

Jive Interactive Intranet

Cloud Administrator Guide

Jive Rewards



Notices

For details, see the following topics:

- [Notices](#)
- [Third-party acknowledgments](#)

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1

Getting started with Rewards

Jive Rewards is an add-on to the Jive Cloud platform that enables you to use gamification to motivate people and participate in the community.

For details, see the following topics:

- [Jive Rewards overview](#)
- [System requirements](#)
- [Supported browsers](#)
- [Understanding Rewards](#)
- [Migrating to Rewards](#)
- [Rewards permissions](#)

Jive Rewards overview

Jive Rewards is the native app you can use in Jive to drive community engagement through ongoing rewards for activity.

As a community manager, you want to engage users immediately, incentivize them to participate regularly, and nurture them to become mature, ongoing contributors who inspire newbies. Jive Rewards provides built-in, customizable quests that reward community users with points, levels, and reputation badges when they:

- Gain specified point levels for ordinary community activity
- Complete quests consisting of specific community actions
- Repeatedly perform the valuable actions that build community value

You can use Jive Rewards out of the box or customize it quickly to meet your community's goals. Jive Rewards comes configured with typical activity quests and rewards. Community members see quests to complete as soon as they log in, and keep seeing progress and level-ups as they complete strategy levels over time. Jive Rewards enriches user profiles with detailed game stats and identifies super-users with special strategy badges in areas of expertise.

System requirements

The system requirements listed here should be met before using the add-on.

The following describes requirements for using Rewards.

Software requirements

- The latest Cloud version
- Cloud Analytics must be enabled

Supported browsers

Jive works with most current web browsers. Note that if you need to use Content Editor features, such as cut and paste, script access to the clipboard must be enabled.

- Microsoft Edge (Chromium-based).
- Apple Safari* (on Macs only).
- Mobile Safari on iPhone and iPad for iOS 11 and later. (For a browser-independent native iOS phone app, be sure to look for the Jive Daily: Intranet on the go app, if your community uses it, in the [App Store](#).)
- Mobile Chrome on Android devices for Android 8 and later. (For a browser-independent native Android phone app, be sure to look for the Jive Daily: Intranet on the go app, if your community uses it, in [Google Play](#).)
- Mozilla Firefox*.
- Google Chrome*.

* Google Chrome, Mozilla Firefox, Apple Safari, and Microsoft Edge browsers are released frequently. Jive Software makes every effort to test and support the latest version.

Note: The recommended minimum screen resolution for desktop devices is 1024 x 768. Results may vary if you use zoom to adjust your view to levels other than 100%.

Important notes and restrictions:

- Chromebook is not supported.
- Beta versions of web browsers are not supported, but they are quickly added to the supported list after they're formally released.
- Apps are not supported on mobile devices. These features may not work correctly on mobile devices.

Understanding Rewards

Rewards for community activity can be roughly sorted into points, levels, and badges. Here you can find information about rewards and how people earn them.

Events and points

Events and points lay in the base of Jive Rewards.

Events are things people do in the community, such as comment, like a post, or give a correct answer.

Points are a way to recognize events and the completed quests and missions. For example, a person can get 5 points for commenting. Points are accrued to the person earning them — and add to their overall level in the community.

Where do users see points?

In the user interface, each user's points total is shown at the top of the profile page and on the hover card. Additionally, users can view points on the leaderboards.

Levels

A status level is a permanent element of a person's community presence that is achieved through earning points. As people move through your community and acquire points, they also level up. Levels are preconfigured and don't require setup. However, you may want to change the standard levels and add your own names and badges.

Jive Rewards includes a standard set of levels that motivates community users and provide meaningful information about their engagement level based on typical community usage. You can review and configure the levels in your community on the Levels page in the Rewards console. Points in each level are based on the events defined in the Events tab.

Where levels are configured?

Levels are configured and active out of the box. You can modify the level thresholds in the Rewards console.

Where do users see levels?

In the user interface, each user's points total and level are shown at the top of the profile page and on the hover card.

Users are alerted in Latest Acclaim in the Inbox when they reach a new level, and other users can see this information in the activity streams.

Missions and strategies

Missions are preconfigured rulesets that focus on specific types of activity and award a leveled badge that increments over time. Missions are always grouped into strategies which provide a business value focus.

For example, creating content counts towards the Author mission and managing content counts towards the Curator mission. These missions are grouped into the Knowledge strategy with a goal of sharing knowledge in the community.

Missions reward growth in a specific area of activity: every time a user earns enough points from mission activities, the badge number goes up a level (and the user gets a point bonus). For example, the Helper mission (in the Support category) identifies growing achievements in replying, commenting, and creating content that is marked Official. Each time a user completes enough of these events to earn a set point total, the Helper badge gains a level.

Higher levels typically require more significant investment to level up.

Where missions and strategies are configured?

Missions and strategies are configured and active out of the box.

You can enable, disable, and modify strategies in the Rewards console, but you can't currently set up your own.

The activities in default missions are preconfigured. However, you can configure the missions and add your own missions to strategies. Also, you can enable and disable a mission and limit it to specific places in a community.

Where do users see missions?

Users are alerted in the Inbox when they complete an activity in a mission, and in activity streams when they reach a new level. They and other users can see mission badges in the profile bar, and missions they are working on are displayed on the Rewards tab on the profile page.

Where do users see strategy?

All the activity people complete in missions also counts toward associated strategies. The top 5 users who gained the most levels across all missions in a strategy category every 30 days get an Expert badge in that strategy. Users can earn an expert badge more than once.

Quests

A quest is a list of very specific actions a person completes in the community. After completing a quest, the user receives a profile badge noting the achievement along with some points.

Unlike the built-in events (also known as *activities*) that earn users levels and points, quests let you specify the people, places, and content you want people to interact with. If you want new users to start following the CEO, ask a question in a support space, or create a new post in the New Members group, add these actions to a quest and users will be rewarded with points and a badge when they complete them. An option to promote a quest is also available.

