Adoption Recommended Practices from successful Viva Connections for Education customers

Introduction

Today's students juggle more than just classes. They join clubs, volunteer with non-profits, pick up part-time jobs, play sports, and more. With their time spread so thin, it can be difficult to manage all the information, apps, and platforms associated with all their activities. 143 EdTech tools were used on average by students in 2021-2022 school year[1] . 40% Overall dropout rate for students. 30% of first-year students never becomes a sophomore. [2]

Microsoft Viva Connections for Education aims solve that challenge. By enabling a seamless, common experience across Teams (desktop and mobile) and the web, Viva Connections for Education empowers students wherever they are and connects them with their institution's culture, as well as with their fellow students and educators.

This guide has been created for educational institutions looking to learn what makes for high-engagement Viva Connections for Education deployments. It will share examples and recommended practices from organizations worldwide who have deployed Viva Connections and assembled teams to manage it. These organizations have achieved deep and successful use of the product as well as increased satisfaction from their users.

1. Instructure, 2022   2. Admissionly, 2022

Audiences for this document
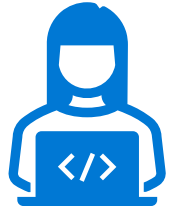
- **IT leads/admins in charge of planning Viva Connections for Education** deployment and adoption and who need to frame adoption requirements, resourcing, and effort to institutional decision makers.

- **Institutional decision makers looking to revitalize their education institution's Student Experience**
  - Also, the person (or persons) made accountable by the institution decision makers to achieve maximum satisfaction of the Student Experience. In this document, we will call this person the **Student Experience Lead.**

Viva Connections for Education: The mobile hub for the student experience
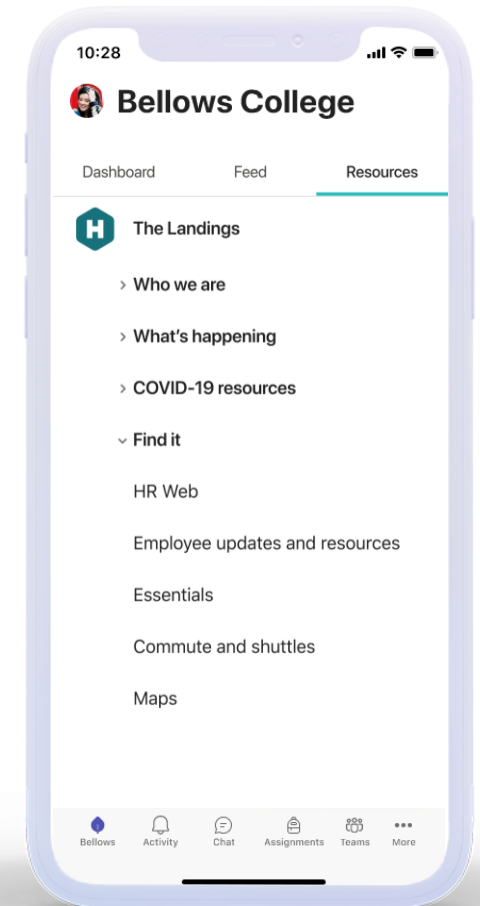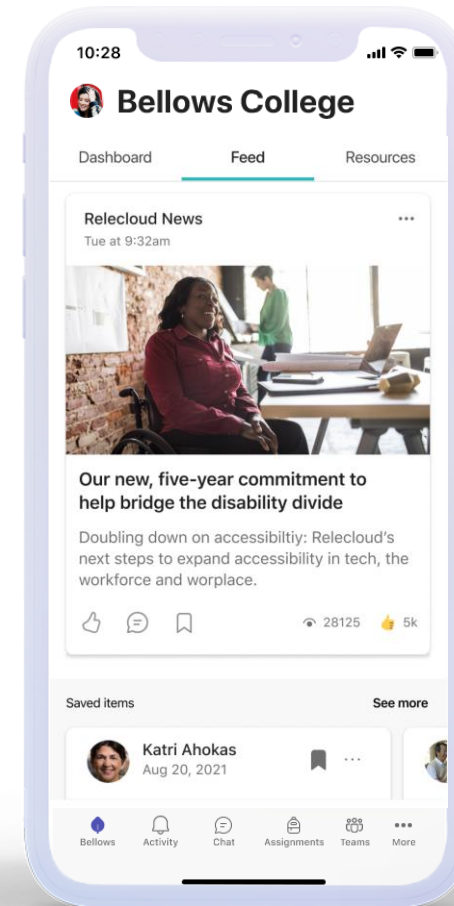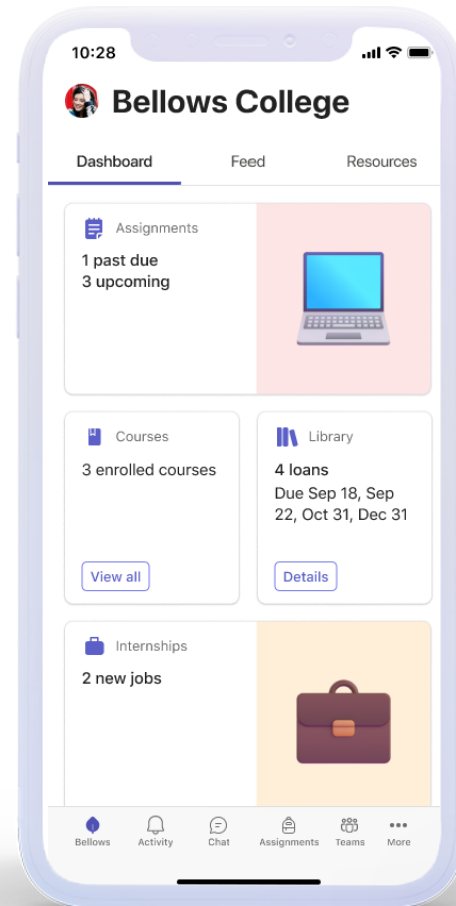
Dashboard
Complete tasks and assignments, and focus on relevant information

Feed
Discover and engage with campus news and relevant conversations

Resources
Find what you need across your personal dashboard

10:28

Bellows College

Dashboard · Feed · Resources

Assignments
1 past due
3 upcoming

Courses
3 enrolled courses

View all

Library
4 loans
Due Sep 18, Sep 22, Oct 31, Dec 31

Details

Internships
2 new jobs

Bellows · Activity · Chat · Assignments · Teams · More

10:28

Bellows College

Dashboard · Feed · Resources

Relecloud News
Tue at 9:32am

Our new, five-year commitment to help bridge the disability divide

Doubling down on accessibiltiy: Relecloud's next steps to expand accessibility in tech, the workforce and worplace.

28125 · 5k

Saved items · See more

Katri Ahokas
Aug 20, 2021

Bellows · Activity · Chat · Assignments · Teams · More

10:28

Bellows College

Dashboard · Feed · Resources

The Landings

> Who we are

> What's happening

> COVID-19 resources

∨ Find it

HR Web

Employee updates and resources

Essentials

Commute and shuttles

Maps

Bellows · Activity · Chat · Assignments · Teams · More

The gateway to the student experience

Bring together Dashboard, Feed, & Resources on desktop, aligning to the mobile IA

A gateway to discover and access other Viva modules

Easily access your institution's internal site via a direct link

Provide substantially shorter time to value with an out of the box experience

Enable broader adoption among students

You can find more info about Viva Connections for Education here.

Table of Contents

Resources for planning your Deployment

You have several resources available to plan for your Viva Connections for Education deployment.
The following pages will list the main ones.
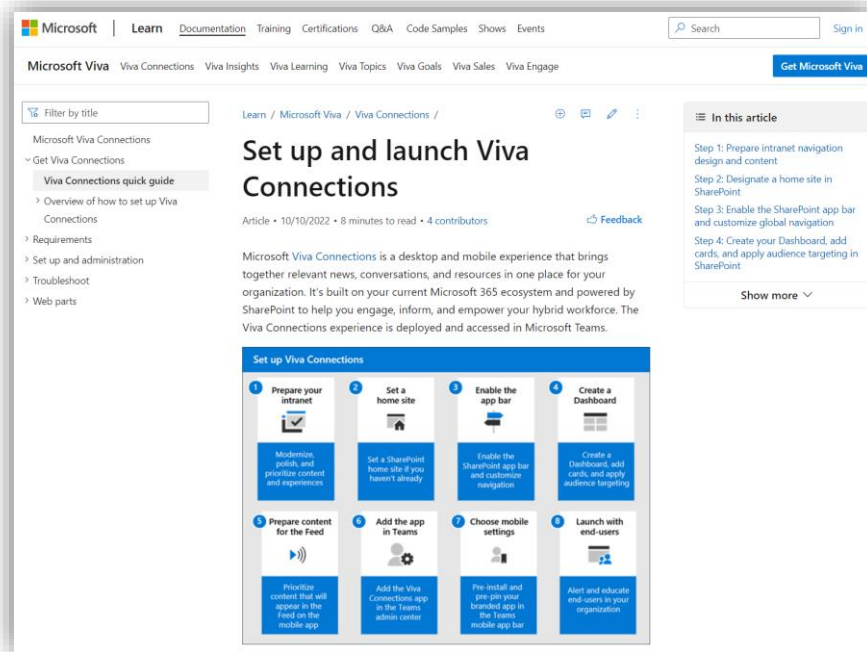
Guide to setting up Viva Connections, at the docs.microsoft.com site.
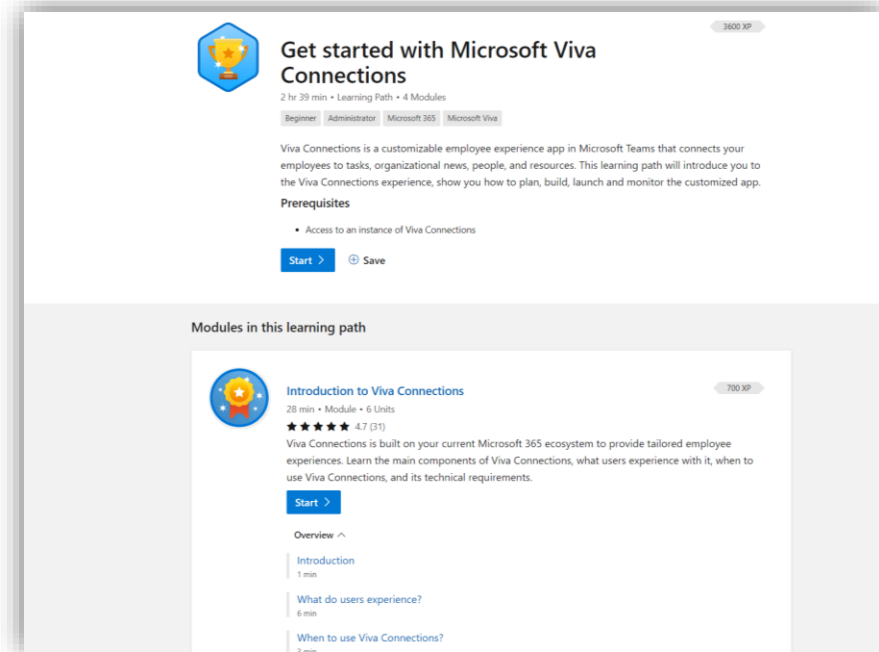
Get started with Viva Connections Learning Path at the learn.Microsoft.com site.

