

***GC***

# CODE GCconnex Engagement Strategy

GC Globo Gym Purple Cobras is proud to present our submission to CODE GCconnex 2015.

GCconnex is the Government of Canada's (GC) social platform. It is designed to facilitate collaboration and communications across departments. Since the GCconnex platform is available from all GC networks and computers, its greatest benefit to users is the collaboration and information sharing that takes place within it.

In 2014, a user study for was conducted for GCconnex to determine: who our uses were; how they were using the platform; and why. The study revealed that our main challenges with user engagement were around the following issues:

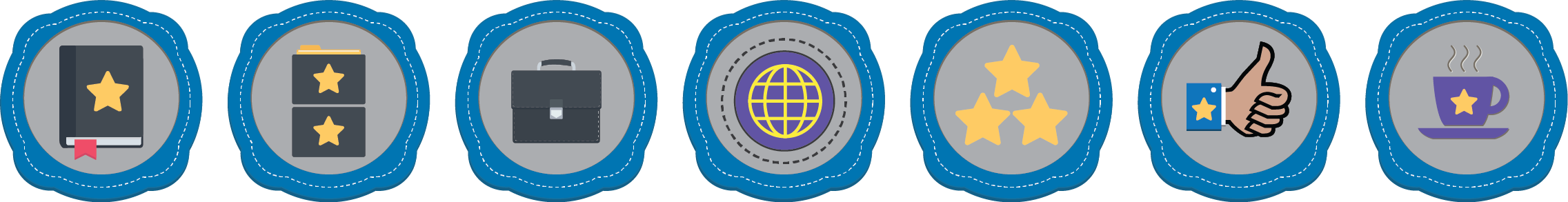
1. users didn’t know what to use GCconnex for;
2. users didn’t know how to integrate GCconnex into their work; and.
3. users felt that colleagues didn't use GCconnex, and this diminished its value.

Our goal is to increase the engagement of the users on the platform, and grow our user base. Our objective is to create an engagement strategy that will enable us to demonstrate the relevance of the platform to new and existing users, through an understanding of how GCconnex can benefit them in their day-today work.

Our *first* project will address the issue of relevance to users through a variety of targeted communications products. Through the use of Adobe Voice, we will create a variety of mini adverts that will bring existing and potential users back to GCconnex. We will develop a playful and brief presentation that will give users a brief tour of features and benefits of GCconnex, and why they should sign up (or become re-engaged). Once new users have registered, they will be given a tutorial to get them started with the different ways of engaging and interacting through the platform. The tutorial will help them expand their user profile, find colleagues, look for groups of interest, and earn their first badge (more on this below). This tutorial will also be available to existing users.

Our *second* project will further help users to see how they can incorporate GCconnex into their day-to-day through the use of personas. The personas have been designed from the user data we collected in our 2014 survey. Using their feedback, we were able to take their main areas of concern with the platform, and address them by presenting examples of how public servants in different functions can leverage the platform to engage their interests, grow their networks, and enable their work. We have also included an opportunity for users to add to existing personas by submitting additional information, or to help us build new personas by submitting additional persona profiles. These profiles will be aggregated and used to crowdsource updates to the cast of personas, and uses for the platform that we may not have thought of.

Our *third* project will leverage gamification to nudge users into continued engagement through GCconnex. We have developed an achievement engine that will use badges (see below for examples) to acknowledge increasing levels of engagement in the platform, in areas such as: number of likes received; bookmarks created; size and diversity of network; and comments posted to discussions, by allowing them to level-up. This system will engage users by providing positive reinforcement for participation in the platform, while creating a habit of use over time through positive acknowledgement of their actions.



Once we execute on these three projects, with the help of the GC 2.0 Tools and Engagement Team, we aim to see a more engaged user base that not only understands why they use the tool, but who can also act as ambassadors for future users, and help us grow the public service engagement across departments, organically and sustainably through GCconnex and other GC 2.0 Tools.

## Team Name

**GC Globo Gym Purple Cobras**

## Project Description

Long gone are the days of “If you build it they will come”. The Internet and social media are mainstream, and guess what, we have been neglecting our users for far too long. In a world (said in that movie trailer announcement voice) in which our attention is being pulled in a hundred different ways every minute, users can afford to be more picky about where they spend their time, and they do.

The time has come to revisit the relevance of GCconnex, and to start listening to the wants and needs of our users. In short, we need to earn back the ones we’ve lost, woo the ones we have, and get a bunch of new ones while we’re at it. We feel that our CODE GCconnex Engagement Strategy is just the thing to do that. Communications activities to bring people back to the site, and help them find the relevance to GCconnex through light hearted tutorials, will help us rebuild the vision of what GCconnex was meant to be, an internal social media platform that will allow us to share information, evolve ideas, and contribute to the running of the best country in the world! (Yes, we went there, we totally just appealed to your sense of pride in the public service and our country). Oh, and did we mention we’re bringing in badges?! Badges? Yes, Badges.

So, why is this the greatest addition to GCconnex? Because a social media platform need engagement and participation, it’s needs us, it needs YOU. Are you in?

# Team Members

* Ethan Wallace – Treasury Board Secretariat
* Chistopher Lavoie - Treasury Board Secretariat
* Nivienne Lim - Treasury Board Secretariat
* Rick Massie – Aboriginal Affairs and Northern Development Canada
* Taylor McKinney – Aboriginal Affairs and Northern Development Canada
* Alvaro Vargas – Department of National Defence
* *+ Everyone across the public service once we get started!*

# Range of Skillsets on Our Team

* Communications
* Coding
* Programming
* Prototyping
* User Experience Design
* Change Management
* Graphic Design
* Writing
* Illustration

# The most interesting insight observed by your team over the two days

The biggest insight for us was the enabling power of having a collaboration tool available to us over the two days. The team used Slack (slack.com) for team communications and collaboration, which allowed team members that were not able to attend the full tow days to still contribute virtually while they were not present. The fact that this was available on the web, and on our devices, demonstrated the power of such a platform when it is available to us everywhere, and not just at the office. Our team members in the Yukon had some issues with accessing Slack over GC networks, which only strengthened the argument of making these tools available to us through our own devices. Our approach was to increase engagement for GCconnex through improving the user experience, but having the tools available to us through VPN or other authenticated access, would really allow us to connect in meaningful ways when we have the time and headspace to do so.