

# Viva Engage guide for leaders and managers

Your essential toolkit for authentic  
employee connection



# Why leaders and managers need Viva Engage

## The reality check

**Your teams are already on Viva Engage** – but they're missing their leaders. This creates a disconnect between leadership vision and employee reality.

## The business impact

### Without leadership presence:

- Teams feel disconnected from strategy
- Important messages get lost in email noise
- Culture initiatives lack authentic leadership backing
- Innovation happens in silos, not collaboratively

## Your competitive advantage

**Modern managers communicate where their people are.**

Viva Engage isn't another task – it's a powerful tool for authentic connection.



# How to share your thoughts with the team

As a leader, sharing timely updates on the Vodacom SA News community keeps your team informed and connected. Here's how to create a post.

## Step 1

Navigate to the Vodacom SA News community



The screenshot displays the Viva Engage interface. At the top, there is a red header with the 'Engage' logo and a search bar labeled 'Search Viva Engage'. On the left, a sidebar contains navigation options: 'Answers', 'Storylines', 'Analytics', and 'Dashboard'. Below these is a 'Favorites' section with a message: 'Keep your favorites at your fingertips. Favorites will appear here. [Learn more](#)'. The 'Communities' section lists several groups: 'Vodacom SA News' (7 members), 'Midrand Community' (3 members), 'Western Region', 'Vodacom Group' (10 members), and 'Every Employee as a Customer...'. A red arrow points to the 'Vodacom SA News' community. The main content area shows the profile for 'Vodacom SA News' with a cover photo featuring the Vodacom logo and the text 'We connect for a better future'. Below the profile is a 'Conversations' section with tabs for 'About', 'Files', and 'Events'. At the bottom, there is a 'Share thoughts, ideas, or updates' section with options for 'Discussion', 'Question', 'Praise', 'Poll', 'Article', and 'Drafts'.

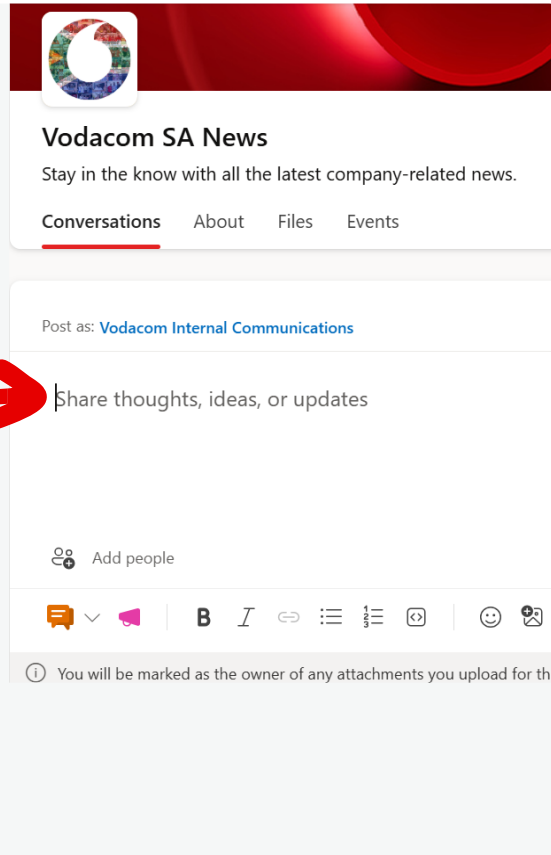


# How to share your thoughts with the team

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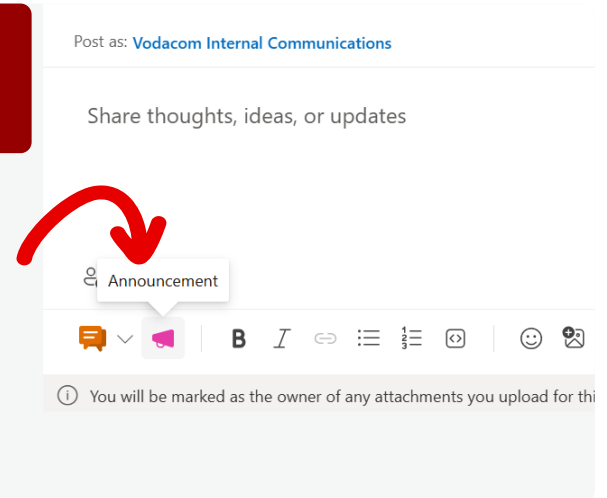
## Step 2

Type your post here



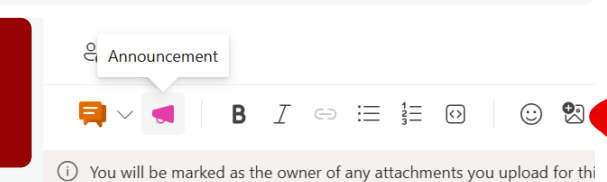
## Step 3

Mark important posts as announcements to ensure everyone sees them



## Step 4

Add pictures, videos, or attach files to your post



# Getting started on Viva Engage

## Set up your presence

- Complete your profile with a photo and optional cover photo
- Follow 3-5 communities relevant to your team, market or function



