



2025/26

Viva Engage
Benchmarking



2025/26 Viva Engage Benchmarking Report

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1 Executive summary

Welcome to SWOOP Analytics' 11th annual Viva Engage Benchmarking Report – How to get the most from Viva Engage. Supported by more than a decade of Viva Engage data, this report boasts the world's most comprehensive, long-term analysis of Viva Engage usage and behaviour patterns, based on real-time interactions.

Over the past five years, we've seen **a shift in the way Viva Engage is used**. During the COVID-19 pandemic, people were flocking to Viva Engage to connect and communicate with colleagues but in the five years since, we've seen an **increase in Viva Engage being used as an official corporate communications channel**, where the usage pattern is more reflective of a focus on publishing a message rather than seeking engaging two-way conversations.

The increase in this kind of usage has watered down what was previously a more conversational pattern. For example, the number of conversations (posts with replies) has dropped, the percentage of two-way relationships has decreased, and the percentage of posts that are replied to has declined.

But there is a conundrum here. At the same time as we have seen the conversational nature of Viva Engage lessening, the percentage of people who have actively contributed to Viva Engage has increased over the past three years to 31.2%. To use a playful analogy, we can describe this as 'more people on the dancefloor, but they are dancing less'.

The superpower of Viva Engage, and what makes it unique to any other internal communications channel, is its ability to provide a two-way communication channel. It can just as often be bottom-up communication, as opposed to top-down, and every employee has an equal voice to join the conversation.

Our latest research, based on six months of real-life data to July 1, 2025, shows a shift away from these two-way conversations towards one-way, broadcasting-style communications. In a nutshell, **more people are using Viva Engage, but they're not tapping into its superpower and using it to engage in two-way conversations**.

These trends highlight the **need for renewed focus on fostering genuine, reciprocal interactions to maintain Viva Engage as a vibrant platform for enterprise communication and collaboration**.

In SWOOP Analytics' 2025/26 Viva Engage benchmarking we analysed:

- Almost **17 million Viva Engage interactions**
- The Viva Engage behaviours from almost **3 million employees**
- **5758 Viva Engage communities**
- Across **73 enterprises** in the six months to July 1, 2025

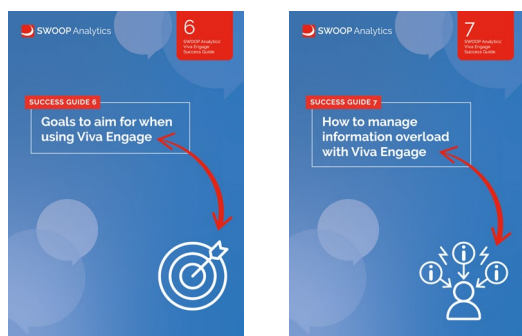
We've also identified the world's top performing Viva Engage networks, and the top performing communities, and been fortunate enough to interview many of these organisations so we can all learn from their best practices and experience. This report goes hand-in-hand with [SWOOP Analytics' Viva Engage Success Guides](#), all updated with this latest 2025/26 data, along with a guide on the goals we recommend you aim to achieve across your Viva Engage network.

Download your Viva Engage Success Guides:

- 1 [The business value/business case for Viva Engage](#) (Updated)
- 2 [The role of Viva Engage in your internal communications strategy](#) (Updated)
- 3 [How to nurture Communities on Viva Engage](#) (Updated)
- 4 [How to get leaders on board and flying with Viva Engage](#) (Updated)
- 5 [How to get your people engaged and acing Viva Engage](#) (Updated)
- 6 [Goals to aim for when using Viva Engage](#) (NEW)
- 7 [How to manage information overload with Viva Engage](#) (NEW)

This report provides you with the latest findings on how people are using Viva Engage, along with tips, real-life case studies and advice from Viva Engage experts to help you get maximum collaboration, connection, conversation and engagement. We hope you can use our findings and resources to get the most from your Viva Engage network. We'd love [to receive your feedback](#) on this report, and offer you a free trial of [SWOOP Analytics for Viva Engage](#) so you can see how your colleagues are connecting on Viva Engage.

NEW Success Guides



UPDATED Success Guides



2 Key insights

from SWOOP Analytics' 2025/26
Viva Engage Benchmarking Report

The good...



Viva Engage participation levels have increased, and more people are seeing the most popular posts, cementing Viva Engage as a key enterprise communications channel

The percentage of people who have interacted with colleagues by posting, replying or reacting has increased to 31.6% in SWOOP Analytics' 2025/26 Viva Engage benchmarking analysis, up from 28.7% the previous year. This shows **almost a third of employees are actively using Viva Engage rather than passively reading.**

More people are seeing the most popular posts, with the average reach of the top 10 Most Engaging Posts at 34.5% of all people that have access to Viva Engage, up from 29.5% in 2024/25.



More people are being @mentioned in posts, which stimulates conversation

Tagging, or @mentioning, a colleague is to encourage their participation in a discussion. For the fifth year in a row, **the number of @mentions has continued to rise**, with an average of 15.3% of all posts @mentioning colleagues in our 2025/26 analysis.

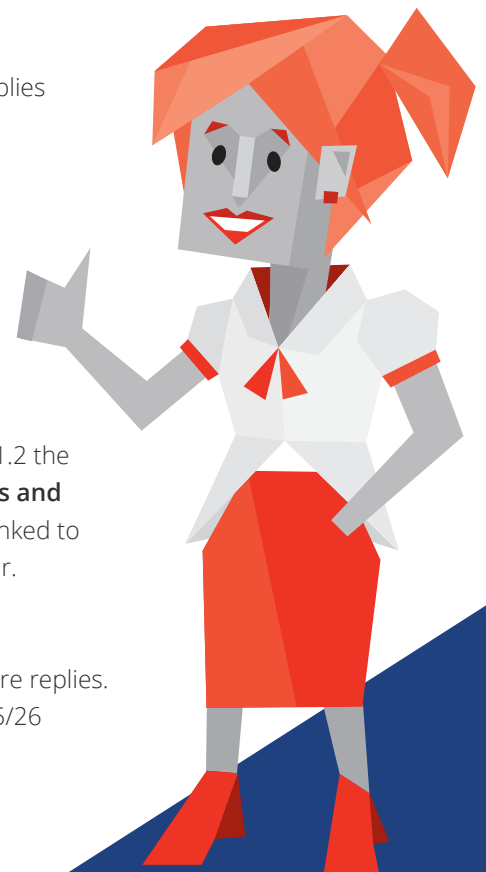
SWOOP Analytics research shows you receive on average 2.1 times the number of replies when you @mention a person in a post.



Viva Engage is a potential innovation engine, with more people participating in different communities and asking more questions

SWOOP Analytics' benchmarking analysis shows people are participating in more communities, with most people being active in between two to four communities. The average Multi-Group Participation score increased to 44.0 in 2025/26, up from 41.2 the previous year. This means **more people are participating in different communities and sharing their knowledge across more communities.** Cross-pollination of ideas is linked to innovation, as it allows individuals to bring diverse experiences and knowledge to bear.

In **another positive shift, more Viva Engage posts and replies include questions.** SWOOP Analytics research shows asking questions on Viva Engage leads to 150% more replies. On average, 12.6% of posts and replies included a question in SWOOP Analytics' 2025/26 analysis, up from 11.8% the previous year.



The bad...



The number of replies per post on Viva Engage has dropped while reactions are up, indicating conversations are becoming shallower

People are replying to Viva Engage posts less. On average, 45% of posts received a reply in SWOOP Analytics' 2025/26 analysis, down from 49% the previous year. However, the percentage of posts receiving a reaction (but no reply) jumped to 86%, up from 84% in 2024/25. **Fewer replies and more reactions suggests the depth of conversations is slowly decreasing on Viva Engage.**



More people are participating on Viva Engage but contribute less, potentially leading to less robust conversations

People using Viva Engage made, on average, 21.5 activities over the six-month period analysed. This included posts/shares, comments/replies or reactions. This is a drop from 25.6 activities in 2024/25 and is well below the peak activity levels of more than 30 per user during the COVID-19 pandemic period. **If people are contributing less to conversations, there is a risk those conversations are missing vital knowledge and diversity of ideas.**



More Broadcaster and fewer Engager personas indicate a rise in one-way relationships and a shift in the use of Viva Engage towards a broadcasting corporate communication channel

SWOOP Analytics' benchmarking analysis found a slight increase in the Broadcaster persona in our 2025/26 analysis. Broadcasters are people who post, but rarely receive a response. It is one-way communication, like traditional broadcast corporate communications.

There was also a drop in the aspirational Engager persona. These are people who balance between how much they post/reply/react, and how much they receive in return. The average percentage of Engagers across organisations is now 13%, down from 15.3% in 2024/25.

The rise in the number of Broadcasters and drop in the number of Engagers suggests **there is an increase in one-way conversations on Viva Engage, hence it is being used more for broadcasting** than in previous years.



And the ugly...



Fewer conversations are occurring on Viva Engage, which means there's a risk of declining employee engagement and knowledge sharing

SWOOP Analytics' benchmarking analysis found people made, on average, less than one post every six months (the average was 0.91 posts* over the 2025/26 benchmarking period). Alarming, this number has dropped from almost two posts per person in the same period in our 2024/25 analysis.

This finding shows **people are initiating fewer conversations, which leads to fewer opportunities to engage employees to collaborate and share knowledge across the organisation.**

(*This number excludes posts with no replies.)



Two-way relationships on Viva Engage are down, a sign of a drop in trust across organisations and worsening social cohesion

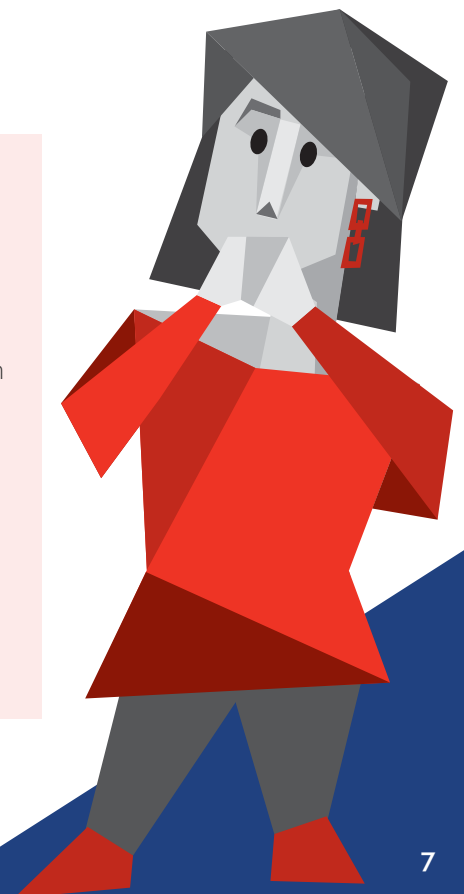
SWOOP Analytics' Two-way Relationships score is the most reliable measure of trustful relationships forming and problems being solved across Viva Engage. Sadly, this measure continued to fall in 2025/26, down to 17.4% from 19.5% in 2024/25.

A high average score in this measure suggests that community members are engaging positively with one another, which fosters trust and promotes a sense of belonging. Conversely, **a low score indicates poor social cohesion**, suggesting there is much work to be done to enhance interaction and collaboration among members.

While our key insights present a mixed picture, our biggest concern is the decline of Viva Engage being used for two-way conversations, with indications it is being used more as a broadcasting platform than in previous years.

While reactions are up, replies are down, suggesting shallower engagement. Overall activity per user has dropped, and fewer people are contributing meaningfully, which risks diminishing the richness of knowledge sharing. The increase in Broadcaster personas and decline in Engagers point to a shift toward one-way communication, undermining Viva Engage's collaborative intent.

Drops in these measures signal weakening social cohesion and trust across organisations. These trends highlight the need for renewed focus on fostering genuine, reciprocal interactions to maintain Viva Engage as a vibrant platform for enterprise communication, collaboration and knowledge sharing.



3 SWOOP Analytics trend indicators for Viva Engage over the past six years

The COVID-19 pandemic was a transformational time for Viva Engage as organisations worldwide were forced into remote working in early 2020. Collaboration platforms like Viva Engage were relied upon to keep enterprises connected and communicating. We now have six years of data since those initial lockdowns that provide us with insights into a post-COVID-19 world, according to Viva Engage.

We have summarised these trends into four categories – people engagement trends, activity trends, corporate communication trends and innovation trends.

3.1 People engagement trends

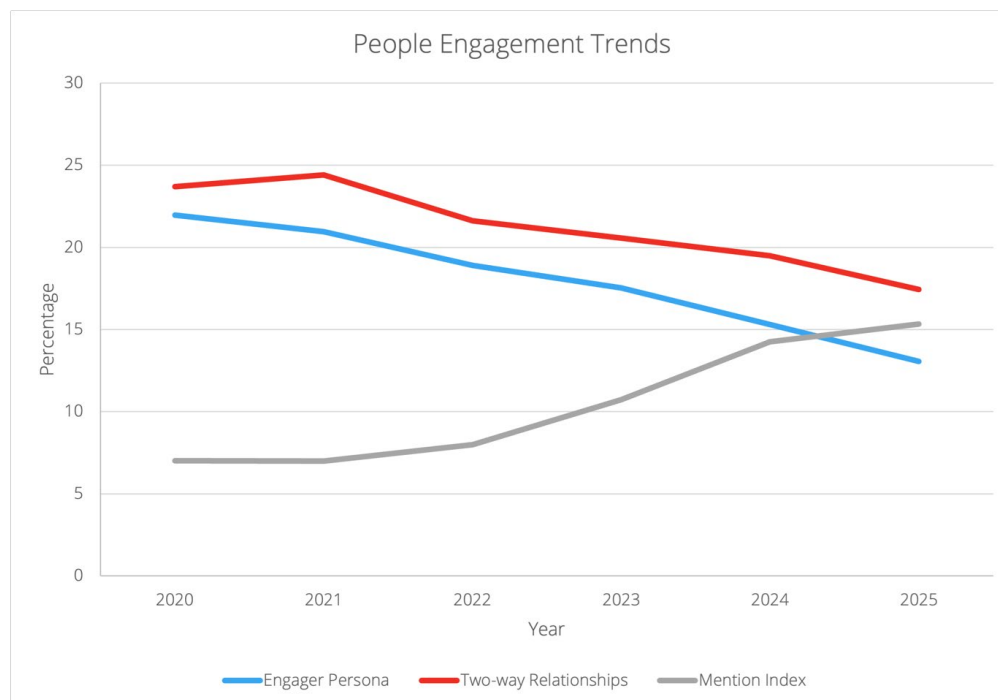


Figure 1 – People engagement trends on Viva Engage.

At [SWOOP Analytics](#) we measure people engagement by looking at two-way interactions between employees at all levels ([Two-way Relationships](#)). Additionally, we look at the percentage of people who demonstrate an [Engager behavioural persona](#). The Engager actively engages and connects with their colleagues.

The third people engagement metric we use is the [Mention Index](#), which measures the degree to which employees are @mentioning others in their posts or replies, thereby bringing new people into conversations.

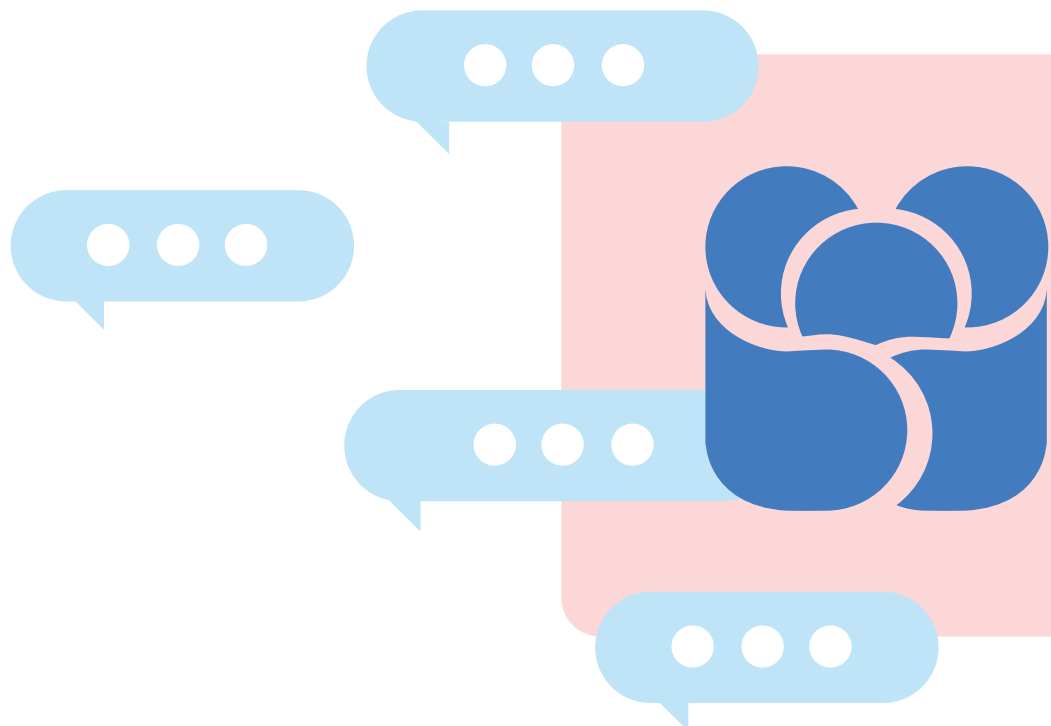
Figure 1 – People engagement trends on Viva Engage shows the Two-way Relationships and Engager persona have consistently trended downward since mid-2021. In contrast, the Mention Index has increased, particularly post COVID-19 (2023 onwards).

Our research indicates this trend reflects the stronger levels of ownership the internal communications function has taken with Viva Engage from the start of the COVID-19 period. Aided by a growing number of internal communications-centred features like posting on behalf of, scheduling posts, Storylines etc, Viva Engage is moving away from its previous “community” platform towards a corporate communications broadcasting platform. We’re also aware Microsoft developed these functions in response to demand from customers.

