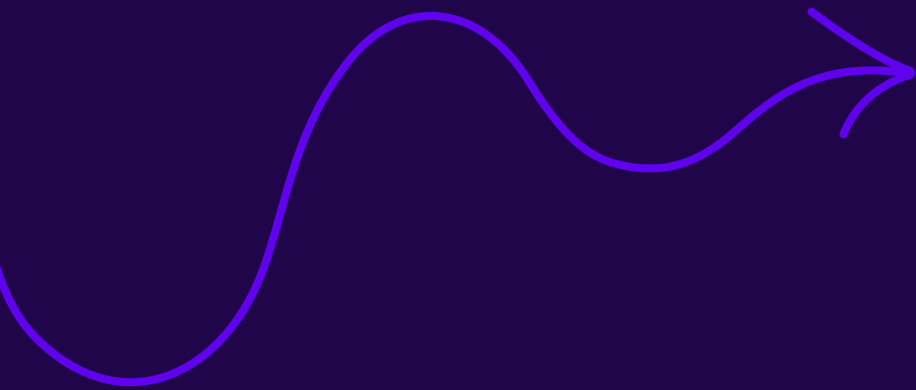




WORKVIVO ANALYTICS

Quick Tips Guide

Content



2	SECTION ONE Getting Started
4	SECTION TWO Content Analytics
8	SECTION THREE Usage Analytics
11	SECTION FOUR Activation Analytics
15	SECTION FIVE Governance Analytics

SECTION ONE

Getting Started

Workvivo Analytics is a powerful and highly impactful tool in helping you understand how your organization interacts with Workvivo.

With dashboards spanning content, usage, activation and governance analytics we wanted to lend a helping hand by providing our top tips on how best to find insights.

Before we jump in, there are **two** important tips that can be carried across all dashboards!

1. Filtering is your friend.

One of our favorites is date comparison. In the content and usage dashboards, you can set specific date ranges to filter your data. This allows you to compare data over months, quarters, halves and years to identify trends and understand employee habits.

? For example, if you're six months into your program, try comparing the last 3 months against the first 3 months to see if you've managed to maintain and grow momentum since launch.

Filtering rules across the dashboards:

Content:

Date range, post type, audience, and author as well as the author's primary, secondary and tertiary team within Workvivo.

Activation:

Primary, secondary and tertiary teams.

System Roles & Permissions:

Role(s) and Permission(s), as well as Primary, Secondary and Tertiary teams.

Default Spaces:

Space(s) and Team(s).

Usage:

Date range, as well as primary, secondary and tertiary teams.

Governance Delegates:

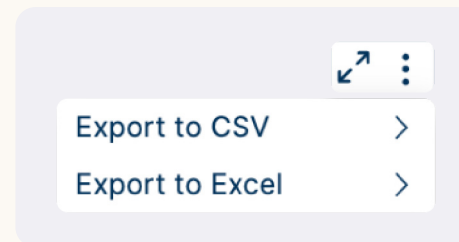
Primary, secondary and tertiary teams. Name of the account to access and the name of the user with access, as well as Primary, Secondary and Tertiary teams.

Space Membership & Roles:

Space Name(s) and User Team(s).

2. Exporting the data.

Each module of data can be exported to excel or CSV. This gives you greater flexibility for data review in tools you're familiar with and use of the raw data to feed charts aligned with your company branding.



Right, let's jump into our top tips for each dashboard!

SECTION TWO

Content Analytics

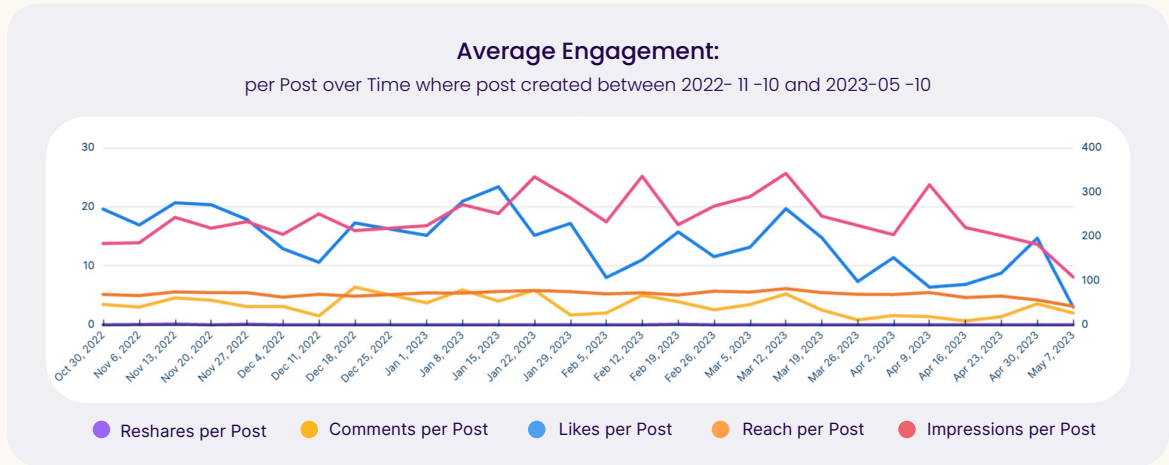
The Content Analytics team dashboard is the best way to understand the performance of all content types across the platform, which in turn allows you to measure and understand your **Employee Engagement**.

