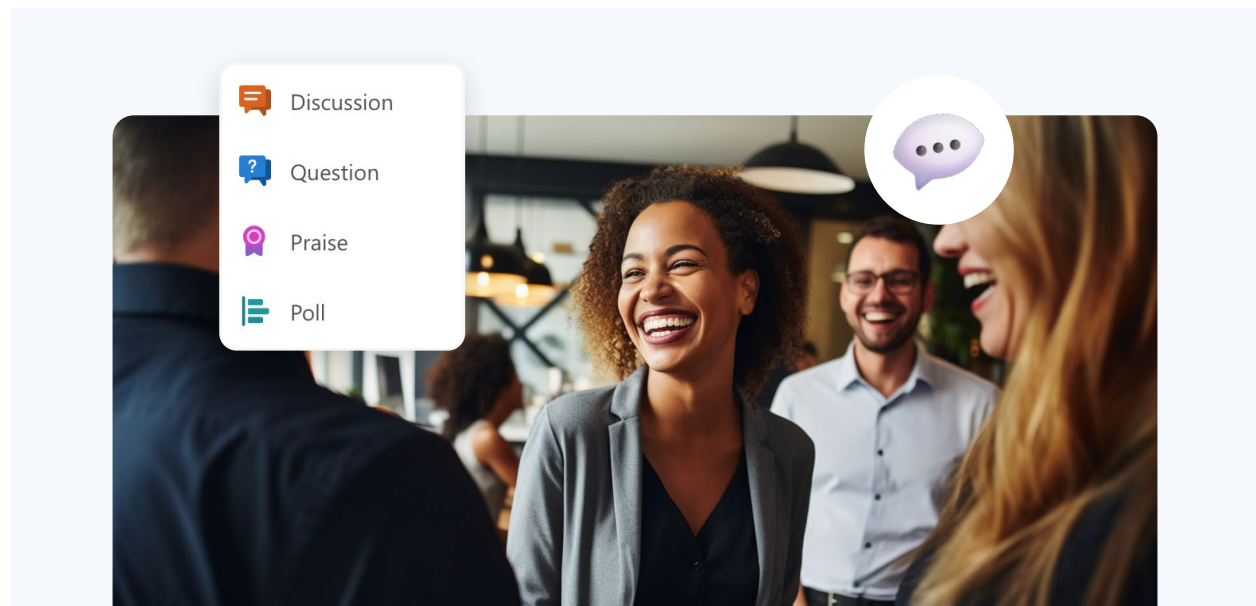
Conclusion

The debate between Viva Engage and Yammer is more a reflection of the evolutionary strides Microsoft has taken to adapt to modern workplace demands. The transition represents growth, innovation, and a commitment to improving the way we connect, collaborate, and engage.

Fun fact

Yammer's Pivot Towards Communities and Its Impact:

Before its rebranding in June 2023, Yammer had begun shifting its focus towards creating 'Communities.' This movement was a precursor to the all-encompassing employee experience vision that Viva Engage now represents.



Viva Engage vs. Microsoft Teams

Communication vs. Collaboration: Understanding the Core Difference

At a glance, Microsoft Teams and Viva Engage may seem similar, but they serve different primary functions. Teams is more about collaboration – working together on projects and tasks. Viva Engage, on the other hand, is more about communication – sharing news, building company culture, and fostering social interactions.

A Note on User Accessibility and Governance

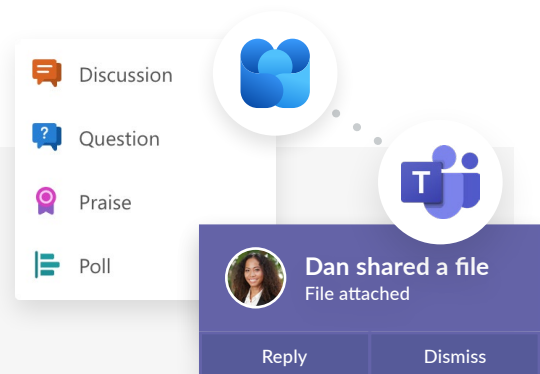
While it's crucial to understand the distinct capabilities of Microsoft Teams and Viva Engage, the success of these platforms also hinges on how easily they can be accessed and managed by end-users. Empowering employees to create or request their Teams or Communities can significantly enhance adoption and productivity. However, this accessibility often stirs fears about losing consistency, structure, standard, and governance controls.

[Chapter 5 →](#) will dive deep into why it's crucial to make both Microsoft Teams and Viva Engage readily available for end-users to create or request.

[Chapter 6 →](#) will address how to automate and streamline the controlled creation of new workplaces, ensuring that governance is never compromised.

Pro tip

Use **Teams** for **workflow-driven activities**, as well as document and task management, and **Viva Engage** for **social-driven activities** within your organization.



Real-world Scenarios: Where Each Platform Fits Best

Older digital systems, while valuable, are products of a bygone era. Enter Microsoft Teams, which infuses a breath of fresh air, fostering genuine collaboration and interaction.

Microsoft Teams

- **Financial Services:** Teams is heavily used in the financial sector for secure document collaboration and video meetings.
- **Healthcare:** Telehealth consultations have become more streamlined thanks to Teams' secure video conferencing.

Viva Engage

- **Retail:** Stores use Viva Engage to update employees on new product releases or promotions.
- **Education:** Teachers and administrators use Viva Engage communities to discuss best practices or new policies.

Pro tip

While Teams is ideal for sectors requiring secure, workflow-heavy tasks, Viva Engage is excellent for industries that benefit from a strong sense of community and open communication.



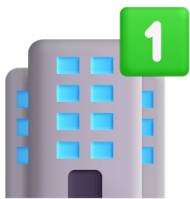
Combining Strengths: A Holistic Approach to Microsoft Digital Tools

Companies can find synergies by using both tools for their unique capabilities. For instance, a project team could use Teams for project management and then switch to Viva Engage to share the project's success story.