## Observe and learn

- Read posts from other managers, comms teams, and active employees
- Notice what generates engagement vs. what doesn't
- Identify conversation patterns in your areas

**Time required:**  
**just 5 minutes daily**

## Making your first post

**Start simple with one of these proven formats:**

- Team spotlight: "Proud of [Team Name] for [specific achievement]...!"
- Behind the scenes: Share a photo from a recent meeting or visit
- Ask a question: "What's one thing we should prioritise this quarter?"
- Share insight: Brief reflection on industry trend or customer feedback



# How to participate effectively on Viva Engage

## The 70-20-10 Rule

### 70% engage with others

- React to employee posts (especially achievements)
- Comment thoughtfully on discussions
- Share or amplify good content from your teams

### 20% share updates

- Business insights that matter to your people
- Strategic context behind decisions
- Recognition and celebrations

### 10% ask questions

- Seek input on challenges
- Test ideas before formal decisions
- Gather feedback on initiatives

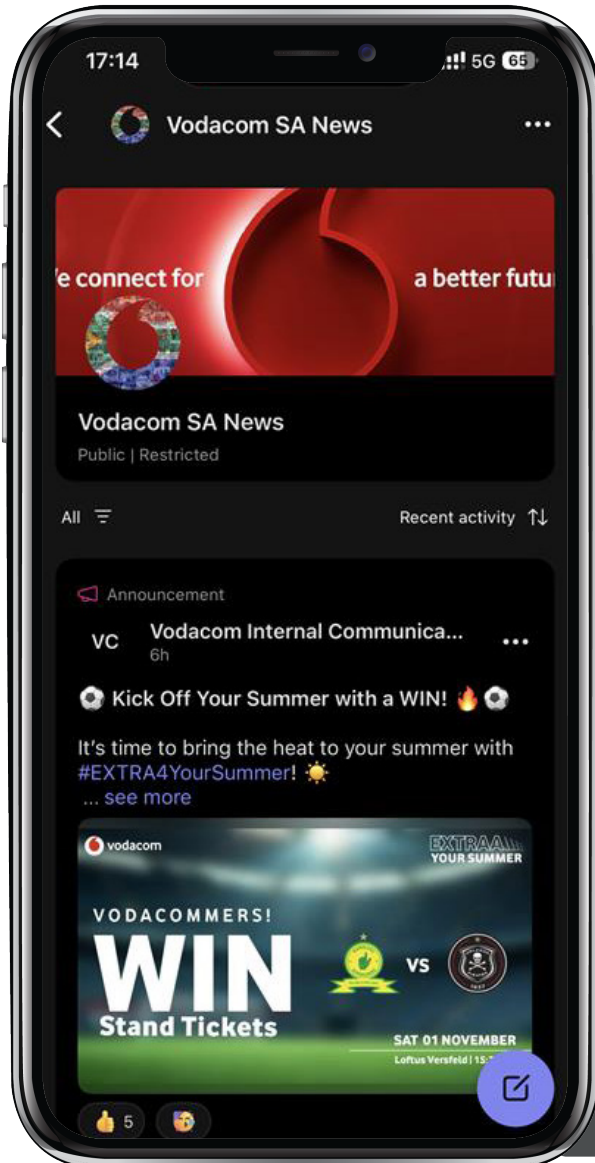
### What to AVOID

- Lengthy corporate announcements (use email instead)
- Controversial topics unrelated to work
- One-way broadcasting without engagement
- Over-posting (quality over quantity)



# Gaining momentum on Viva Engage

## Posting content that works



### DO

- Share wins and learnings equally
- Use conversational tone, not corporate speak
- Include photos and videos when possible
- Respond to comments promptly (within 24 hours)
- Tag relevant team members to involve them

### Signs that you're succeeding

- Employees commenting or asking questions on your posts
- Teams tagging you in relevant conversations
- Increased participation in your team's community
- Feedback that people feel more connected to their leaders

**Remember:** Authenticity beats perfection. Your genuine voice matters more than polished corporate content.

**Time-saving tip:** Use the mobile app for quick reactions while travelling.



# Support and next steps

## Common concerns addressed

### “I don’t have time”

Start with 5 minutes twice weekly, build gradually

### “How do I measure success?”

Focus on genuine conversations, not just likes or views

### “What if I say the wrong thing?”

Keep it professional, authentic and positive – you’ve got this!

### “Will this replace email and SharePoint?”

No, it complements them. Use each tool for its strength

## Ready to start?

Your employees are waiting to connect with you authentically. Take the first step today – log in, complete your profile, and make that first post.

Remember: Being engaged means being present, authentic and genuinely interested in your people’s thoughts and contributions.

For additional support, contact the Internal Communications team at [internalcommunications@vodacom.co.za](mailto:internalcommunications@vodacom.co.za)