Types of quests

These are the different quests that are available:

Onboarding quests	<p>These quests are shown when users who haven't disabled the Getting Started page log in to the community. These quests have the Onboarding category selected during configuration. You can use onboarding quests to make sure new users read specific documents, answer certain polls, create first-week blog posts, or do any other activities you think will help them be successful in a community.</p> <p>A sample Onboarding quest is included out of the box and shows up in users' Get Started page by default.</p>
Targeted quests	<p>Targeted Quests are focused on specific sets of users. For example, using profile fields, you can create quests that only apply to new employees, employees who live in certain locations, or those in certain departments.</p>
Advocate quests	<p>Shown only in the secret Advocate group that is created if you set up Advocacy, and when Advocacy is selected during quest configuration. For more information, see Setting up advocate group on page 32.</p>

Where quests are configured?

A sample Onboarding quest is configured out of the box. You can create and configure other quests specifically for your community.

Where do users see quests?

Users are alerted in their Jive's Inbox when they complete a quest, or if any quest is promoted. The user profile in the Rewards Summary shows Quests that a user is engaged with and newly created quests.

Badges

Badges are ways to reward a person for completing a specific mission or quest, or for showing appreciation from other users. Badges also provide a persistent notation on the person's profile of their accomplishments. Badges are earned automatically when a new points level is achieved or a mission or quest is completed in your community or an external system. In addition, users can give other users badges.

You can use the built-in badges provided in Jive Rewards, or you can upload new images for the badges that are tailored to your community objectives.

Where badges are configured?

There are several types of badges in the community and they are configured differently.

Mission badges

These badges are awarded when users complete missions. These badges have numbers on them to show the level of achievement for a mission.

You can configure these badges on the Strategy page in the Rewards console. The recommended image size is 300 x 300 pixels, and the maximum size is 800 x 800 pixels; the recommended format is JPEG, but you can use other image types.

Level badges

These badges are awarded when users pass level thresholds. These badges have numbers on them to show the user level.

You can configure these badges on the Levels page in the Rewards console. The image size should be 100 x 100 pixels; the recommended format is JPEG, but you can use other image types.

Quest badges

These badges are awarded when users complete quests. Alternatively, they can be awarded by Rewards administrators, for example, for passing a training course on another site.

You can configure these badges on the Quests page in the Rewards console. The recommended image size is 300 x 300 pixels, and the maximum size is 800 x 800 pixels; the recommended format is JPEG, but you can use other image types.

User badges

These are the badges which users in the community can grant to each other. Users can also include points to give up points with the badge; in this case, the total number of points of the sender is reduced on the number of points granted.

You can configure these badges on the User Badges page in the Rewards console. The recommended image size is 300 x 300 pixels, and the maximum size is 800 x 800 pixels; the recommended format is JPEG, but you can use other image types.

Where do users see badges?

Users are alerted in the Inbox and activity streams when they receive badges, depending on the reason for receiving the badge. They can also see badges on the profile pages, on the hover cards, and in the leaderboards.

Leaderboards

Leaderboards show the ranking of individuals based on point totals.

Where leaderboards are configured?

The leaderboards are available out of the box on the Rewards page of your community. User can access it from the Rewards tab of the profile pages. For easier access, you can also add the Reward button to the main navigation menu. For more information, see [Adding leaderboard to main navigation menu](#) on page 16.

Where do users see leaderboards?

Users are alerted in the Inbox when they complete an activity in a mission, and in activity streams when they reach a new level. They and other users can see mission badges in the profile bar, and missions they are working on are displayed on the Rewards tab on the profile page.

Migrating to Rewards

If you previously used native Jive points and levels or Advanced Gamification you can migrate the results to Rewards.

Migration considerations

- You can choose to not migrate points and badges to Rewards. In this case, you need to file a support case with this requirement with [Support](#).
- After migration, the leaderboards show little changes for approximately a month. This happens because users gain all their old points at the day of the migration so weekly and monthly leaderboards are skewed.
- Badge images for quests and levels should be updated to higher quality. For more information, see [Managing quests](#) on page 18 and [Managing levels](#) on page 17.
- By default, Rewards gives points for more activities than native Jive points and levels or Advanced Gamification. You should review and adjust point scales appropriately for increased activity and add more levels.
- When migrating to Rewards, only users who are active in your community, completed quests, and badges acquired are transferred to Rewards.

Migrating from native Jive points and levels

If you previously used native Jive points and levels (not Advanced Gamification), your points, levels, and badges will carry over to Rewards. However, point totals tend to be higher with Rewards enabled and you may need to adjust your pre-Rewards levels.

Jive Rewards grants more points for many activities than native Jive, so you should review your point levels and consider whether they will continue to make sense. You can see how many points each community activity earns on the Events page in the Rewards Console. In particular, Rewards places more value on liking, sharing, and tagging content, and getting other users to follow you.

The image size should be 100 x 100 pixels; the recommended format is JPEG, but you can use other image types. You may also want to replace your images if you're using a different size.

Migrating from Advanced Gamification

To migrate from Advanced Gamification, you need to file a support case with [Support](#). Professional Services also offers an optional package to achieve higher business value through gamification. If you're interested in this service, please contact your Sales account representative.

Rewards permissions

Rewards permissions are configured as part of the Space Permissions settings.

Manage System permissions are required to access the Rewards Console. For more information on setting up permissions, see [Managing permissions](#) in the Community Manager Guide.

2

Configuring Jive Rewards

The Rewards Console lets you set points, levels, and quests, grant rewards to individual users, and decide what areas of activity win power users ongoing recognition in your community. You can use Rewards out of the box, but you have a number of options for making it your own.

For details, see the following topics:

- [Enabling Rewards](#)
- [Accessing Rewards Console](#)
- [Adding leaderboard to main navigation menu](#)
- [Managing events](#)
- [Managing levels](#)
- [Managing quests](#)
- [Managing user badges](#)
- [Managing missions and strategies](#)
- [Managing players](#)
- [Advocacy](#)
- [Rewarding activity in other systems](#)

Enabling Rewards

Here you find what to do to enable Jive Rewards.

Rewards and Recognition add-on

In the base of Jive Rewards lays the Jive Rewards and Recognition add-on.

This add-on is installed automatically when a Jive instance is deployed. You can review the settings on the Add-ons page in your community (**User interface: Your avatar > Add-Ons**).