Pro tip

Integrate Viva Engage as a community app within Teams to create a centralized digital workplace, allowing employees to transition seamlessly between task-focused and social engagement activities.



Company 1:

Saw a 20% increase in project completion rates after implementing Microsoft Teams, and a 15% increase in employee engagement scores after adopting Viva Engage.

 Project completion +20%

 Engagement +15%



Company 2:

Experienced a 30% reduction in internal email traffic by using Teams for internal communications, freeing up more time for productive work. Viva Engage increased social engagement metrics by 25%.

 Email Traffic -30%

 Engagement +25%

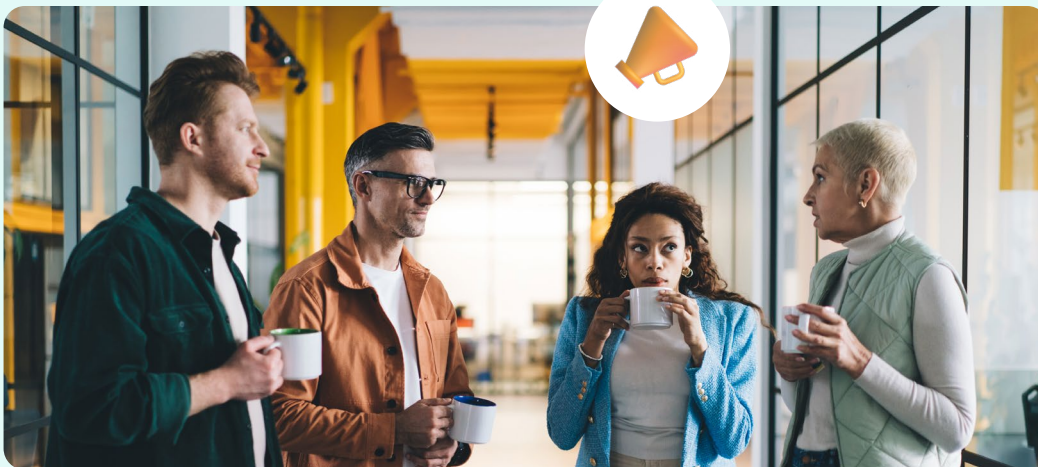
Conclusion

Choosing between Viva Engage and Microsoft Teams isn't an either/or decision but a strategy for leveraging the strengths of both tools to create a cohesive, productive, and engaging work environment.



Pro tip

Measure the success of your digital transformation initiatives by consistently monitoring KPIs related to communication and collaboration.



9 Top Real-World Use Cases for Viva Engage in Global Organizations

Welcome to the treasure trove of Viva Engage success stories! As we've said, Viva Engage is no ordinary chat tool; it's a vibrant community creator. Picture it as the cozy cafe where everyone knows your name, and where every conversation enriches the organization in ways you might not have imagined. Let's delve into real-world use cases that showcase just how transformative Viva Engage can be for global companies.

Featured Communities



Bridging the Gap: Global Communities

Community:



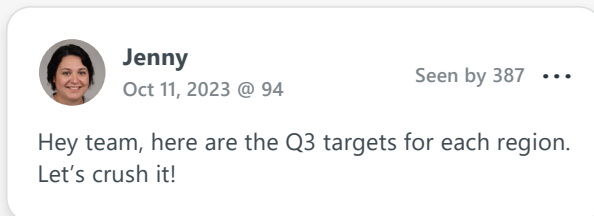
The community card features a header image of fiber optic cables with a yellow globe icon on the left and three member profile pictures on the right. Below the header, the community name 'CommHub_Global' is displayed in bold. A descriptive paragraph follows, stating it's a platform for global teams. At the bottom left, there is a group icon and the text '3,542 members'. At the bottom right, there is a blue 'Join' button.

CommHub_Global

A platform to connect teams spread across different time zones and continents. This community serves as the pulse of the organization, pulsating with updates, news, and shared visions.

 3,542 members [Join](#)

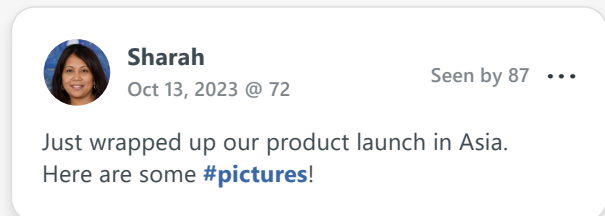
Chat examples:



The chat message shows a profile picture of Jenny, her name, the date and time 'Oct 11, 2023 @ 94', and the number of viewers 'Seen by 387'. The message text is: 'Hey team, here are the Q3 targets for each region. Let's crush it!'

Jenny
Oct 11, 2023 @ 94 Seen by 387 ...

Hey team, here are the Q3 targets for each region.
Let's crush it!



The chat message shows a profile picture of Sarah, her name, the date and time 'Oct 13, 2023 @ 72', and the number of viewers 'Seen by 87'. The message text is: 'Just wrapped up our product launch in Asia. Here are some #pictures!'

Sarah
Oct 13, 2023 @ 72 Seen by 87 ...

Just wrapped up our product launch in Asia.
Here are some #pictures!

Bridging the Gap: Global Communities

Community:



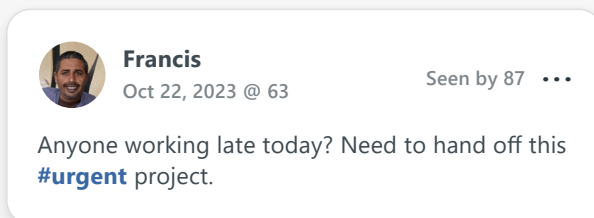
The community card features a header image of Earth from space. On the left is a blue icon of a clock with a list symbol. On the right are three circular profile pictures of diverse individuals. Below the header is the community name, a description, member count, and a join button.

TimeZoneBuddies

Managing time zones can be tricky, but not with this community! Employees can find 'buddies' who work at similar hours, regardless of their location. This fosters smoother handoffs, enhanced project continuity, and a sense of camaraderie among teammates who rarely see each other face-to-face.

