

Communicate your Microsoft Viva Insights Launch



Ready to rollout Viva Insights company-wide? Clear, engaging, and well-timed communications that build towards a primary launch event are critical to the success of your rollout.

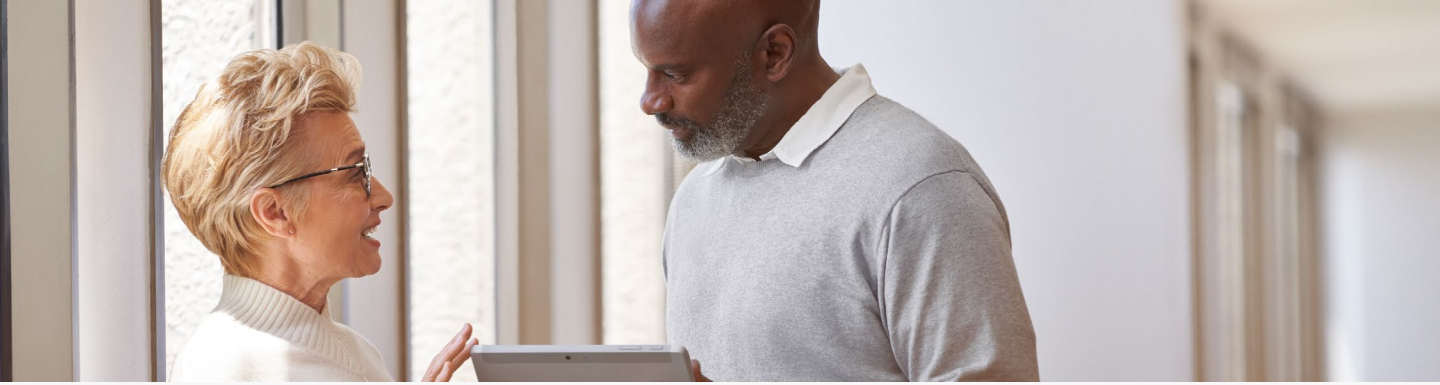
Here are communications templates with recommended timeframes to help you prepare your company and users for a smooth transition. Feel free to adapt and use these as you see fit.

Communication project plan

The following plan includes communication templates, recommended tasks, and suggested timeframes to help you plan and prepare for your company's Viva Insights network launch.

Feel free to use the resources provided in the [Viva Insights Adoption Resource web page](#) to help educate your users and support the communication plan.

	Project plan activity	Description and message	Suggested timeframe
1	Article on Intranet Landing Page	Introduce Viva Insights, intended use cases and benefits, links to training, and reference material	4 weeks before launch
2	Executive Email Introduction	Introduce Viva Insights, intended use cases and benefits; include link to intranet page	3–4 weeks before launch
3	Awareness Events and Promotions	Posters, announcement boards, Viva Insights in public places, etc.	Starting 3–4 weeks prior and through launch event
4	Departmental Communication	Introduce Viva Insights and identify department-specific uses	2 weeks before launch or as scheduled
5	Network Announcement to Existing Viva Insights Users	Inform existing users to encourage colleagues as they join Viva Insights	2 weeks before launch
6	Intranet Article Update	Status, countdown, link for training information	1–2 weeks before launch
7	Network Launch Reminder	Expectations, intended use, benefits	1 week before launch
8	Intranet Article Update — Launch Success	Stats about the success of network launch	1 day post launch
9	Viva Insights Announcement — Post Launch	Success stories, recognize involved team and high contributors	1 day post launch
10	Intranet Article Update #2 — Post Launch	Reminder of why and how-to Viva Insights	1 month post launch or at Admin discretion



1. Article on intranet landing page

Recommended task

Post a basic Viva Insights informational article to your organization's intranet home page

Suggested timeframe

4 weeks before launch

Have you ever...

- Found the line between work and life is blurring and it is harder to unplug?
- Feel stretched thin as a manager with little time left for coaching and development?
- Want to better understand how work is getting done to maximize your time and your teams?
- Well, there's an app for that.... Viva Insights!

What is Viva Insights?

Viva Insights provides privacy-protected insights and actionable recommendations that help everyone in the organization work smarter and achieve balance.

Viva Insights is extremely intuitive and easy to use. It's here to help you understand how you work and help you maximize your wellbeing.

Viva Insights lets you:

- Understand how you work Take action in the flow of your work to build better work habits and insights.
- Support your team Help managers and leaders to better understand current team norms and take action for positive change.
- Manage your wellbeing Actionable recommendations to help you take a quick mental break, protect time for focused work and mindfully disconnect after hours.

Viva Insights help everyone in the organization work smarter and achieve balance.

Why should I use Viva Insights?

Here are a few of the ways you can use Viva Insights:

- Stay on top of key tasks and deliverables with daily and monthly Viva Insights briefing emails.
- Protect time by setting up a focus or quiet time plan.
- Send praise to team members fostering a culture of positivity and encouragement.
- Manage multiple 1:1 schedule in one easy place.
- Access generalized analytics for managers and leaders to help their teams avoid burnout & stress.
- Use free resources from headspace to recharge and unplug.