While we see the increase in @mentions as a positive overall, there is a potential downside. It can result in information overload for those that are mentioned frequently. We explore this further in our [Viva Engage Success Guide 7 – How to avoid information overload on Viva Engage](#).

The loss of people-to-people engagement levels is disappointing. However, we need to be mindful that **many of the deeper problem-solving conversations that previously existed on Viva Engage may have moved to Microsoft Teams.**

There will be a point where the people engagement trend needs to plateau, or risk Viva Engage becoming simply a top-down broadcasting platform, with little, if any collaborative engagement.



3.2 Activity trends

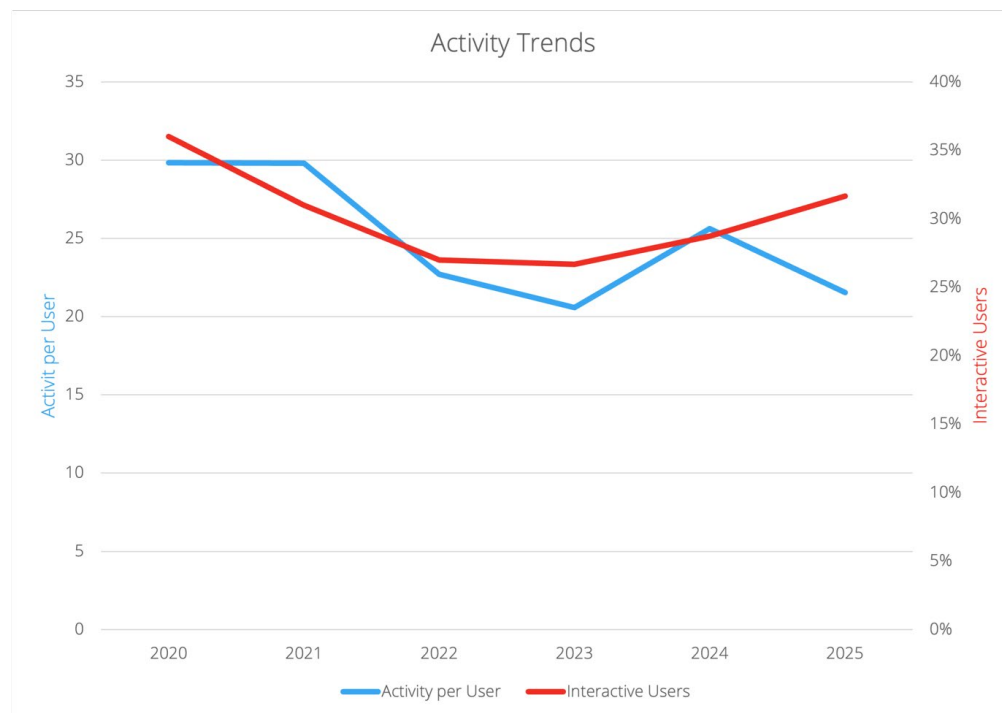
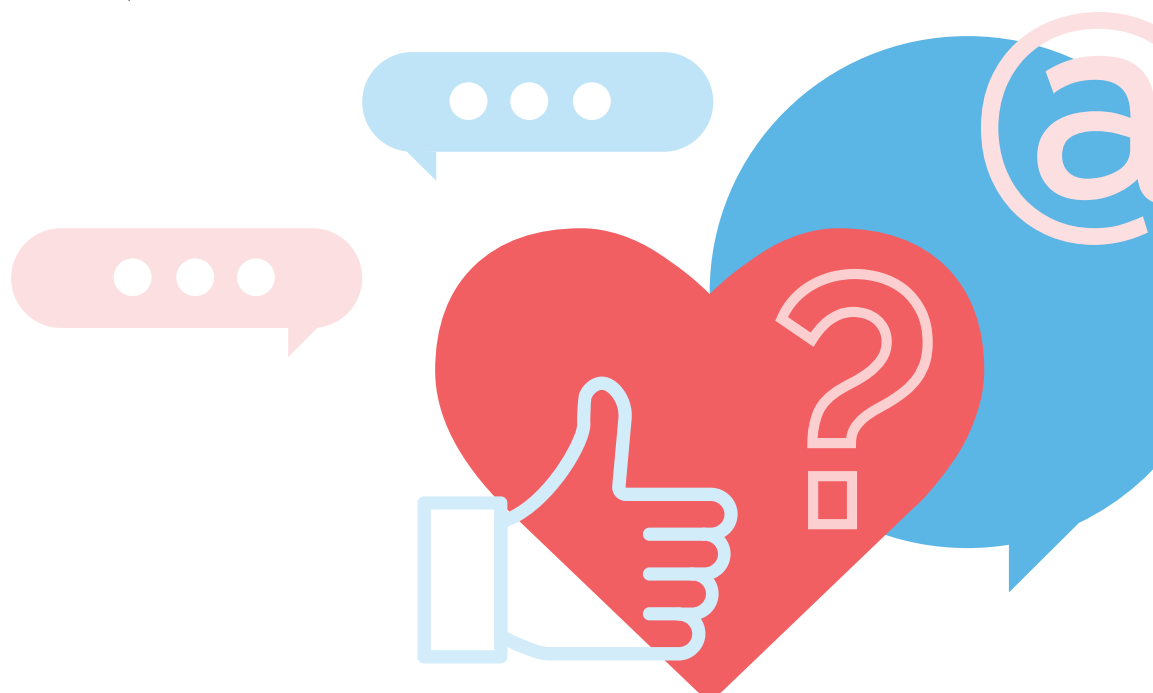


Figure 2 - Viva Engage activity trends.

At SWOOP Analytics, we identify interactive users as those that do more than simply view or read. They need to have at least reacted to a post, commented or replied. The good news is the percentage of employees that are interactive users has been trending up since the end of the COVID-19 period. However, the number of activities per user has dropped from 2024 levels. So, more people are participating on Viva Engage, but they are less active (they have fewer posts, reactions, comments and replies).



3.3 The corporate communications effect

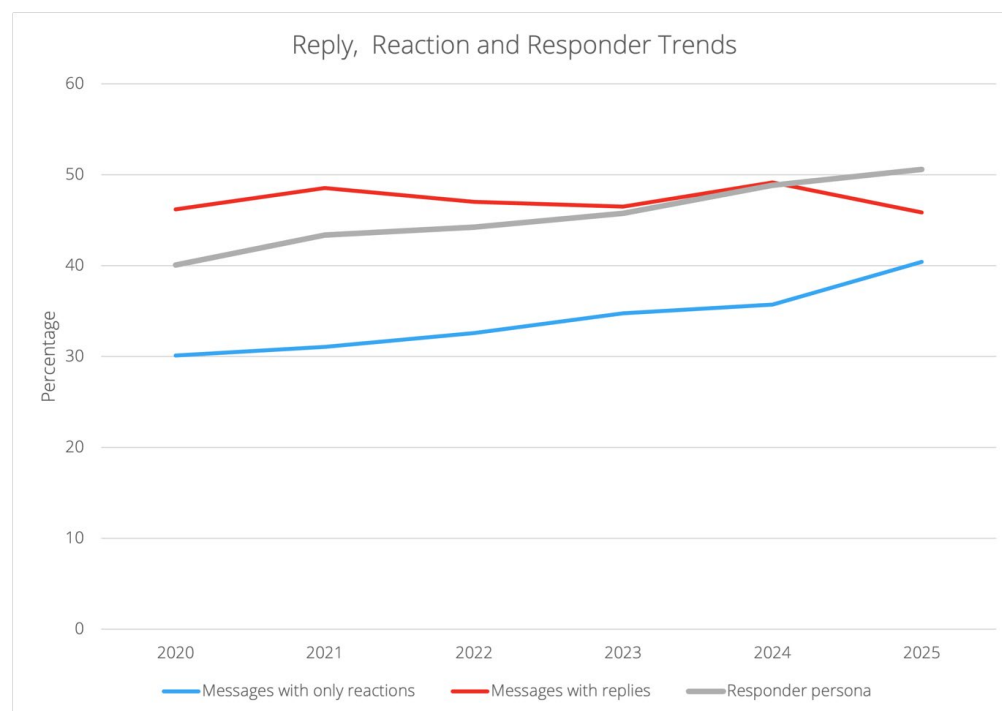


Figure 3 – Reply, Reaction and Responder trends.

We measure the percentage of messages (posts and replies) that receive a reply or reaction. The chart above shows the percentage of messages which only receive a reaction has been increasing over the past five years, while the percentage of messages that receive a reply has dropped.

This pattern, where an increasing number of messages are only reacted to without leading to conversation, can be associated with a more traditional corporate communications approach where one-way broadcasting is more prominent than two-way conversation.

However, it could also be attributed to the growing number of new people who are active on Viva Engage. Pressing the “like” button is both a low effort - and low risk - way of sending a positive social signal to the poster. However, it does not invite for the discussion to continue, and we have previously called reactions “conversation killers” for this exact reason.

The increase of the [Responder persona](#) (people who prefer replying/reacting to others over posting themselves) is a natural consequence of trends above, and if these trends are to be broken, then conscious effort to position Viva Engage as a conversation platform is essential.

3.4 Innovation trends

We measure levels of innovation by analysing the levels of [Curiosity](#) (posts, comments and replies posed as a question) and [Multi-Group Participation](#), which measures the percentage of employees active in more than one community. We infer that employees exposed to a diversity of communities are more open to innovative activities.

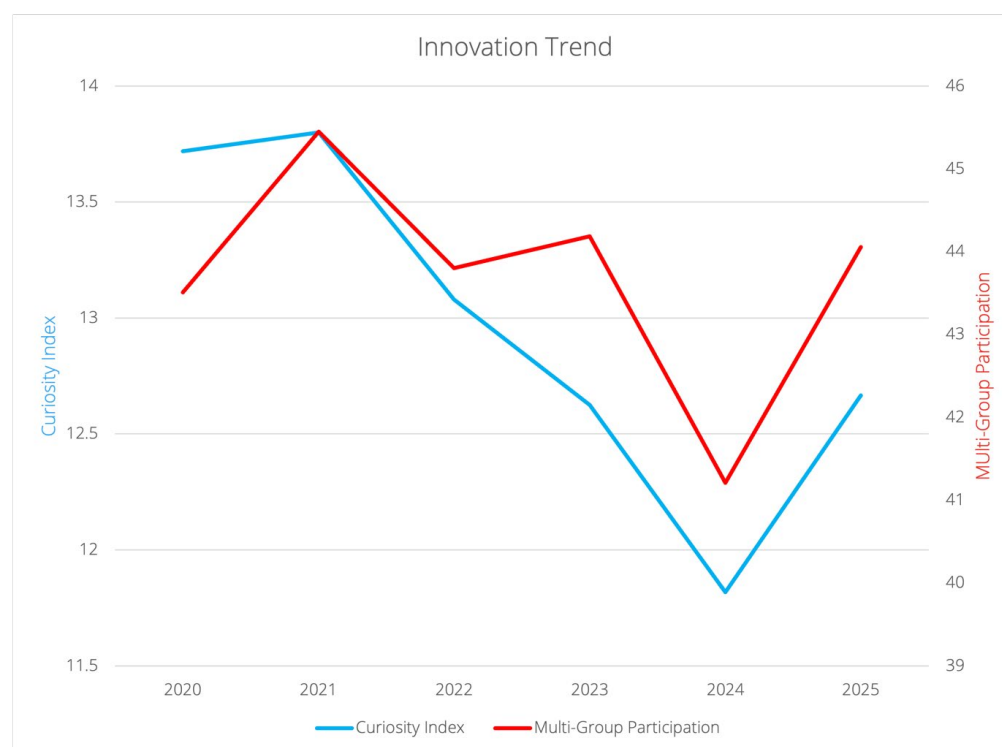


Figure 4 – Innovation trend

You can see 2025 marks a reversal of a four-year downward trend. While we can't be certain for the positive increase in these measures, we can speculate that organisations are becoming better at using Viva Engage to seek answers to questions or that more organisations are setting the default post type to 'question'.

While Viva Engage's unique strength lies in enabling two-way, bottom-up communication where every employee has an equal voice, our data shows a shift toward one-way, broadcast-style usage. There are, of course, many organisations bucking this trend and we showcase their best practices in case studies within this report and our [Viva Engage Success Guides](#).

Through our [Viva Engage Success Guides](#), we want to help you tap into Viva Engage's superpower of enabling two-way conversations to foster genuine, reciprocal conversations that lead to innovation across your organisation. There is also so much to be learned from the top performing Viva Engage enterprises and communities.

4 The top performing enterprises

in SWOOP Analytics' 2025/26

Viva Engage Benchmarking study

As part of SWOOP Analytics' annual benchmarking of Viva Engage, we rank every organisation involved in our study based on the performance of its **entire** enterprise network. This analysis takes into account every Viva Engage community across the network – the high performers and the low performing communities.

For example, an organisation with some incredibly high performing communities could be dragged down in our overall enterprise rankings if there is poor governance in place and inactive communities are being included in that organisation's analysis.

In the past, our practice has been to divide our benchmarking participants into small (100 – 1,500 interactive users), medium (1,500 – 8,000 interactive users) and large (more than 8,000 interactive users) for each region – the Americas; Europe, the Middle East and Africa (EMEA); and Asia-Pacific (APAC), based on the number of interactive users¹. These divisions were made in recognition that it is often easier for smaller organisations to perform well, compared with larger organisations. Up until 2022, this had largely been the case. In 2022/23 a medium-size organisation, [Westpac New Zealand](#), was ranked the best overall.

In 2023/24, a large size organisation, [ANZ](#), achieved the top ranking overall from the 97 organisations benchmarked. These results showed the evolution of the maturity of Viva Engage and the fact that the size of the network really does no longer matter. For the past two years, the same medium-size organisation took out top spot, prompting us to ditch the small, medium and large categories in favour of overall champions for each global region.

¹ Interactive users are those that have interacted with at least a reaction to a post within the six-month benchmarked period.

4.1 How we rank each organisation – Assessment methodology

SWOOP Analytics identifies its enterprise collaboration champions directly from the interaction patterns we assess from the SWOOP Analytics platform.

In this year's report we analysed 73 organisations. We analysed the same six-months of data until July 1, 2025 across all 73 organisations, therefore, all data was active during the same comparison period.

SWOOP Analytics metrics are calculated from raw Viva Engage activity data and grouped into four categories - Active Participation, Engagement, Innovation and Responsiveness. We have sought external expert judgments to provide the relative importance of weightings for each category to allow us to calculate an overall performance score.

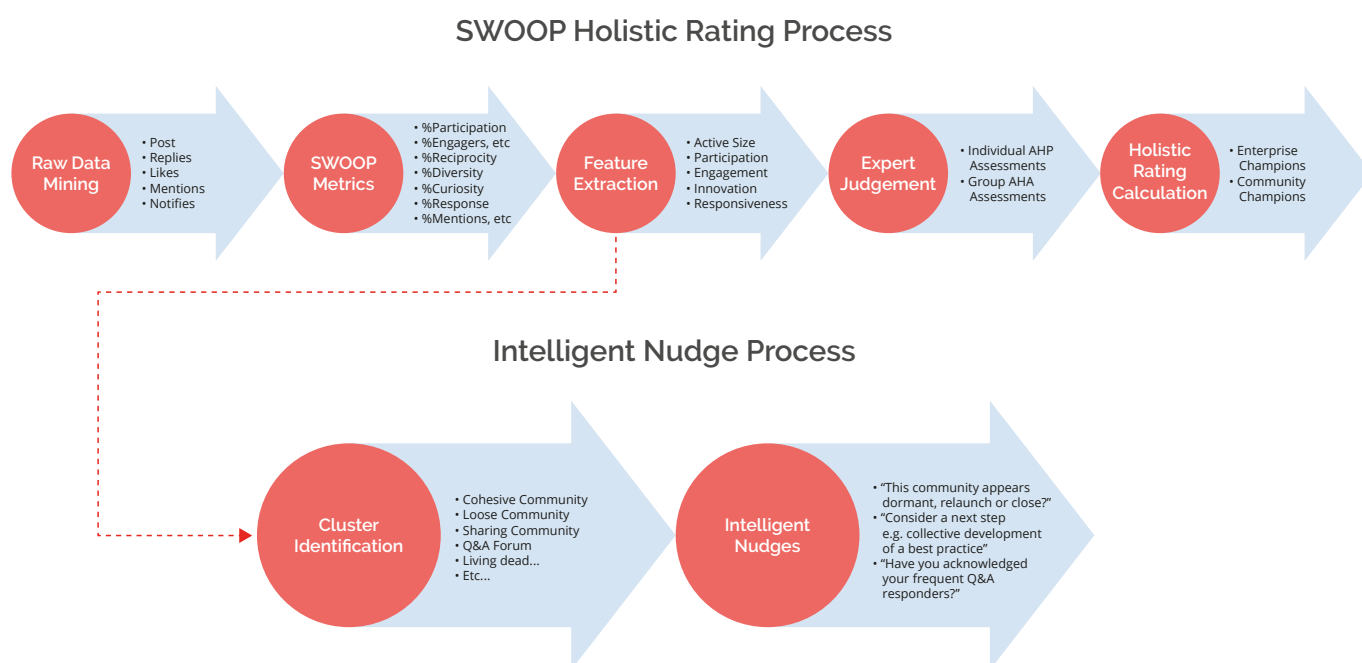


Figure 5 – Overview of SWOOP Analytics' collaboration assessment methodology

The same criteria, plus more, is used to rank individual communities, which we explain further in our section on [Community champions](#).

5 Who are our enterprise collaboration champions?

Drumroll please! The 2025/26 Viva Engage collaboration champions for each global region are:

APAC

1. **Medibank** – Australian health insurer
2. **Westpac New Zealand** – Bank
3. **ANZ** – Multinational bank

EMEA

1. **Arqiva** - British telecommunications company
2. **AllPoints Fibre Networks** - UK full-fibre network wholesaler
3. **PHS** – Global specialist waste management

Americas

1. **Canadian Partnership Against Cancer** – Canadian not for profit
2. **RealFoundations** - Real estate management consulting and managed services firm
3. **Wiley** – Global publishing company

In our overall global rankings, **Medibank** came in at **No.1**, followed by fellow APAC-based organisation **Westpac New Zealand** in **second place** while **Arqiva** was in **third place**. Multinational bank **ANZ** ranked **No.1 for large size organisations**. ANZ was the only large-size organisation to rank within the top 10 in SWOOP Analytics' benchmarking of 73 organisations, coming in at No.8. ANZ's Viva Engage network has more than 60,000 users.