 **1,342 members** [Join](#)

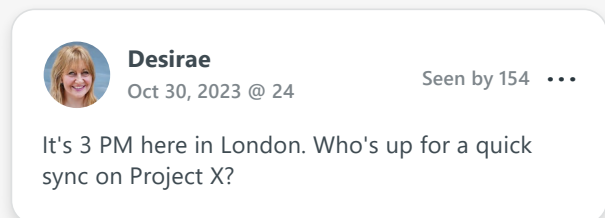
Chat examples:



A chat message card showing a profile picture of Francis, his name, the date and time, the number of people who saw it, and the message content.

Francis
Oct 22, 2023 @ 63 Seen by 87 ...

Anyone working late today? Need to hand off this **#urgent** project.



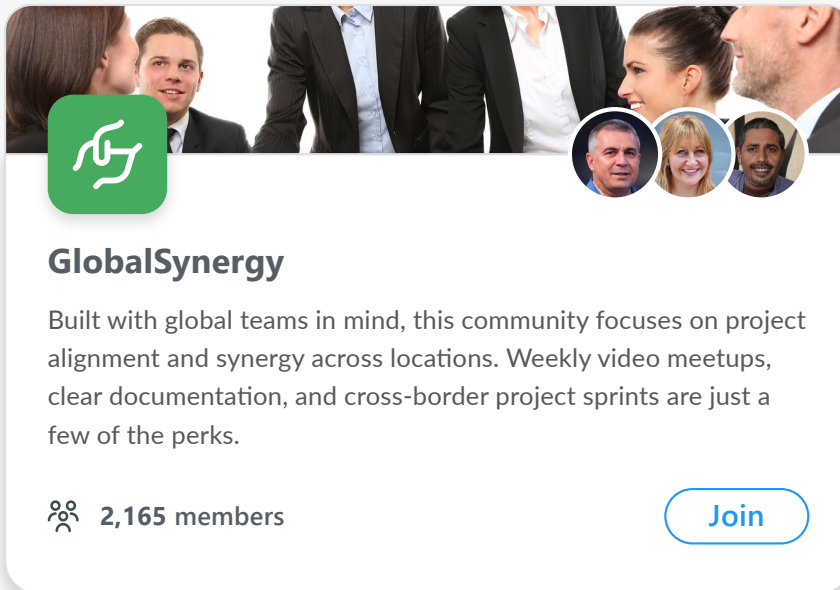
A chat message card showing a profile picture of Desirae, her name, the date and time, the number of people who saw it, and the message content.

Desirae
Oct 30, 2023 @ 24 Seen by 154 ...

It's 3 PM here in London. Who's up for a quick sync on Project X?

Bridging the Gap: Global Communities


Community:



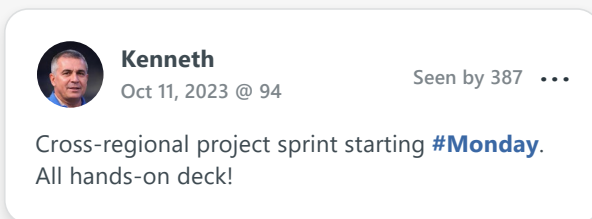
The image shows a community card for 'GlobalSynergy'. At the top, there is a banner image of several business professionals in a meeting. Below the banner is a green square icon with a white stylized 'G' and 'S' logo. To the right of the icon are three circular profile pictures of community members. Below the icon and photos is the community name 'GlobalSynergy' in bold. Underneath is a paragraph of text describing the community's focus on project alignment and synergy across locations, mentioning weekly video meetups, clear documentation, and cross-border project sprints. At the bottom left, there is a group of people icon followed by '2,165 members'. At the bottom right, there is a blue 'Join' button.

GlobalSynergy


Built with global teams in mind, this community focuses on project alignment and synergy across locations. Weekly video meetups, clear documentation, and cross-border project sprints are just a few of the perks.

 2,165 members [Join](#)

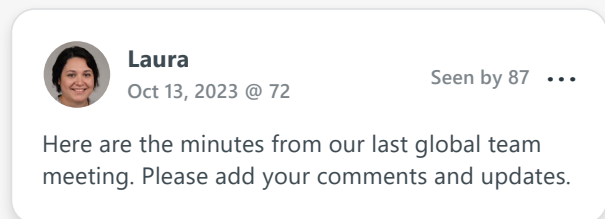
Chat examples:




The image shows a chat message from a user named Kenneth. It includes a circular profile picture of a man, the name 'Kenneth', the date and time 'Oct 11, 2023 @ 94', and the text 'Cross-regional project sprint starting #Monday. All hands-on deck!'. To the right of the text, it says 'Seen by 387' followed by three dots.

 **Kenneth**
Oct 11, 2023 @ 94 Seen by 387 ...

Cross-regional project sprint starting **#Monday**.
All hands-on deck!



The image shows a chat message from a user named Laura. It includes a circular profile picture of a woman, the name 'Laura', the date and time 'Oct 13, 2023 @ 72', and the text 'Here are the minutes from our last global team meeting. Please add your comments and updates.'. To the right of the text, it says 'Seen by 87' followed by three dots.

 **Laura**
Oct 13, 2023 @ 72 Seen by 87 ...

Here are the minutes from our last global team meeting. Please add your comments and updates.

Knowledge Sharing: Industry Experts and Think Tanks


Community:



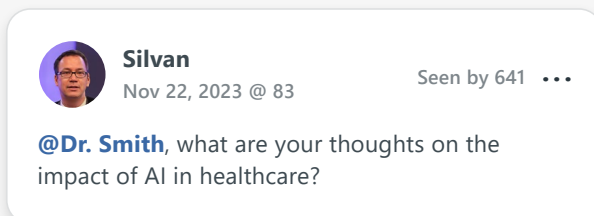
The community card features a header image with a man on the left and a woman on the right, with a blue icon of a head with a brain inside. Below the image are three circular profile pictures of members. The text describes the community as a collaborative space for industry experts and includes a 'Join' button.