Only the end user can view personal data and insights based on work patterns in your emails, meetings, calls, and chats. Viva Insights is designed to protect the user's privacy.

Manager and leader insights are protected by differential privacy, strong personal privacy protection that makes it impossible to discern an individual's activities or metrics.

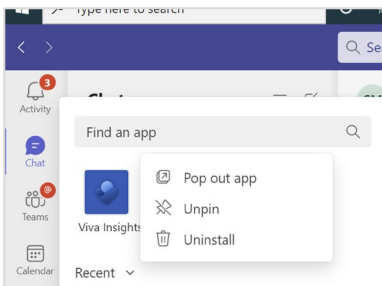
When is Viva Insights being launched?

Viva Insights will be officially launched to all employees on **[Date]**. Employees who are not yet signed up for Viva Insights will receive an email with instructions on how to sign up and join our network.

Where do I find Viva Insights?

Viva Insights is accessible as a tab within Office 365, Outlook, and Teams

Pin the Viva Insights Module to your Teams bar for easy access



Will there be training for Viva Insights?

Yes! To help everyone get familiar with Viva Insights, we will be holding training sessions on **[Date]**.

You will learn what Viva Insights is, how to get started, and best practices.

[Click here to register](#)



2. Executive email introduction

Recommended task

Arrange for an executive to send a Viva Insights launch announcement via email to all employees.

Suggested timeframe

3–4 weeks before launch

Dear **[Company Name]** employees:

I am pleased to introduce a new resource here for work and wellbeing learnings here at **[Company Name]**, called Viva Insights. For those of you who are not familiar with Viva Insights, it is a data-driving, privacy-protected tool for **[Company Name]** employees to better understand how you work and to help you maximize your wellbeing throughout the day. You will be able to access Viva Insights resources through Office 365, Outlook, and Teams.

Nurturing a culture that prioritizes balance and wellbeing is critical to the success of our organization. By better understanding our work habits and patterns through Viva Insights, we can now work better than ever before. Here are some business benefits we'll gain by using Viva Insights:

[Enter specific use case examples]

- Breakdown information silos and gain more collaboration.
- Manage meeting overload so we are prioritizing the customer and deep work.
- Uplift, encourage and praise each other's wins and successes.
- Prioritize our wellbeing throughout the workday to help avoid burnout and stress.

More information can be found on the Viva Insights intranet site at **[Include link here]**. Stay tuned for our network launch which will take place on **[Date]**.

Thank you.

Regards,
[C-level executive]



3. Awareness and promotions

Recommended task

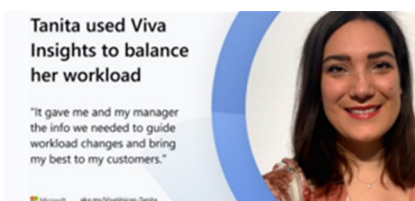
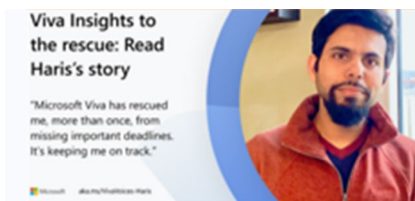
Create awareness around the Viva Insights launch. Often these are most successful when paired with another initiative already going on within the organization, such as the before, during, or after the annual employee satisfaction survey, new CEO, or companywide HR initiatives.

Suggested timeframe

Several times starting
3–4 weeks before launch

Viva Insights Network launch events

Encourage employees to share what they learned from Viva Insights and how it has helped them strike work/life balance, be less stressed, feel more productive, etc.



Build awareness offline

Eye-catching posters and flyers can be a great way to spark interest in Viva Insights.

Please feel free to use any of the content included in this communication plan and accompanying materials to create posters for display on announcement boards and throughout your office environment. You can also display the Viva Insights feed on monitors in public places, like the cafeteria, entrance lobby, or main auditorium.

Make Viva Insights fun and relevant

Regardless how you choose to promote Viva Insights, be creative and adapt to your company's culture and needs. We recommend highlighting top users, memorable conversations, and valuable interactions that led to great results as well as upcoming on- and offline activities.



Additional resources

[Microsoft product overview](#)

High-level product review and case studies

[Microsoft tech community](#)

Microsoft Viva Blog Collaborate, share and, learn from experts

[Microsoft docs](#)

Technical documentation for developers and IT professionals

[Microsoft support](#)

Access FAQ and support documentation

[Establishing champions for user adoption best practices](#)

[Microsoft Viva Insights community](#)

Connect, learn, and discuss with Viva Insights experts and peers

[Microsoft tech community](#)

Microsoft Viva Blog Collaborate, share and, learn from experts

[Microsoft Workplace Insights](#)

Case studies and Microsoft learnings

[Microsoft Adoption](#)

Resources to rollout your Viva adoption



4. Departmental communication

Recommended task

Department head to send an email.