TIP! **Be sure to review and understand the adoption recommendations detailed in this document (especially around resource planning) before you begin the deployment phase.** Planning for high engagement might entail modifying your expectations or development work around Adaptive Card Extensions, Feed news posting processes, and more.

Advanced Deployment Guides

A new way to plan and execute your deployment

Advanced Deployment Guides are step-by-step online guides that are **embedded within your tenant's administration experience**. They allow you to track every step of your deployment journey, and in some cases help you automate it.

To locate the Advanced Deployment Guide, click the **Help & Support** button on your M365 Admin experience…

Help & support

Give feedback

How can we help?

Tell us your problem so we can get you the right help and support.

how do I deploy Viva Connections?

View insights

Prepare your organization for Viva Connections

For a step-by-step checklist to enable Viva Connections, see the Viva Connections Deployment Guide.

The deployment guide helps you:

- Plan Viva Connections
- Deploy Viva Connections
- Measure and manage Viva Connections

To review all Viva Connections resources, see Overview of Viva

Show more

… and search for the Guide you're looking for using a plain text search. Here is an example for Viva Connections.

TIP!

You can also go directly to your tenant's Advanced Deployment Guides repository for Employee Experience by visiting **https://aka.ms/EmployeeExperienceDashboard**.

Adoption Recommended Practices from successful Viva Connections for Education customers

1. Plan and resource your team for a *weekly* usage cadence.
2. Identify and build cards for student *scenarios*.
3. Keep the Feed *fresh and compelling*.
4. Prioritize the *mobile experience*.
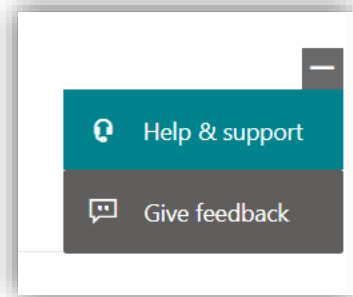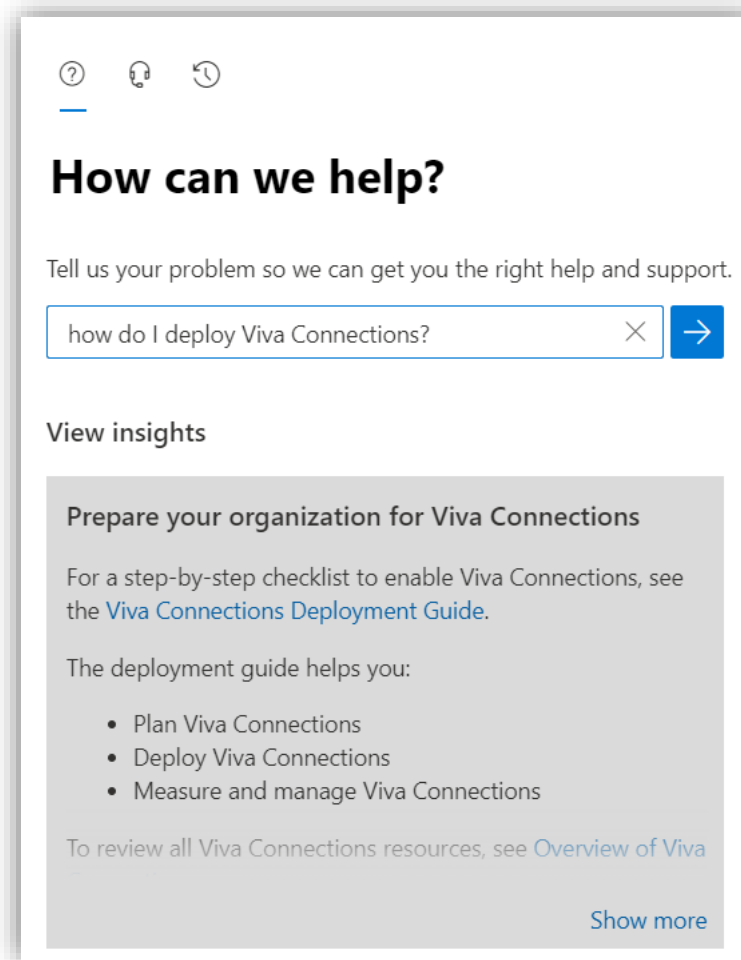5. Pin… but only at the *right time*.

Recommended Practices for Connections High Engagement success

Viva Connections for Education is the hub of the student experience. Wouldn't you expect it to be used frequently?

Since before the product launched, the Viva Connections Engineering team has worked with 30+ Early Adopter Program customers, and has collaborated with FastTrack, our Field teams, and our partners in hundreds of additional engagements. These are customers from different geographies, industries, and with different sizes. Some of the questions explored were:

- What deployment, development, and adoption strategies translated into deeper, more stable use of Viva Connections?

- How were the various features of Viva Connections used to provide value and lasting engagement for users?

- What are the pitfalls that these customers avoided or, in hindsight, would have liked to avoid?

The rest of this document will summarize the resulting recommendations. The main conclusion: **High user engagement is the secret to Viva Connections for Education success.**

Five Adoption Recommended Practices from successful Viva Connections customers

1
Plan and resource your team for a *weekly* usage cadence.

2
Identify and build cards for student *scenarios.*

3
Keep the Feed *fresh and compelling.*

4
Prioritize the *mobile experience.*

5
Pin...but only at the *right time.*

Plan and resource your team for a *weekly* usage cadence.

1

What is Engagement?

Engagement can be understood as an indicator of the degree of usefulness of Viva Connections for Education to your students.
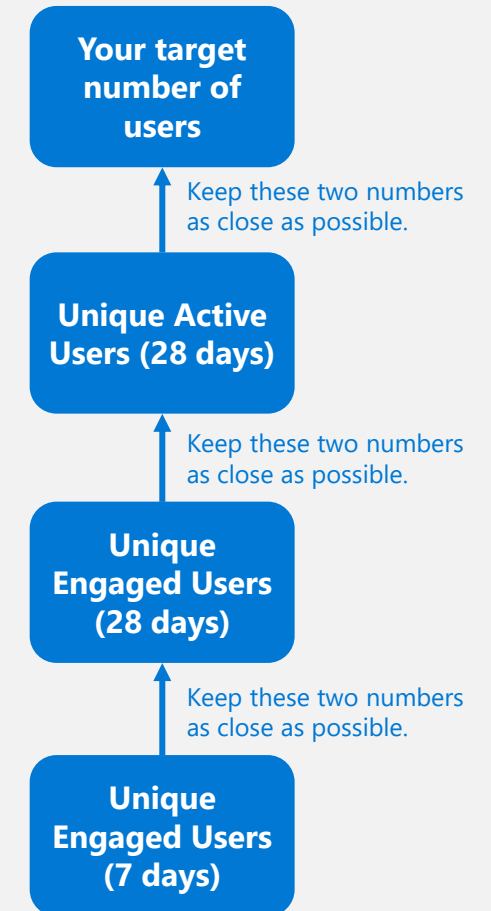
- **Early customer feedback suggests that <u>once-per-week or greater</u> engagement is a good reflection of these behaviors.**
- The upcoming Viva Connections Analytics ([roadmap link](#)) will allow you to analyze the engagement of your students by presenting, among others, the following data points:
  - **Unique Active Users**: The total number of individual viewers across all Viva Connections platforms
  - **Unique Engaged Users**: The total number of individual viewers who **interact** with Viva Connections experiences
- These two data points will be shown:
  - For the last 7 days (~ "weekly")
  - For the last 28 days (~ "monthly")

On average, how frequently do you expect one of your students to:

- **Check the deadline for an assignment or task?**
- **Search the campus calendar for the latest events and news?**
- **Click into your institution's SharePoint or online hub?**
- **Sign up for a new club or extracurricular activity?**

Student Experience Lead: How can you track and measure the success of your Connections engagement strategy?

For a healthy, high-impact Connections implementation, aim to keep these values as close as possible:

Your target number of users

↑ Keep these two numbers as close as possible.

Unique Active Users (28 days)

↑ Keep these two numbers as close as possible.

Unique Engaged Users (28 days)

↑ Keep these two numbers as close as possible.

Unique Engaged Users (7 days)

① Plan and resource your team for a *weekly* usage cadence.

Deep, engaged usage of Viva Connections for Education doesn't "just happen." Successful institutions have a plan for deeper student engagement in place.

User Experience Data Point

Organizations who have deployed Viva Connections but have not defined a strategy for how to engage their users into frequent usage of the platform have seen less than one in ten users accessing Viva Connections once per week or more frequently; and a significant drop of monthly active users within an 8-to-12-week timeframe.

All statistics are valid as of June 2022.

Is Viva Connections for Education a replacement for your intranet?

While Viva Connections for Education shares many aspects in common with an intranet, there are several differentiating factors:
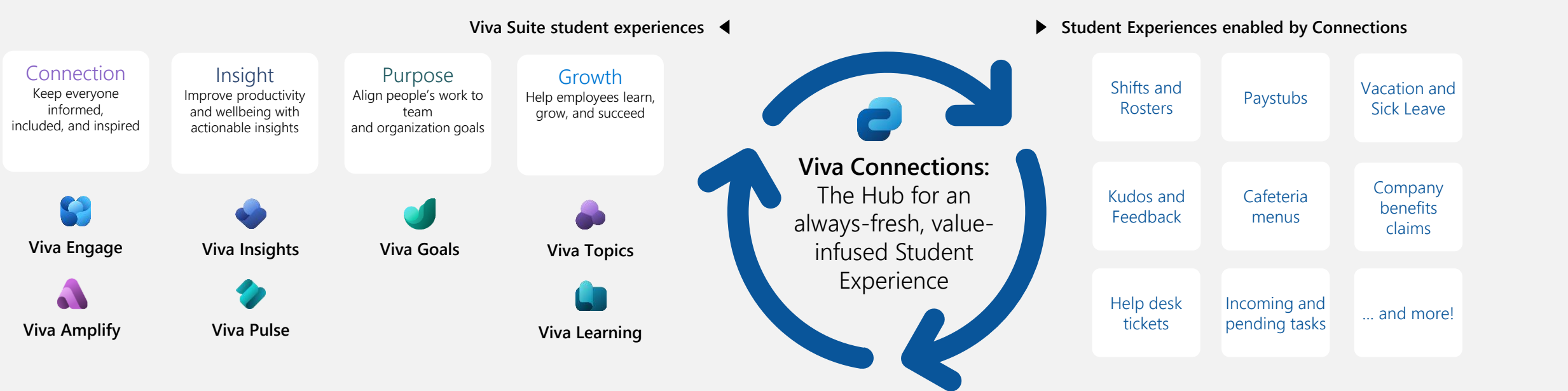
Viva Connections for is the hub and entry point to the student experience. While there is overlap with an intranet, the intranet has several purposes beyond the student experience.