ThoughtLeaders_Industries

A collaborative space where employees can interact with industry experts, pose questions, and discuss the latest trends affecting their field.

 931 members [Join](#)

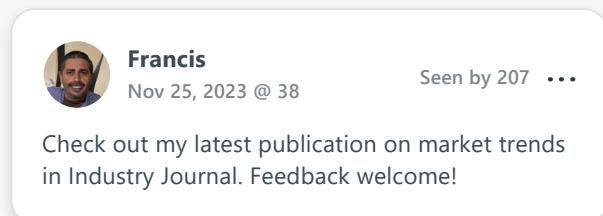
Chat examples:



A chat message card showing a profile picture of Silvan, the name 'Silvan', the date 'Nov 22, 2023 @ 83', and the view count 'Seen by 641 ...'. The message text asks for thoughts on AI in healthcare.

Silvan
Nov 22, 2023 @ 83 Seen by 641 ...

@Dr. Smith, what are your thoughts on the impact of AI in healthcare?



A chat message card showing a profile picture of Francis, the name 'Francis', the date 'Nov 25, 2023 @ 38', and the view count 'Seen by 207 ...'. The message text promotes a publication on market trends.

Francis
Nov 25, 2023 @ 38 Seen by 207 ...

Check out my latest publication on market trends in Industry Journal. Feedback welcome!

Knowledge Sharing: Industry Experts and Think Tanks

Community:



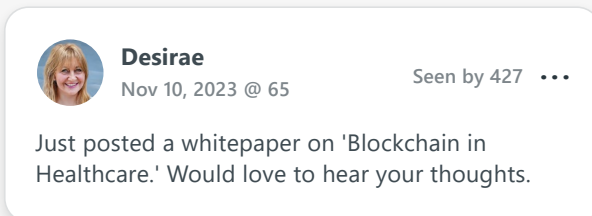
The community card features a header image of an audience in a theater. Below the image is a red speech bubble icon with a list symbol. To the right are three circular profile pictures of community members. The title 'IndustryInsiderForum' is displayed in bold. The description reads: 'In an era of information overload, cutting through the noise is essential. This community serves as a repository of validated knowledge, with weekly Q&A sessions from industry experts, curated content, and peer-reviewed articles.' At the bottom left, it shows '2,652 members' with a group icon. At the bottom right is a blue 'Join' button.

IndustryInsiderForum


In an era of information overload, cutting through the noise is essential. This community serves as a repository of validated knowledge, with weekly Q&A sessions from industry experts, curated content, and peer-reviewed articles.

 2,652 members [Join](#)

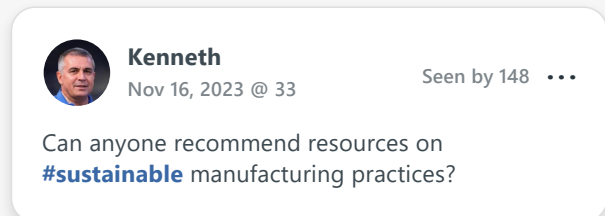
Chat examples:




The chat example shows a profile picture of Desirae, her name, the date and time 'Nov 10, 2023 @ 65', and the number of views 'Seen by 427' with a three-dot menu icon. The message text is: 'Just posted a whitepaper on 'Blockchain in Healthcare.' Would love to hear your thoughts.'

 **Desirae**
Nov 10, 2023 @ 65 Seen by 427 ...

Just posted a whitepaper on 'Blockchain in Healthcare.' Would love to hear your thoughts.



The chat example shows a profile picture of Kenneth, his name, the date and time 'Nov 16, 2023 @ 33', and the number of views 'Seen by 148' with a three-dot menu icon. The message text is: 'Can anyone recommend resources on #sustainable manufacturing practices?'

 **Kenneth**
Nov 16, 2023 @ 33 Seen by 148 ...

Can anyone recommend resources on **#sustainable** manufacturing practices?

Knowledge Sharing: Industry Experts and Think Tanks


Community:



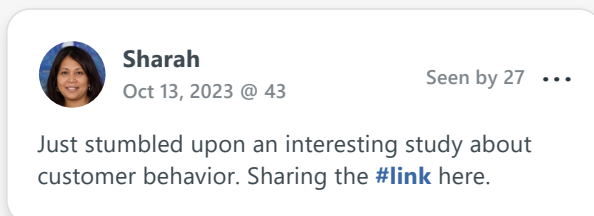
The community card for SectorThinkTank features a header image of a person's back in a meeting room. On the left is a teal square icon with a white lightbulb. On the right are three circular profile pictures of diverse individuals. Below the header, the text describes the community's focus on multidisciplinary collaboration. At the bottom left, a group icon is followed by the member count, and at the bottom right is a blue 'Join' button.

SectorThinkTank

Brainpower is the currency of the future, and this community is rich in it. Here, specialists across various departments can collaborate on multidisciplinary projects, discuss research findings, and debate on policy implications.

 1,334 members [Join](#)

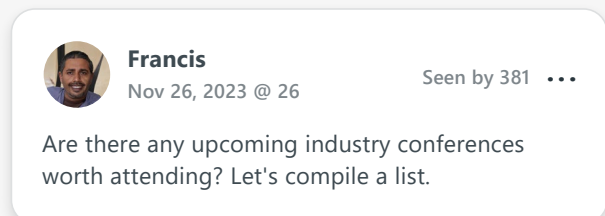
Chat examples:



A chat message card for Sarah, dated Oct 13, 2023 @ 43, with 27 views. The message discusses a study on customer behavior and includes a link.

Sarah Oct 13, 2023 @ 43 Seen by 27 ...

Just stumbled upon an interesting study about customer behavior. Sharing the [#link](#) here.



A chat message card for Francis, dated Nov 26, 2023 @ 26, with 381 views. The message asks for industry conference recommendations.

Francis Nov 26, 2023 @ 26 Seen by 381 ...