Enabling Rewards

To enable Jive Rewards:

1. Disable basic status levels and points. In the Admin Console, go to **People > Settings > Status Level Settings** . Then, under **Scenario**, clear check boxes for all scenarios of receiving points, and then click **Save**.
2. Verify that the Rewards and Recognition add-on is installed. In the user interface, go to **Your avatar > Add-Ons** . If the add-on is not listed on the **All Add-ons: Installed** tab, install the add-on, as described in [Installing add-ons](#) in the Community Administrator Guide.
3. Under your name or avatar, click **Rewards Console**.
4. In the dialog box, click **Allow** to enable access to your community site.

Rewards are enabled for your community, and the Rewards Console opens for you.

Accessing Rewards Console

You can access the Rewards Console from the user interface.

Fastpath: User interface: Your avatar > Rewards Console

To open the Rewards Console:

- Under your name or avatar, click **Rewards Console**.

The Rewards Console opens for you.

Adding leaderboard to main navigation menu

You can help spark that competitive spirit by letting users see where they stand in relation to others on the Rewards leaderboard. If the Rewards button is not already showing in your main navigation menu by default, you can add it by using the Theming tool.

To add or remove the Rewards button to the main navigation, use a Preset link or a Custom link in the Theming tool. A Preset link is localized automatically for all of the application's supported languages. A Custom link allows you to call the button something other than Rewards, but you must provide your own translations if your community uses multiple languages.

For more information, see [Creating custom links in the main menu](#) and [Option reference of main navigation menu](#) in the Community Manager Guide.

Managing events

Point levels are the most basic reward in Jive. You can assign different point values for various events and activities that users engage in around the community.

Fastpath: Rewards Console > Events

Different activities around the community might merit different point values. For example, *Follow a Place* might have fewer points than *Create a piece of content*. You can also limit the number of times a user can be awarded points for an event in a day.

To change point values:

1. Go to **Events**.
2. Browse to the event you want to change and type a new point value under **Points**.
3. If required, set a daily limit for the event under **Event limitation (24h)**.

Managing levels

As people gain points from activity around the community, they move to a higher level. Here you can find information on managing levels for your community.

In addition to managing points for reaching levels, you can add images for each level reached.

Fastpath: Rewards Console > Levels

Image sizes for levels

The image size should be 100 x 100 pixels; the recommended format is JPEG, but you can use other image types.

Points between levels

The out of the box levels require a larger number of points to get to each additional next level: this is how most communities structure levels. For example, it only takes 200 points to get from level 1 to level 2, but it takes 9000 points to get from level 8 to level 9. This makes leveling up easy and motivating for new users, and appropriately challenging for power users.

Level names

Out of the box, point levels are simply numbered. However, you may want to name your levels to reflect your community's culture. You can also change the names periodically to introduce a new theme. Levels typically reflect some known value hierarchy like size, fame, or achievement, so progress is meaningful to users just by looking at the names. For example, you could name your levels after fish (from minnows to Great White Sharks), Olympic record holders, or even the elements in the Periodic Table.

Managing quests

Use quests to specify a one-time series of activities that can earn users a specified number of points and potentially a badge or real-life reward.

Fastpath: Rewards Console > **Quests**

You can set up quests from the Quests page in the Rewards Console. On this page, you can find all quests defined in your system.

You can create new quests and modify existing quests. Additionally, you can use quests to award badges to users manually. For more information, see [Creating quests](#) on page 18, [Modifying quests](#) on page 21, and [Manually awarding badges](#) on page 23.

Quest details overview

Clicking on a quest opens the Quest Details page where you can find quest details: it's description, the period when the quest remains active, the activities in the quest, the quest rewards, and the number of times the quest has been completed.

Note: For repeatable quests only unique completions are counted. That is, when a user completes a repeatable quest multiple times, only one completion is counted.

Creating quests

You can create quests by specifying sets of events users need to complete and assigning rewards in the form of points and badges, or even real-life rewards.

Fastpath: Rewards Console > **Quests**

You can set up a quest from the Quests page in the Rewards Console. For more information, see [Quests](#) on page 10.

Creating new quest

To create a new quest:

1. In the Rewards Console, go to **Quests**, and then click **Create Quest** to open the **Create Quest** page.
2. In **Name**, specify a name for the quest.
3. In **Description**, specify a description for the quest.
4. Under **Choose a category**, choose a quest category.

General These quests appear in a place you specify or on the **Available quests** tab on the **Your Profile > Rewards** page.

Onboarding These quests can be found in the **Inbox > Getting Started**

Advocates These quests are visible only in the **Advocacy** group and can only be completed by group members.

5. If you want to target only certain users, under **Filters**, specify conditions for limiting the quest availability.

For example, you can make this quest available only to the users who completed another quest.

6. Under **Activation**, specify if and when the quest must be active:

Deactivated The quest is deactivated and not available to users.

Active (No time limit) The quest is activated permanently.

Active for the next few days The quest is activated and available to users for the next 7 or 30 days. You must select the number of days.

Set specific time The quest is active in the time period you specify.

7. Under **Events**, specify an event that must be performed for the quest.

a. Under **Add event in a new step**, select an event.

b. Optionally, if available, add more conditions to the event.

For example, an **Add a skill to yourself** event doesn't need any conditions. But for a **Create a piece of content** event you may specify a type of content, such as a blog post or a discussion, or a place where this content piece must be created, or both.

