Case Study: Relecloud corporate communications using Microsoft 365 + Microsoft Viva

Microsoft 365 apps

Employee engagement is a significant contributor to workplace satisfaction, retention, and productivity at any organization. Across Microsoft 365, there are multiple ways to communicate and engage your audience.

Knowing which method (or combinations of methods) to use and when to use them depends on your audience and the communication culture of your organization. This poster illustrates how Relecloud keeps employees informed and engaged across popular communication scenarios. Relecloud uses a variety of M365 apps, including new Microsoft Viva experiences.

Get detailed guidance on how to set up M365 apps for organization communication:
aka.ms/CorpCommsSolution

Microsoft Viva

Microsoft Viva is an employee experience platform that brings together communications, knowledge, learning, resources, and insights as apps in Microsoft Teams. Learn more about Microsoft Viva at aka.ms/Viva

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SharePoint home site

Relecloud assigns a site as a SharePoint home site to create a customized landing experience that reflects the organization's brand, voice, and priorities.

Requirements: SharePoint

By assigning a communication site as a home site, Relecloud unlocks special features that are beneficial to the entire organization:

Flag news as official organizational news: Home sites automatically prioritize news published from the site as an official source or organizational news. Relecloud's publishes the most important and relevant news from the home site which will also display prominently in the SharePoint mobile app.

Search for content across the entire intranet: The home site allows Relecloud users to search for content (such as sites, news, and files) across the entire intranet rather than searching just the site like typical SharePoint sites.

Enable and customize global navigation in the SharePoint app bar: Relecloud takes advantage of global navigation that helps with content discoverability and intranet wayfinding that can only be enabled and customized from the home site.
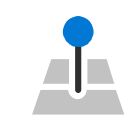
Use Viva Connections to integrate your intranet into Microsoft Teams: Relecloud is using Viva Connections to drive engagement and connect the organization. Relecloud's home site becomes the landing page for the desktop Viva Connections experience,

Use the Yammer webpart: Relecloud adds a Yammer web part to the home site to surface related conversations across the organization. Conversations in Yammer will also appear in the Feed for Viva Connections in the Microsoft Teams mobile app.

Integrate with Viva Connections: Relecloud's home site becomes the landing experience for Viva Connections that informs and unites the entire organization.

New employee onboarding

Relecloud creates a landing place to welcome and orient new hires, highlight training opportunities and resources, and connect new hires to support.

Requirements: SharePoint, Yammer and/or Microsoft Teams

Create a new employee onboarding site: Relecloud creates a SharePoint communication site using the Employee onboarding site template.

Include a tour of the campus: Relecloud uses SharePoint 2D and 3D web parts to guide new employees through a virtual 360 degree tour of campus.

Customize an Onboarding list template: Relecloud uses the Microsoft 365 Lists to customize and prioritize onboarding tasks. M365 Lists can be integrated into the new employee onboarding site and can be added as a tab in a new employee Teams channel.

Use live meetings, virtual employee orientation, and events: Relecloud uses Teams Live events to host engaging and informative virtual orientation meetings with leaders and peers.

Surface targeted learning modules with Viva Learning: Relecloud uses Viva Learning to improve training content discoverability, display required training, and provide easy access to learning modules within Microsoft Teams.

Build virtual communities for new employees in Yammer: Relecloud provides a yammer channel to new employees that allows them to share information, get support, and build relationships.

Orient new employees using Viva Connections, Viva Learning, Viva Insights, and Viva Topics: Combine Viva modules to create a personalized orientation experience that highlights important resources, learning opportunities, workplace habits, and organizational knowledge.

Distribute organizational news

Relecloud uses SharePoint to create news posts that can be shared across SharePoint, Outlook, Teams, Yammer, and will automatically roll up into the Viva Connections Feed.

Requirements: SharePoint

Create an organization news site: Relecloud uses an organization news site so that authoritative news is recognized as it gets distributed across the organization.

Create news posts on sites: News authors create posts that can be shared across sites and in feeds.

Use video news links: Relecloud records and posts short video clips to create engaging announcements.

Use the news web part: Relecloud decides where and how to display news and its sources. They also decide who needs to see the news and targets it to specific audiences.

Use Viva Connections to display news: Relecloud surfaces news in Teams and in the Viva Connections mobile app feed so that employees can see it wherever they are. Relecloud uses the News Boost feature to make sure the most important news posts display at the top of the feed.

Use Yammer to help engage your organization: Relecloud posts news in Yammer so that employees can instantly connect, comment, and ask questions.

Automatically incorporate news into the Viva Connections feed: News posts and video news links in SharePoint will display in one central place where Relecloud employees can quickly catch up on news that's relevant to them.

Leadership connection

Relecloud connects leadership and teams across the organization to encourage networking and mentorship using a SharePoint site, Yammer channel, and team in Microsoft Teams.