Suggested timeframe

2 weeks before launch

Dear **[Company Name]** employees:

We are very excited to announce that on **[Date]** Viva Insights will be rolled out throughout **[Company Name]**.

In addition to the company-wide benefits Viva Insights will bring, our **[Department]** will be able to use Viva Insights in the following ways:

- Help managers better manage and prioritize their 1:1 meeting.
- See where we can manage meetings more effectively to open more time for deep, focused work.
- Surface the most important tasks, deliverables, and priorities via Viva email briefings.
- Prioritize wellbeing resources that help the team mindfully manage stressors and unplug from work each day.

To start, I'd like to hold monthly Q&A sessions to discuss department goals and project initiatives using a Viva Insights Live Event. Post your questions before or during the event. Click **[here]** for more details.

To help our organization make the most out of this new technology, **[Name]** has volunteered to serve as the point of contact for our **[Department]**. Please contact **[Name]** if you have any questions or need help getting started.

Thank you.

Regards,
[Department Head]

5. Network announcement to existing Viva Insights users

Recommended task

Post a Viva Insights broadcast announcement within the existing network of users

Suggested timeframe

2 weeks before launch

As you may have heard, we will be rolling out Viva Insights company-wide so that **[Company Name]** can start companywide usage. We've seen great benefits thus far in Viva Insights's ability to help employees understand their work patterns and put into place best practices for prioritizing wellbeing.

Please help ensure our Viva Insights rollout success! You can do this by welcoming new users, encouraging them to use Viva Insights, answering their questions, and responding to their posts and emails.

Our company's use of Viva Insights enables **[Insert vision]**. Thank you for your contributions thus far! If you would like to help with the network engagement activities, please contact **[Insert team member/community name]** or join the **[Insert rollout Viva Insights community name]**.

6. Intranet article update

Recommended task

Post an article to your company's intranet homepage, perhaps with a recent Viva Insights success story

Suggested timeframe

1–2 weeks before launch

We are excited to launch Viva Insights in a few weeks. Check out what's been happening in the community so far. To date **[NNNN]** members have joined.

We are **[Timeframe]** away from launching Viva Insights. Employees who have not already started using Viva Insights will receive an email with detailed instructions of how to access Viva Insights. Click here **[Include link to original article]** for more information.

[Best Practice: Add success story]



7. Launch email final reminder

Recommended task

Send a company-wide email reminding all regarding the launch of Viva Insights

Suggested timeframe

1 week before launch

A final reminder that on **[Date]** we will be launching our **[Company Name]** Viva Insights! All employees who have not already started leveraging Viva Insights will receive an email with a detailed instructions on how to access Viva Insights via Office 365, Outlook, and Teams.

8. Intranet article update — launch success

Recommended task

Post an update to your company's intranet homepage

Suggested timeframe

1 day post launch

On **[Date]** **[# of new users]** started leveraging Viva Insights! Thanks for prioritizing your work experience and wellbeing with Viva Insights.

[Include relevant usage statistics here].

9. Viva Insights announcement post-launch

Recommended task

Post an announcement to broadcast the success of your network launch on Viva Insights. Additionally, you may want to include a Praise for Launch Team members.

Suggested timeframe

1 day post launch

The **[Company name]** Viva Insights app is up and running and has had a very active first week! Thank you to everyone for the hard work that has gone in to making this successful. If your teammates have begun leveraging Viva Insights, please encourage this now. The more people participating on Viva Insights, the more we will all benefit!

[Add additional adoption/launch event details/pictures from the events]

Lastly, I would like to recognize **[Viva Insights users]** who already made significant contributions to **[Company Name]** through their use of Viva Insights. **[Include relevant details on usage].**



10. Follow-up intranet article post-launch

Recommended task

After the initial launch of your network, follow up with this intranet article

Suggested timeframe

1–2 weeks after launch, or at Network Admin discretion

Do you Viva Insights?

Viva Insights has been with us here at **[Company Name]**, since **[Network start date]**. It has become a vital business tool for making understanding how we work and to help us maximize our employee experience.

Here you can learn what Viva Insights' all about and how to use it.

What's Viva Insights?

Viva Insights includes a Microsoft Teams app and web features and tools that help people and businesses thrive with data-driven, privacy-protected insights, and recommendations to improve productivity and wellbeing.

We'll also be utilizing Viva Insights' broad organizational insights to help support our key HR employee satisfaction programs. We want to continue to foster a work culture that values human connection, purpose, growth, wellbeing, and success. We believe Viva insights is a key tool to help us work better together and maximize our personal wellbeing.

Why else should I use Viva Insights?

Viva Insights not only helps you gain valuable work habit insights, but also

- Helps make consistent 1:1's a priority across the organization.
- Provides exercises, videos, articles, and resources to help your mindfulness throughout the workday.
- Protects your workday by implementing focus time, quiet time, no-meeting days, or to ensure you are planning for your time off.

Check out Viva Insights today through Office 365, Outlook, or Teams!

Additional resources

[Include any company resources where they can find more information]