Connections' Dashboard and Feed have been designed with a high degree of engagement in mind. **The ideal Connections experience requires a more frequent update cadence than a typical intranet.**

The intranet is automatically included as a core ingredient in Connections via the Resources tab, which provides an audience-targeted view into the existing intranet experience.

That second point is very important. Just like a team of editors and reporters is needed to keep a news site's content fresh and value-infused, your **Student Experience lead** (or similar role) needs to identify top student experiences scenarios, implement them via value-infused ACE cards, keep the beat of the Feed moving forward, and continue refreshing cards and content in response to student feedback and seasonal activities.

The questions to address at this stage are: **Does this role exist? Have they been assigned the right resources to ensure your engagement goals?**

Viva Suite student experiences ◀

Connection
Keep everyone informed, included, and inspired

Viva Engage

Viva Amplify

Insight
Improve productivity and wellbeing with actionable insights

Viva Insights

Viva Pulse

Purpose
Align people's work to team and organization goals

Viva Goals

Growth
Help employees learn, grow, and succeed

Viva Topics

Viva Learning

Viva Connections:
The Hub for an always-fresh, value-infused Student Experience

▶ Student Experiences enabled by Connections

Shifts and Rosters

Paystubs

Vacation and Sick Leave

Kudos and Feedback

Cafeteria menus

Company benefits claims

Help desk tickets

Incoming and pending tasks

... and more!

① Plan and resource your team for a *weekly* usage cadence.

Designing a Viva Connections for Education implementation that will achieve sustained weekly engagement introduces additional considerations to consider in the planning phase.

- Adaptive Card Extensions (ACE Cards): What daily/weekly value are your students expecting from the cards? Have you identified (or developed) the right cards to provide it? What is your plan for gathering card feedback and responding to seasonal updates?
- Feed News and other data sources: What will be your publishing and news refresh frequency? How will you keep it up?

The next sections will provide recommendations on how to address these challenges. At this stage the most important thing is to answer this question: **Who's going to do all this work during and after deployment? Who within your institution is accountable for this degree of engagement?**

TIP!

Work with your decision makers to ensure a Student Experience Lead is resourced from the planning phase onwards. Have a person or team assigned and resourced to explore these questions, plan for the appropriate solutions, implement them, and guide the process going forward.

TIP!

Plan and resource the continuous adoption process with **weekly outcomes in mind and multiple activities per week**.

TIP!

Leverage the upcoming Viva Connections Analytics feature to **set and track targets for deep usage** and engagement of Connections.
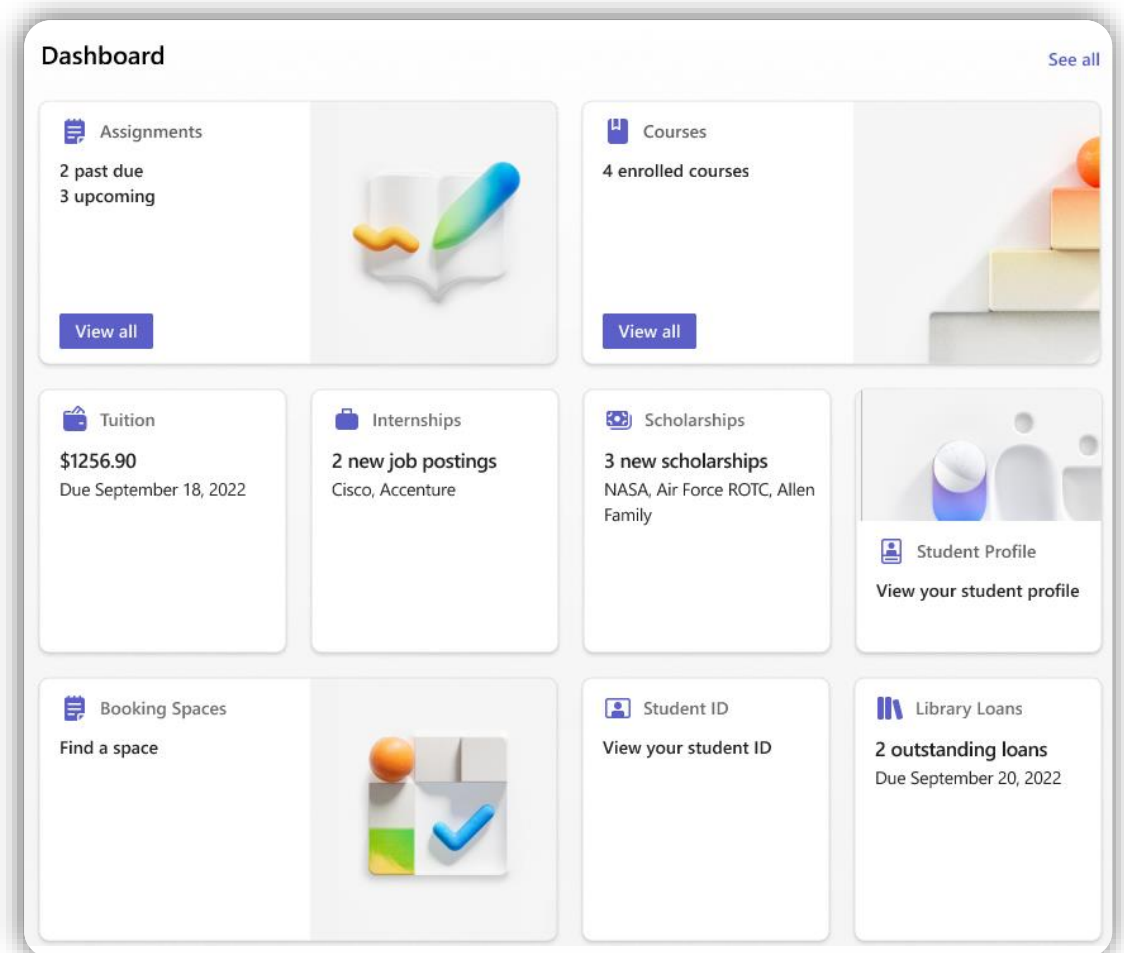
Identify and build cards for your student *scenarios*.

2

❷ Identify and build cards for your student *scenarios.*

Adaptive Card Extensions (ACE) are critical to achieving satisfying experiences for students within Viva Connections for Education. ACE Cards are self-contained sets of features that allow users to interact with specific institutional features, processes, and day-to-day needs. The upcoming Viva Home experience within Viva Connections will help bring these cards to the front and center.

Microsoft provides a broad set of first-party ready-to-run cards including Assignments, Tasks, Top News, and more, as well as cards for other Apps in the Viva Suite. In addition, integration cards for a broad set of partners are available or announced. Finally, it is possible to build your own, leverage dozens of samples at the Viva Connections sample solution gallery, or take advantage of the Viva Connections sample app.

Dashboard — See all

Assignments
2 past due
3 upcoming
View all

Courses
4 enrolled courses
View all

Tuition
$1256.90
Due September 18, 2022

Internships
2 new job postings
Cisco, Accenture

Scholarships
3 new scholarships
NASA, Air Force ROTC, Allen Family

Student Profile
View your student profile

Booking Spaces
Find a space

Student ID
View your student ID

Library Loans
2 outstanding loans
Due September 20, 2022

❷ Identify and build cards for your student *scenarios*.

Q: What is the "winning" Viva Connections card that achieves high engagement?

A: Viva Connections isn't 'one size fits all.' Different institutions have different needs, cultures, processes and tools, which is why the Student Experience lead needs to analyze users' needs and expectations for value before deciding which cards to use.

Student Experience Data Point

Top dashboard-use customers have *many* high-value cards! Dashboards with 10+ cards covering multiple user needs have **3x the engagement** of those with <5 cards.
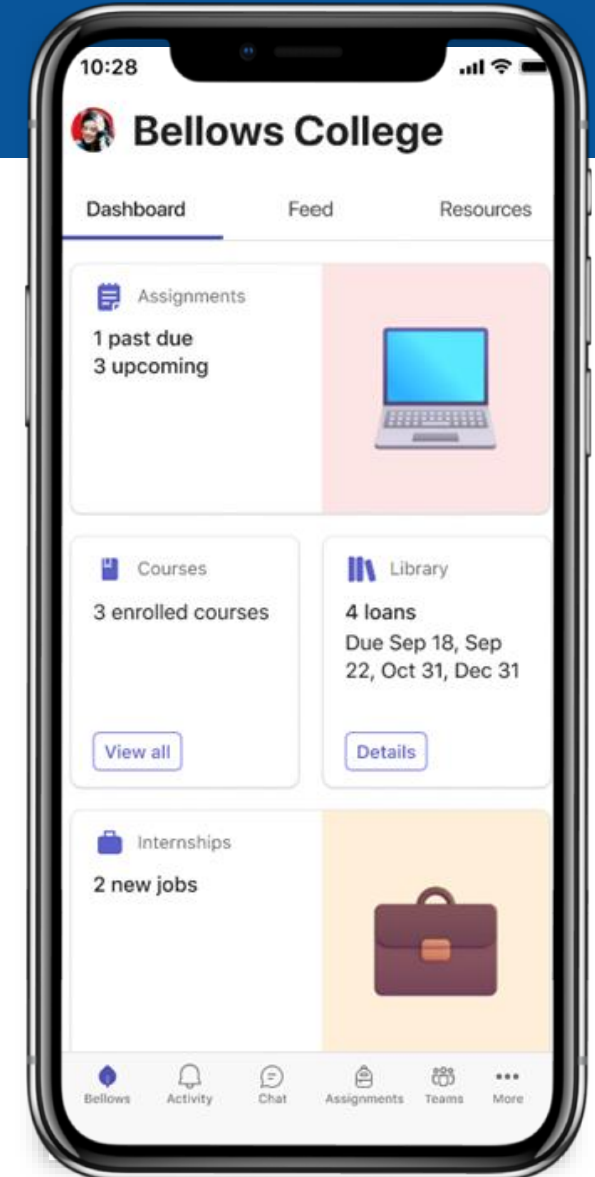
- There are some broad patterns, which you should validate for your users. For example, users click far more in "me" cards (e.g., *my* assignments, *my* tasks, *my* clubs) than in less personal cards (e.g., today's news).
- High-value cards may have a *seasonality*. For example, you may want to introduce new cards during important academic events or deadlines like course registration, course feedback, finals week, and more.
- *Different type of students* might have different needs (e.g., engineering students vs art students). Use the audience feature to personalize the experience.
- **Don't overdo it either!** Too many cards increases student overload and confusion, and fosters disengagement.