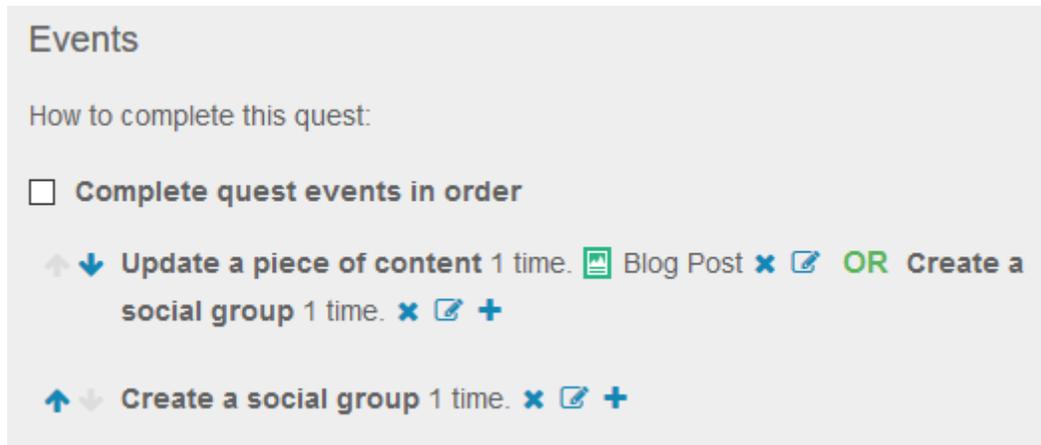
Note: You won't be able to select a content type and a specific piece of content for one event. Even though both of these options are available for some event types, these options are mutually exclusive, and you can select only one of them.

c. Optimally, specify the number of time the event must be completed.

d. Click **Add Event**.

The added event is displayed immediately under **Events**.

8. For every event which you want to add in succession, repeat Step 7 on page 19.
9. If you want to add an alternative event, do the following:
 - a. For the event to which you want to add an alternative, click **Add event to step** .
 - b. Under **Add event to step**, add an alternative event, as described in Step 7 on page 19.
 - c. Click **Add Event**.An alternative event to the step. It may look like this:



10. If you want events to be completed in a specific order, select the **Complete quest events in order** check box, then use arrows to the left of event names to order them.
11. Under **Bonus Points**, specify the number of points users gain when they complete the quest.
12. If you want to limit the total number of badges to be given for the quest, under **Quest Badge Limit (Optional)**, in **Total quest badges available**, specify the number of badges (1 or more).
Setting up **Total quest badges available** to 0 removes the limitation.

Note: When the quest is completed the specified number of times, and all the badges are given out, the quest automatically deactivates.

13. To make a quest repeatable, under **Quest Badge Limit (Optional)**, select the **Repeatable quest** check box and specify the daily limit in the **Daily badge limit per user** check box.

Note: Specifying the daily limit for quest completion may help you restrict users who are trying to gain points.

14. If you want to send notifications to users about the quest, select **Promote Quest**
15. Click **Save quest** to save the quest.

The quest is created, and the page of the added quest opens. Here you review the quest status, check the events of the quest, and change the quest badge.

Changing quest badge

To change the badge for the quest:

1. Click **Change Badge**, then select and upload the new image.
2. Translate the name (if you used a custom one) and the description to the community languages as follows:
 - a. Click **Translation** under the badge image.
 - b. On the **Translation** page, select the language you want to add.
 - c. Enter the default title and message for this badge in the language you selected.
 - d. Click **Save Changes**.

Some tips about crediting points

- For events that require bookmarking content, the bookmark content must be created by other users. If a user tries to bookmark their own content, this won't be countered towards quest completion.
- For custom events with specified **Triggered by event URL** condition, users must open the URL directly from the quest card to complete such step.

Modifying quests

You can modify existing quests in many ways, such as activate or deactivate them, change event sequence, or change quest rewards.

Fastpath: Rewards Console > Quests

Modifying existing quests

To modify an existing quest:

1. Select an existing quest and click **Configure**.
2. Change the quest settings as required.
3. Click **Save Quest**.

The quest is updated, and the quest page opens. You can change the quest badge here. Additionally, if you activated the quest, it becomes available to users.

When modifying a quest you can do one or more of the following.

Changing quest badge

To change the badge for the quest:

1. Click **Change Badge**, then select and upload the new image.
2. Translate the name (if you used a custom one) and the description to the community languages as follows:
 - a. Click **Translation** under the badge image.
 - b. On the **Translation** page, select the language you want to add.
 - c. Enter the default title and message for this badge in the language you selected.
 - d. Click **Save Changes**.

Changing quest category

For example, you can assign the quest to Onboarding or Advocates category.

The available categories are:

General	These quests appear in a place you specify or on the Available quests tab on the Your Profile > Rewards page.
Onboarding	These quests can be found in the Inbox > Getting Started .
Advocates	These quests are visible only in the Advocacy group and can only be completed by group members.

Targeting quests to specific audience by using filters

Users need to match at least one value from each added filter to participate in the quest.

The available filters are available: *Availability, Completed Quests, Department, Hire Date, Location, Managers, Permission Groups, Skills, Social Places, and Title.*

Activating or deactivating quests

The default for a new quest is no time limit. When you deactivate a quest, users who have completed it still have the badge they earned, but other users can no longer complete it.

The available options are:

Deactivated	The quest is deactivated and not available to users.
Active (No time limit)	The quest is activated permanently.
Active for the next few days	The quest is activated and available to users for the next 7 or 30 days. You must select the number of days.
Set specific time	The quest is active in the time period you specify.

Selecting events for quests

You can add, change, and remove events that users must do to complete the quest. For more information, see [Creating quests](#) on page 18.

Adding bonus points

You can adjust the number of points users earn for completing this quest.

Adding quest badge limit

You can configure a quest as repeatable or non-repeatable. Users can complete a non-repeatable quest only one time, and no additional configuration is required.

For repeatable quests, you can set a daily and overall limit on the number of badges that can be earned by a user on completing the quest. The minimum value that can be specified for both daily and overall limit is 0. The maximum value that can set for the daily limit is 100, and there is no constraint on setting the maximum value in total limit. A user can earn any number of badges in a day forced by the overall limit if the daily limit is set to 0.

Enabling quest promotion

You can activate quest promotion to send Inbox notifications to the users who can access this quest.

Manually awarding badges

You can manually award and revoke badges for individual users or groups of users, independent of completing any quest or points goal. For example, you might want to manually award a badge for activity that has no online component, such as attending a workshop or reading a book.

Fastpath: Rewards Console > Quests

You should create a CSV file that lists users and whether it gets revoked or rewarded. For example, a text file would contain:

```
jane.user@mycompany.com, reward  
joe.user@mycompany.com, revoke
```

Note: If you use a spreadsheet file for your CSV, then make sure you use two columns: a Name column and a Revoke/Reward column, and commas to separate the values.