This dashboard allows you to drill down to compare the reach, impressions and engagement of different content and identify the audience, authors and teams that drive the highest results.

TOP TIP #1

How has Workvivo impacted our engagement since launch?

The top half of this dashboard is great for monitoring engagement at a high level. In particular, the graph “Average Engagement per Post Over Time” gives a clear idea of how the content being posted on Workvivo is trending over a given time period.



TOP TIP #2

How does our engagement compare?

In the new Content dashboard, you can now set specific date ranges to filter your data. This gives you the ability to compare engagement over months, quarters, halves and years to identify trends and understand employee engagement habits. For example, if you’re six months into your program, try comparing the last 3 months against the first 3 months to see if you’ve managed to maintain and grow momentum since launch.

Controls

Post Created From: 2022/11/01 | Post Created To: 2023/05/10

Post Type: All | Audience Type: All | Post Author: All

Author Primary Team: All | Author Secondary Team: All | Author Tertiary Team: All

TOP TIP #3

What content are our employees most interested in?

The data table at the bottom of this dashboard is an invaluable source of information, showing the engagement generated on each individual post (including updates, articles, documents, videos, events, etc). 3 important things to note:

- 1 This table can be filtered within Workvivo, by clicking the relevant heading in the table and sorting by either 'Ascending' or 'Descending':

Likes	Reach	Impressions	Link Clicks	Opens	Unique Opens	Video Plays
25	256	542		3	3	237
9	249			1	1	

- 2 Each post on the table includes a hyperlink to the post itself:

Posted On	Post URL	Reshares
Feb 28, 2023 4...	🔗	
Mar 1, 2023 9am	🔗	
Mar 1, 2023 8am	🔗	
Mar 1, 2023 12pm	🔗	
Feb 27, 2023 12...	🔗	
Mar 7, 2023 10am	🔗	
Mar 2, 2023 12...	🔗	
Mar 9, 2023 10a...	🔗	

- 3 This table can be downloaded in Excel or CSV format:

Showing All posts created between 2022-09-01 and 2023-03-27 by All author(s)
(Sort by clicking on any column heading, more fields available in export)

Export to CSV >

Export to Excel >

Reminder Box

KEY TERMINOLOGY

Impressions

The total number of times the content was seen by users in the feed.

Reach

The total number of unique users who viewed the content.

Unique Opens

The total number of unique users who opened and viewed the content.

Employee Spotlight

"Say Hi"

Opens

The total number of times a piece of content has been opened (clicked on) and viewed.

Kudos

Shoutout; used to recognize another employee in an update.

SECTION THREE

Usage Analytics

The Usage Analytics dashboard is designed to better understand how your employees are using Workvivo over time. The dashboard allows you to pinpoint functions or teams in your organization with low usage so that you can take the appropriate action when needed to encourage regular active use and engagement. It is your go-to for an overview of **who** is (or isn't) engaging, as well as **where** and **when** they're engaging.