CASE STUDY



medibank

6 How Medibank used Viva Engage to amplify its commitment to improving mental health in Australia

MEDIBANK

Two-thirds of young Australian adults say they would find it hard to talk to their parents about their mental health challenges, and half of all parents of 16-30 year olds say they would find it hard to tell their children they're struggling with their own mental health, according to a [national research report](#) on the mental health of Australians.

So, what's holding Australians back from having conversations and what does it have to do with Viva Engage and [SWOOP Analytics](#)?

It all starts with Australia's largest health insurer, [Medibank](#), announcing a \$50 million investment over the next five years into mental health, with the aim of improving access, innovation and prevention for its customers.

The announcement wasn't just about improving mental health for its customers, it was also about ensuring this commitment was mirrored internally for Medibank employees by creating opportunities for conversation and connection, both in person and via internal communication channels like Viva Engage.

One part of this investment includes a mental health conversation starter, in the form of a card game called the [Family Roast](#). A game that is designed to get people connecting and talking around the dinner table with family and friends.

Developed alongside mental health experts, the game has been designed to strengthen relationships and open more meaningful conversations between loved ones through a range of fun, and sometimes provocative, questions.

Available as a physical card game or an online version, the game features questions like: "Tell us about a time where you overreacted", "Tell me about a time when you were most proud of me", "What small thing in your daily life brings you joy?", "What is something you've never told this family?", "How do you feel your upbringing impacted you in both a positive and negative way?", "Tell us about a mistake you learned from that helped you grow," and "What is something that you think about more than you would like to?".

To help launch the game, Medibank teamed up with Magda Szubanski who brought her iconic Kath & Kim character, Sharon Strzelecki, and her never-before-seen children Tim and Pam to TV screens across the country.



Top to bottom – Pam, Tim and Sharon.

To align with these announcements, Medibank launched an internal communications campaign across Viva Engage and the intranet, giving employees the inside scoop before hearing about it externally.

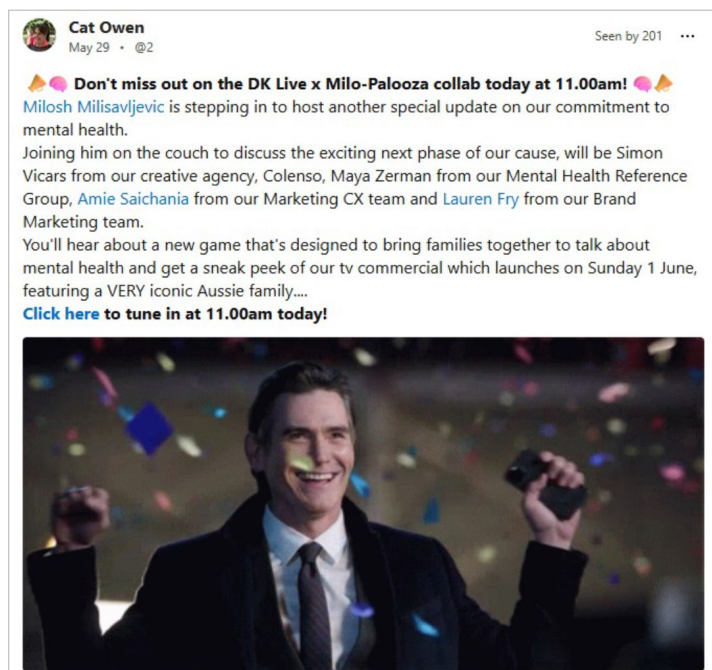


Medibank's Family Roast television advertisement – <https://youtu.be/UNZbdHti-ll>

First, inform employees

Medibank's CEO, David Koczkar, uses Viva Engage to live stream a monthly session called "DK Live" where key business updates, announcements and conversations are shared. Before Medibank announced its \$50 million investment, employees were invited to attend a special DK Live event to learn more about Medibank's ongoing commitment to mental health.

Viva Engage was a key channel for the internal communications team to promote the event, create anticipation in the lead up, and increase viewership on the day.



A Viva Engage post encouraging employees to tune into the live stream (featuring a bold headline, emojis, a GIF and tagged employees – all tips the team have learnt from SWOOP Analytics when it comes to creating engaging posts).

Viva Engage was used for similar posts in the lead up to the national Family Roast Day on Sunday 20 July, where again, employees were invited to get involved in the tasty conversation.

Here's all the ways you can get involved in the tasty conversation!

📅🍽️ Head into your local office this Thursday 17 July and enjoy a free meal and meaningful chit chats with your work family!

- We're kicking off at 12.00pm with a welcome and conversation with DK and special employee guests [redacted] Daisy Wong, Paul Bonello and Karisma Singh with lunch to follow. [Join us in person on Level 9 at MMH or tune into the live stream](#) from our Adelaide, Brisbane, Sydney and Wollongong offices (check your local channels for details). Tell your teammates and see you there!

🍰👩🏻‍💻 More coming soon for our Medibank frontline teams!

- We're combining Geo's first birthday celebrations and the Family Roast - stay tuned for more details soon about how we're bringing a tasty meal to you in August.

🎁🍽️ Vouchers coming soon to our Amplar Health virtual teams!

- We know it's tricky to get you all together, so we're sending you a voucher to put towards a takeaway meal or groceries to make a homemade meal. Use the online version of the game to play with your family, friends or colleagues.

👨🏻‍👩🏻‍👧🎮 Get your family (chosen or biological) together on Sunday 20 July!

- Use your physical copy of the card game or head to www.familyroast.com.au to play the online version. And [check out our recipe ideas](#) from Live Better.

🎉🎁 And it wouldn't be a celebration without some prizes!

- Thanks to our Live Better Rewards friends, we have 5 x \$100 Hello Fresh vouchers to give away, so you can continue to connect with your family or friends over a tasty meal.
- All you have to do is share your favourite [#familyroast](#) moment on Viva Engage and you'll go in the draw.
- Entries close 31 August 2025 and winners will be announced on Monday 1 September.

We can't wait to celebrate with you!

The internal communications team also used Viva Engage to amplify external communication and media activity.

Seen by 834 ...

In case you missed it....
The Medibank Family Roast was featured yesterday morning on Channel 7's Sunrise

Aussie football legend Brendan Fevola spoke about how he's played the game with his family, the benefits of getting involved, and his experience with it so far — encouraging others to give it a go.

It's all ahead of this Sunday, 20th July, which marks our Official Day of Play for Australia.

Check out the video below!

credit: Channel 7 Sunrise, Monday 14.07.25



FamilyRoast

Celebrate

Comment

Share

2

You and 57 others

A Viva Engage post sharing a Family Roast promotional segment on breakfast television.

Seen by 143 ...

Alison Sutton
Yesterday at 4:02 PM • Edited • @18

Do you struggle with mental health conversations with your teen?

Check out [this article](#) I recently shared with my top tips on talking to your teen. If you're a parent and you have other tips that you've found helpful, I'd love to hear it! Please post a comment.



Love

Comment

Share

2

You and 10 others

2

Luke Rezzara 1h ago
The biggest thing I have found in dealing with my 13yr old daughter is to find out whether or not she wants to just rant and get her feelings out, or if she wants a solution. My default mindset is a problem solver, so identifying her needs at the start of the conversation is key for us to establish understanding.

2

You and 10 others

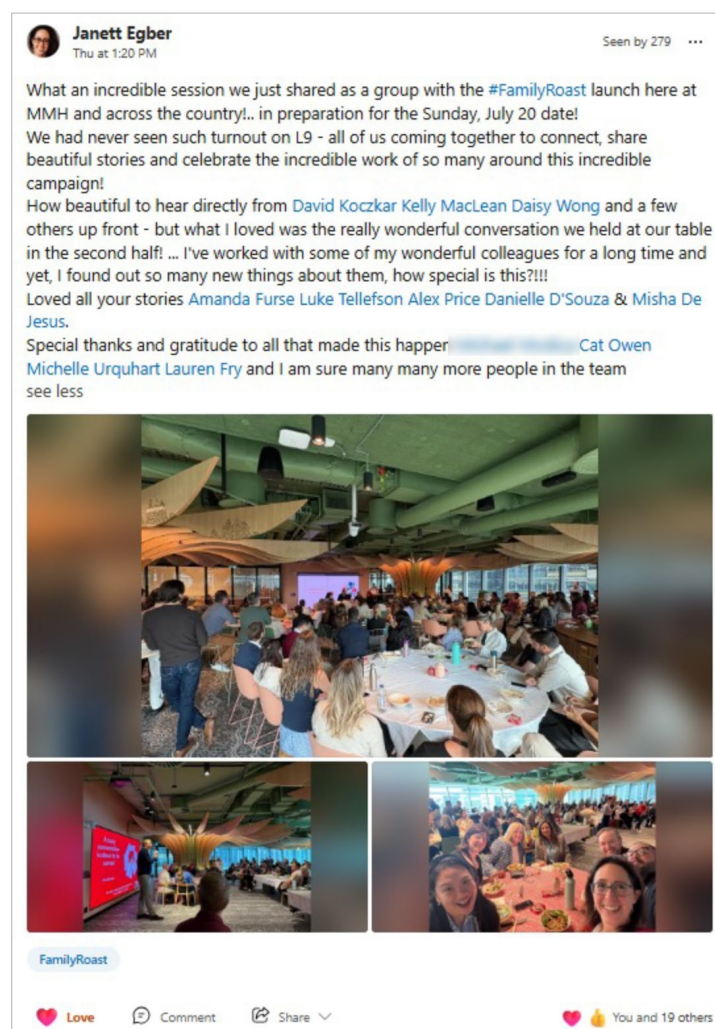
Alison Sutton 1h ago
[Luke Rezzara](#) love this! I think all of us have a natural tendency to want to "fix" someone else's problems or rescue them, especially when they are our children. It's so great that you can take a step back and establish what your daughter needs from you in that moment...and also acknowledge that the need won't always be the same. Each mental health conversation will always be different!

2

You and 10 others

An employee involved in the external media campaign shared an article link on Viva Engage, and invited colleagues to share their tips (a great example of two-way engagement).

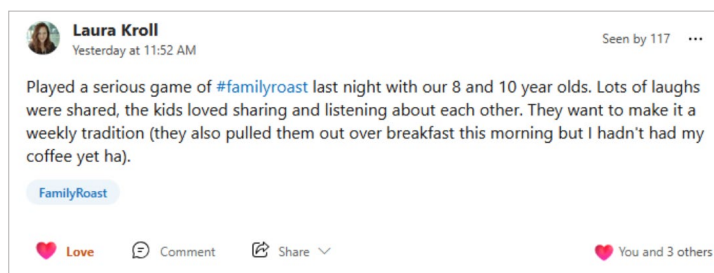
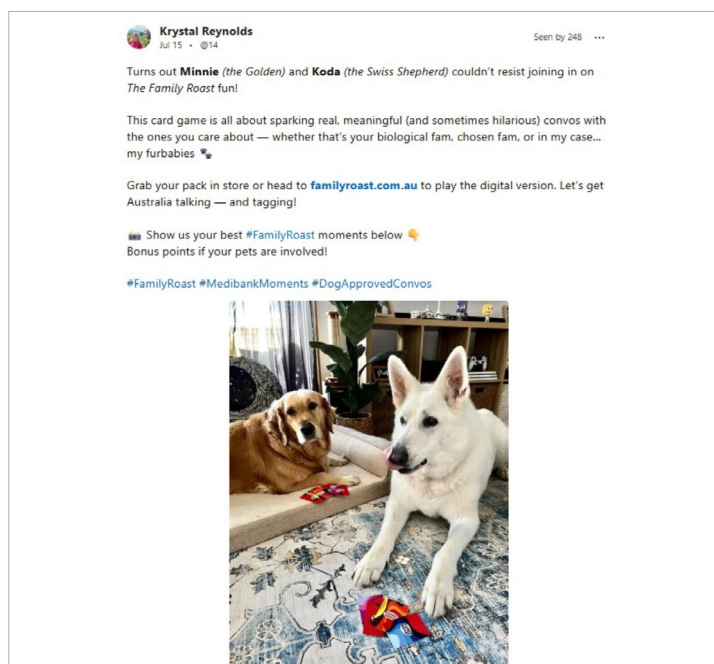
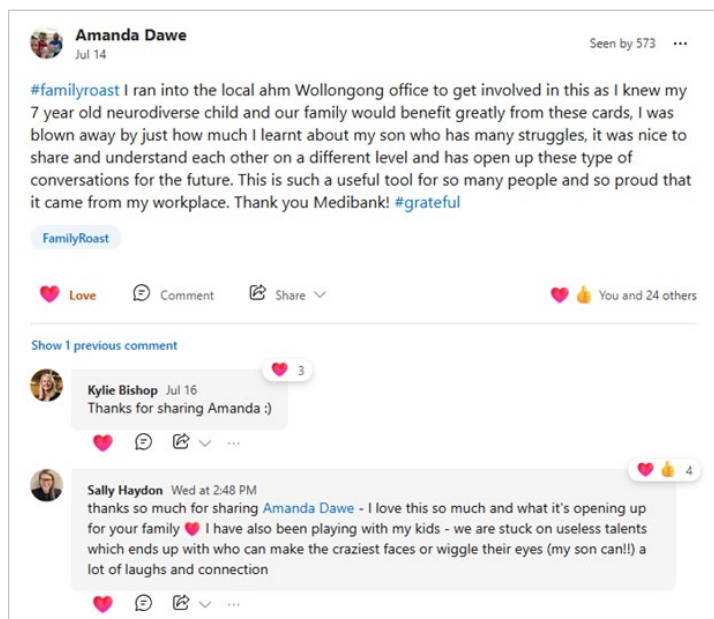
Posts like these above laid the foundation for open and honest conversations in-person and online in the lead up to, and following, the Family Roast Day, where Medibank hosted connections lunches across all offices. These lunches were an opportunity for employees to take some time out during their day to play the Family Roast game with their colleagues over a tasty meal.



A screenshot of a Viva Engage post showing Medibank employees enjoying connection and conversation together at an internal Family Roast Day event.

“We saw an incredible array of employee-generated content on Viva Engage, with our people sharing videos, photos and stories about their family roast experience with their friends and family,” said Cat Owen, Employee Change and Communications Partner at Medibank.

“We had so many examples of people sharing personal and heartfelt stories about their mental health and how the game helped to open up conversations with loved ones.”



Examples of employee-generated Viva Engage posts featuring #familyroast. All posts that included the hashtag went into the running to win a \$100 Hello Fresh box to help employees keep the tasty conversations going at home.

Alongside internal Viva Engage posts, Medibank's CEO David Koczkar shared his experience on LinkedIn of connecting with colleagues over the game, as well as the why behind the creation of the Family Roast game.



David Koczkar  • 1st
Chief Executive Officer Medibank
1mo • 

...

Yesterday at **Medibank**, we paused the day-to-day to share lunch and play our Family Roast card game together. It was a great way to connect with colleagues and have conversations about things we normally wouldn't talk about. After we finished playing the game, the conversation continued to flow. It was a powerful reminder for me that connection isn't just a nice-to-have, it's vital for our wellbeing and our sense of belonging.

That's why we created Family Roast, not just as a fun game, but as a tool to help people have real conversations with the people who matter most. It's designed to support the system behind the support system – families. Our research shows that many Australian families are struggling to stay meaningfully connected. And we know that when families thrive, communities and the country grow stronger too.

This Sunday 20 July, we're inviting all Australians to make space for connection. To sit down, share a meal and start a meaningful conversation with your family – whether that be the family you were born into or the people you choose to surround yourself with.

If you've been meaning to connect with loved ones, this weekend might be the perfect time. You can find the cards at Medibank retail stores, at parkrun events or you can download them free online.

<https://lnkd.in/gu45wnP7>

#mentalhealth
#thefamilyroast
#CanWeTalk?



  You and 411 others

8 comments • 3 reposts

 Love

 Comment

 Repost

 Send

A screenshot of David Koczkar's LinkedIn post.

This campaign engaged employees across every part of the business.

"While it wasn't the first time we've shared an external campaign internally, this was by far the most successful and wide-reaching effort at Medibank," Cat said.

"It truly brought our people into the conversation and helped them feel connected to our commitment.

"It was amazing to see such vulnerable posts on Viva Engage, and incredibly heartwarming knowing that our people felt safe to share their experiences on a work platform."

By the time the national Family Roast Day took place, more than 185,000 packs of cards had been distributed, with the online version of the game being accessed across almost 90 countries.

Coming full circle with Viva Engage

From an internal communications and marketing point of view, this campaign began with Medibank’s CEO taking his employees on the journey from the start – with open, honest and engaging communications via live streamed events and written content on Viva Engage, the intranet and via email.

The campaign culminated with enterprise-wide events for employees in the lead up to the national Family Roast Day. The full circle of the campaign was complete when employees shared their heartfelt stories about the impact of the Family Roast game on Viva Engage. Viva Engage was the instrumental platform for internal communications. But what does the data tell us about its success?

Using [SWOOP Analytics for Viva Engage’s Hot Topics](#) report, you can see the Family Roast was the most popular topic among Medibank employees, based on the most popular Viva Engage topics, hashtags and official keywords. The Hot Topics report identifies topics that have generated the most overall engagement.

Hot Topics

Hot Topics are the topics associated with the most engagement.

Sort by the total of:

Post

Reply

Reactions

People

Apply

FamilyRoast	57	263	2225	593
geostorytime (hashtag)	56	298	1508	358
familyroast (hashtag)	37	163	1249	428
Reviewed	91	502	868	207
customerobsessed (hashtag)	25	152	766	346

The Family Roast, as part of Medibank’s wider mental health campaign, is one shining example of how Viva Engage is used at Medibank, so it may come as no surprise that Medibank was ranked No.1 globally in [SWOOP Analytics’ 2025/26 Viva Engage benchmarking analysis](#) of almost three million employees across 73 organisations. It’s the second consecutive year Medibank has taken out top honours in SWOOP Analytics’ global benchmarking study.