- After setting up Feed strategy (next section): Leverage the Top News card.
- **Have you set up a student feedback process (or user group) for dashboard feedback and high-value cards strategy course correction?**

💡 **TIP!**

The Student Experience lead should be accountable for identifying opportunities to increase card engagement and value, including seasonality.

10:28

Bellows College

Dashboard   Feed   Resources

Assignments
1 past due
3 upcoming

Courses
3 enrolled courses
View all

Library
4 loans
Due Sep 18, Sep 22, Oct 31, Dec 31
Details

Internships
2 new jobs

Bellows   Activity   Chat   Assignments   Teams   More

❷ Identify and build cards for your student *scenarios.*

In order to build an effective Viva Connections for Education Dashboard, start by identifying your students' high-value scenarios. What do they need most? Having access to what action would save them the most time? What actions do they do most frequently or expect to have at their fingertips? Can you confirm that if those experiences were available in the dashboard, your students would use them frequently?

Once you know your students' preferred actions and scenarios, and the value they expect to get from Connections, identify the cards or sets of cards that fulfill that functionality:

- Do the first-party, ready-to-run cards, like Assignments, Courses, Tasks, Top News, fulfill these goals? Then use these first.
- Do third-party ISV cards from partners address these needs? Explore obtaining them and connecting them to your internal ISV systems.
- Can your value scenario be solved (with value) simply by leveraging the Adaptive Cards Card Designer? (The card designer is also a great quick prototyping tool to communicate a vision to SPFx developers).
- Do you need to build your own custom cards? Involve your development teams or partners, leveraging the Viva Connections sample solution gallery and the Viva Connections sample app.,
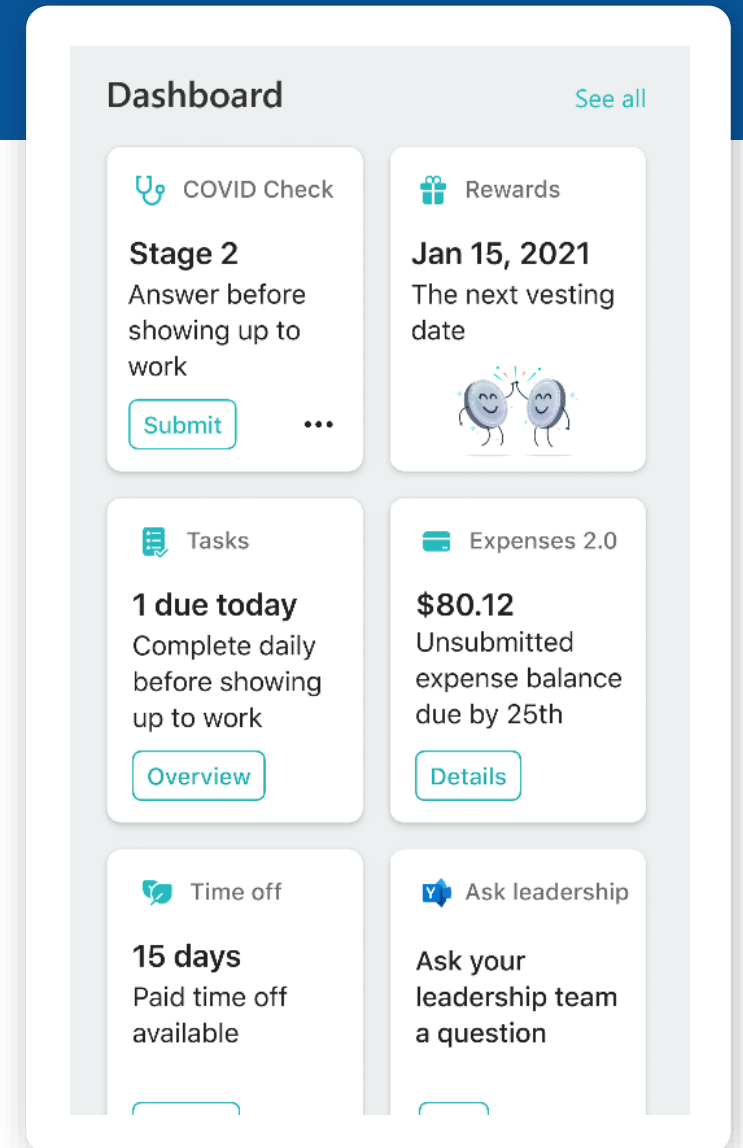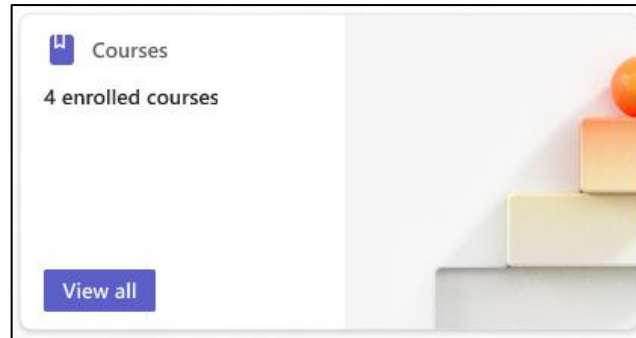
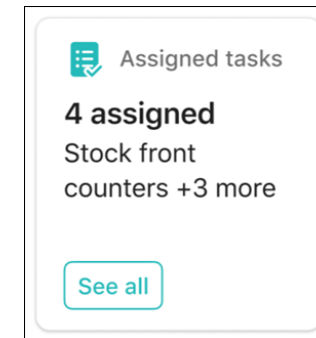# ❷ Identify and build cards for your student *scenarios*.

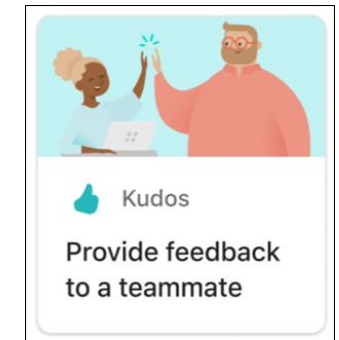**Some [first-party cards](#) that are currently available.**
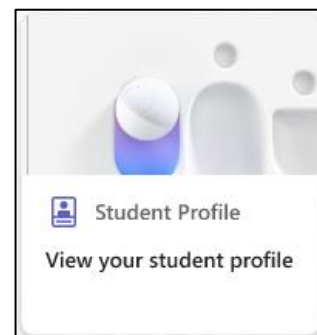

Assignments

Courses

Assigned Tasks

Kudos

Top News

Web link

❷ Identify and build cards for your student *scenarios.*

Take advantage of the broad ecosystem of partners supporting Viva Connections for Education via custom cards.

- Work with seamless integration with many of the leading apps and services
- Easily extended to integrate with existing internally created applications
- Connects to other Microsoft 365 and Microsoft Viva apps and services with a few clicks

Review the full list of available integrations [here](#).

❷ Identify and build cards for your student *scenarios.*

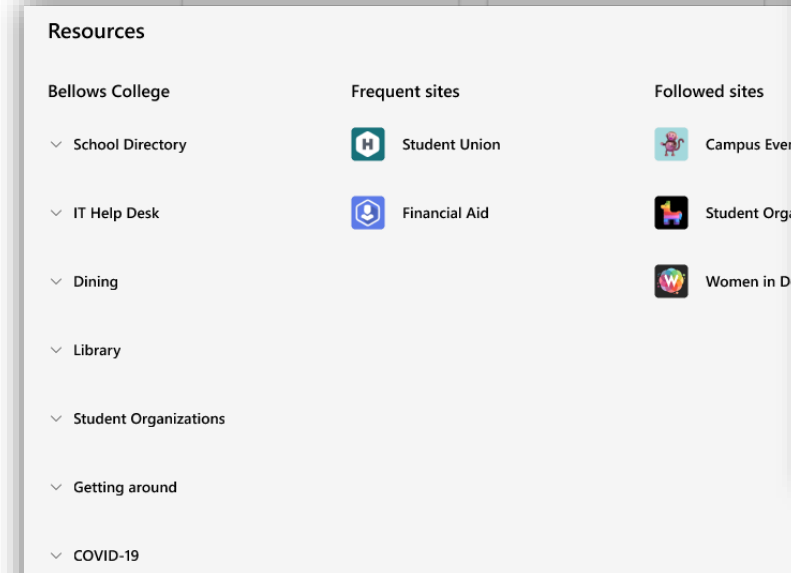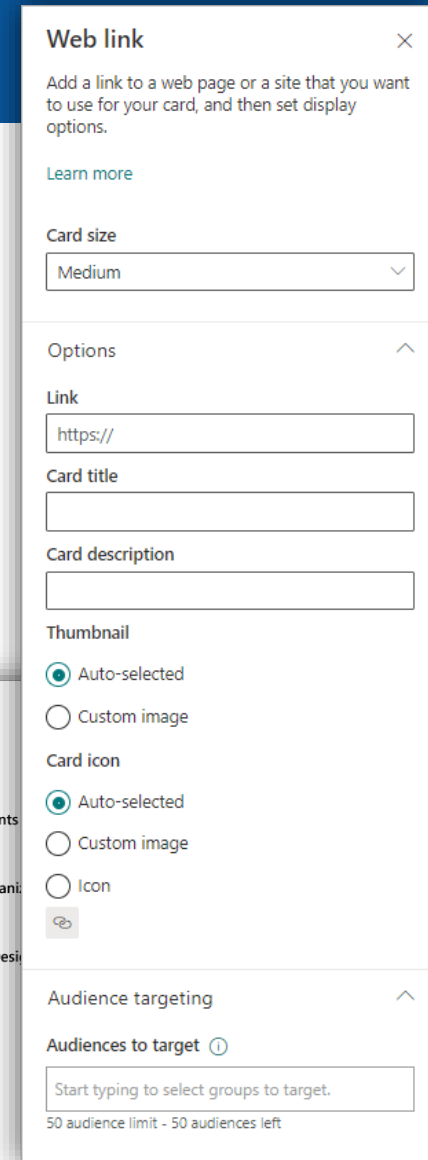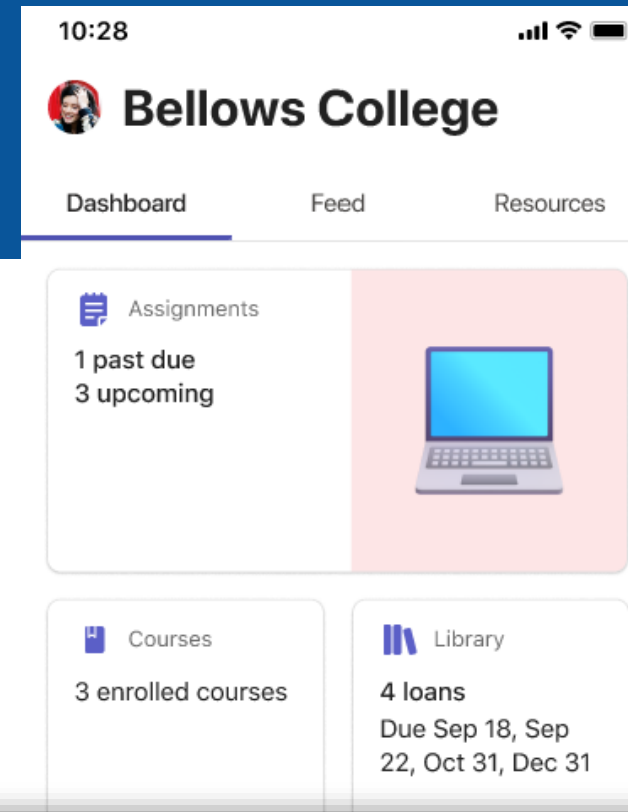**Q: Are [Web link cards](#) the best conduits for high engagement?**

A: While web link cards are the easiest to create, as they just require an URL and an optional image (see pane to the right), data shows usage quickly drops in URL/link-heavy dashboards. There are several reasons why they *are not usually* good vehicles for high engagement.