To award a badge manually:

1. Go to **Quests**.
2. Click the desired quest card.
3. Click **Award or Revoke**.
4. Click **Upload** to upload the prepared CSV file with the list of users.

You are alerted of the success or failure of each update in real-time messaging. Also, you can download a CSV file with the results of the update.

Managing user badges

You can use existing or new customized badges for your community.

Fastpath: Rewards Console > User Badges

Here are some considerations for user badges in your community:

- You can have up to six user badges in your community. You cannot add your own badges, but you can customize, activate, deactivate the existing badges.
- The recommended image size is 300 x 300 pixels, and the maximum size is 800 x 800 pixels; the recommended format is JPEG, but you can use other image types.
- You can use your own the title and message for the badge, but you should provide translations for the default texts. Users will be able to personalize this message if they want.

For more information on your system locales, see [Setting up locale and time zone](#) in the Community Administrator Guide.

Customizing user badges

To customize a badge:

1. In the Rewards Console, go to **User Badges**.
2. Select a badge to open the badge settings page.
3. In **Badge name**, select a name or select **Add a custom name** and type the name for the badge.
4. In **Default message**, specify the default message to be sent with the badge.
5. Translate the name (if you used a custom one) and the default text to the community languages as follows:
 - a. Click **Translation** under the badge image.
 - b. On the **Translation** page, select the language you want to add.
 - c. Enter the default title and message for this badge in the language you selected.
 - d. Click **Save Changes**.
6. Under the image, click **Change Badge**, then upload a new image for the badge.
7. Click **Save Changes** to update the badge.

Managing missions and strategies

Missions in strategies reward a set of specific activities but can be repeated multiple times to advance to higher levels on the badge. You can manage strategies and strategy missions that are active in your community. You can't create new strategies, but you can change the missions included in them.

Here are some ways you can manage missions and strategies in your community:

- Activate or deactivate strategies. Deactivating a Strategy doesn't remove any badges people have earned already from missions in that Strategy, but it prevents others from earning badges or levels for those missions.
- Change badges awarded for strategy missions.
- Add new missions and configure existing missions in strategies.
 - Change where activity points for the strategy's missions can be earned. You can make the Strategy active in the entire community, or only in one or more places. For example, you could make the Support Strategy possible to earn only with activity in specific spaces or groups devoted to customer support.
 - Set up the point scheme used to level up in that mission. The point scheme you select should reflect how heavily you want this mission to be weighted when granting expertise to users who complete it.

Customizing strategies

Even though you cannot create new strategies you can change them in different ways, such as activate or deactivate them, change included missions, or change strategy badges.

Fastpath: Rewards Console > Strategies

Changing included missions

Each strategy has multiple missions. You can:

- Activate, deactivate, and modify existing missions. For more information, see [Modifying missions](#) on page 26.
- Create or delete custom missions. Note that you cannot delete the default missions, only deactivate them. For more information, see [Creating missions](#) on page 29.

Changing scope

You can limit the locations for quest completion at the Strategy level.

1. Click a strategy card on the **Strategy Categories** page, then click **Configure** on the strategy page to open the strategy configuration page.
2. Click **Configure** on the **Strategy Categories** page and select **Only in These Places**, then type to choose a group or space.

Changing strategy badge

You can use your own badges for strategies. The recommended image size is 300 x 300 pixels, and the maximum size is 800 x 800 pixels; the recommended format is JPEG, but you can use other image types. To change a strategy badge:

1. Click a strategy card on the **Strategy Categories** page to open the strategy page.
2. Under the image, click **Change Badge**, then upload a new image for the badge.

Note that badges in associated mission quests are not updated automatically, but you can change them yourself. For more information, see [Changing mission badges](#) on page 27.

Changing strategy name and description

You can use your own names and descriptions for strategies, but you should provide translations for the default texts. To change the strategy name and description:

1. Click a strategy card on the **Strategy Categories** page, then click **Configure** on the strategy page to open the strategy configuration page.
2. In **Name** and **Description**, specify a name and description for the strategy.
3. Click **Save Changes**.

This opens the strategy page.

4. Translate the name (if you used a custom one) and description to the community languages as follows:
 - a. Click **Translation** under the badge image.
 - b. On the **Translation** page, select the language you want to add.
 - c. Enter the default title and message for this badge in the language you selected.
 - d. Click **Save Changes**.

Note that you renamed and changes the purpose of a strategy you may need to re-name strategy missions accordingly. For more information, see [Renaming missions](#) on page 27.

Modifying missions

Here you find how you can modify existing missions.

Fastpath: **Rewards Console > Strategy**

Activating and deactivating missions

You can activate missions in strategies to make available to users or deactivate missions to hide them.

Hiding missions may be useful, for example, when you are working on a mission and don't want users to see it.

To activate or deactivate missions in strategies:

1. Click a strategy card on the **Strategy Categories** page, then click **Configure** on the strategy page to open the strategy configuration page.
2. To activate a mission, select the mission check box.
3. To deactivate a mission, clear the mission check box.
4. Click **Save Changes**.

Changing mission badges

By default, the missions badges are the same as badges of the parent strategies. But if you change the strategy badge, mission badges are not automatically, and you should change them yourself.

To change a mission badge:

1. On the **Strategy Categories** page, select the strategy that includes the missions you want to edit.
2. Click **Change Badge**, then select and upload the new image.
3. Translate the name (if you used a custom one) and description to the community languages as follows:
 1. Click **Translation** under the badge image.
 2. On the **Translation** page, select the language you want to add.
 3. Enter the default title and message for this badge in the language you selected.
 4. Click **Save Changes**.

Renaming missions

You can rename missions whenever you need it. After renaming, you should provide a translation of your custom name to your community languages.

To rename a mission:

1. On the **Strategy Categories** page, select the strategy that includes the missions you want to edit.
2. Click on the mission title to open the mission page.
3. Click **Configure** to open the **Configure Mission** page.
4. In **Name**, specify a mission name.
5. In **Description**, specify a short description of the mission.

6. Click **Save Changes**.
7. In the **Confirm Changing Points** dialog box, copy the phrase into the **Enter confirmation code** box and click **OK** to save the changes.
8. On the missions page, translate the name and description to the community languages as follows:
 1. Click **Translation** under the badge image.
 2. On the **Translation** page, select the language you want to add.
 3. Enter the default title and message for this badge in the language you selected.
 4. Click **Save Changes**.