This top ranking is a reflection of how Viva Engage is embedded into the culture of communication at Medibank.

Recognising Viva Engage influencers

When one of Cat’s stakeholders posted on Viva Engage about women’s health in Australia, the post went viral across Medibank. When Cat congratulated her on the success following her first ever Viva Engage post, the stakeholder jokingly asked if she was going to get an influencer award, similar to what Tik Tok influencers receive.

“The conversation prompted a fun thought,” Cat said.

“I spoke with my internal communications teammates and said, ‘What do you think about launching our own Medibank Viva Engage Awards?’”

Since then, Cat has been posting a top 10 influencer list every month and calling out the most influential and engaged employees across the network, using SWOOP Analytics’ [Influential People report](#) to create the list.

The internal communications team and Medibank senior leaders are excluded from the report to ensure the spotlight is on employees leading the way.

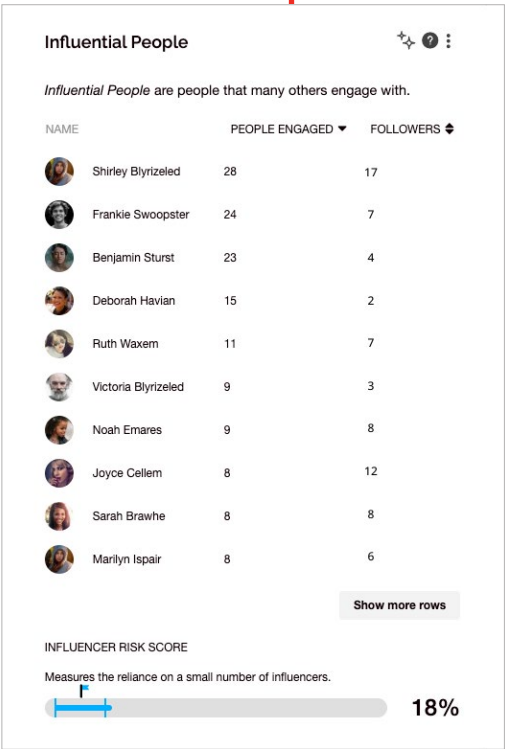
As interest in the top 10 grew, the team started spotlighting posts from employees that highlight best practice when it comes to engaging posts.

“We try to spotlight posts that while they may not be in our top 10, they showcase really great examples of what makes a post stand out,” Cat said.

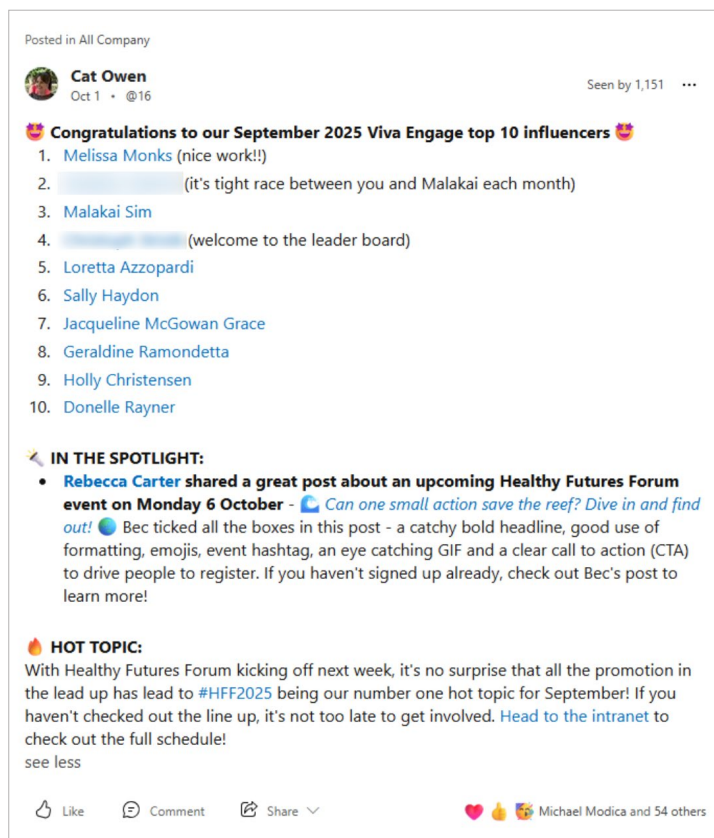
“Maybe they’ve got a video, a great catchy headline, they’ve tagged influential people or asked a question – all those tips and tricks that SWOOP Analytics tell us to do.”

“We also try to spotlight employee posts from different parts of the business, particularly areas where engagement may not be as high.”

“We are always trying new things and it’s been a thrill to see the engagement grow on our top 10 influencer posts each month.”



A generic screenshot of a SWOOP Analytics’ Influential People report.



A screenshot of a Viva Engage post celebrating Medibank's top 10 influencers, a spotlighted post and a trending hot topic.



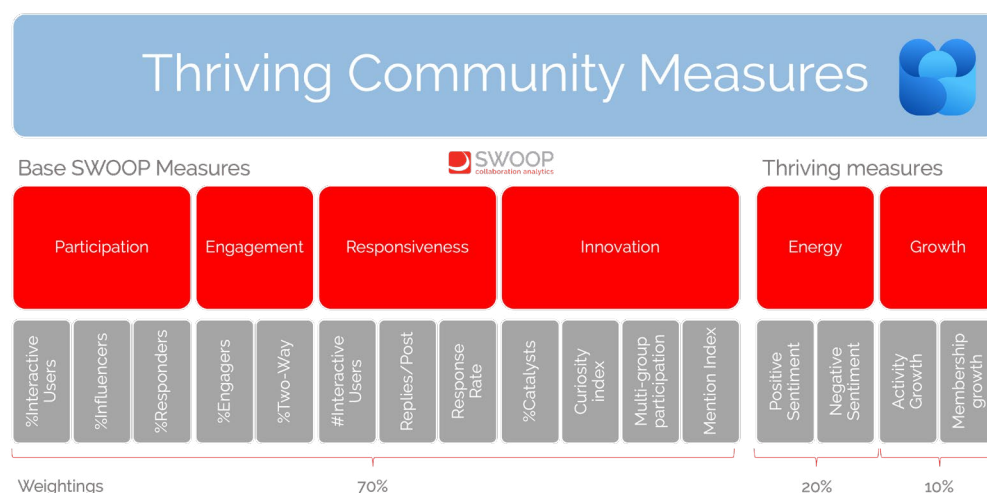
7 2025/26 Viva Engage Community champions

As well as ranking the top performing Viva Engage enterprises, which takes into account every Viva Engage community across each organisation (ie the high and low performing communities), we also did a deep-dive analysis into 5,758 “active” Viva Engage communities across the 73 organisations benchmarked. These “active” communities had regular activity throughout the six-month period assessed – posts/shares, replies/comments and reactions.

We then looked at the “regularly active” communities – those that had, on average, **at least one interaction every workday for the six-month period analysed**. We analysed these communities on measures of two-way relationships, connections between members, sentiment analysis of conversations, growth in activity, consistent activity and more to identify the top “thriving” communities.

We also added a dimension to assess whether a community is thriving (or not). The key thriving measures relate to sentiment, growth and consistent activity. Surprisingly, it was this last factor of consistent activity that proved to be the hardest to meet. We set the bar of at least one activity each working day, on average.

The below diagram shows the SWOOP Analytics measures used and the weightings given to each measure.



We approached organisations ranked in the top 1% of the 5,758 communities analysed, and have shared some of their stories. Below we list the names of the organisations with these top performing communities, ranked in order based on SWOOP Analytics’ measures. We want to recognise below these top performing Viva Engage communities (many from within the same organisation), all of whom ranked in the top 1% of the 5,758 communities benchmarked.

Department of Customer Service

NSW state government



You might be surprised when you learn this community is all about insurance and government regulation, but you'll also see how it checks all the boxes for an engaged, active and thriving community in the case study below.

Schneider Electric

Multinational digital transformation of energy management and automation company



ANZ

Multinational bank



ANZ boasted an impressive 10 communities in the top 45 of the 5758 communities benchmarked.

Boehringer Ingelheim

Global pharmaceutical company



Medibank

Australian health insurer



This top ranked Medibank community connects more than 80 stores scattered across one of the largest countries on the planet, connecting frontline team members who are the public face of the health insurer.

Medibank Retail's Viva Engage community, named Medibank Community, ranked No.6 in the world in SWOOP Analytics' 2025/26 Viva Engage benchmarking analysis. It connects all 400 frontline team members at Australia's largest private health insurer, along with another 300 or so Medibank employees and executives who want to feel connected to the frontline of the business.

Primarily, the Medibank Community is used for daily updates across all stores, for recognition of employees' tenure, celebrating business successes, and for health and wellbeing initiatives like RUOK Day. [Learn more](#) about this exception community.

Australia Post

Australia's national postal service



Fonterra

Global dairy co-operative

Fonterra's top ranked community brings together people from the entire Oceania region, from frontline workers to finance heads. It's a community of connection that crosses geographical and departmental divides.

This community is primarily used for corporate communications, to celebrate success, and to recognise colleagues. It's a chance for people to learn about their colleagues, as well as consume official communications.



Comcast

Multinational telecommunications and media conglomerate



Air Canada

Canada's largest airline and the country's flag carrier



The NRMA

Australia's largest member organisation



Wiley

Global publishing company



Progressive

American insurance company



The Home Depot

American multinational home improvement retail corporation

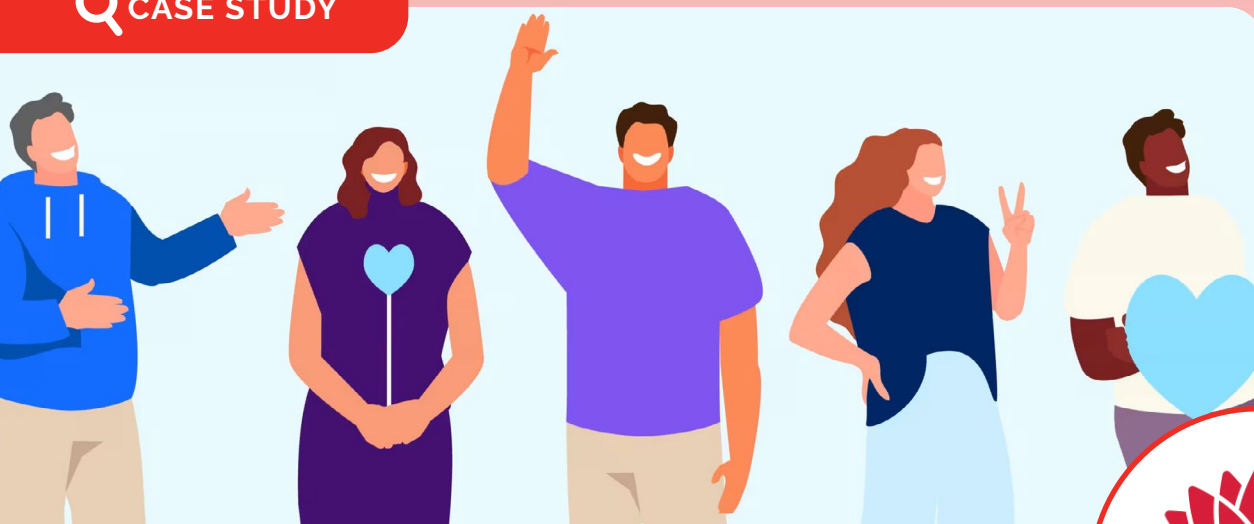


Blue Cross and Blue Shield of North Carolina

American health insurer



Q CASE STUDY



8 The perfect Viva Engage community checklist

NSW DEPARTMENT OF CUSTOMER SERVICE

The Viva Engage community identified by [SWOOP Analytics](#) as the best in the world for 2025/26 is a textbook example of best practices.

- ✓ It's led by an engaging, authentic chief executive.
- ✓ Supported by a strong leadership team.
- ✓ People are asking questions and receiving answers.
- ✓ It's a safe space for people to share their ideas and opinions.
- ✓ There is a healthy mix of posts praising and recognising colleagues, and @mentioning them.
- ✓ Lots of learning and job development opportunities are shared in the community.
- ✓ There is strong cultural awareness in the community, celebrating initiatives like Wear It Purple Day and R U OK Day.
- ✓ Most posts include images, videos or attachments.
- ✓ They use data from [SWOOP Analytics](#) to monitor engagement and ensure messaging is reaching the right people.

What may surprise you is that this community is for a state government insurance regulator. Yep, it brings together people who work in insurance and government regulations! Perhaps not the first place that comes to mind when you think of an active, thriving, engaging and innovative workplace.

Yet, SWOOP Analytics has the data to prove it's exactly that!

As part of [SWOOP Analytics' 2025/26 Viva Engage benchmarking analysis](#), we assessed the data 5758 active Viva Engage communities from across the globe, and the Viva Engage activities of almost three million employees. The [NSW Department of Customer Service's State Insurance Regulatory Authority](#) (SIRA) community ranked No.1.

SIRA is an independent agency within the Australian state of New South Wales' Department of Customer Service, with about 450 employees.

SWOOP Analytics receives only the metadata and ID number of the community when conducting our ranking. We then approached the NSW Department of Customer Service (DCS) to ask for this community to be identified.

When DCS' Digital Internal Communications Lead, Yae Morton, looked at the SIRA community, she was unsurprised it was ranked No.1 globally.

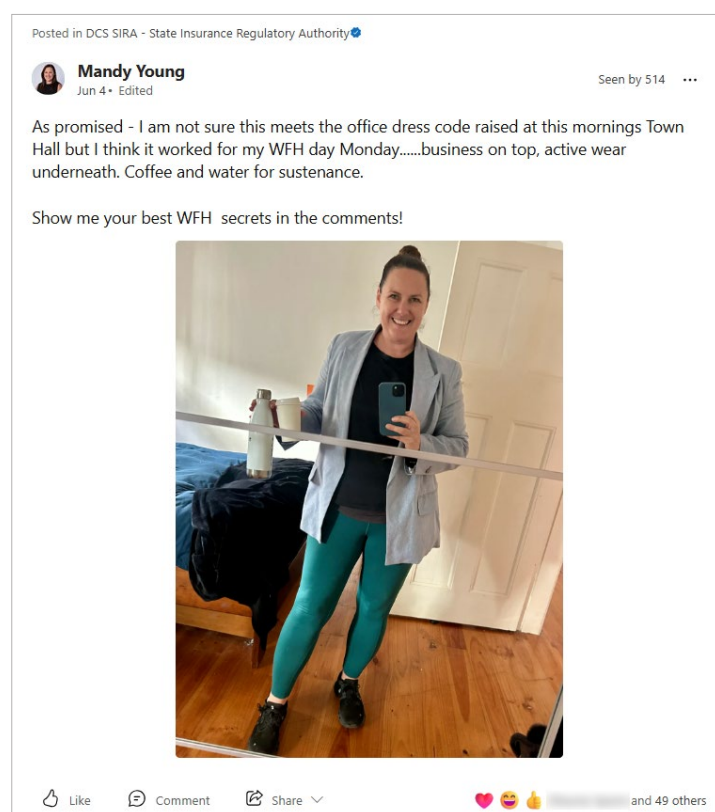
Right: Yae Morton, Digital Internal Communications Lead, NSW Department of Customer Service.



"I was having a look at the group, and it ticks all the best practise boxes," Yae said.

"They have an amazing, engaging leader. She's very authentic. She posts candid photos from her life and connects it to something that is of interest to her people.

"She's really great at being aware of what people are interested in and visually demonstrating it."





Examples of recent Viva Engage posts from SIRA CEO Mandy Young. They're short, simple but exude authenticity, and they connect with colleagues.

Yae said Mandy posts on Viva Engage about once every two weeks, so it's not a huge time commitment, yet her impact is obvious.

"She doesn't post too much but it's just in that really lovely cadence, and it's authentic and she almost always posts with images," Yae said.

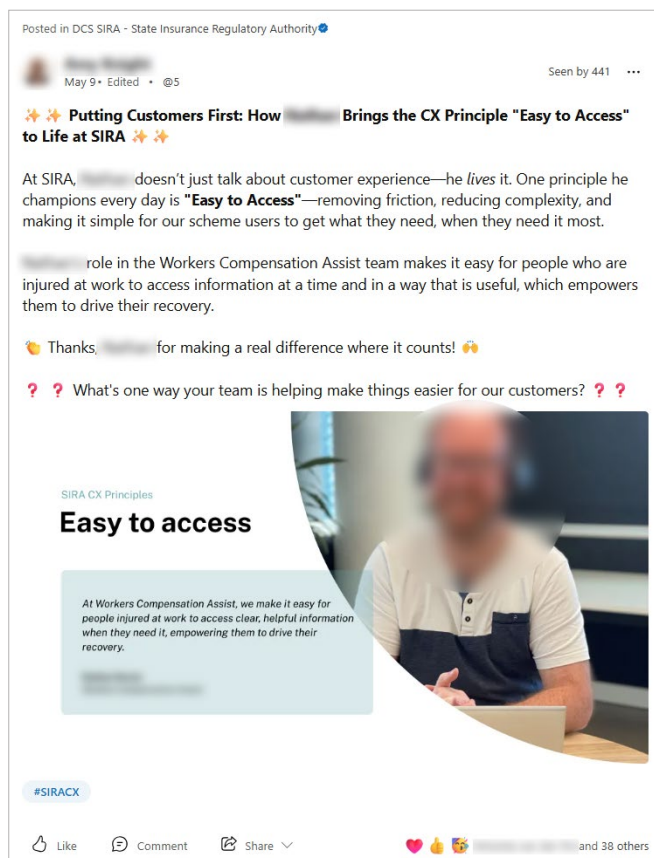
"She has an authenticity, and you can't recreate that. That's her, and you know that's who she is."

Supporting Mandy on Viva Engage is her senior leadership team, who also post engaging and authentic content.