· Web link cards tend to be static and have zero-to-low refresh. Students expect the Viva connections experience to show customized value even before the card is used (example: number of assignments due this week).

· Web link cards take users out of Viva Connections, thus creating a disjointed experience.

There are exceptions:

· Web cards can be temporary placeholders for institutions who want to get started quickly and afterwards swap the "sending you to a page" experience with higher value cards with inline actions and task completion.

· Institutions with well-designed, high-value, easy to access solutions via a link have used web link cards for high engagement (example: a web link to a mobile-friendly tuition payment portal). However, even in these scenarios, organizations are planning to migrate from web link cards to Connections-native ACE card experiences.

Don't over rely on Web link cards. The Resources tab is the recommended location to place web links.

10:28

Bellows College

Dashboard   Feed   Resources

📋 Assignments
1 past due
3 upcoming

📖 Courses
3 enrolled courses

📚 Library
4 loans
Due Sep 18, Sep 22, Oct 31, Dec 31

Web link   ✕

Add a link to a web page or a site that you want to use for your card, and then set display options.

Learn more

Card size

Medium   ⌄

Options   ⌃

Link

https://

Card title

Card description

Thumbnail

⦿ Auto-selected
○ Custom image

Card icon

⦿ Auto-selected
○ Custom image
○ Icon

🔗

Audience targeting   ⌃

Audiences to target ⓘ

Start typing to select groups to target.

50 audience limit - 50 audiences left

Resources

Bellows College   Frequent sites   Followed sites

⌄ School Directory   🅷 Student Union   🤖 Campus Events

⌄ IT Help Desk   ⬣ Financial Aid   🐱 Student Organi:

⌄ Dining   🆆 Women in Desi

⌄ Library

⌄ Student Organizations

⌄ Getting around

⌄ COVID-19

❷ Identify and build cards for your student *scenarios.*

Viva Connections for Education leverages Adaptive Card Extensions to provide a rich canvas to custom-build satisfying experiences for your students.

If the high-value scenarios you have identified require you to build cards, you can start your journey by prototyping the experience leveraging the [Adaptive Cards Card Designer](#).

Student Experience Data Point

Organizations that have built custom Cards have seen that those cards have ~**3x** the engagement of other cards.

In order to develop more powerful experiences, your developers will leverage the SharePoint Framework (SPFx). This is a robust platform, with significant developer resources available across the Microsoft partner ecosystem, that extends Adaptive Card Extensions to complex scenarios. Review the [tutorial for building your first ACE card](#), follow the [ACE learning path](#), leverage the 57+ ready-to-use samples at the [Viva Connections sample solution gallery](#), or take advantage of the [Viva Connections sample app](#), which includes a gallery of 12 cards, 15 quick views, and a Teams Personal App with guidance for an end-to-end experience.

What can be done with custom ACE cards? See some examples from the [sample solution gallery](#) in the following pages. *As you examine them, consider the differences between the Connections experience and a traditional intranet.*

❷ Identify and build cards for your student *scenarios.*

Art of the Possible:
Internships
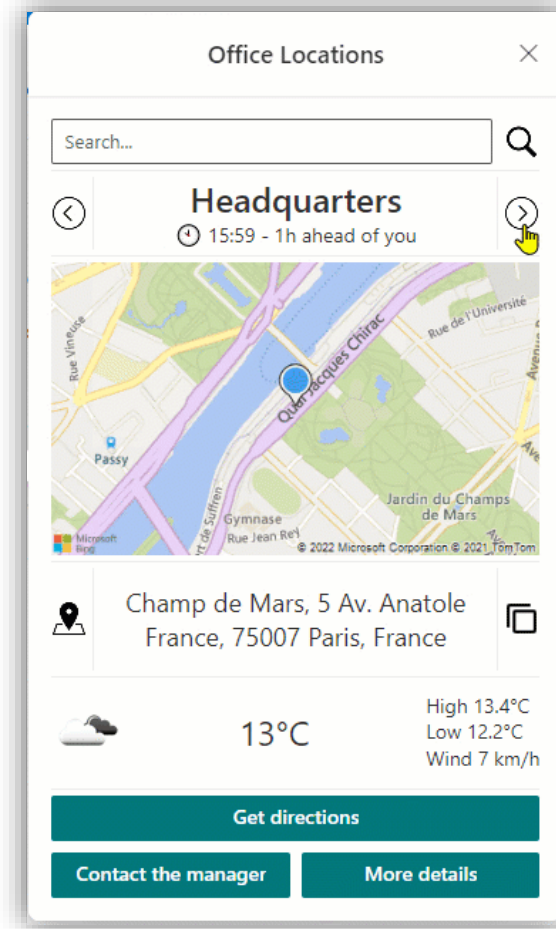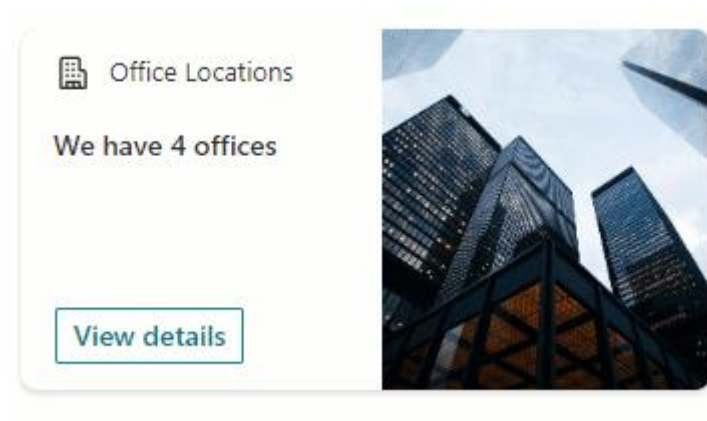
Find this and many more samples (57+) at https://adoption.microsoft.com/en-us/sample-solution-gallery/

❷ Identify and build cards for your student *scenarios.*

Art of the Possible:
My Recent Files

Find this and many more samples (57+) at https://adoption.microsoft.com/en-us/sample-solution-gallery/
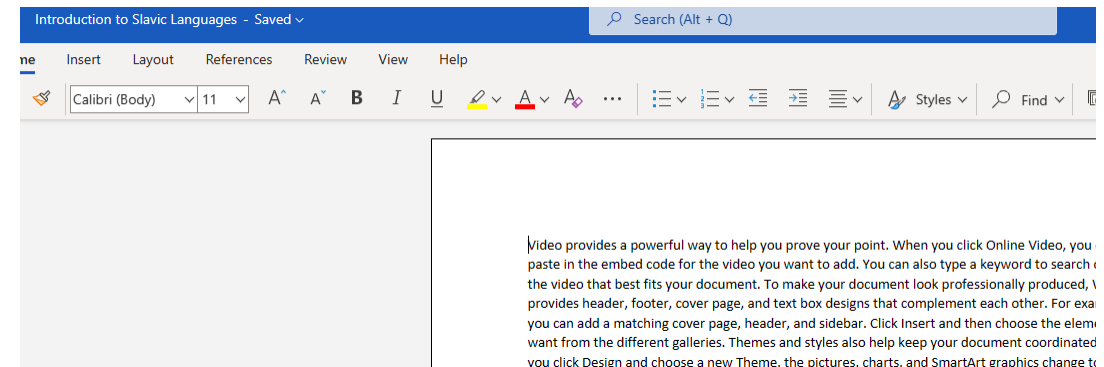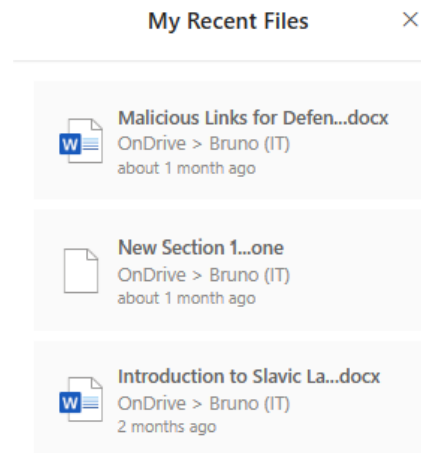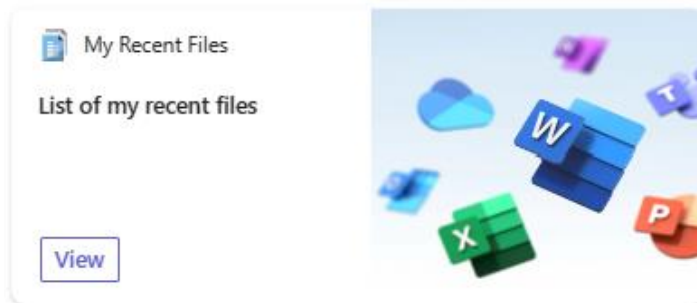
② Identify and build cards for your student *scenarios.*

Art of the Possible:
Create Support Ticket

Find this and many more samples (57+) at https://adoption.microsoft.com/en-us/sample-solution-gallery/

② Identify and build cards for your student *scenarios*.