Viewing mission details

You can review which events are included in a mission and the level-up scheme used for it on the mission page.

To view the mission details:

1. On the **Strategy Categories** page, select the strategy that includes the missions you want to edit.
2. Click on the mission title to open the mission page.
3. Review the mission settings.
4. Click **Cancel** to go back to the mission page without making changes.

Modifying point and level scheme for missions

The relative points awarded to each activity in a scheme are preconfigured under Events, but you can weight the points in one mission higher than another mission in a strategy.

For example, if you think content creation is more important than content curation, you could select **Most Important (2x base)** to double all the point totals in the Author mission. Note that these points are not earned unless these events are included in an enabled mission inside of an active strategy.

You can also change the level scheme. Linear level schemes maintain the same point distance between every level. Progressive schemes increase the number of points to get to each subsequent level.

To modify point and level scheme of a mission:

1. On the **Strategy Categories** page, select the strategy that includes the missions you want to edit.
2. Click on the mission title to open the mission page.
3. Click **Configure** to open the **Configure Mission** page.
4. Under **Level-Up Scheme**, in **Importance/Points adjustment**, select the point modifier.

5. To specify how mission point accumulation affects leveling up in a strategy, select **Linear** or **Progressive**.
6. In **Level 1 Points**, specify the base amount of points for one level.
The default setting is 50 points per level.
7. Click **Save Changes**.
8. In the **Confirm Changing Points** dialog box, copy the phrase into the **Enter confirmation code** box and click **OK** to save the changes.

Changing events in missions

You can review and change the events in missions.

To change event in a mission:

1. On the **Strategy Categories** page, select the strategy that includes the missions you want to edit.
2. Click on the mission title to open the mission page.
3. Click **Configure** to open the **Configure Mission** page.
4. To change an existing event, click  next to the event, select a new event to be used, and then click **Update Event**.
5. To delete an event, click  next to the event.
6. To add a new event, select an event under **Add more events**, and click **Add Event**.
7. Click **Save Changes**.
8. In the **Confirm Changing Points** dialog box, copy the phrase into the **Enter confirmation code** box and click **OK** to save the changes.

Creating missions

You can create missions for strategies to customize strategies in your community.

Fastpath: **Rewards Console > Strategy**

To create a new mission in a strategy:

1. On the **Strategy Categories** page, select the strategy to which you want to add a mission.
2. Click **Configure** to open the strategy configuration page.
3. Click **Create a New Mission**.
4. In **Name**, specify a mission name.
5. In **Description**, specify a short description of the mission.

6. Under **Events**, add one or more events for the missions as follows:
 - a) Under **Add events**, select an event.
 - b) Click **Add Event**.
7. Under **Level-Up Scheme**, in **Importance/Points adjustment**, select the point modifier.
8. To specify how mission point accumulation affects leveling up in a strategy, select **Linear** or **Progressive**.
9. In **Level 1 Points**, specify the base amount of points for one level.

The default setting is 50 points per level.
10. Click **Save Changes**.
11. In the **Confirm Changing Points** dialog box, copy the phrase into the **Enter confirmation code** box and click **OK** to save the changes.
12. On the missions page, translate the name and description to the community languages as follows:
 1. Click **Translation** under the badge image.
 2. On the **Translation** page, select the language you want to add.
 3. Enter the default title and message for this badge in the language you selected.
 4. Click **Save Changes**.

A new mission is created in the selected strategy. The new mission is activated by default.

For more information about level-up schemes, see [Modifying point and level scheme for missions](#) on page 28.

Managing players

You can add or remove points from *players* (that is, community users), view activities of each player, or activate or deactivate players (individually or in bulk). If you lose track, you can always reset their status to what it is in Jive.

Fastpath: **Rewards console > Players**

Challenges and taunting

Challenges and taunting are ways you can enable the community to have fun while they get work done. At the top of the Players page, you can enable or disable taunting and challenges for players. These subtle hints can be used to encourage other users to become more active — especially around high point value actions — to stay ahead.

- Use *challenges* if you want players to be able to notify five users just ahead of them that they are gaining on them, and making an effort to increase their ranking.
- Use *taunting* if you want to let players challenge five users just below them in the ranking.

Deactivating or activating players

You can activate or deactivate player accounts individually or in bulk. Deactivated players don't lose their points, but they can't earn any more or be displayed in leaderboards.

To individually activate or deactivate players:

- In the **Status** column, toggle the switch to activate or deactivate a player.

To activate or deactivate players in bulk:

1. Click **Change user status in bulk** to open the **Update multiple users - Activate or deactivate their statuses** dialog box.
2. If required, export the current list of players and their current status in CSV format by using the **Click Here** link.
3. Click **Select a file to upload**, then browse and upload a file with the updated data in CSV format.

To reset all player status to what it is in Jive:

- Click **Sync status with Jive**.

Adding and removing points from players

You can also add or remove points individually from a player or in bulk.

To individually add or remove points from a player total score:

- In the **Add/remove points** column, type the number of points you want to add or remove from their total score, and click **Add** or **Remove**.

To add or remove points for multiple players in bulk:

- Click **Credit/Debit Points in Bulk** and upload a file with the data in CSV format.

Advocacy

Advocacy is a streamlined way to quickly create a secret group of user advocates and create targeted quests to motivate them.

Advocacy provides a targeted place for user advocates in your community. When you set up an Advocate group, it is secret by default, so only members can see the quests or get the rewards. You can only have one Advocacy group per community. You can use an existing group as the Advocacy group, or you can create and provision the group from scratch by using the Rewards console.

Advocacy quests don't have to take place in the group, but you can create quests that are focused on creating and interacting with content inside the secret group, where only advocates can see it, to create excitement around advocate activities. The Advocates group includes a specially designed Advocates page that is used as the home page and shows all the Advocacy Quests and their completion state (In Progress, Expires Soon, Not Started, and Earned). It also shows each user how other users are doing with the quests, so they can decide to compete and complete quests more quickly.