"This community has also got people posting their questions that they need answered, and people jump in, and they have that conversation," Yae said.

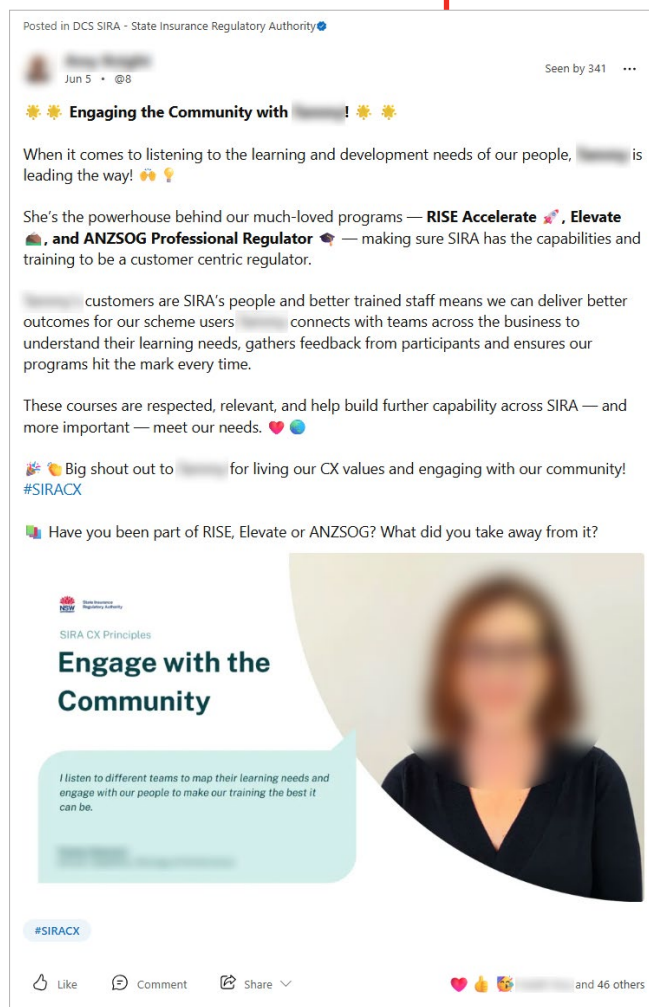
"It's a safe space for people to ask questions, and people give their opinions."

On top of this, there are plenty of praise and recognition posts where colleagues @mention their work mates to give them a shout out.



Above: An example of a Viva Engage post highlighting the work of a colleague, while also highlighting SafeWork's principles.

Above right: SIRA team members sharing a story of a colleague demonstrating a SIRA principle – Engage with the community.



There's also regular learning and development advice, community awareness posts and the sharing of customer success stories. There's no one specific type of post in the community. Instead, people feel comfortable to post about anything, Yae said.

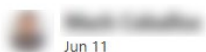
The power of data

Importantly, Yae said, the SIRA community is facilitated by a communications team that relies on SWOOP Analytics to see who is engaging, which posts are resonating and how to tap into influencers to share corporate messaging.

"SIRA are definitely SWOOP users as well," Yae said.

"They ask me about SWOOP reports, and the comms team uses the data to tweak things."

Posted in DCS SIRA - State Insurance Regulatory Authority



Jun 11

Seen by 459

🔴 It's National Blood Donor Week! 🔴

Did you know that SIRA is now part of **Lifeblood Teams**, the Australian Red Cross Lifeblood's group donation program?

This initiative not only helps save lives — it also supports our **PMES Action item** focused on uplifting wellbeing. Getting together with your peers and donating blood is a great way to **build connections** with your work peers and **help others with an act of kindness** – 2 of the pillars of wellbeing.

Last Tuesday, I donated at the **Sydney Town Hall Donor Centre** — just a short walk from our Sydney office. The donation took just 15 minutes, and I was treated to some tasty hot snacks and cool refreshments afterwards!

Want to get involved? Join our **SIRA Lifeblood Team** by registering and [booking online](#). Whether you donate solo, in pairs, or as a group, every donation contributes to our **SIRA Lifeblood tally**.



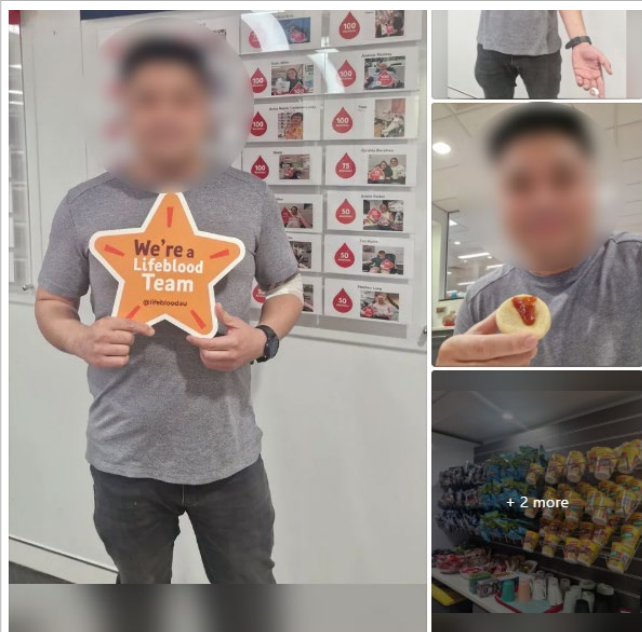
To make your donation count, enter our team name:

"State Insurance Regulatory Authority (SIRA)" in the *My Team* section when booking.

Got questions or want to organise a group booking (5 or more)? Reach out to me — your **SIRA Lifeblood Team Champion!**

See our latest SIRA News post on the initiative here: [Make a difference - give blood as part of the SIRA Lifeblood Team](#)

Let's give the gift of life, together. 🍌❤️



Like Comment Share

🍌❤️ and 61 others

Show 9 previous comments



Jun 16

Amazing 🍌❤️

There sure is and it is easy to join the SIRA Lifeblood team. You can make your donations count towards our team through your Lifeblood Account or through the 'donateblood' app.

I have included the steps below. Our team name is: **State Insurance Regulatory Authority (SIRA)**

Feel free to reach out if you have any further questions.

Make Your Donation Count:

Donors only need to join your team once to have all their donations at any of our centres count on your team tally.

1. Through your Lifeblood Account

Visit [lifeblood.com.au](#)
Click on Log in/Register
Click on My Team
Click on My Team
Add Team name in the grey space (screenshot below)

Your Team

2. Through the 'donateblood' app

Scan the code
or download the app from the App Store or Google Play
or scan the QR code in the app

donateblood

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A Viva Engage post encouraging colleagues to donate blood during National Blood Donor Week.

Posted in DCS SIRA - State Insurance Regulatory Authority

Feb 19 • @7 Seen by 273 ...

EOI: Awesome role for a customer-centric advisor!

Here's an 7/8 opportunity you don't want to miss out on if you:

- want a development opportunity **to 30 June**
- love being customer centric
- can write engaging content
- want to work with the tallest person in SIRA

This role sits within **Delivery and Insights**, who deliver 'insights that matter', which means supporting and encouraging insight-led, customer-centric decision making across SIRA. More information is on our intranet page here: [Delivery & Insights](#)

Your responsibilities will include:

- Helping measure and track SIRA's CX maturity
- Developing guidance to help SIRA access lived experience
- Creating CX content for internal engagement; including posting messages on Viva Engage
- Communicating findings, issues and recommendations succinctly in Plain English in PowerPoint for the executive using clear and engaging designs.
- Facilitating communication and coordination between different internal teams involved in the delivery of a project.

Click [here](#) to view the role description.

A SIRA team member sharing a secondment opportunity on Viva Engage.

"It's not one thing that makes it a great community. It has it all," Yae said.

Most Engaging Posts

The Most Engaging Posts shows the posts that have had the most engagement in their conversations threads.

Sort: Replies Filter By: All post types Include Community Reach

		Replies	Reactions	Shares	People	Seen	Engagement	Reach
1	Get to know our frontline teams: Regulatory Assessment and Review (RAR) meet in our Get to Know O...	16	58	0	41	630	7%	4%
2	It's National Blood Donor Week! Did you know that SIRA is now part of Lifblood Teams, the Au...	13	109	0	65	456	14%	3%
3	Putting Customers First: How Nathan Brings the CX Principle "Easy to Access" to Life at SIRA ...	11	111	0	41	439	9%	3%
4	As promised - I am not sure this meets the office dress code raised at this morning's Town Hall but I thi...	10	94	1	61	508	12%	3%
5	It's been a big week. It felt like Friday on Tuesday. Just checking in that you are all OK? I would love to ...	9	63	0	43	653	7%	4%
6	Happy new year and welcome back! I hope you got to spend some beautiful time with your families an...	8	77	0	61	1379	4%	9%
7	Engaging the Community with Tammy! When it comes to listening to the learning and de...	8	71	0	50	335	15%	2%
8	Customer story - A journey from frustration to resolution. In our latest customer story, Kerrie Angus from...	8	50	0	37	353	10%	2%
9	Windows 11 Morning SIRA! Are you interesting in getting your hands on Windows 11 before the full ...	8	8	0	10	245	4%	2%
10	Respecting time: How Janice and the ED office team champion great CX from behind the scene...	7	74	0	46	392	12%	3%

Show more rows

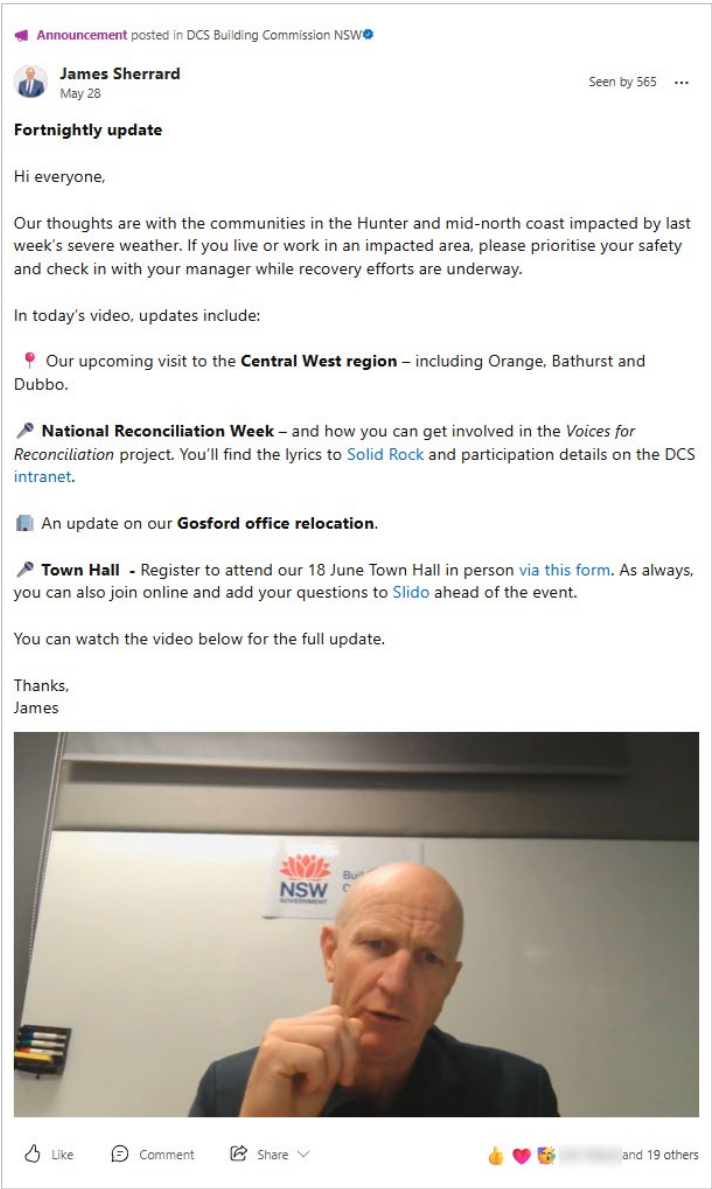
A screenshot from SWOOP Analytics for Viva Engage showing the SIRA community's Most Engaging Posts. You can see the consistency of engagement across posts, rather than a few standout posts.

In ranking the 5,758 active Viva Engage communities in SWOOP Analytics' 2025/26 benchmarking study, we looked at consistent activity levels, along with measures of two-way relationships, connections between members, sentiment analysis of conversations, growth in activity and more. We also added a dimension to assess whether a community is thriving (or not).

Building a thriving Viva Engage community

While the SIRA community topped SWOOP Analytics’ global benchmarking, close behind in No.7 was another DCS community. Again, it’s a community that may not be an obvious choice for an active, thriving, engaged community. It’s [Building Commission NSW](#), the state government’s building regulator.

Like the SIRA community, Yae said the Building Commission community had a strong leader and a healthy mix of praise, project updates and new appointments.



NSW Building Commissioner James Sherrard shares a fortnightly video update on Viva Engage to connect with his colleagues.

Announcement posted in DCS Building Commission NSW

James Sherrard
Jul 30 • Edited

Seen by 611 ...

BCNSW Awards & Recognition Program launches today!

Hi everyone,

I'm delighted to share that our new **BCNSW Awards & Recognition Program** is now live.

We know how important recognition is to you – and that it should feel meaningful and proportionate to the work being recognised.

Being a key deliverable from our 2024 PMES Action plan, we've taken your feedback from surveys, workshops and interviews to design a program that reflects what you want to see more of.

While many of you are already celebrating your colleagues in your own ways, this program brings a consistent approach to how we do it through three tiers:

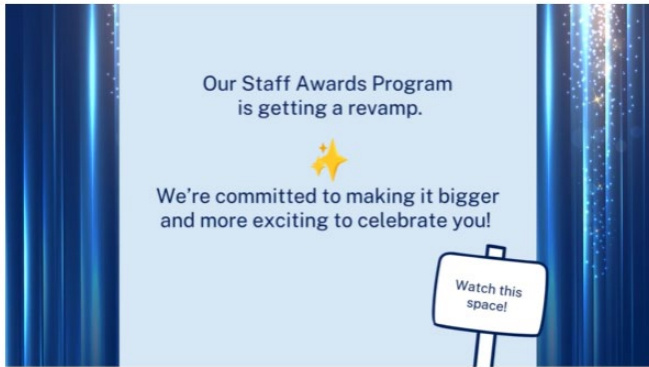
- 👏 Cheers for Peers
- 🌟 Formal Recognition
- 🏆 BCNSW Staff Awards

The short video below explains the program in more detail, how each tier works and how you can get involved. A big thank you to the OBC Strategic Projects team for putting this one together!

You can also find more information and resources on the [BCNSW Awards & Recognition Program SharePoint page](#).

I look forward to seeing how we all recognise each other and continue embedding a culture of appreciation here at BCNSW.

Thanks,
James



Like Comment Share

and 36 others

Another example of a Viva Engage video update from the NSW Building Commissioner.

Posted in DCS Building Commission NSW

Jun 18 • @18

Seen by 424 ...

June 2025 Town Hall – thanks and a wrap

Massive thanks to the 326 staff from across Building Commission NSW who viewed (241 viewers) and attended (86 attendees) today's Town Hall event – a great turnout! 🎉

Huge thanks to [redacted] for his accomplished performance as MC – his dulcet tones set the scene for a professional and warm event! 🎤

Gratitude to the other presenters – [redacted] and [redacted] from People and Culture.

We couldn't have done any of it without great collaboration from our partners at DCS People Communications and Change team – [redacted] – and from within Building Commission NSW too – [redacted].

Recordings and answers to unanswered questions will be posted on Sharepoint.

The packed agenda and engaging videos demonstrated the amazing and important work being undertaken across Building Commission NSW! 🙌

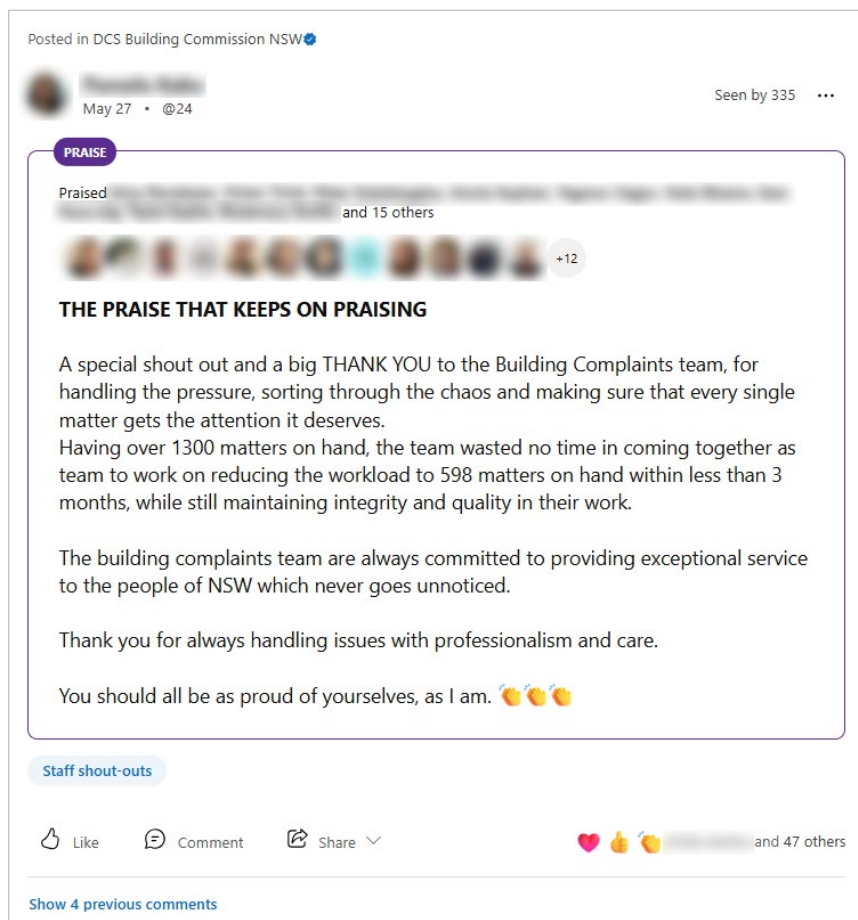


Staff shout-outs

Like Comment Share

and 41 others

A NSW Building Commission team member's Viva Engage post about a successful town hall.