Art of the Possible:
Campus Map.
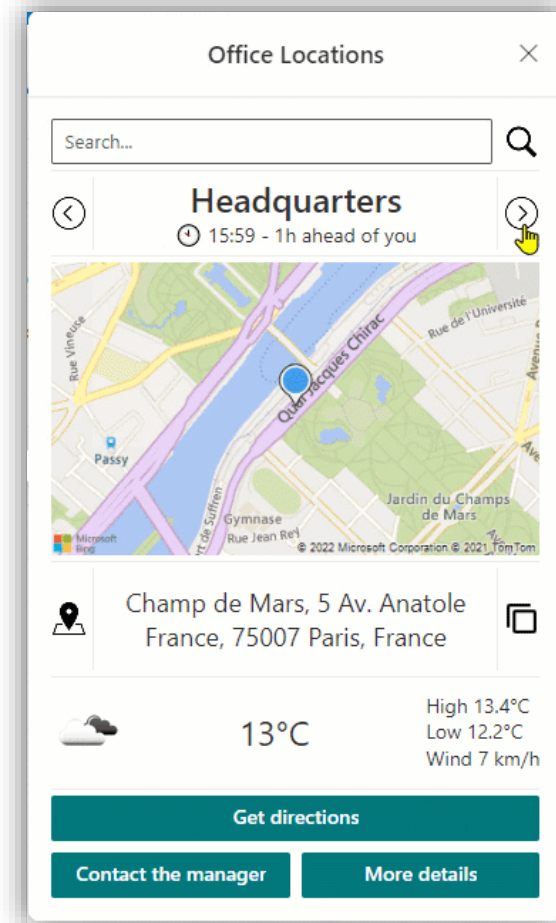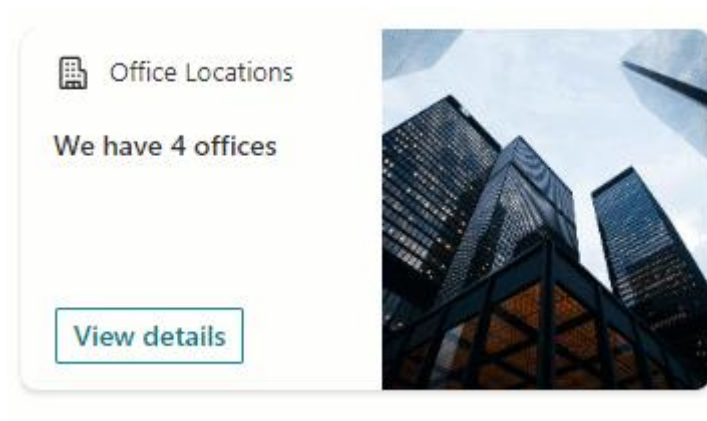
❷ Identify and build cards for your student *scenarios.*

Art of the Possible:
View campus clubs.

List Orders

Contoso List Ord...

There are 10 orders in the system

[Show Orders]

✕   **List Orders**

Detailed Orders List

Here is the detailed list of orders

ID	CUST.	DATE	STATUS
001-2021	C026	2021-10-19	Closed
002-2021	C027	2021-10-20	Inserted
003-2021	C028	2021-10-29	Processed
004-2021	C029	2021-10-20	Inserted
005-2021	C030	2021-10-15	Shipped
006-2021	C031	2021-11-01	Inserted
007-2021	C032	2021-10-22	Cancelled
008-2021	C033	2021-10-18	Inserted
009-2021	C034	2021-10-28	Processed
010-2021	C035	2021-10-25	Inserted

Manage Orders

Contoso Manage Orders

There are 10 orders in the system

[Show Orders]   [New Order]

✕   **Manage Orders**

Order ID *

[Provide the order ID]

Customer ID *

[Provide the customer ID]

Date *

[mm/dd/yyyy]

Status *

[Inserted ▾]

[Insert Order]

✕   **Manage Orders**

Adaptive Card Extension

Quick View

ID	DATE	STATUS
001-2021	2021-10-19	Closed ⌄
002-2021	2021-10-20	Inserted ⌃

[Inserted ▾]

[Update]   [Delete]

003-2021	2021-10-29	Processed ⌄
004-2021	2021-10-20	Inserted ⌄
005-2021	2021-10-15	Shipped ⌄
006-2021	2021-11-01	Inserted ⌄
007-2021	2021-10-22	Cancelled ⌄
008-2021	2021-10-18	Inserted ⌄
009-2021	2021-10-28	Processed ⌄
010-2021	2021-10-25	Inserted ⌄

Find this and many more samples (57+) at https://adoption.microsoft.com/en-us/sample-solution-gallery/

Leverage Connections' [Audience Targeting features](#) to make cards more relevant to your student scenarios.

Audience targeting allows you to define static or dynamic groups of students and make sure some cards are only seen by those groups of students—like those with certain areas of study. This will ensure most of the cards your students see are high-value to them, thus increasing their relevance.

Audience targeting doesn't negate the need for quality analysis of 1) the various cohorts your students belong to and 2) your students' expectations of the value provided by ACE cards. In fact, the value of Audience targeting is only apparent once you have made these analyses and created the right cards for their need.

On the other hand, if you have identified the right cohorts, and built the right cards for them, Audience Targeting will make those cards more relevant still.

❷ Identify and build cards for your student *scenarios*.

TIP!
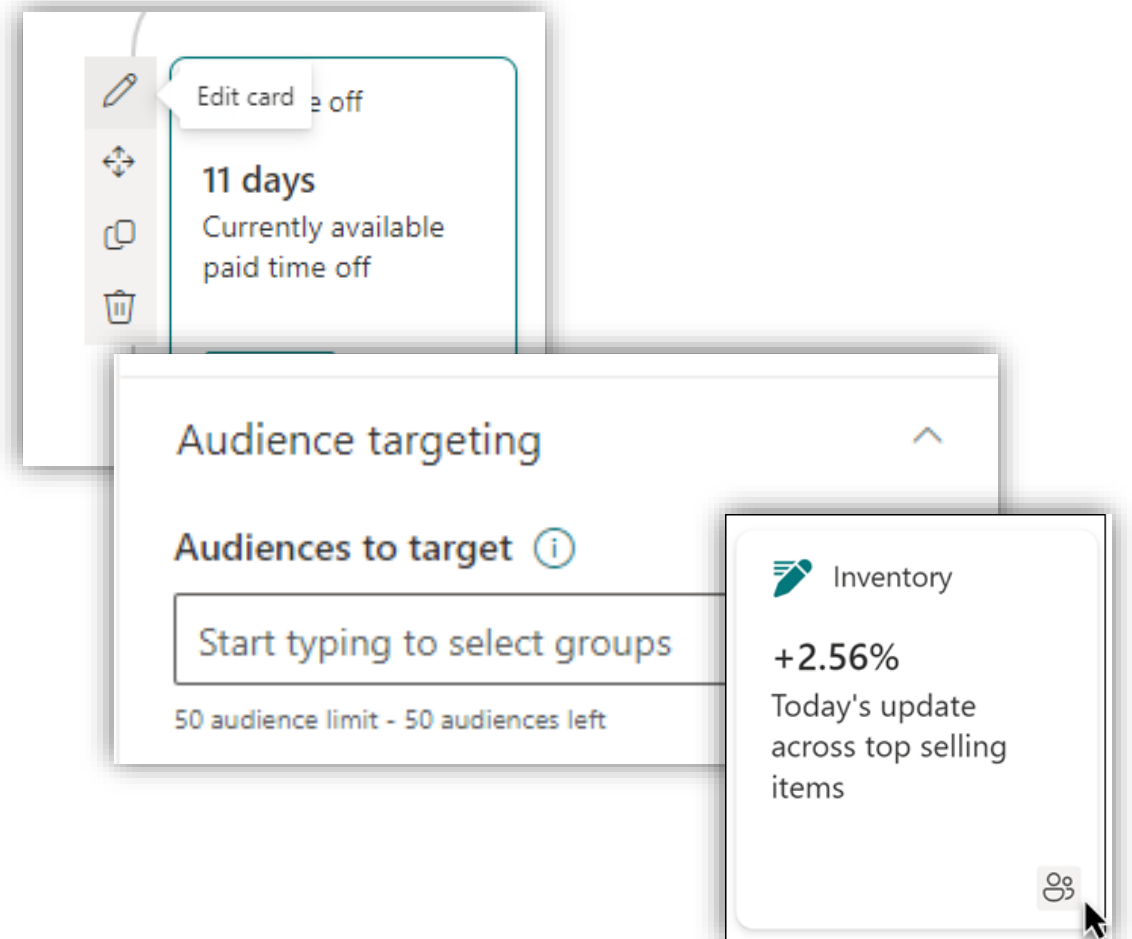
Design a compelling value proposition that takes into account your various students' needs for engagement. Identify or build ACE cards that deliver the value proposition.

TIP!

Remember to provide scenarios tailored for different cohorts of students.

TIP!

Consider leveraging **ISV cards** to increase value and reduce time/cost of building.

Keep the Feed *fresh and compelling.*

3

❸ Keep the Feed *fresh and compelling*.

The key to Feed engagement is to keep your content fresh and compelling.

How fresh is "fresh?" Less than one week old is best. Students don't engage with older news. Also consider that in order to have each student engage with the feed at least once per week, you might need several news per week, as not every student reads every piece of news.

- If you want to know more about how News work, catch up with this introduction.
- Have you set up News sites in your tenant? These are the main source for news in the Viva Connections feed.
- Did you know you can also target news to specific audiences? Leverage this feature to create news that are of interest to particular cohorts of students, such as events specific to a certain area of study.
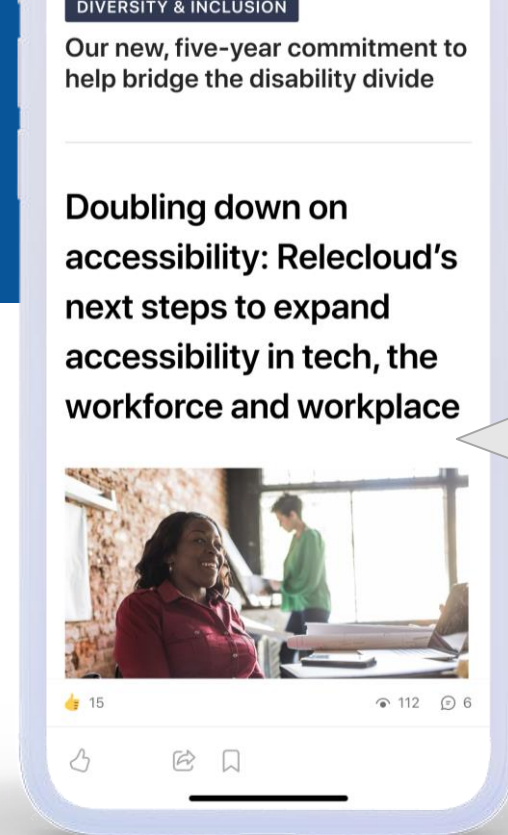
🔅 TIP!

Freshness is not automatic! Your Student Experience lead, or a similar comms role, is needed to make the Feed work.
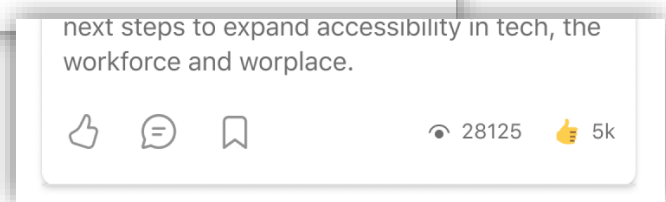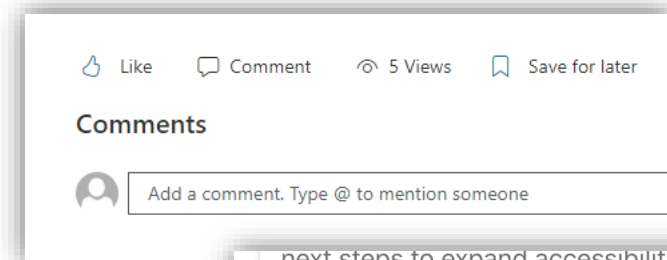
🔅 TIP!