Are there any upcoming industry conferences worth attending? Let's compile a list.

Innovation Incubators: When Every Idea Counts

Community:

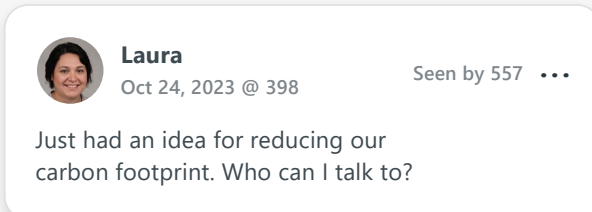



InnovateTogether

This community thrives on innovation. Employees can propose ideas, get immediate feedback, and even find collaborators for new projects.

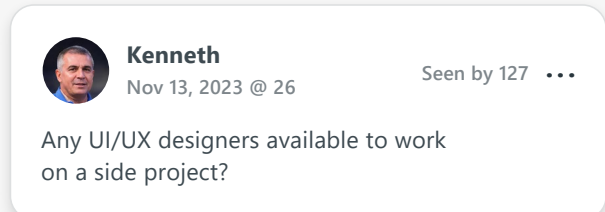
 4,145 members [Join](#)


Chat examples:



 **Laura**
Oct 24, 2023 @ 398 Seen by 557 ...

Just had an idea for reducing our carbon footprint. Who can I talk to?



 **Kenneth**
Nov 13, 2023 @ 26 Seen by 127 ...

Any UI/UX designers available to work on a side project?

Innovation Incubators: When Every Idea Counts

Community:



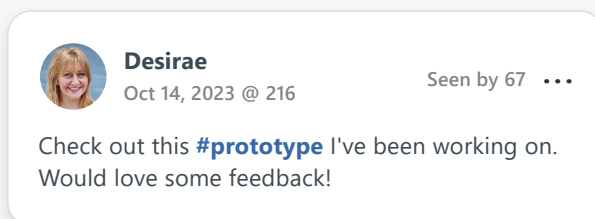
TheInnovationHub


A community designed for the dreamers, the innovators, and the disruptors. Whether you have a startup idea or just a thought on how to improve a business process, this is the place to pitch, polish, and possibly find the next big thing.

 2,450 members [Join](#)

The card features a header image of a person wearing VR goggles. Below the image is a green icon with three white nodes connected by lines. To the right of the icon are three circular profile pictures of community members.

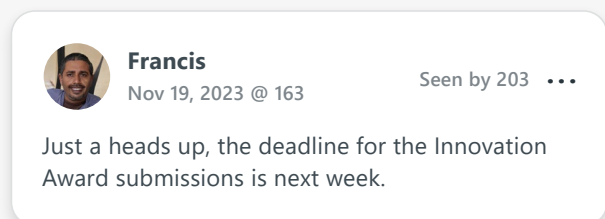
Chat examples:




 **Desirae**
Oct 14, 2023 @ 216 Seen by 67 ...

Check out this [#prototype](#) I've been working on. Would love some feedback!

This chat bubble shows a profile picture of a woman with blonde hair, the name 'Desirae', the timestamp 'Oct 14, 2023 @ 216', and the text 'Seen by 67 ...'. The message content is 'Check out this #prototype I've been working on. Would love some feedback!'.



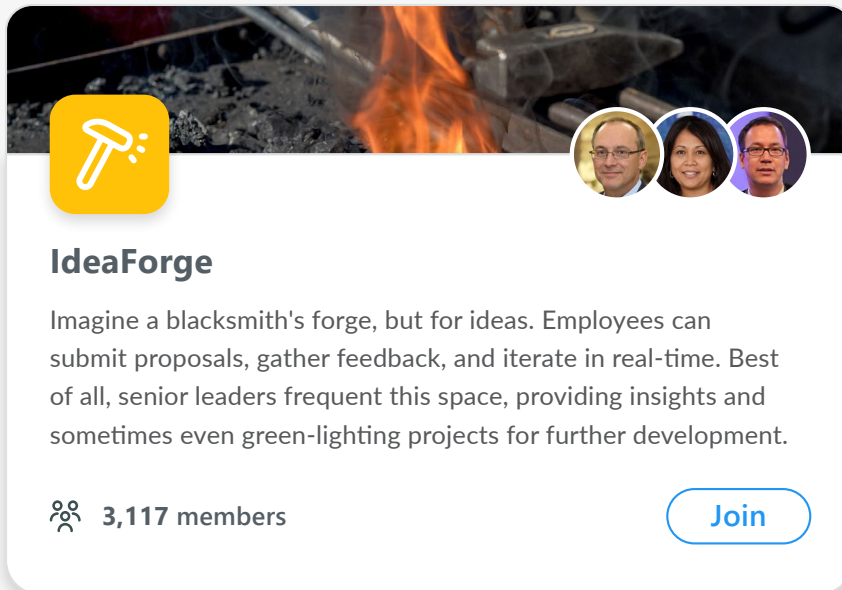
 **Francis**
Nov 19, 2023 @ 163 Seen by 203 ...

Just a heads up, the deadline for the Innovation Award submissions is next week.

This chat bubble shows a profile picture of a man with dark hair, the name 'Francis', the timestamp 'Nov 19, 2023 @ 163', and the text 'Seen by 203 ...'. The message content is 'Just a heads up, the deadline for the Innovation Award submissions is next week.'.

Innovation Incubators: When Every Idea Counts


Community:



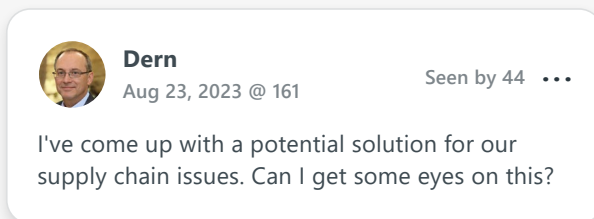
The image shows a community card for 'IdeaForge'. At the top, there is a background image of a blacksmith's forge with a glowing orange flame. On the left, there is a yellow square icon with a white hammer and sparks. To the right of the icon are three circular profile pictures of people. Below the icon and photos, the text reads: 'IdeaForge', 'Imagine a blacksmith's forge, but for ideas. Employees can submit proposals, gather feedback, and iterate in real-time. Best of all, senior leaders frequent this space, providing insights and sometimes even green-lighting projects for further development.' At the bottom left, there is a group icon and the text '3,117 members'. At the bottom right, there is a blue 'Join' button.