A NSW Building Commission team member posting praise about the Building Complaints team.

A successful migration from Workplace from Meta to Viva Engage

The third best performing DCS community identified by SWOOP Analytics is the contact centre for [Service NSW](#), the state government agency helping people and businesses access government support, transactions and services including car registration and driver licences. It supports the 8.5 million residents of NSW, a state significantly bigger than the US state of Texas and three times the size of the United Kingdom.

This community stood out in SWOOP Analytics' benchmarking due to its high percentage of two-way relationships, the most reliable measure of trustful relationships forming across Viva Engage.



A screenshot of the Service NSW Contact Centre Channel community's [Two-way Relationships](#) from [SWOOP Analytics for Viva Engage](#) showing an average Two-way relationship of 37%, which is well above the entire NSW Department of Customer Service's 19%. Service NSW's 37% is well above the 2025/26 average of 15% across all 73 organisations benchmarked by SWOOP Analytics in 2025/26.

What makes it even more impressive is the entire Service NSW agency moved from Workplace from Meta to Viva Engage in October 2024 after Workplace announced it was shutting down.

Dasha Maiorova, Senior Internal Communications Advisor at DCS, said this community is used almost exclusively for praise. People in this community are the workers who field every enquiry imaginable from the residents and businesses of NSW – from questions about getting a driver's licence, to registering a death in the family and helping people save money on their electricity bill. Once the phone call is complete, customers are asked to stay on the phone and complete a short survey to ask about their experience with the contact centre.

Managers and supervisors then use the content of these surveys to create Viva Engage posts recognising the good work of staff.

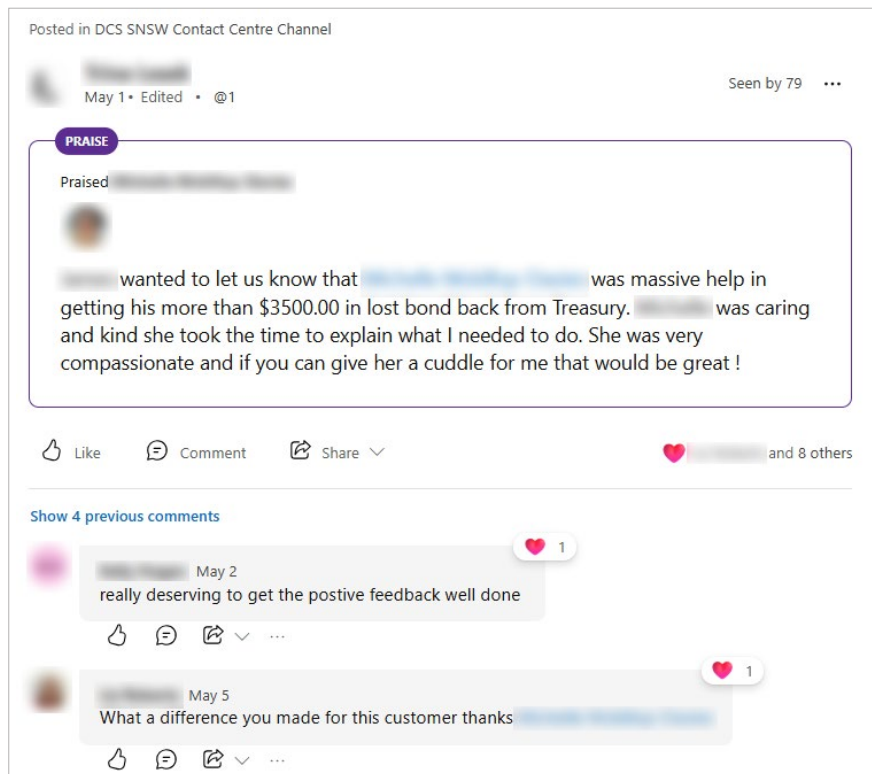
Right: Dasha Maiorova, Senior Internal Communications Advisor, NSW Department of Customer Service.



"These are the people at the coalface," Dasha said.

"They're frontline and they have some very full-on conversations, sometimes when people are experiencing their worst days of their life, and are in a heightened emotional state.

"So it really is wonderful for somebody to actually hear that what you've done has changed someone's day, maybe changed someone's life experience. It is really positive."

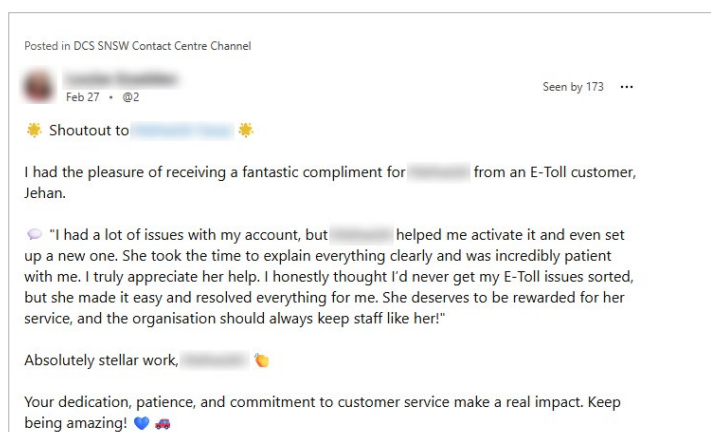


A praise post in the Service NSW Contact Centre Channel community after a customer provided praise for team member who helped them find more than \$3,500 in lost bond money.

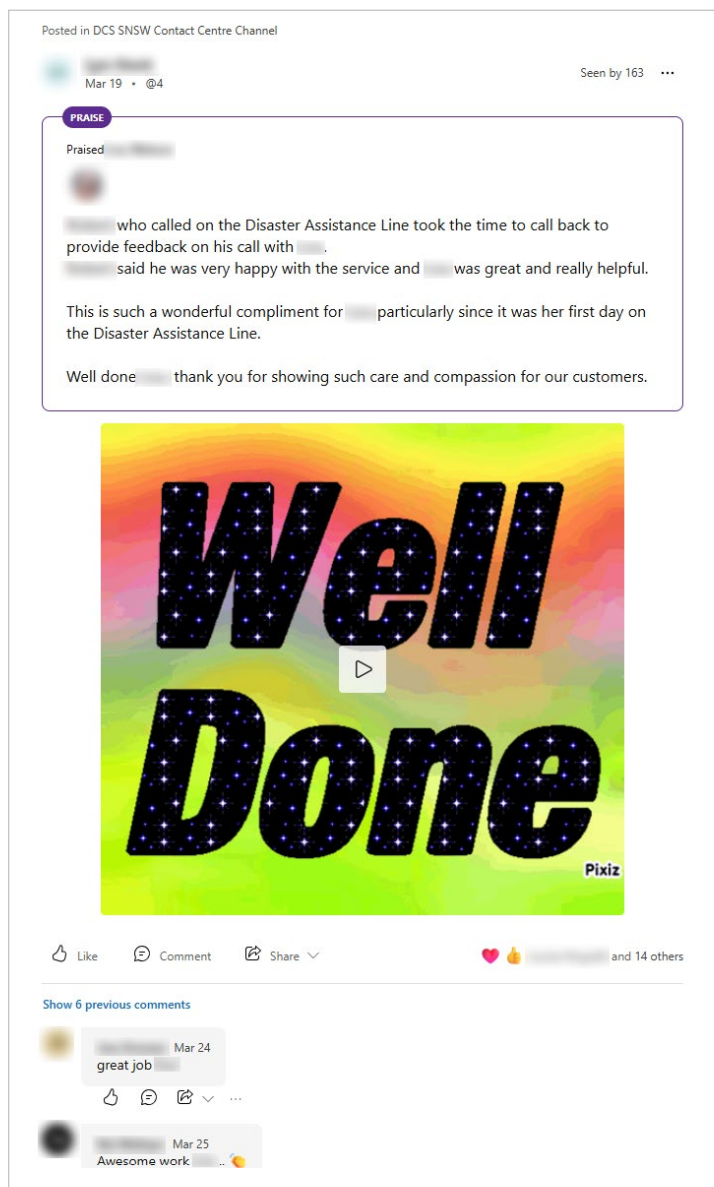
When Dasha and Yae first learned how successful this community was in SWOOP Analytics' benchmarking, they were a little sceptical because they knew it was used only for praise.

"But then I dug down and had a look and realised it is such a beautiful value and a show of their culture, and the fact as well that they've created this community themselves and built that praise into their processes," Dasha said.

"It bucks the trend of what you think makes a shiny, well performing Viva Engage community. They've really made it their own space."

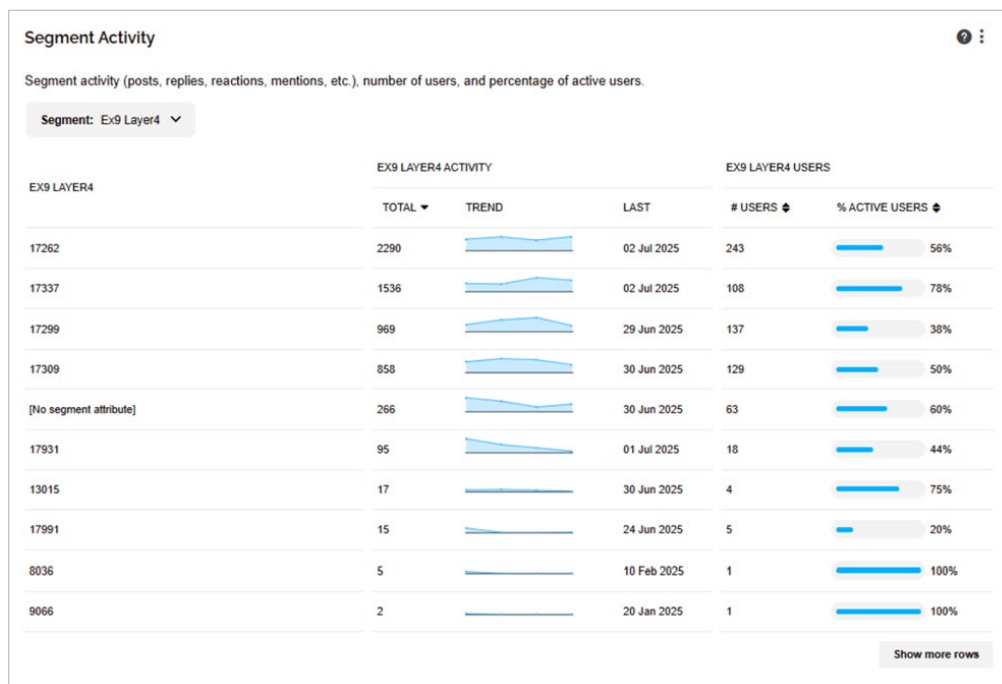


Praise for a Service NSW team member after helping a customer to set up a new e-toll account.



*Praise shared by a customer who rang the Disaster Assistance Line.
It was the Service NSW team member's first day working on the Disaster Assistance Line.*

Data from SWOOP Analytics clearly shows the employee engagement across the state in the Service NSW Contact Centre Channel community. In the [Segment Activity](#) report below, each number on the left hand side represents a different region across NSW, showing the cross-enterprise collaboration across the state.



A screenshot of Service NSW's Segment Activity report showing cross-enterprise collaboration.

Monitoring this data helps Dasha see where there might be any gaps in engagement across Service NSW.

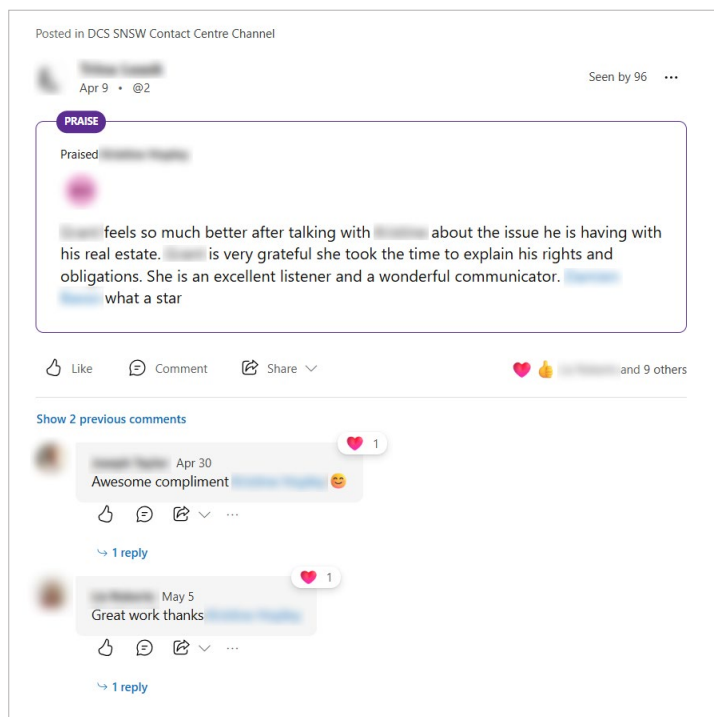
■ **"SWOOP is my daily bookmark," she said.**

This community has also been a catalyst to get Service NSW employees to make the switch to Viva Engage, when Workplace had been a staple communications channel for them.

The Service NSW Contact Centre community is a private Viva Engage community, which Dasha and Yae said may be a bit of a hangover from Workplace groups but at the same time, Yae believes it does help to create a safe space for workers, especially in a government department where there's no room to publicly make mistakes.

■ **"I think that sense of psychological safety for us is the key piece where people feel comfortable," Yae said.**

■ **"They will post because it's a smaller community and people feel safe and they like being a little bit more open with each other."**



Praise for a Service NSW team leader who helped a customer who was having trouble with their real estate.

Continuing to improve connection and collaboration

While the NSW Department of Customer Service is thrilled with its benchmarking success, Dasha and Yae said Viva Engage is still a work in progress, especially getting more frontline workers engaged.

They're currently using SWOOP Analytics data to see whether using things like the Announcements feature, which will send employees a notification in Microsoft Teams, will draw more frontline workers into conversations.



CASE STUDY



9 Back to basics to boost engagement

SCHNEIDER ELECTRIC

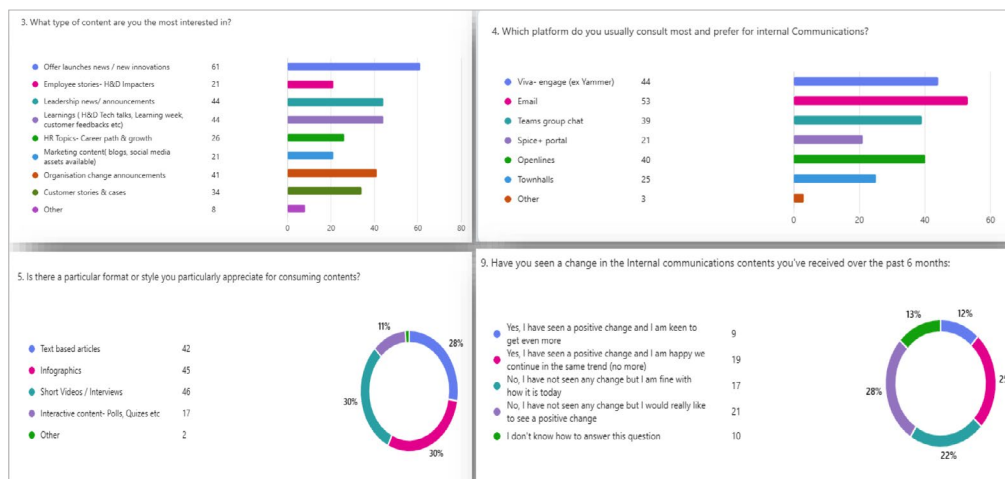
When [Schneider Electric](#) wanted to boost engagement in a Viva Engage community spanning multiple countries, it went right back to basics and asked members what they wanted from the community.

The employee communications team emailed a survey to all 5,000+ members of the H&D Viva Engage community, asking them what content they wanted in the community. Did they want to know about offer launches and innovation news, organisational change announcements, leadership news? And how did they want the content presented – videos, text-based articles, polls, infographics? This survey was also accessible within the Viva Engage community.

Liza Emmanuel, Marketing Manager, Schneider Electric, said that to get a feel for how people access employee communications, employees were also asked which platforms they prefer for employee comms, with email, Viva Engage and Microsoft Teams group chats coming out on top.

Right: Liza Emmanuel, Marketing Manager, Schneider Electric





The results of some of the questions asked in the survey to members of the H&D Viva Engage community.

With these insights, Schneider Electric transformed its Viva Engage H&D community to deliver the right content to employees, in the formats they find most engaging. Given the community's large scale and global presence, various factors had to be considered to build a thriving environment that supported employees' diverse needs.

The result of the revamp?

Armed with data from [SWOOP Analytics for Viva Engage](#), this revamped H&D community has recorded a 20% increase in employee engagement across Viva Engage in the past year. Perhaps even more impressive is the increase in the number of posts, a sign that conversation is happening across the community, which can lead to innovation and knowledge sharing.

The number of posts initiated by colleagues has increased by 28%, and the number of reactions has jumped by 4%.

The percentage of interactive users (those that post/share, reply/comment or react) in the community has risen by 3% from 2024, although there is a slight decrease in the number of activities per user, in line with SWOOP Analytics' overall findings in its 2025/26 Viva Engage benchmarking study.

"We started with a survey for Viva Engage to understand the comms channel preference (and) type of relevant content for the community members," said Shailesh Kumar, General Manager, Communications Performance Management at Schneider Electric.

Right: Shailesh Kumar, General Manager, Communications Performance Management, Schneider Electric.



Shailesh said the survey identified “pain points” for employees – too much noise, no single source of information, the need for a reduction in communication, better audience targeting and “more information needed on what customers say”.

He said they also identified the topics people wanted to know about – offer launches, new company innovations, employee career paths, learning-based posts, market trends, competitions, face-to-face training, market insights, and links to Schneider Electric resources.

Through feedback, the employee comms team discovered that employees were especially interested in Schneider Electric’s global newsletter, leadership news, and best practice stories.