Requirements: SharePoint, Microsoft Teams

Create a landing place where people can connect and engage with news, events, and people: Relecloud uses the Leadership Connection site template to quickly create a landing place to share leadership news and initiatives. Then Relecloud can plan and host live events, share the recordings on the leadership site, and keep the conversation going in Yammer channels.

Expand reach and engagement by sharing SharePoint news and events in Teams: Relecloud surfaces news from leaders and upcoming mentorship events in a Teams channel dedicated to connecting leaders with people.

Create a leadership community and host Yammer live events: Relecloud provides a social platform for company-wide communications through Yammer. Conversations in Yammer will also surface in the Viva Connections Feed.

Host a live leadership event with Q&A: Relecloud uses Yammer to produce live events with built-in discussions that can be accessed before, during, and after the event.

Expand the reach of leadership using Viva Connections: Relecloud uses the Viva Connections Dashboard to amplify upcoming leadership events and the feed to highlight news posts and Yammer conversations from leaders.

Hold a town hall

Relecloud brings large portions of the organization together to share announcements and resources through live events that are recorded and shared.

Requirements: SharePoint, Microsoft Teams and/or Yammer

Promote your town hall through a SharePoint communication site: Relecloud informs their employees about upcoming town halls through a SharePoint site, which includes instructions for attending, how to submit questions, and where to view the recording.

Use Teams to broadcast a live event: Relecloud has the option of broadcasting a live event in Yammer using Teams since most of their organization already uses Yammer. There, they can share the recording to communication channels, and make the recording accessible for employees.

Use Yammer to host your town hall event: Optionally, Relecloud can host a live event in Yammer to help connect people and give them the ability to discover resources, engage with organizational leaders, and view questions and answers in the Yammer conversation.

Keep the conversation going after the event: Relecloud communities created in Yammer for the event can continue the conversation after the event is over. Moderators can also provide automatic recaps for those who may have missed the town hall.
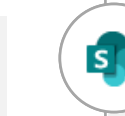
Highlight organizational events and recordings using Viva Connections: Posts and conversations in Yammer automatically get incorporated into the Viva Connections feed where Relecloud employees go to get the latest news and announcements. Previous event recording are stored in a Stream (on SharePoint) library and can be accessed by everyone from Viva Connections resources.
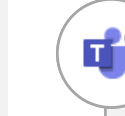

Employee training

Relecloud provides an end-to-end training and learning experience that's targeted to specific roles and skillsets and can be easily viewed on a desktop or mobile device.

Requirements: SharePoint, Microsoft Teams

Create a learning and development landing page using SharePoint: Relecloud uses an internal communication site as a home for learning and training experiences. It lays out resources, deliverables, and contains the most up-to-date information to ensure the employee has everything needed to be successful.