Setting up advocate group

Setting up an advocate group takes place in the Rewards console, although you can convert an existing group into the advocate group.

Fastpath: Rewards Console > Quests

If you want to use an existing group, it must have custom pages enabled and have fewer than the maximum number of configured pages. This is required because Advocates groups have an additional page.

To set up the advocate group:

1. In the Rewards console, go to **Quests > Advocates** .
2. Click **Settings**.
3. In **Place Name**, type the name of an existing group and select it, or type an entirely new group name, and then click **Save**.
4. Add any owners you want to be able to administer the secret group in Jive.

Immediately after the group is set up, you are prompted to create a quest inside the group. When creating a quest you should select **Advocates** under **Choose a Category**. Such quests are created in the Advocates secret group you just selected or created. For more information about quest creation, see [Creating quests](#) on page 18.

When you return to your community, you can find your quest featured on the front page of the created advocate group. Note that your Advocates group has a special Advocates tab that lets members filter and sort quests to find quests they're interested in and keep track of which ones they want to focus on.

Advocates can sort quests by the following criteria:

- Highest Score: Shows quests with the most points first
- Name
- Expiration Date
- Rare: Show quests few users have started first
- Common: Show quests more users are doing first

Rewarding activity in other systems

You can award users badges for completing activity in other systems that are reachable by URL from your community. For example, you might want to award a badge when a user completes their annual security training in your security application.

Remote badging relies on a custom event (`eventId`) that tracks activity in the remote system. Completing a custom event can be done manually (by clicking a link in the quest interface), by visiting a specified URL, or automatically by a callback from the remote system when the user completes a task there. The callback from the remote system is then specified as a POST request in Jive.

To set up rewarding activities in other systems:

1. Go to the Rewards Console.
2. Mark the custom event as completed by sending a POST request to the following URL:

POST

```
http://rewards.jivesoftware.com/api/tenants/{tenantId}/events/{eventId}/complete/users/{
```

The `userId` here is the user email address. Replace `{userId}` with the email of the user to reward. The request's body should contain the data provided in [Step 3](#) on page 34.

Note: The `tenantId`, the `eventId` (custom event), and the `secret` will be provided when the quest is created.

3. The JS will look like this:

```
jQuery.ajax( {  
  url: 'http://rewards.jivesoftware.com/api/tenants/' + tenantId + '/events/'  
  + eventId + '/complete/users/' + userId,  
  type: 'POST',  
  data: secret,  
  success: function( response ) {  
    // response  
  }  
} );
```

3

Using reports

Fastpath: Rewards Console > Reports

The Reports page shows you the available reports and summary card for each one. You can click a summary card to see the report, or to export it. When looking at reports, if you see a user status of inactive and you want to change that, you can go to the Players tab.

All reports can be exported in a CSV or spreadsheet format.

Quest Completion report

This report shows who and when completed the available quests. At a glance, you can see how many completions have taken place in the last 24 hours, 7 days, 30 days, and the all-time total.

Note: For repeatable quests only unique completions are counted. That is, when a user completes a repeatable quest multiple times, only one completion is counted.

- Click an icon under **View Trend** to see a graph that shows the number of users who have completed the quest in the last month or week.
- Click **Export Full Report** to download the report.

Quest Steps Details report

This report tracks the completion of specific quest steps that helps to identify whether a particular step is too easy or difficult. By clicking **Export** next to each Quest Step, you can download the report containing email-id and name of the players who have completed it.

- Click **Export** next to a step to download a step report that contains email-id and name of the players who have completed it.
- Click **Export Full Report** to download a consolidated report containing details of all steps of the quest.

Quest Event Details report

This report lists all events in the quests and how many completions happened for the events. You can use this to gauge the interest and speed at which people are completing these events. If players are all stopping at the same event, you may want to rethink that event or provide more training.

- Click **Export** next to an event to download an event report.
- Click **Export Full Report** to download a consolidated report containing details of all events of the quest.

Mission Levels report

This report tracks all missions associated with a strategy and shows how many players completed each mission in the last 24 hours, 7 days, 30 days, and the all-time total.

- Click **Export** next to a mission to download a report of each mission to see which players have completed it and the date they completed it. The report also shows user status, and mission level and status.
- Click **Export Full Report** to download a consolidated report containing details of all missions.

User Badges report

This report shows all the community awarded user badges and how many were rewarded in the last 24 hours, 7 days, 30 days, and the all-time total.

- Click **Export Full Report** to download a consolidated report containing the list of who received these badges and who awarded them, across the community.

Points & Levels report

This report shows the points leaderboard by 24 hours, 7 days, 30 days, and all-time total. You can also see what level the player has reached.

- Click **Export Full Report** to download a consolidated report.

You can use the reports to get an idea of the details for individual players, quests, levels, and events.

4

Using Jive Rewards

Jive Rewards is the built-in way to improve your reputation or recognize your peer for their efforts.

You automatically gain *points* for using the community to create content and interact with other people and their content. For example, updating your status, answering someone's question, and commenting on a blog all result in your gaining points. When you collect a certain number of points, you reach a new *level* in your community. The achievement is displayed as a *badge* on your profile, on the leaderboards, and in the activity stream.

Rewards also include *quests* and *missions* that ask you to complete a sequence of specific activities. For example, an onboarding quest might require writing a blog post in the New People group, sharing it with another user, and liking someone else's post in the same group. When you complete a quest, you usually get extra points and a badge on your profile.

People with many points in the community, or in a specific place, are listed on *leaderboards*.

When you use a Jive community, you can see actions you take around the community reflected in points and badges that show up in your Inbox and on your profile.

For details, see the following topics:

- [Types of rewards](#)
- [Your rewards](#)
- [Rewards in community](#)
- [Challenging other users](#)
- [Awarding badges and points](#)

Types of rewards

Jive Rewards uses points as a way to measure your engagement with your community. You can move up levels depending on how many points you have, and you can earn more points by completing quests and badges.

When you receive a new reward, you get a notification in your Inbox. You can also see all your rewards on the Rewards tab in your profile; similarly, you can find the rewards of other users in their profiles. For more information about the Rewards tab, see [Your rewards](#) on page 39.