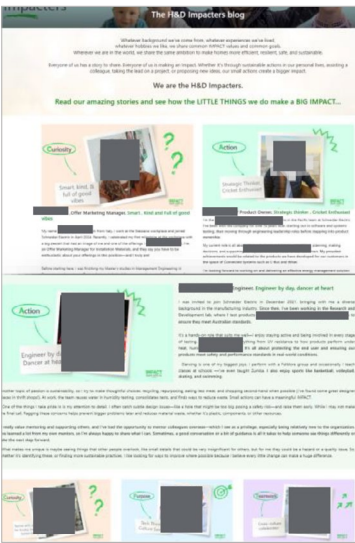
“We learned we need to organise content more, create a more centralised way of sharing all information whether it is offer launches, campaigns etc, and add more topics relevant to employees,” Shailesh said.

“Overall, we've had more visibility and higher interest from employees in joining the community.”

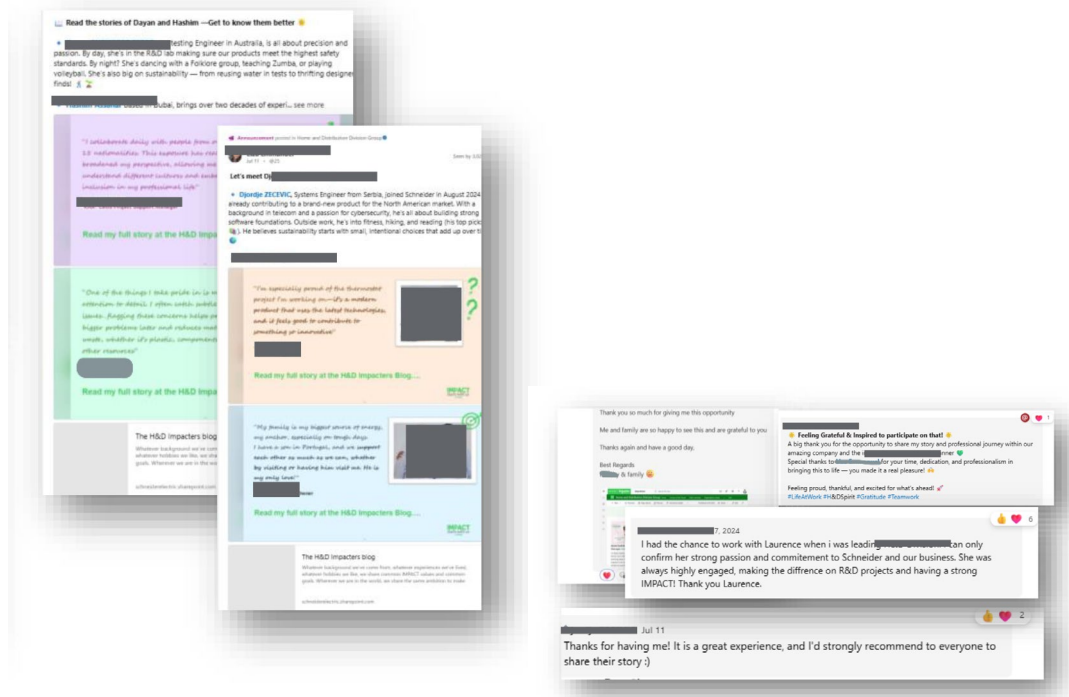
What does a Viva Engage campaign look like?

Based on the survey results, the employee comms team knew people were interested to getting to know their colleagues. Research from [SWOOP Analytics](#) shows stories about colleagues are some of the Most Engaging Posts on Viva Engage.

Schneider Electric did a series of blog posts published on the intranet and then shared the links to the blog posts in the H&D Viva Engage community, all with the goal of getting to better know colleagues.



A screenshot of an internet blog post about employees in the H&D community.



Screenshots of the blog's cross-channel promotion in the H&D Viva Engage community, along with replies posted in Viva Engage.

More than 40 colleagues were featured in blog posts in 2025, with an average of 3,000 views, three comments and 20 reactions, according to data from SWOOP Analytics.

Most Engaging Posts									
The Most Engaging Posts shows the posts that have had the most engagement in their conversations threads.									
Sort: Replies + Reactions									
		REPLIES	REACTIONS	SHARES	PEOPLE	SEEN	ENGAGEMENT		REACH
1	Even if it's some heavily redacted memo, this report from the mil	951	2331	10	1017	13984	7%		26%
2	The sharing stage leverages the methods of a visual communica	85	1254	1	719	24662	3%		45%
3	I'm still fine with eating these. At The Cauliflower, you're in for a	240	822	2	549	7022	8%		13%
4	Kotter's Dual Operating System sold to Southall in 1983 John Ki	166	660	37	245	16678	1%		30%
5	"It's just taking a dog and wrapping it in plastic, locking it in a cc	82	533	1	292	3393	9%		6%
6	In this edition, the measure has three main measures: The Econ	35	464	0	368	22862	2%		42%
7	While we might anticipate a drop in fracking-related activity as a	58	437	1	282	3018	9%		6%
8	The clan is the dominant organizational unit of the Tokelaian pe	45	350	2	261	2665	10%		5%
9	ShareSpace is still growing and it shows with a new blog post t	22	360	0	310	2924	11%		5%
10	Stage 2: User Engagement (around the Globe) This is the secon	33	337	1	241	2720	9%		5%

An example of SWOOP Analytics for Viva Engage's [Most Engaging Posts report](#) which shows how many people have seen, replied, shared, engaged and reacted to a post. **Please note, this is NOT Schneider Electric's data.**

"This is a kind of blog where we feature the stories of our employees to know them outside of their work," said Cecile Kozinski, Global Brand and Communications, Channel Owner – SPICE+ and Viva Engage at Schneider Electric.

Above right: Cecile Kozinski, Global Brand and Communications, Channel Owner – SPICE+ and Viva Engage, Schneider Electric.



A platform to connect and interact with leaders

When Emily Heitman was appointed to the role of President of Schneider Electric Canada in October 2023, she wanted to best leverage the available communication channels as part of her introduction to the role so her people could get to know her, quickly.

Above right: Emily Heitman, President, Schneider Electric Canada.

Below right: Laura Contreras, Communications Specialist, Schneider Electric.

"She wanted to introduce herself to local employees as a priority," said Laura Contreras, Communications Specialist at Schneider Electric, who worked with the new president.



"She wanted to be present, reachable and ensure everyone on the team knew how excited she was to take on the challenge of transitioning from a previous large team of around 2,000 people.

"She is a charismatic, sharp and very approachable leader who was intentional on connecting with her new peers."

Laura said Emily was comfortable with the idea of recording videos and agreed Viva Engage was the place to host conversations.

The employee comms team brainstormed a title for a series of conversations with Emily that would be recorded and posted on Viva Engage. They wanted something catchy, playful and engaging, and came up with the name "Plug N' Play".

"Plug N' Play's purpose is for employees to 'plug in' to thoughtful conversations, actions and advancements happening across Canada so we can successfully play better, together," Laura said.

"People want to be able to connect with leaders and interact with them. They want to feel they are being listened to, and for senior leaders, Viva Engage provides a unique platform to do this, at scale."

As the campaign evolved over time, it became less about getting to “know” Emily, with a shift towards what she and her leadership team had to say.

“Two years and 10+ guests later, the monthly Plug N’ Play videos hit 100% of our Viva Engage audience,” Laura said.

Viva Engage is the single point of contact for social exchange between internal teams at Schneider Electric in Canada.

“I encourage subject matter experts, leaders, peers to publish and take the lead in engaging as it is platform for employees to exchange and spark conversation,” Laura said.

“As a community expert, I am privy to the many capabilities of the platform, and I make sure that the intel I own is shared with my peers.

“I reassure them that the Viva Engage group is owned by all of us, so we should feel comfortable with the idea of posting, conversing and elevating the conversations.”

Laura has two “golden rules” for Viva Engage.

- 1. Make it flexible** – Ensure governance guidelines are set in place, but the conversation should not be limited to what employee communications or leadership has to say. As an employee, you are expected to contribute to the conversations or start your own.
- 2. Make it known** – leverage the different platform features and @mention colleagues.



Schneider Electric's top performing community



Schneider Electric boasted five communities in the top 25 in SWOOP Analytics' 2025/26 benchmarking of 5,758 Viva Engage communities, based on measures of consistent activity levels, two-way relationships, connections between members, sentiment analysis of conversations, growth in activity and more.

One of these top ranked communities, called the CS&Q community, came in at No.19 in SWOOP Analytics' ranking of 5,758 communities. It's a community that thrives on conversations, asking questions and receiving replies and sharing best practices.

Right: Vidushi Rastogi, Senior Manager, Global Comms, Schneider Electric.

Vidushi Rastogi, Senior Manager, Global Comms at Schneider Electric, manages the CS&Q community and described it as a "vibrant global forum, consistently attracting 1.5 times more traffic than its member strength".

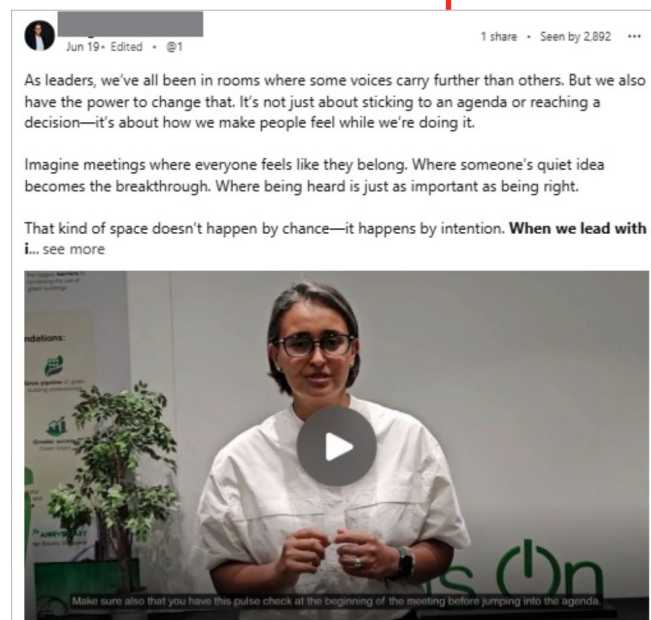
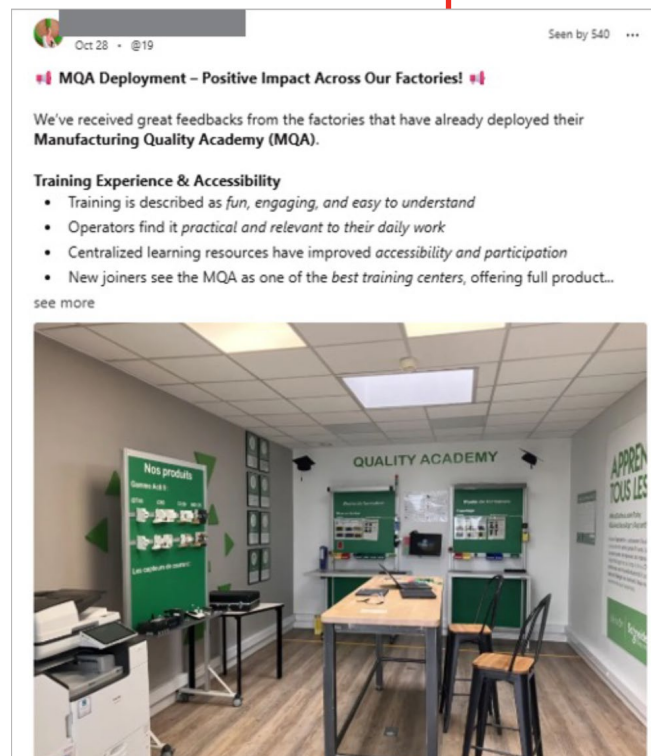
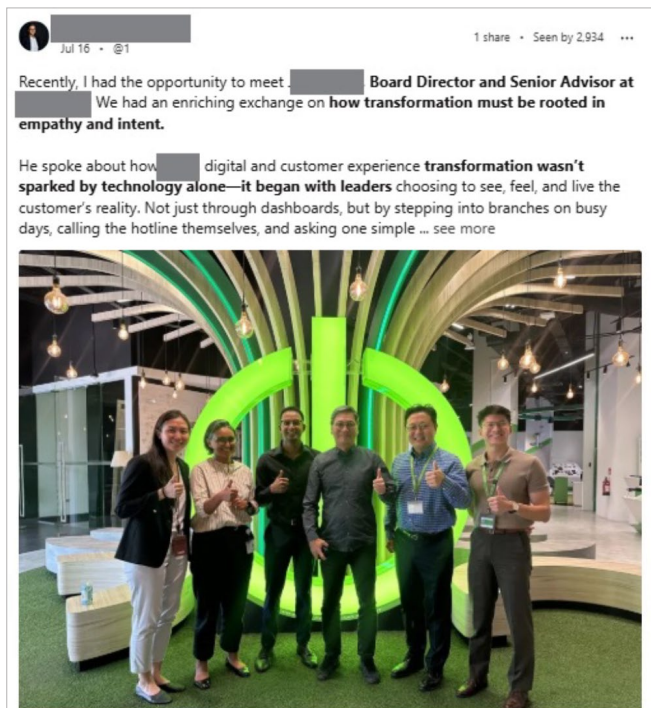
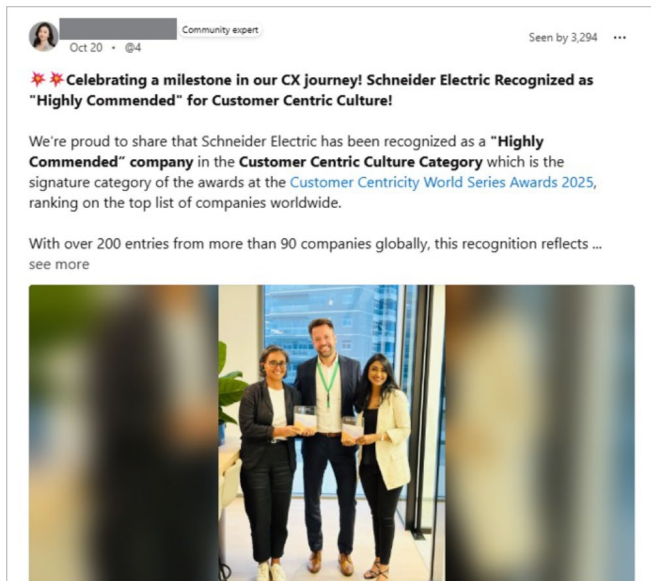
This community brings together employees from diverse domains including sales, R&D, manufacturing, product design, operations, supply chain, engineering, lines of business and more.

"The community thrives on open dialogue and empowerment, where everyone is encouraged to share updates, ask questions, and exchange best practices," Vidushi said.

"Regular nudges from leadership reinforce this culture of collaboration, pride, and peer learning.

"For many members, this community has become the go-to channel to celebrate everyday wins and stay aligned with the functional mandate of ensuring 100% quality standards and great customer experience across products and services."

Vidushi said this community serves as a dynamic, daily bulletin board with analytics dashboards, podcasts on continuous improvement, videos on manufacturing innovations and training announcements, along with learning opportunities.



Screenshots of Viva Engage posts in Schneider Electric's CS&Q community.

10 Viva Engage and frontline, customer-facing & geographically dispersed workers

Interestingly, after contacting the organisations boasting community champions listed above, we discovered many of our benchmarked leading communities were frontline communities physically remote from the enterprise headquarters.

For example, one multinational organisation's top ranked communities according to SWOOP Analytics were all based in New Zealand, and were customer-facing branches. And a New Zealand headquartered organisation's leading community was in Australia.

It's not just an Antipodean effect, with a major US headquartered organisation having many of its leading communities in Canada. The conundrum is that it seems the further you are from the geographical headquarters, the better your collaboration and communication behaviours are likely to be.

Perhaps it is not surprising that geographically remote communities might feel less constrained by head office processes, acting more autonomously than their more centrally located colleagues.

Some might puzzle about why the desired collaboration and communication behaviours are not being seen to the same degree in other parts of the organisation.

The internal communications function is often located either in, or close to, organisational headquarters. Internal communications can play a role in identifying, and then celebrating, the behaviours and achievements of these geographically peripheral communities.





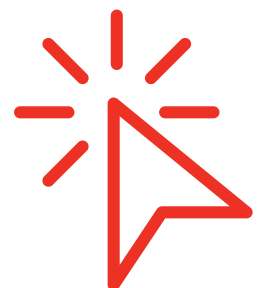
Finding your top communities in [SWOOP Analytics for Viva Engage](#).

Head to the **Community Activity** report, found in [SWOOP Analytics for Viva Engage](#) under the **Activity** tab of the **Enterprise Dashboard**, to see a list of your high performing communities. You can easily sort the list to see which communities have the most overall activity, or which ones are engaging the most of their community members through the **% Active Users** column.