TOP TIP #1

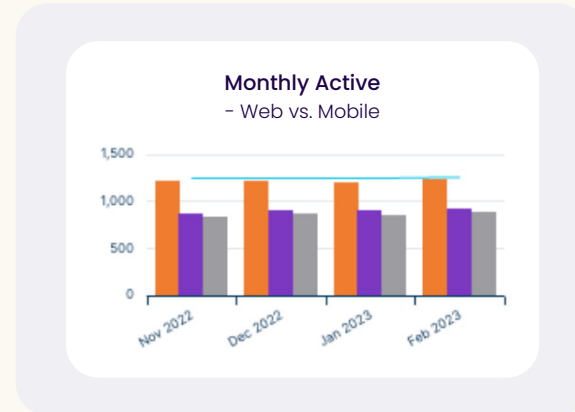
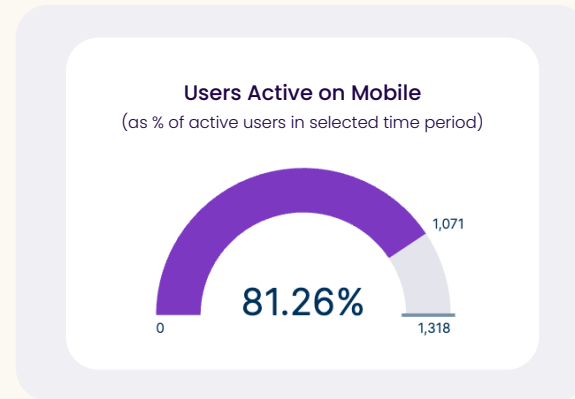
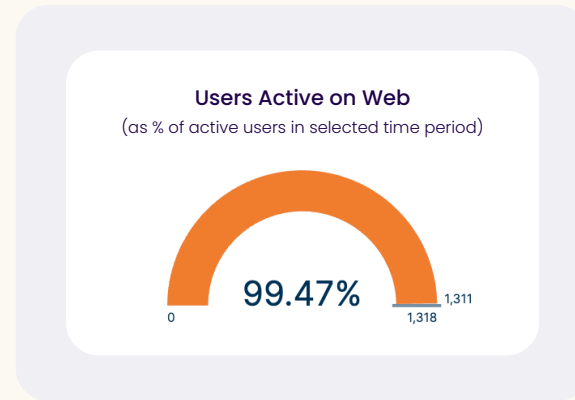
When are our employees active on Workvivo?

As with Content Analytics, you can filter this by date range at the top of the dashboard allowing you to track usage over time and identify any potential trends. It is important to ensure that activity remains as consistent as possible day by day, week by week and month by month. Spikes in activity could relate to specific events or posts; while downward trends are a sign that your employees' engagement is dropping.

TOP TIP #2

Where are our employees active?

The second row on this dashboard reveals exactly how your employees are accessing Workvivo - web or mobile. If you have a largely desk-less workforce, it's useful to monitor the % of users active on mobile to ensure that everyone across the organization has access to Workvivo.



Note: While it is important to monitor user activity, you will likely see the most value by reviewing this on a monthly basis rather than fixating on granular metrics.

Did you know?

If your mobile activity seems low, we can set up a pop up recommendation encouraging users to download the mobile app. Once activated, this will appear on the web browser the next time you login.

TOP TIP #3

Who is actually active on Workvivo?

Another major advantage of our new Analytics dashboards is that you can drill down into the data to get a more granular view. Click on the 'Drill Down' tab at the top of page and it will take you to a pivot table with all the source data for the main dashboard. In this case, the Usage Analytics drill down will show the breakdown of activity by team/location allowing you to see exactly who is using Workvivo and who needs a little more encouragement!



Monthly Active Users by Team over Time

Team ... Type	Team ... Name	Nov 2022			Dec 2022			Jan 2023			Feb 2023		
		Active	Activated	% Active	Active	Activated	% Active	Active	Activated	% Active	Active	Activated	% Active
<input type="checkbox"/> City	Barcelona	0	1	0%	0	1	0%	0	1	0%	0	1	0%
	California	2	3	67%	2	3	67%	2	3	67%	2	3	67%
	Clare	2	3	67%	2	3	67%	2	3	67%	2	3	67%
	Cork	410	500	82%	410	500	82%	400	488	82%	410	488	84%
	Dublin	120	140	86%	120	140	86%	120	140	86%	134	148	91%
	Galway	0	1	0%	0	1	0%	0	1	0%	0	1	0%
	Georgia	0	1	0%	0	1	0%	0	1	0%	0	1	0%
	Indiana	0	1	0%	0	1	0%	0	1	0%	0	1	0%
	Kerry	19	23	83%	19	23	83%	19	19	100%	16	19	84%

SECTION FOUR

Activation Analytics

The activation dashboard provides you with an understanding of activation across all users. This data is perfect for helping you identify the teams or areas within your organization where employees need extra encouragement to log in and activate their Workvivo accounts.