IdeaForge


Imagine a blacksmith's forge, but for ideas. Employees can submit proposals, gather feedback, and iterate in real-time. Best of all, senior leaders frequent this space, providing insights and sometimes even green-lighting projects for further development.

 3,117 members [Join](#)

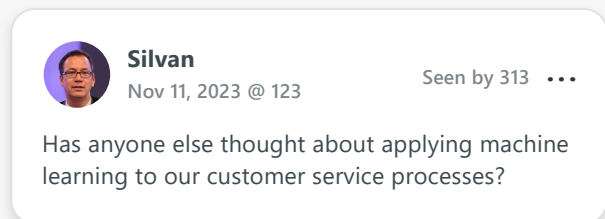
Chat examples:




The image shows a chat message from a user named 'Dern'. It includes a circular profile picture of a man with glasses, the name 'Dern', the date and time 'Aug 23, 2023 @ 161', and the text 'I've come up with a potential solution for our supply chain issues. Can I get some eyes on this?'. To the right of the text, it says 'Seen by 44' followed by three dots.

 **Dern**
Aug 23, 2023 @ 161 Seen by 44 ...

I've come up with a potential solution for our supply chain issues. Can I get some eyes on this?



The image shows a chat message from a user named 'Silvan'. It includes a circular profile picture of a man with glasses, the name 'Silvan', the date and time 'Nov 11, 2023 @ 123', and the text 'Has anyone else thought about applying machine learning to our customer service processes?'. To the right of the text, it says 'Seen by 313' followed by three dots.

 **Silvan**
Nov 11, 2023 @ 123 Seen by 313 ...

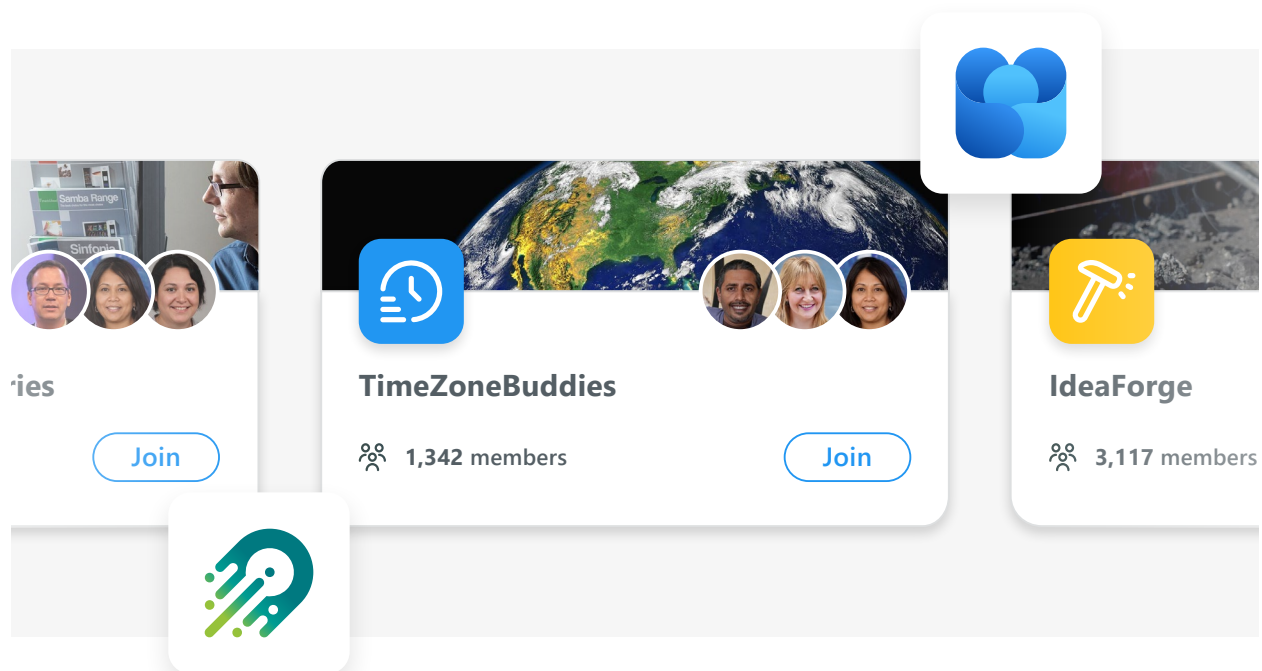
Has anyone else thought about applying machine learning to our customer service processes?

Conclusion

So, there you have it! Nine global success stories that bring to life the sheer utility and dynamism of Viva Engage. These are not merely fictional names and hypotheticals; they represent the limitless possibilities of how this tool can redefine collaboration and community within your organization.

And remember, Viva Engage isn't just about getting the work done; it's about making each employee feel valued, heard, and part of something much bigger. So, are you ready to write your own Viva Engage success story?

In the next chapter, we will go deep into how making Viva Engage and Microsoft Teams easily accessible for end-users to create or request communities can be a game-changer for your organization. Stay tuned!



Access Granted

Introduction

In the realm of employee engagement and workplace innovation, Microsoft's Viva Engage stands out as a game-changer. But the essence of a successful digital community lies in how easily and effectively its users can access its features. This chapter dives into the best practices for granting access to Viva Engage, the do's and don'ts of onboarding, how to empower your team while retaining control, and common pitfalls to avoid.

