How to analyse if your campaign is #trending
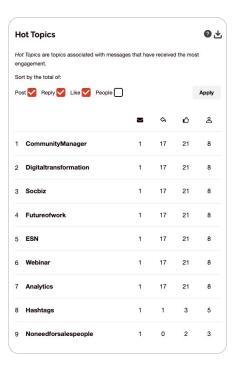
ON VIVA ENGAGE

1 Use hashtags

Why? Associating a hashtag with your campaign will make tracking and analysis more efficient. Check the **Topics dashboard** on your SWOOP dashboard.

2 Are you #TrendingOnYammer?

Why? Understand the reach of your campaign by checking if it compares with the most talked about topics on your network.

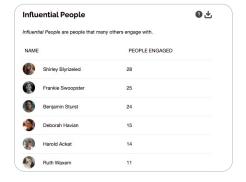**How?** Check your **Hot Topics** report in the Enterprise dashboard.

Hot Topics

Hot Topics are topics associated with messages that have received the most engagement.

Sort by the total of:

Post ☑ Reply ☑ Like ☑ People ☐   Apply

		✉	↩	👍	👤
1	CommunityManager	1	17	21	8
2	Digitaltransformation	1	17	21	8
3	Socbiz	1	17	21	8
4	Futureofwork	1	17	21	8
5	ESN	1	17	21	8
6	Webinar	1	17	21	8
7	Analytics	1	17	21	8
8	Hashtags	1	1	3	5
9	Noneedforsalespeople	1	0	2	3

3 Identify your campaign champions

Why? Recognise your top influencers and leverage their impact for future campaigns. Try seeding campaign details with those who are thought leaders for relevant initiatives.

How? Check your **Influential People** report in the Topics dashboard for your selected hashtag.

Influential People

Influential People are people that many others engage with.

NAME	PEOPLE ENGAGED
Shirley Blyrizeled	28
Frankie Swoopster	25
Benjamin Sturst	24
Deborah Havian	15
Harold Ackat	14
Ruth Waxem	11

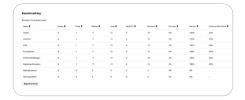## 4 Understand the target audience

Why? Discover which parts of the organisation resonated with the campaign based on their level of engagement.

How? Check the **Segment Activity** insights in the Topics dashboard.

Segment Activity

Top 10 by activity, number of users and percentage of active users.

Attribute: Department

DEPARTMENT	ACTIVITY			USERS	
	TOTAL	TREND	LAST	# USERS	% ACTIVE USERS
Head Office	2494		08 Jan 2021	5	80%
Business Development	1800		07 Jan 2021	2	100%
Marketing	1773		23 Dec 2020	2	100%
Customer Success	1357		08 Jan 2021	2	100%

5 Improving future campaigns

How? Try **benchmarking** your campaign against similar initiatives. Easily pinpoint areas of opportunity to develop learnings for future campaigns.

Benchmarking

6 Did your campaign get people talking?

Why? Responsiveness is a tangible signal of value received.

How? Develop campaigns that encourage authentic sharing. Check your SWOOP **Response Rate** insights in the Topics dashboard. Aim for above 50% posts with replies.

Response Rate

Response Rate identifies the % of posts that received a response.

Posts with replies   80%

Posts with likes   90%

Posts with no replies or likes (show posts)   7%

Replies received:

Less than 1 hour   40%

1 - 24 hours   49%

More than 24 hours   11%

SWOOP collaboration analytics