Reminder Box

KEY TERMINOLOGY

Provisioned Users



The total number of user accounts in the People Directory.

Activation Rate



The total number of users that have logged into Workvivo at least once.

Onboarded Rate

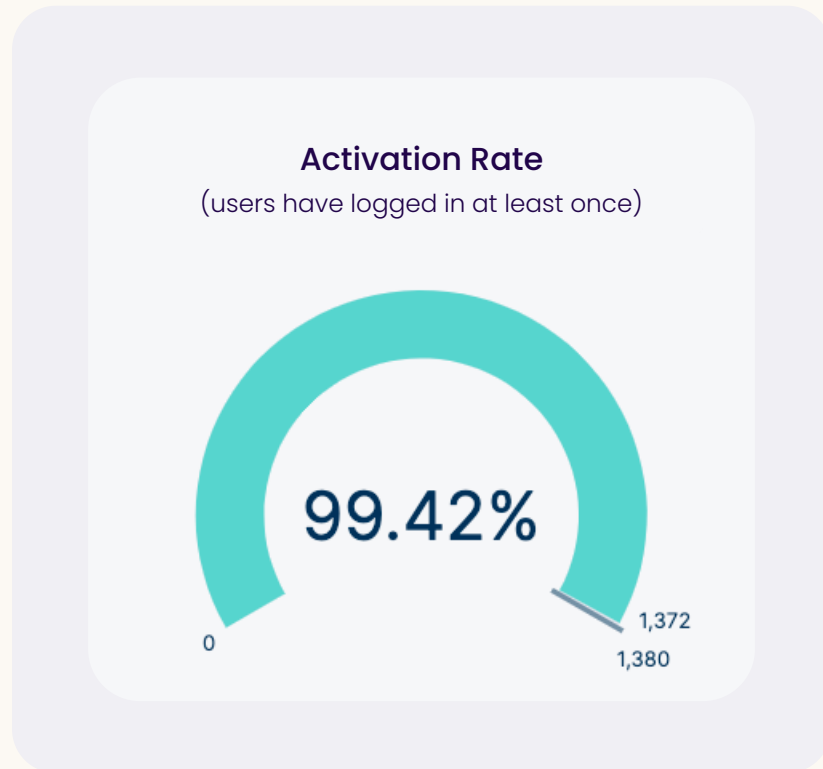


The total number of users who, where organizations have T&C's set up within Workvivo, have accepted them and therefore completed their onboarding.

TOP TIP #1

How many people have created their Workvivo account?

The activation rate is the most useful metric for you to understand how many users have logged into Workvivo, the snapshot will show you the total number of activated users as of today. If you're newly launched it's important to keep a close eye on this metric. Regularly monitoring the activation percentage helps you understand the activation tactics that work and get to the goal you set through your onboarding. Speak to your Customer Success Manager for tips and tricks on how to increase activation.



Did you know?

Workvivo can send your welcome email to all users who've never logged in upon your request. If you're planning an activation push don't forget to reach out to your Customer Success Manager to utilize this as part of the campaign.

TOP TIP #2

Do you want to understand where to target registration efforts?

Export the inactive user report and pay close attention to primary and secondary teams columns to identify trends where the inactive members' number highly. You can then target your efforts to particular teams or locations. You can also lean on champions or super users in the same team or location to vary efforts.

Inactive User Report
(all filters apply to this table)