Best Practices of Giving End Users Access to Viva Engage

Why Autonomy Matters

- **Self-Service Portals:** Empower employees to create their communities directly through Viva Engage.
- **Streamlined Approvals:** Implement a process where the IT department only needs to approve, not create the communities, saving time for both parties.
- **Clear Access Guidelines:** Publish guidelines for creating and accessing various types of communities, so employees know what they can and can't do.



The Onboarding Checklist: Dos and Don'ts

✓ Do's



Offer a Guided Tutorial

This makes it easier for employees to understand the platform.



Setup Default Communities

Helps new employees find their footing.



Provide a FAQ and Help Section

Always beneficial for the troubleshooting phase.

✗ Don'ts



Make it Complicated

Over-complicating the onboarding process can deter users.



Don't Skip the Privacy Guidelines

Ensures that the platform is used responsibly.



Don't Ignore Feedback

It's crucial for improving the onboarding process.

Role-Based Access: Empowering While Controlling

- **Access Tiers:** Different roles (Owner, Member, Guest) have different access levels.
- **Dynamic Access:** As an employee's role changes, so should their access permissions.
- **Audit Trails:** Keep logs of who has access to what for accountability and security.

The Pitfalls: Common Mistakes and How to Avoid Them

Common Mistakes

- **Overcomplicating Access:** Too many restrictions can discourage participation.
- **Lack of Training:** Leaving employees to fend for themselves leads to poor utilization.
- **Ignoring Feedback:** If employees complain about access issues, address them quickly.

How to Avoid Them

- **Stay Simple:** Simplify access levels and grant autonomy responsibly.
- **Continuous Training:** Always update employees about new features or changes.
- **Open Feedback Channels:** Use Viva Engage itself as a platform for feedback on the system.

Pro tip

Creating a Guided Onboarding Journey for New Users with the help of Microsoft 365 management software

Microsoft 365 management software isn't just a tech tool—it's a strategic resource that can save organizations hours of labor and thousands of dollars annually. It streamlines the creation of Viva Engage communities, ensuring that employees have the autonomy they crave without compromising security and control. More in-depth coverage of these capabilities will be provided in the next chapter.



Automating Management of Viva Engage

Why would any organization want to automate management of Viva Engage Communities?

If your organization has done a great job at making Viva Engage readily available to your team members, the Communities likely being actively used by many. This wide adoption usually leads to a certain set of issues, which we will cover below.

Alternatively, if your company has chosen to restrict the creation of Viva Engage Communities, you are likely seeing lack of adoption and general frustration with the tool. From our experience, these are some of the common challenges often faced by organizations when it comes to creating and managing Viva Engage Communities.

- **Barrier to Entry:** In many organizations, employees can't create Viva Engage Communities without going through IT or managerial approval, causing delays and discouraging proactive communication.
- **Lack of Standards:** In more lenient environments where anyone can create a community, it's common to lose important standards like naming conventions or detailed descriptions, leading to confusion.
- **Community Overload:** An open-door policy for community creation often results in an overwhelming number of communities, many of which serve similar purposes and cause confusion among employees about which to join.
- **Lack of Directory:** Without a centralized community directory, employees are often unaware of the range of existing communities, missing out on opportunities for engagement and collaboration.
- **Community Decay:** There is usually no straightforward, automated way to identify and retire communities that are no longer active or needed, leading to clutter and inefficiency.

Autonomous Provisioning: Freedom Without Losing Control

For the IT Pros

IT administrators often find their inboxes flooded with requests to create new Viva Engage communities. Orchestra eliminates these bottlenecks. The platform simplifies the creation process through easily configurable templates, complete with security and integration options. This facilitates an organized, seamless addition of new communities into the existing infrastructure.

For the Everyday Heroes (End-Users):

No more tedious waits. Orchestra allows users to create Viva Engage communities autonomously, providing templates that align with organizational needs. The system even warns users of potential duplicates, preventing community sprawl before it begins.

Lifecycle Management: Automated Archival Policies

Orchestra introduces automated archival policies that alleviate the burden from IT admins. These policies can be customized to suit the specific requirements of individual communities. Whether creating a new community or managing an existing one, these policies help in decluttering the digital workspace effectively.



The Power of Automation: Streamlining Community Management

When a community has outlived its utility, Orchestra's triggers automatically archive it based on inactivity or other time-bound factors. This ensures that important data is not lost and keeps the digital environment clean and efficient.

Customization and Compliance: Balancing Autonomy and Control

Through its robust security configurations and custom integrations, Orchestra provides a perfect blend of customization and compliance, ensuring that every community is both functional and secure.

The Future of Viva Engage Automation

The future is bright with Orchestra's ongoing development aimed at making Viva Engage community management **simpler, efficient, and more automated than ever**. As the platform continues to evolve, the cost savings and efficiency gains are likely to multiply.



Conclusion

Orchestra not only simplifies the community creation process but also streamlines management and discoverability. Its features range from autonomous provisioning and advanced lifecycle management to comprehensive insights and analytics. The end result is a user-friendly platform that fosters organizational efficiency, transparency, and engagement.

By optimizing Viva Engage Communities through Orchestra, organizations stand to save time, resources, and ultimately, money. The future of digital workspace experience is here, and it's more streamlined and efficient than ever.

Mastering the Metrics

Introduction

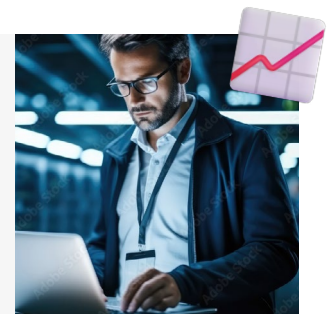
Mastering metrics is crucial for the long-term success of your Viva Engage Communities. Utilizing Microsoft 365's powerful analytics tools, you can track a range of key performance indicators (KPIs), analyze user activity, and make data-driven decisions. This chapter walks you through the analytics landscape in Microsoft 365.

Measuring and Analyzing Success in Viva Engage

Before you dive into metrics, it's essential to set clear objectives. Are you looking to improve employee engagement, streamline communication, or perhaps reduce email overload? Once you have your objectives, you can choose the metrics that best measure your success.