Points

Many activities you perform in a community, like creating a document or commenting on someone else's post, automatically earn you some *points*. You can also earn points for activities other people do, like following you or liking a post you created. A person's point total is always visible on their profile.

Badges

A *badge* is a visual indication that a user has completed an activity inside or outside the community or sign of recognition from peers. Badges can be earned through activity or given by other community users. They can also be granted manually by Rewards administrators. When you receive a badge, you get a notification in your Inbox.

Badges highlight your accomplishments, such as gaining a new level or completing a mission, and reflect the type of accomplishment. Most badges are earned once.

Levels and level badges

At a certain point accumulation, you acquire a new *level* and an associated *level badge*.

Notification of a new level is delivered in Latest Acclaim in the Inbox, along with a leaderboard with the point totals for other users who are close to the same level. You can find the global leaderboard on the Rewards page of your community.

Mission badges

Mission badges are associated with *missions* which track activities in a specific area. For example, the Author mission gains levels as you are creating and tagging content, and by having content bookmarked. Mission badges are incremented to show advanced achievement over time. Note that you can see zero earned points for a mission if you just reached a new level.

Quest badges

A *quest* is a set of specific activities you must perform to complete the quest and receive a *quest badge* and points.

Onboarding quests are available in Inbox, on the Get Started tab. For promoted quests, you receive a separate notification in the Inbox. Other quests you can find in your profile, on the Rewards tab. Note that some quests may become available to you only when you complete the prerequisite quests.

Some quests can be completed only once, the others you can complete multiple times and receive multiple badges. Note that after you complete a repeatable quest, the activity counters are reset to zero, and the quest becomes available to you.

Your rewards

From your profile page, you can access an overview of Rewards. Here you can find your overall progress, new badges, and earned or uncompleted missions and quests.

To find your Rewards:

- Click **Your Avatar > View Profile** , and then click **Rewards**.

Here you can explore the mission, quest, and badges tiles to discover where you earn the most points while engaging in community activities. And the **Overall Progress** tile displays the summary of your progress.

- For missions, you can see the level you are on and the number of points you got on the current level. Note that you can see zero earned points for a mission if you just reached a new level. You can also check which missions you didn't participate in, under **Unearned Missions Badges**.

Mission Details



Bookmarking Mission

This a sample mission with the goal to bookmark content!



Part of: Knowledge



You are at level 12

Level 13 is 6 points. You have earned 5 points.

How to earn points for this mission:

2 points

Bookmark another user's content



Level up in Missions to earn points and show others how awesome you are.

Close

[Your rewards progress](#)

[View leaderboards](#)

- For quests, you can see quest activities and the quest reward. The activities you completed are marked with and the uncompleted with . You can also check which quests are available to you, under **Available Quests**.

Quest Details

✕

Onboarding

Take your first steps in the community!

+ 100

Points earned upon completion

Your Progress

- ✓ [Update your avatar](#)
 - [Follow another user](#)
 - ✓ [Bookmark another user's content](#)
 - [Mark a reply as helpful](#)
 - ✓ [Comment on an item](#)
 - [Post a status update](#)
-

Complete Quests to earn points and badges.
No limit on quest badges

Close

[View leaderboards](#)

Note that when you complete a repeatable quest, you can see it under completed and available quests at the same time.

Rewards in community

You can find the rewards of your peers on their profiles. For the global overview, you should go to the Rewards page.

Rewards of your peers

Similar to your rewards on your profile page, you can look for the rewards of other community users on their profile pages.

Community leaderboard

In the **Overall Progress** tile, click **Community leaderboard** to go to the community leaderboard. Here you find the ranking of the users in the community and their rewards.

Expert badges

The top 5 users who gained the most levels across all missions in each category every 30 days get an Expert badge in that strategy. Users can earn an expert badge more than once.

Challenging other users

You can challenge other users who are close in rank to you.

Note: This feature may be turned off by your community administrators.

You can send a subtle hint to those users who are directly above you in the points standing, letting them know you're catching up. Or you can also let other users know as you're passing them in the leaderboard. You can only challenge those directly above or below you on the same page in the leaderboard, for fairness.

You can find the community leaderboards on the **Rewards** page of your community or in Latest Acclaim notifications in your Inbox. For more information on leaderboards, see [Rewards in community](#) on page 43. A leaderboard may look like this:

BADGES! LEADERBOARDS

YOUR RANKING TOP 100

Show: Overall ▾

 **Everyone**
There are 3 people in your community

Rank	Person	Points (Daily Gain)	Join Date
1	 li li	328 points (+5) Challenge	April 27, 2019
2	 to to You	230 points (+230) 70 points to Level 2 	May 20, 2019
3	 ER	193 points (+30) Challenge	April 12, 2019

To challenge a user:

1. In a leaderboard, click **Challenge** next to a user you want to challenge.
2. In the **Issue a leaderboard challenge** dialog box, add your message for your colleague and then click **Challenge**.

The user you challenged receives a notification in their Inbox. This notification may look like this:

Notifications

Pending

Archived



TO TO HAS CHALLENGED YOU.

Less than a minute ago

Challenge

via Jive Rewards



I'm gaining on you! [Click here to see the challenge board](#)

OK

Awarding badges and points

You can award other community members a badge to recognize their contributions, and even give them some of your status points.

You can celebrate and thank other community members by awarding them badges, and optionally some of the status points you've earned yourself. Badges show up on the Rewards page, and the community member receives a notification that explains why.

To hand out a badge and optional points:

1. Click **Rewards** in the main navigation menu.

You can see the available badges on the **Badges** tab.

Alternatively, you can go to the user profile and select **Give badge** from the **Actions** menu.

Or @mention them in a content item or comment and select **Give a Badge** in the context menu.

2. Select a badge.
3. Start typing a person's name in the **Give to** field, and select their name.

You can only give one person a badge at a time.

4. In the optional message field type a brief thank-you message, or explain why they're getting the badge.

For example, you could type "Thanks for answering so many customer questions!" This message is shown on the Rewards page and in the notification the user receives.

5. If you want to give points with the badge, move the points slider.

Points will be removed from your community total and added to theirs. Point levels will affect leaderboards, but won't affect any missions that have already been earned.

6. Click **Give Badge**.