Images add sizzle! Invest in images for your posts: Relevant Imagery in news and Yammer posts obtain deeper user engagement in Feed.

DIVERSITY & INCLUSION

Our new, five-year commitment to help bridge the disability divide

Doubling down on accessibility: Relecloud's next steps to expand accessibility in tech, the workforce and workplace

👍 15   👁 112   💬 6

🔅 TIP!

Teach your students to engage with newsfeed posts to make them more compelling. Likes and Comments are available on desktop and mobile experiences, and @-mentions provide a feedback loop and keeps students coming back.

👍 Like   💬 Comment   👁 5 Views   🔖 Save for later

Comments

Add a comment. Type @ to mention someone

next steps to expand accessibility in tech, the workforce and worplace.

👍 💬 🔖   👁 28125   👍 5k

❸ Keep the Feed *fresh and compelling.*

Besides News, the Feed takes content from Yammer and Stream. Posts from Yammer communities are great sources of fresh information that help students feel more connected with their peers. The Viva Connections feed leverages Posts to "All Institution," as well as featured posts and announcements from communities followed by users. [Review more details on how the Feed consumes content from Yammer](#).

Stream videos shared with the entire school or district will also appear in the feed.

TIP!
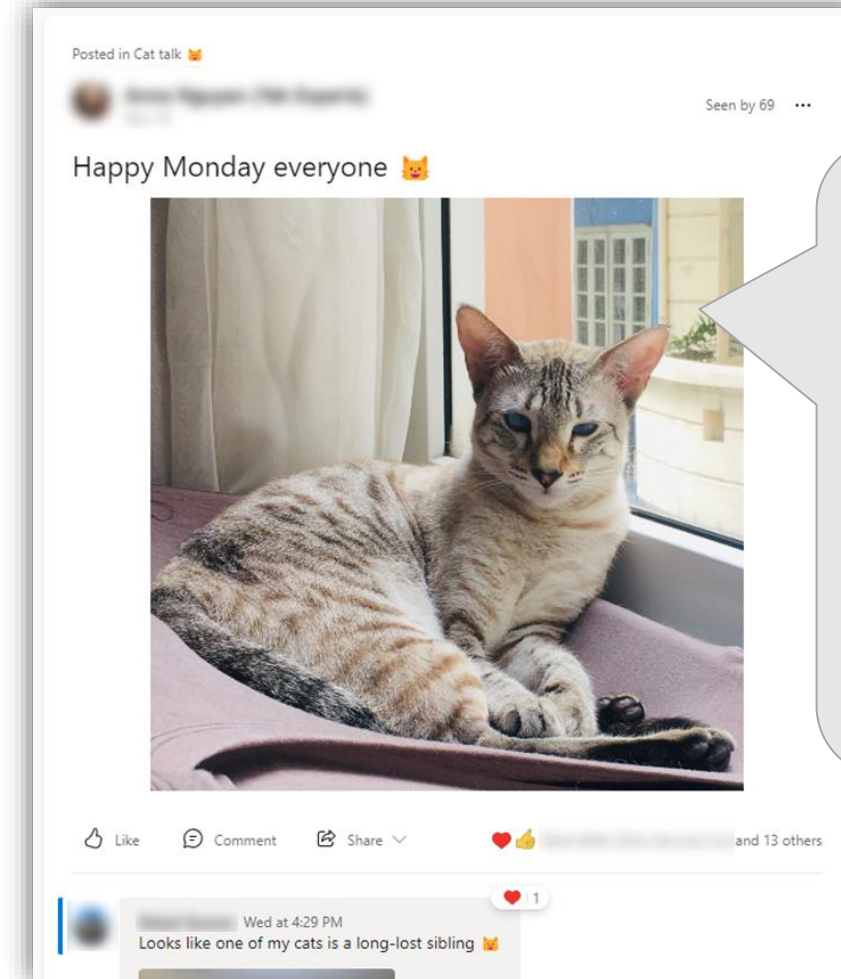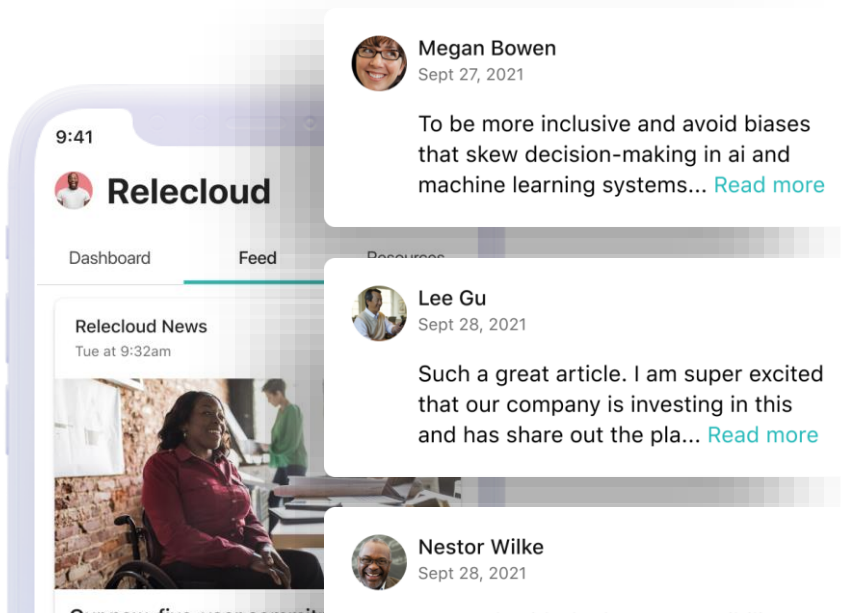
Increase engagement by balancing institutional content with student-created content. When you let (reasonably moderated) personal content into the feed, it adds 'personal relevance' to the feed, boosts readership, and drives more eyeballs to formal communications. For one large organization, cat picture posts in Yammer ("check out what my cat just did!") made all the difference in overall Feed engagement.

❸ Keep the Feed *fresh and compelling.*

Boosted News increases news visibility and readership in Viva Connections for Education experiences. [Read more about how News boosts work](#).

Can boosting news increase engagement? Telemetry suggests that while News boosts increase visibility of the news post itself, it doesn't increase feed discovery or continued engagement as much as the quality of the news post itself, and the frequency of news posts.

Plan your Boosting strategy carefully. An overuse of boosts defeats the purpose, as you might end up with everything being boosted (the overall limit to boosted news is designed to help you with this). The idea is to boost the posts with the best possibility of engagement *and* relevance to both your students and your entire institution.

Consider that boosting can be done on any news site, not just on your home portal. This may be good, as it democratizes boosting, but it might also could impact how many boosted articles users see, thus contributing to clutter.

Display boosted news in the Top news card on the Viva Connections Dashboard

❸ Keep the Feed *fresh and compelling.*

TIP!
Identify and resource the role in charge of keeping the beat of Feed freshness (Student Experience lead or similar).

TIP!
Create quality, value-infused posts for the right audiences, leveraging images, targeting, and boosts when applicable.

TIP!
To achieve weekly engagement, **plan multiple posts per week** (as users don't read them all).

TIP!
Leverage Yammer and Stream as sources for weekly feed activity, and **foster reasonably moderated personal content posts** from your students.

Prioritize the *mobile* experience.

4

④ Prioritize the *mobile* experience.

Providing your users with the Viva Connections for Education mobile experience is fundamental to achieving deep, sustained engagement.

User Experience Data Point

Viva Connections mobile users' engagement is double that of desktop users.

User Experience Data Point

Front-line Workers, who tend to be heavy users of mobile devices, have approximately three times the weekly engagement of traditional desk-based Information Workers.

All statistics are valid as of June 2022.

④ Prioritize the *mobile* experience.