Community Activity					
Communities by activity, number of users and percentage of active users.					
COMMUNITY	ACTIVITY			ENTERPRISE USERS	
	TOTAL ▼	TREND	LAST ⬆	# USERS ⬆	% ACTIVE USERS ⬆
Business Development & Sales	1490		21 Sep 2025	9	100%
Social Media & Marketing	1386		21 Sep 2025	10	100%
Product Development	400		20 Sep 2025	10	80%
Webinars	281		08 Sep 2025	7	100%
Graphical design	262		19 Sep 2025	8	100%
Customer Success	233		20 Sep 2025	8	88%
Benchmarking	92		01 Sep 2025	9	89%
Media Releases	82		17 Sep 2025	8	88%
Monthly Updates	66		21 Sep 2025	9	67%
Social stuff	51		09 Aug 2025	9	56%
					Show more rows

Identifying high performing communities in SWOOP Analytics' Community Activity Report

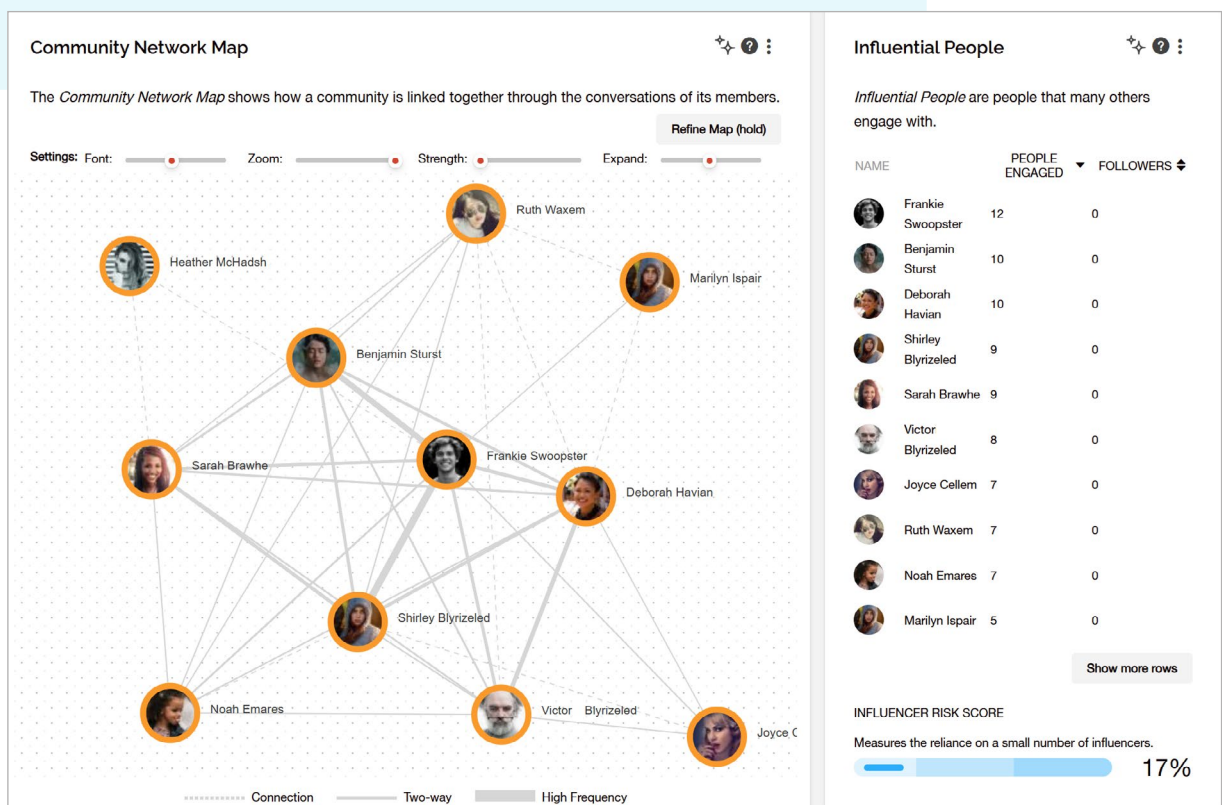
Using [SWOOP Analytics for Viva Engage](#), you can identify the high performing communities. Drilling further into the high performing communities, you can identify the key players in these high performing communities and act as the broker between the centre and the peripheral.



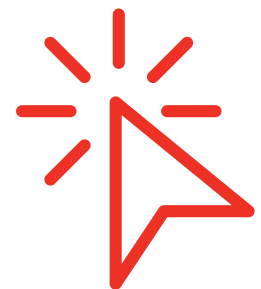


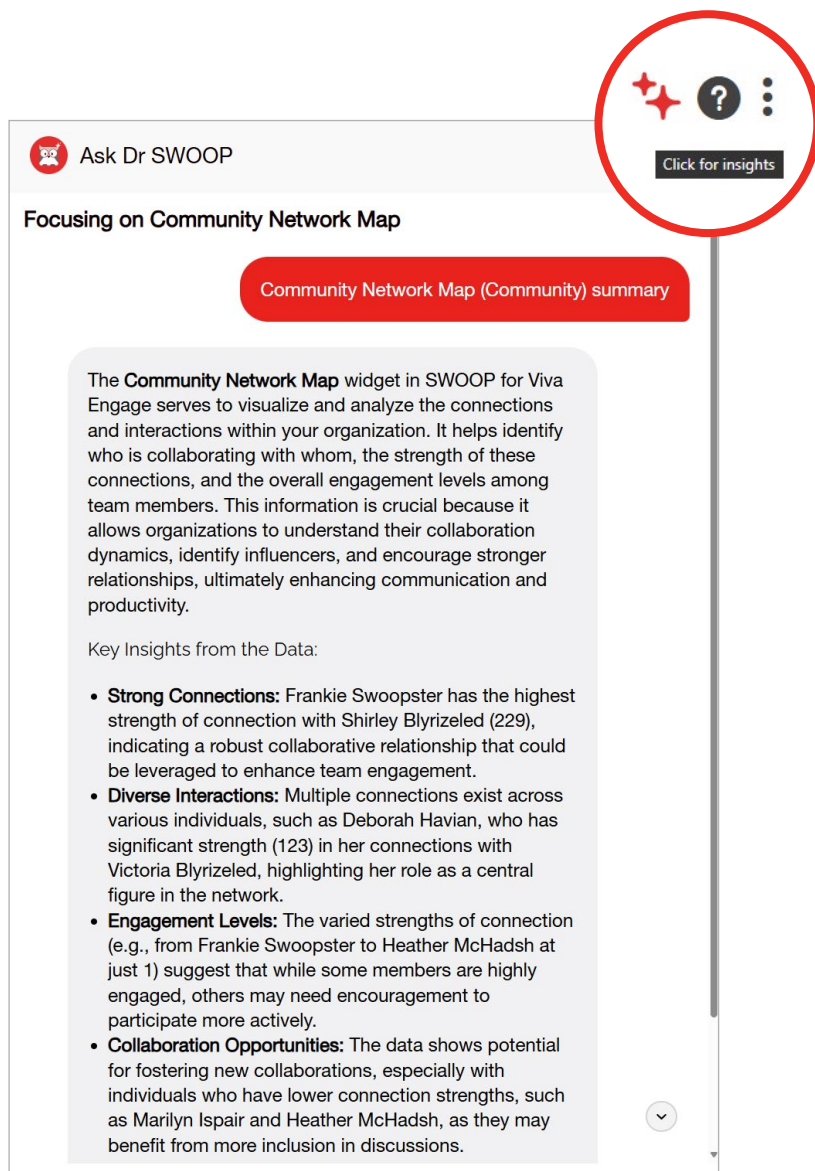
Finding the influencers and influenced in communities in SWOOP Analytics for Viva Engage.

If you want to find out who is influencing engagement in a Community, and who they are engaging, [SWOOP Analytics for Viva Engage](#) can help. Head to the **Communities** vand find the **Influential People** report under the **Engagement** tab. This will show the informal leaders that are engaging the most people in the community. Then head to the **Collaboration** tab and look at the **Community Network Map** to see who those influencers are connecting with. If you want more insights about the connections, Dr SWOOP can give you a summary by clicking on the sparkle icon (if enabled).



SWOOP Analytics' Community Network Map and Influential People reports.





Ask Dr SWOOP

Focusing on Community Network Map

Community Network Map (Community) summary

The **Community Network Map** widget in SWOOP for Viva Engage serves to visualize and analyze the connections and interactions within your organization. It helps identify who is collaborating with whom, the strength of these connections, and the overall engagement levels among team members. This information is crucial because it allows organizations to understand their collaboration dynamics, identify influencers, and encourage stronger relationships, ultimately enhancing communication and productivity.

Key Insights from the Data:

- **Strong Connections:** Frankie Swoopster has the highest strength of connection with Shirley Blyrizeled (229), indicating a robust collaborative relationship that could be leveraged to enhance team engagement.
- **Diverse Interactions:** Multiple connections exist across various individuals, such as Deborah Havian, who has significant strength (123) in her connections with Victoria Blyrizeled, highlighting her role as a central figure in the network.
- **Engagement Levels:** The varied strengths of connection (e.g., from Frankie Swoopster to Heather McHadsh at just 1) suggest that while some members are highly engaged, others may need encouragement to participate more actively.
- **Collaboration Opportunities:** The data shows potential for fostering new collaborations, especially with individuals who have lower connection strengths, such as Marilyn Ispair and Heather McHadsh, as they may benefit from more inclusion in discussions.

Dr SWOOP insights on the Community Network.

Through their expert communication skills, internal communications teams will be able to take a leadership role in harmonising best collaboration and communication behaviours across the enterprise. Identifying best content creation practices and broadly sharing them across the enterprise using Viva Engage would become an important activity for internal communications teams.

At the same time, internal communicators can guide leaders to these high performing communities to help assure their alignment to corporate strategic intents.

Viva Engage community analytics can provide internal communication teams with the insights needed to facilitate and promote best communication practices across the whole enterprise.

11 Join SWOOP's 2026/27 Viva Engage benchmarking study

After reading this report, we're sure you'd love to know how your Viva Engage network compares with other organisations. Are you among the best in the world? Or are you struggling to get leaders and employees collaborating?

Join [next year's Viva Engage benchmarking](#) study to see exactly how your Viva Engage network compares with the rest of the world. SWOOP Analytics benchmarking is free and your data remains anonymous.

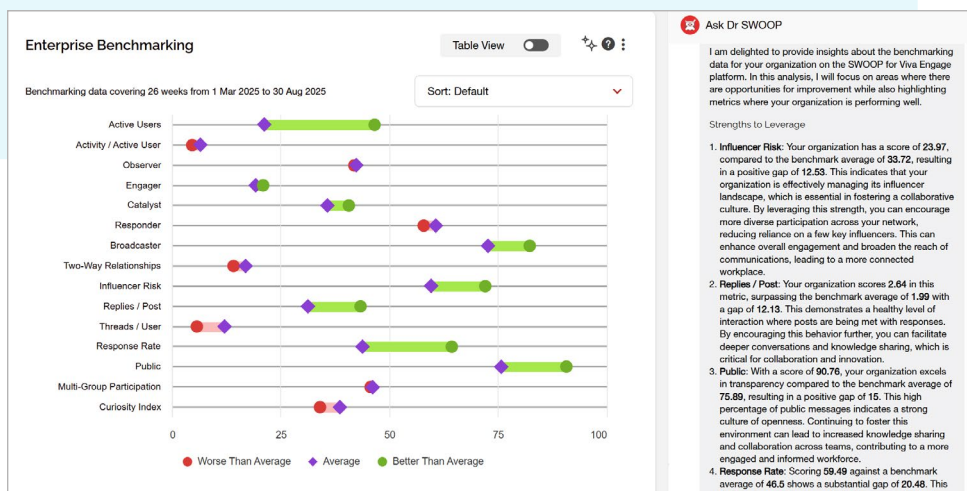
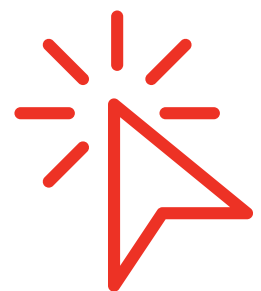
If your Viva Engage network is among the best, you will receive a SWOOP Award for Outstanding Collaborative Performance and be offered the opportunity to be mentioned in the report and share your learnings.

To join our benchmarking study, you will be connected to [SWOOP Analytics for Viva Engage](#) for free for a period of time. You will have full access to our analytics, including the ability to create your own custom enterprise benchmarking report. Our AI-powered Dr SWOOP will provide a full commentary on your results, comparing your Viva Engage network against 15 different metrics to show how you scored against the average, and the best, performing organisations. Dr SWOOP will also provide a qualitative summary of your organisation's strengths and areas for improvement.



Custom Enterprise Benchmarking in SWOOP Analytics for Viva Engage.

If you have more than 100 Viva Engage users, you can enable our **Enterprise Benchmarking** report to see how your organisation performs against the latest three-monthly averages of the [SWOOP Analytics benchmarking goals](#). Using our extensive research and case study resources, Dr SWOOP can then provide expert commentary on your organisational strengths and opportunities to improve, along with practical suggestions on tactics you can use to change your scores.



SWOOP Analytics' Enterprise Benchmarking report and commentary from Dr SWOOP

Your data is 100% confidential

SWOOP Analytics does not store any message content, names or email addresses. Your company name is kept confidential (unless you agree to be named a top performer) and your participation is not disclosed. If your Viva Engage network is among the best in the world, we will ask your permission to mention you and offer you the opportunity to have a case study written, which will then be included in the benchmarking report. In your [Enterprise Benchmarking](#) report, you will see how you compare with others but you will not be able to see who these other organisations are.

Who can participate?

You must have a minimum 5000 employees on Viva Engage and your Viva Engage network must have been active for more than six months. There is no limit to the upper number of colleagues on your Viva Engage network.

Want to find out more?

You'll find all the details to participate in [SWOOP's 2026/27 Viva Engage Benchmarking Report on this page](#). Our Customer Success team will be in touch to walk you through all the details. We're looking forward to you being a part of SWOOP Analytics' next Viva Engage Benchmarking Report!

We also conduct benchmarking for [SharePoint intranet](#), [Microsoft 365](#) and [Microsoft Teams](#).



Before you go

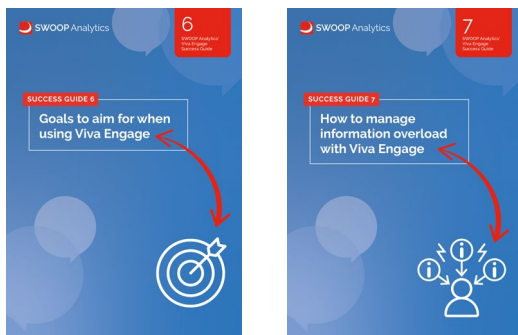
This report is just the start of our findings after analysing millions of data points. To make it easy for you, we have separated our findings, advice and case studies into [Viva Engage Success Guides](#) so you can easily access the information you need.

If you're wondering what goals you need to aim for to achieve a thriving Viva Engage network, head straight to our new guide - [Goals to aim for when using Viva Engage](#).

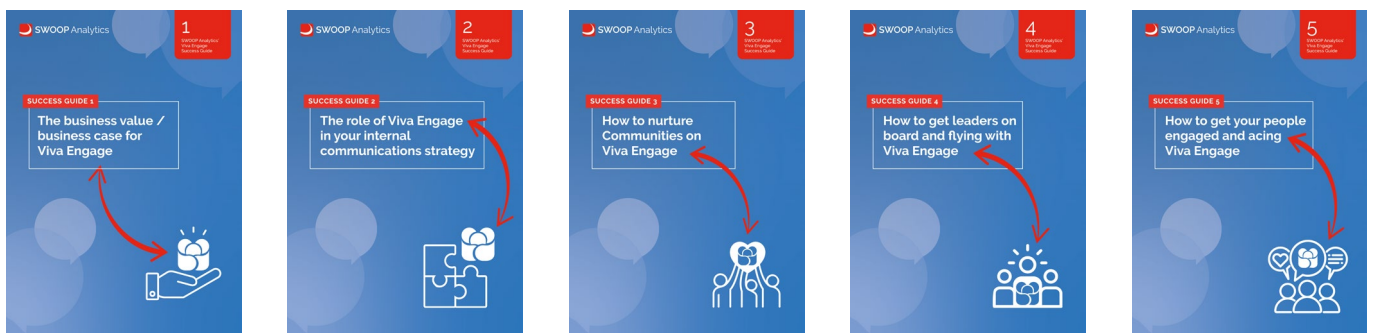
Download your Viva Engage Success Guides:

- 1 [The business value/business case for Viva Engage](#) (Updated)
- 2 [The role of Viva Engage in your internal communications strategy](#) (Updated)
- 3 [How to nurture Communities on Viva Engage](#) (Updated)
- 4 [How to get leaders on board and flying with Viva Engage](#) (Updated)
- 5 [How to get your people engaged and acing Viva Engage](#) (Updated)
- 6 [Goals to aim for when using Viva Engage](#) (NEW)
- 7 [How to manage information overload with Viva Engage](#) (NEW)

NEW Success Guides



UPDATED Success Guides



About the authors

Dr. Laurence Lock Lee

Dr. Laurence Lock Lee is the Co-founder and Chief Scientist at SWOOP Analytics. He is an experienced professional, with more than 40 years' experience as a researcher, technology leader, educator and management consultant. Dr Lock Lee is one of world's leading practitioners in Social Network Analysis for organisational change, having conducted more than 100 consulting assignments for clients around the world. He holds a PhD on corporate social capital from the University of Sydney. In the 1980s, at BHP Research, he led the largest private sector Artificial Intelligence laboratory in Australia. He also previously led the national Knowledge Management consulting practices at BHP Information Technology (BHPIT) and at Computer Sciences Corporation (CSC). Dr Lock Lee has published two books and numerous journal and industry articles. He is a regular contributor to Reworked, Forbes and blogs at SWOOP Blog.



Sharon Dawson

Sharon Dawson is SWOOP Analytics' Director, External Relationships & External Communication. She is experienced in media and communications, having spent more than a decade working for Australian Associated Press (AAP) in the Sydney, Canberra and London bureaux. Sharon has covered Olympic and Commonwealth Games, worked in the Australian federal press gallery, reported on federal elections and been a sports correspondent for many years. Sharon joined the SWOOP Analytics team in 2017 as it expanded into the United States. Sharon holds a Bachelor of Arts (Communication Studies) from The University of Newcastle.



Cai Kjaer

Cai is SWOOP Analytics' Chief Executive Officer. After an initial career as a tax-lawyer, Cai's passion for people and collaboration took him into roles in Knowledge Management and collaboration, delivering social network analysis projects around the world. Cai co-founded SWOOP Analytics in 2014 with a vision to unlock invaluable collaboration insights to a much bigger audience through a self-serve collaboration analytics platform.



Contributors

Matt Dodd

Matt is SWOOP Analytics' Product Director. He has been a long-time customer and supporter of SWOOP Analytics in his previous roles as Senior Manager Digital Channels at Bankwest and Digital Workplace Consultant with our partner Engage Squared. Matt is based in Perth, Western Australia and is always ready to lend you a hand. In this report, Matt has been responsible for explaining how SWOOP Analytics' reports can help you transform your Viva Engage network.



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