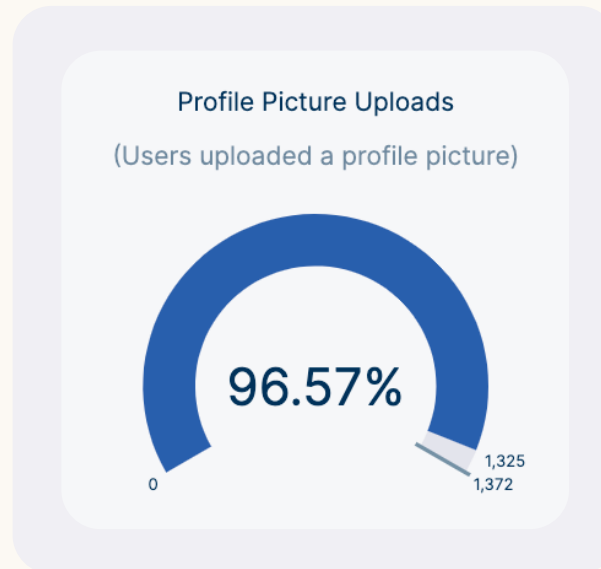
Export to CSV >
Export to Excel >

Profile ID	3rd Party ID	Full Name	Email	Primary Team	Secondary Team	Tertiary Team
235448	756965320	Peter Small	sarah+space_approver@workvivo.com	Senior Leadership	Dublin	null
235449	756968535	Stephanie Editor	stephanie-marketing@workvivo.com	Communications	Dublin	null
235455	756987825	Rachel Lopez	rachel@example.com	Senior Leadership	New York	null
235456	756991040	Cheryl Wicks	cheryl-marketing@workvivo.com	HR	New York	null
650218	2090450870	Emma Employee	emma_employee@workvivo.com	null	London	null
868205	2791279075	Chad Chile	chad@chile	Sales	New York	null
1064624	3422766160	Santa's Helper	santa@helper	null	null	null

TOP TIP #3

Want to bring your people directory to life?

The profile photo snapshot shows you the rate of uploads and is a useful engagement metric to monitor. Speak to your Customer Success Manager for campaign ideas to promote the upload of profile photos.



Did you know?

Profile photos can be automatically uploaded for all user accounts. If you'd like to learn more about this please reach out to your Customer Success Manager.

SECTION FIVE

Governance Analytics

The Governance dashboard provides a collection of reports to help with auditing and management of:

[Roles and Permissions](#)

[Space Membership and Roles](#)

[Default Spaces](#)

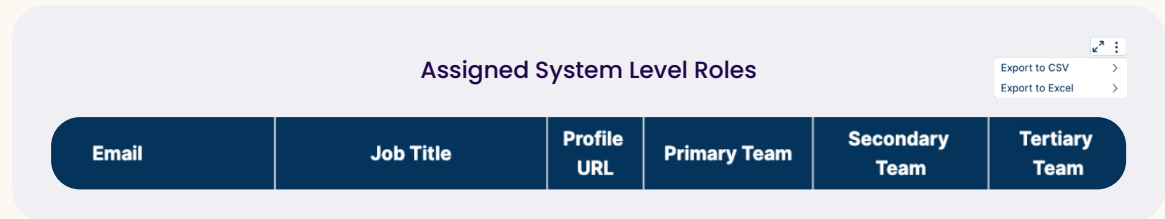
[Delegates](#)

This dashboard is perfect for determining who has privileges to access certain data and controls contained within Workvivo. It is a great tool for all administrators, but particularly IT/Security teams.

TOP TIP #1

Who are my system admins? What access do they have?

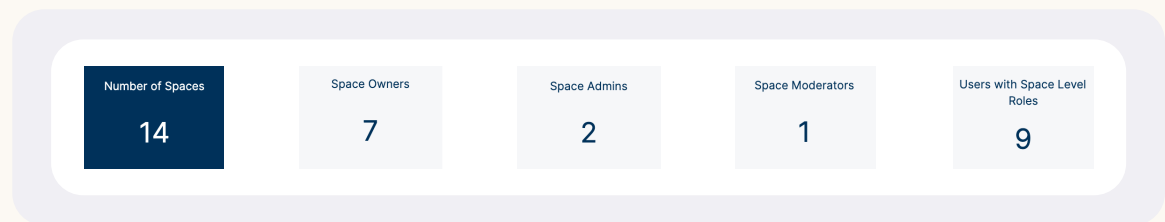
This dashboard gives you greater visibility into the admin users and roles that have been assigned to them. As your program grows, you may find that you've acquired more and more administrators. On this dashboard you can filter by roles and permissions to keep a careful eye on who has access to what and ensure that you're only assigning the appropriate roles to each administrator. In the data table (downloadable in CSV or Excel format), you can click links to access each admin's profile:



TOP TIP #2

How many Spaces do we have? Who owns which space?

Previously, it could feel like a chore trying to keep track of Spaces, Space ownership and membership but the "Space Membership & Roles" tab removes all these obstacles. On this dashboard, you can see exactly how many Spaces you have as well as who owns each space and how many members there are in each space. To top it off, the data table provides a URL link to each Space listed.



TOP TIP #3

Who has access to which account?

Delegate access is a powerful tool in Workvivo, which can have many uses and benefits. It is, however, important to monitor the accounts that certain users have delegate access to and ensure that only the relevant people have access to the relevant accounts. The “Delegates” tab lists out every account with delegates assigned to it as well as who those delegates are, meaning that you can easily keep an eye on it.