Pro tip

Microsoft 365 offers a range of analytics through its Admin Center and specific application-level analytics. Look for the 'Analytics' section in the Microsoft 365 Admin Center for an overview of key metrics.



KPIs for Community Engagement

- **Active Users:** The number of unique users who have logged into the community in the past month.
- **Content Engagement:** Metrics like average read time, content likes, and comments.
- **User Retention Rate:** Percentage of users who continue to engage with the community over a defined period.

Analyzing User Activity for Improved Community Management

- **Most Active Users:** Identify who is contributing most to the community.
- **Least Active Users:** Target these users for engagement initiatives.
- **Content Topics:** What types of content are generating the most engagement?

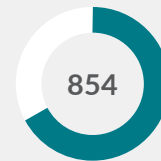


+25%

Companies that track community engagement see an average **improvement of 25% in employee engagement scores** within six months.

Pro tip

Use Microsoft's **Productivity Score** feature to gain insights into how people are collaborating in your organization.



The Feedback Loop: Making Data-Driven Decisions

- **Regular Review:** Conduct monthly or quarterly reviews of your KPIs.
- **User Surveys:** Use Microsoft Forms to create surveys and gain qualitative insights.
- **Iterate:** Use this data to iterate on your strategies for community management.



3x

Organizations that employ regular feedback loops are **3x** more likely to see high levels of community engagement.

Conclusion

Mastering the metrics is not just about number crunching; it's about understanding what those numbers mean for your organization's objectives. By measuring the right KPIs and using Microsoft 365's robust analytics features, you can ensure that your Viva Engage Communities are not just active but effective and impactful as well.

Moreover, the metrics and analytics available out-of-the-box in Microsoft 365 provide a strong foundation for understanding your community dynamics. When coupled with the advanced insights available through Microsoft 365 management software like Orchestra, organizations can truly master the complexities and opportunities of Viva Engage. This integrated approach not only simplifies management but significantly increases the return on investment in the tool.

Your journey to mastering Viva Engage doesn't stop here; it evolves as you refine your metrics, adapt to new insights, and continue to leverage the powerful features and analytics that Microsoft 365 and Orchestra have to offer.



Conclusion

The Takeaway: Maximizing Your Viva Engage Experience

Mastering Microsoft Viva Engage is not merely about implementing a technology; it's about cultivating a thriving digital ecosystem that fosters communication, collaboration, and productivity. Through the right blend of governance, automation, and data analytics, organizations can harness the full potential of Viva Engage Communities. By implementing management solutions like Orchestra, you gain the ability to navigate the complexities of Viva Engage with ease, efficiency, and intelligence.

Whether you are an IT administrator burdened with the complexity of digital sprawl or an end-user keen to collaborate effectively with your peers, Orchestra and Microsoft 365 offer the tools you need. It streamlines processes, ensures compliance, reduces duplication, and offers actionable insights. In doing so, it's not just saving costs or time; it's enhancing the quality of work, the happiness of employees, and the overall success of the organization.

The Road Ahead: Future Trends and Predictions

As we look towards the future, the world of digital collaboration and engagement is poised for further evolution. With trends like remote working, AI-driven analytics, and the integration of augmented reality into collaborative environments, Viva Engage Communities are expected to become even more sophisticated and adaptable.

Expect a greater focus on 'Community Health' metrics, with KPIs that not only measure engagement and productivity but well-being and job satisfaction as well. As organizations globally strive for a more inclusive and well-rounded work environment, these communities will serve as the pulse, keeping the organization's heart beating in rhythm.

The road ahead is filled with challenges, but also immense possibilities. With the right tools in hand and a keen eye on evolving trends, you can transform these challenges into opportunities for growth, innovation, and meaningful engagement.

Why **Orchestry**?

Orchestry is a single, securely integrated end-to-end platform that is deployed in your tenant within minutes and begins to deliver value from day one. It is built cloud-first to support modern ways of working with a beautiful, intuitive user experience.

Security & Compliance

Orchestry is one of the only SOC 2 certified Microsoft 365 management software providers on the market. You might be wondering, “What is SOC 2 and why is that important?” SOC 2 stands for Security Organization Control 2 and is a framework used to measure and define how companies manage, store, and process customer data based on the Trust Services Categories. While there are different types of SOC compliance, SOC 2 relates to security and data in these five categories:

- Security
- Availability
- Processing integrity
- Confidentiality
- Privacy



Orchestry is proud to adhere to SOC 2 Type 2 compliance because it shows that not only do we take the concept of customer data seriously, but we also demonstrate and ensure that our customers have actionable proof that their data is handled respectfully and securely. Our real-time SOC 2 reports are always available for partners and customers to review.

To show Orchestry’s commitment to security and respect for our customer’s data we went a step further and attained SOC 2 Type 2 compliance certification - the most thorough certification under the Systems and Organization Controls framework. SOC 2 Type 2 holds additional weight in that our compliance was monitored over an extended period of time to prove that our security practices are not only robust at the time of application, but a continuous and ongoing part of our corporate standards and practices.

Dedicated support, knowledge base, product roadmap

Our Customer Success team is the best in the world and is there to help, not to sell you more products and additional licenses.

Although Orchestra's user interface is extremely user-friendly, we go above and beyond when it comes to onboarding to make sure you start receiving immediate return on the investment in the Orchestra platform.

Every Orchestra customer begins their journey with 3 dedicated onboarding sessions, during which we assess their environment and come up with early action items to help them tame their M365 environment and set the tenant up for success with the help of governance controls.

A dedicated member of the Customer Success Team is on the case from the minute you submit a support ticket and will guide you to the solution with helpful chat, email, knowledge base articles, walkthrough videos, and Teams calls.

We take feedback from our Customers and Partners very seriously and let them actively drive the direction of our product development, giving full visibility into our product roadmap and the ability to submit their own, and upvote feature ideas.



Want to learn more about what **Orchestra** can do for your organization?

[Request your demo today](#)