Use Microsoft Teams to hold live learning events: Relecloud uses Teams meetings and screen sharing to hold live training sessions for groups of 300 people or less. For larger groups, Relecloud uses Microsoft Teams live events.
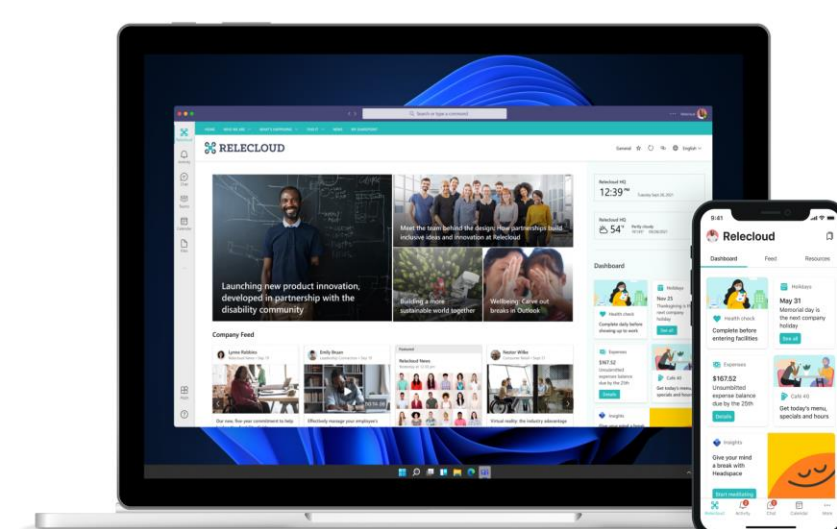
Make learning a natural part of the workday: Relecloud uses Viva Learning, an application for Microsoft Teams, to display learning modules from different platforms.
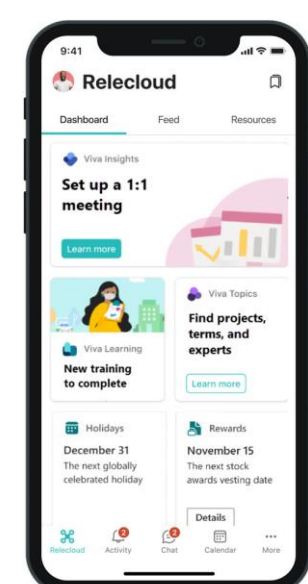
Create opportunities for employees to learn from each other in communities: Relecloud connects employees that have similar learning objectives and roles with each other to build a virtual community in Yammer.
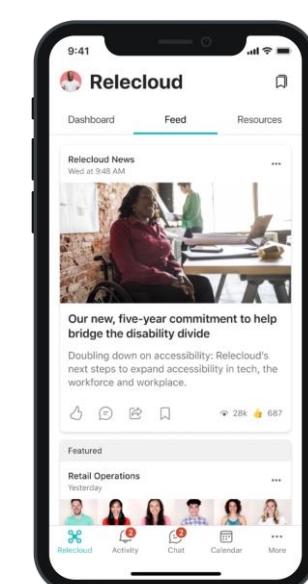
Use Viva Learning to create a personalized training experience: Curated trainings, upskilling opportunities, and recommended learning paths help Relecloud employees easily access content that helps them grow in the flow of work.
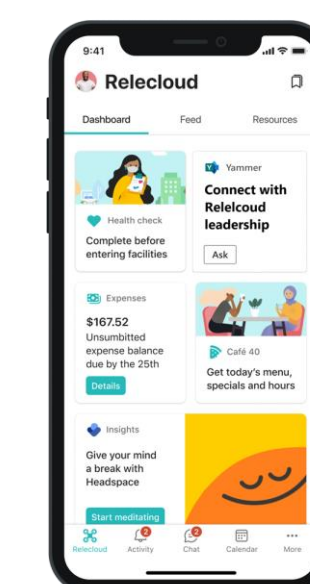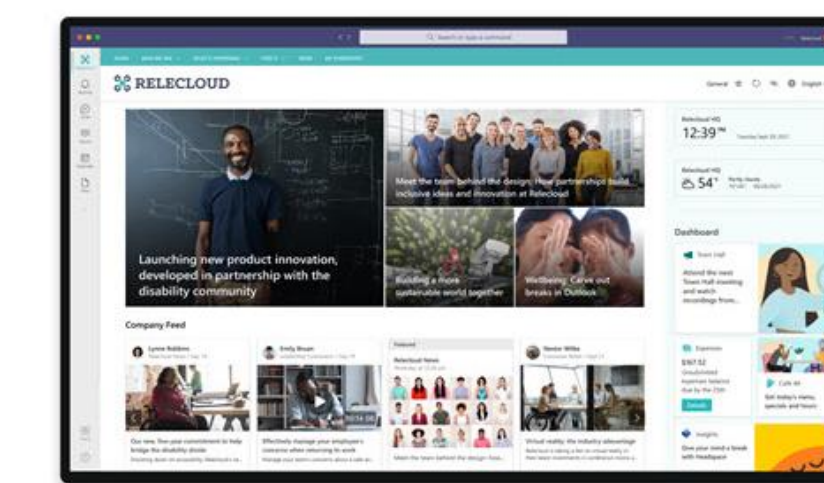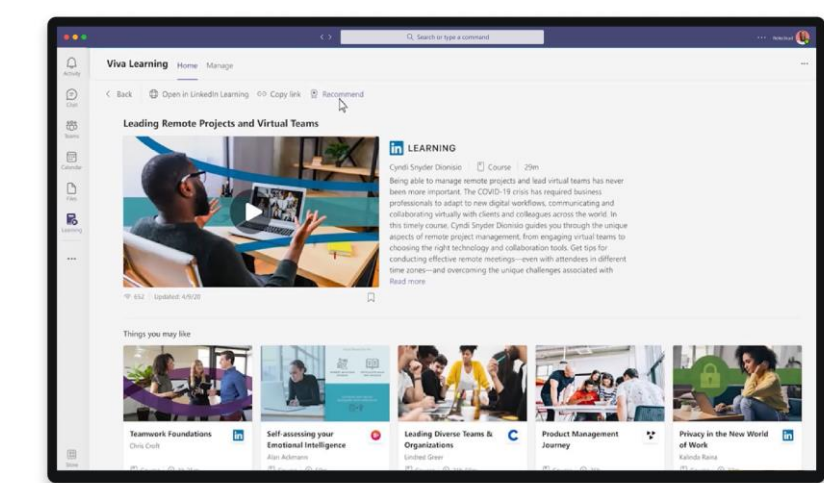

Microsoft

aka.ms/SharePointHomeSite

https://aka.ms/OnboardEmployees

https://aka.ms/DistributeNews

https://aka.ms/ConnectTeams

https://aka.ms/HoldaTownhall

https://aka.ms/LearningandTraining