With the release of Viva Home, the Student Experience between desktop and mobile (and soon, tablet!) has been unified.
This makes it easier than ever to enable a mobile experience that matches your students' expectations on the desktop.
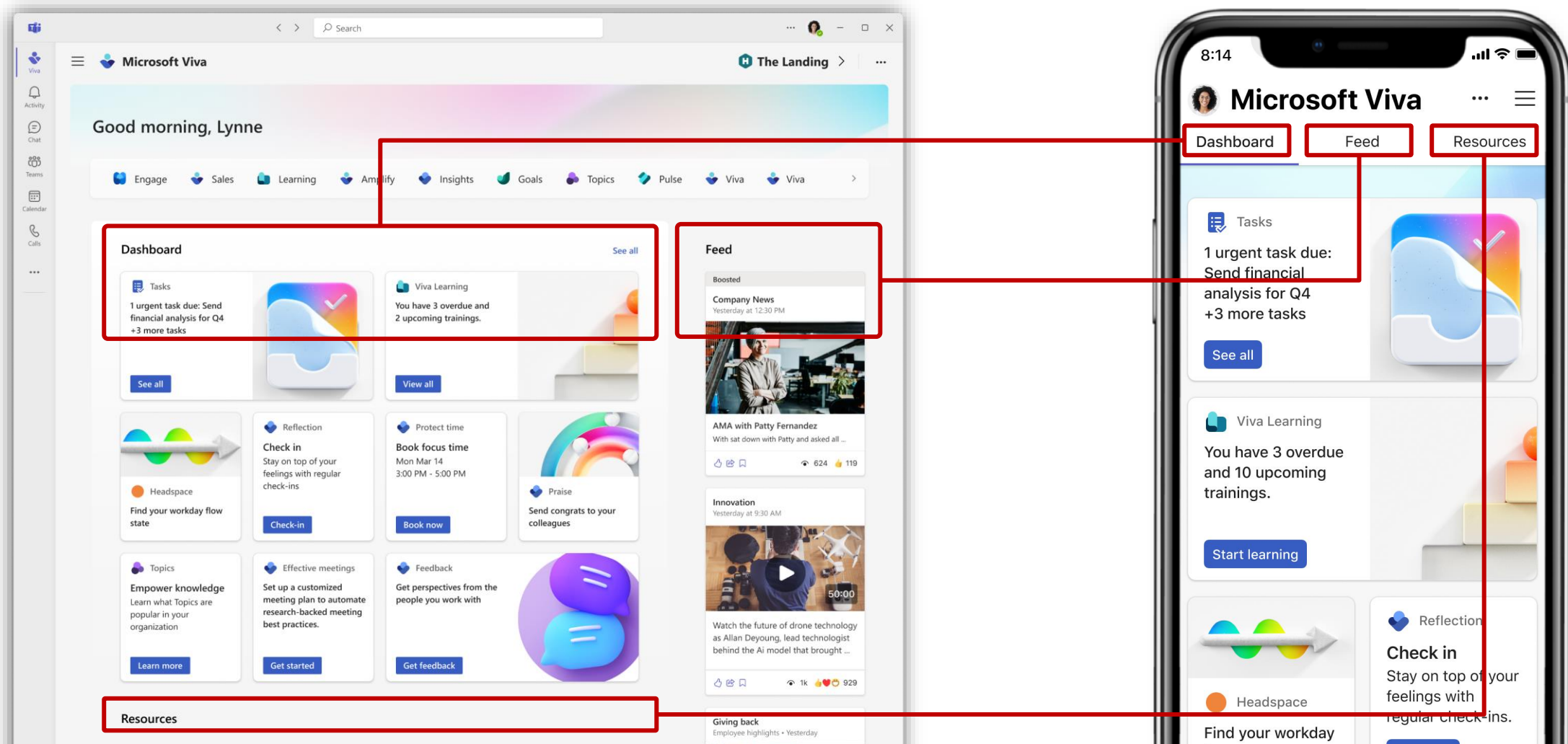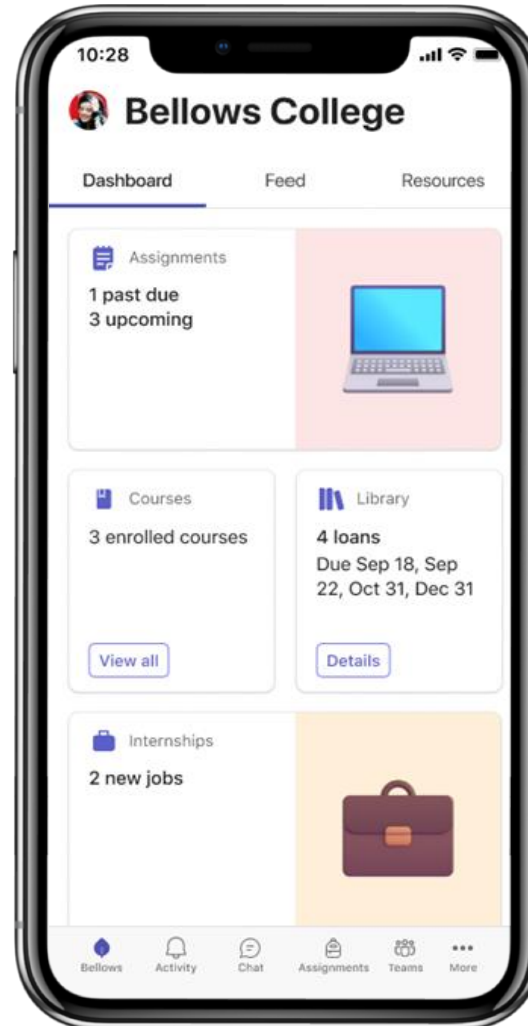
④ Prioritize the *mobile* experience.

Why is mobile better for engagement?
Here is what some of our students have said...

"The value prop perception for our users increases when they can activate company processes on the go; for example, when they're at the doctor's office and can access an insurance claim ACE card while waiting. "

"The mobile experience around the feed, with the 'swiping' gesture, is more intuitive for our users than mouse scrolling."

"For our student, mobile is THE preferred way to interact with Connections."

"Our students tell us they can focus in the mobile app. In contrast, they have a lot more distractions when they're on their desktop."

④ Prioritize the *mobile* experience.

TIP!

Include mobile deployment as a key part of your Viva Connections for Education strategy.

TIP!

Ensure the dashboard and feed experience are optimized for mobile use.

Pin... but only at the right time.

5

⑤ Pin... but only at the right time.

Pinning brings Connections to the attention of your students... but doesn't necessarily generate lasting engagement.

User Experience Data Point

75% of Connections Weekly Active Usage comes from organizations who have pinned the Viva Connections app globally.

All statistics are valid as of June 2022.

❺ Pin… but only at the right time.

Pinning works… but only if the value prop already exists.

Data also shows organizations who have [pinned Connections to the Teams bar](#) but have designed low-value ACE cards and Feed refresh rates lose engagement very quickly. Unfortunately, un-pinning and re-pinning the app seldom brings these users back.

Conversely, pinning an app once the value prop for ACE cards and feed has been implemented is very effective in driving traffic, especially mobile traffic!
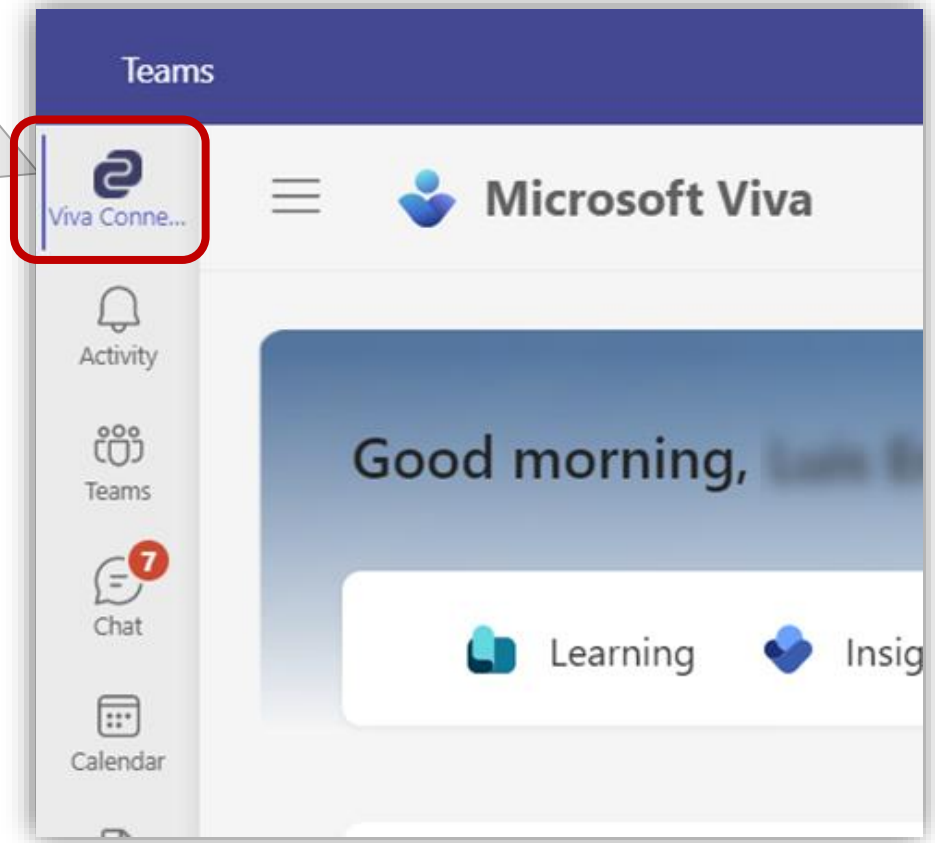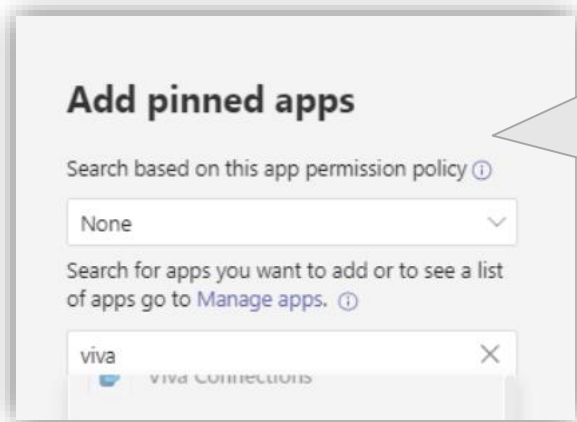
🔅 TIP!

Top-pinning will increase Viva Connections for Education visibility. It will also reduce overflow of the Connections pin and allow more people to visit Viva Home. This assumes that you have already created valuable content for Connections.

🔅 TIP!

Test whether your experience is ready for institution-wide pinning by leveraging Teams app policies to pin Connections for a small subset of students first. Measure feedback and usage and decide whether your Connections experience is ready for institution-wide pinning.

Add pinned apps

Search based on this app permission policy ⓘ

None ⌄

Search for apps you want to add or to see a list of apps go to Manage apps. ⓘ

viva ✕

Viva Connections

Teams

Viva Conne...

Activity

Teams

7
Chat

Calendar

Microsoft Viva

Good morning,

Learning   Insig

❺ Pin… but only at the right time.

TIP!

Don't pin until you have designed and implemented a solid value prop and resourcing.

TIP!

Sync pinning with mobile deployment and adoption.

TIP!

Use Teams app policies to test the experience with a small subset of students before pinning to the entire institution.

Adoption recommended practices from successful Viva Connections customers

1
Plan and resource your team for a *weekly* usage cadence.

- Resource a Student Experience lead from the planning phase onwards
- Plan and resource with weekly outcomes in mind, multiple activities per week
- Set and track targets for success with Viva Connections Analytics

2
Identify and build cards for your students' *high-value scenarios*.

- Create a compelling value proposition for your ACE cards, based on your students' needs for engagement.
- Provide scenarios tailored to specific student cohorts
- Consider leveraging ISV cards to increase value and reduce cost of building

3
Keep the Feed *fresh and compelling*.

- Create quality, value-infused posts, for the right audiences, and with the right cadence (ideally, multiple times per week)
- Identify and resource the role in charge of keeping the beat of Feed freshness
- Leverage Yammer and Stream to foster reasonably moderated personal content posts

4
Prioritize the *mobile experience*.

- Include mobile deployment as part of your Viva Connections for Education high engagement strategy
- Ensure the dashboard and feed experience are optimized for mobile use

5
Pin... but only at the *right time*.

- Don't pin until you have designed and implemented a solid value prop and associated resourcing
- Sync pinning with mobile deployment and adoption

Helpful Resources

The following resources are referenced and linked throughout this guide

- Microsoft Work Trend Index: 2021 Annual Report
- Guide to setting up Viva Connections.
- Get started with Viva Connections Learning Path
- Employee Experience Advanced Deployment Guide (within tenant)
- Viva Connections Analytics roadmap
- First-party Adaptive Card Extensions
- Information on Web Link cards
- Third-party partner integrations and ISV cards
- Guidance on building your own cards

Helpful Resources (Continued)

- [Adaptive Cards Designer](#)
- [Viva Connections sample solution gallery](#)
- [Viva Connections Sample App](#)
- [Introduction to the M365 News Infrastructure](#)
- [How to set up Organization News sites](#)
- [News targeting](#)
- [Sources for the Viva Connections Feed](#)
- [News Boosting](#)
- [How to Pin apps for all users in Teams](#)

Thank You

Microsoft Viva