

Jive Interactive Intranet

## Cloud User Guide

Jive Analytics: Cloud Analytics

# Notices

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For details, see the following topics:

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

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# Aurea global support

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If you encounter a problem while using an Aurea product or require assistance with downloading the software or upgrading a product release, please, try to:

- Search the articles on the [Aurea Knowledge Base](#) for solutions to your issues.
- Search the product documentation and other product-related information that are also available on [Support Central](#).

If you still cannot find a solution, open a ticket on [Aurea Support Central](#). Information about the support organization is available on [Support Portal](#) as well.

You can also find the setup files on [Support Portal](#).

For information about purchasing an upgrade or professional services, contact your account executive. If you do not know who your account executive is, or for other queries, contact us through our [website](#).

# 1

## Community Analytics

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Jive Analytics includes several components that you can use to get your community statistics.

**Cloud Analytics** The Cloud Analytics service provides an analytics dashboard with a visual representation of the community statistics for specific places and the community as a whole. You can use Engagement Analytics and Community Usage reports to analyze user activity for the entire community.

- Place-level reports can be found on the **Analytics** tab of the place. For the list of available reports, see [Place-level reports](#) on page 11.

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**Note:** You need to be a place owner or administrator to see this tab.

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For information on using Jive Analytics, see [Using Jive Analytics](#) on page 9.

*Jive Analytics provides reports that help you better understand community engagement, and gauge the health of specific places and community as a whole. These reports provide insight into how effectively people are using the community, and which areas require promoting.*

For details, see the following topics:

- [System requirements](#)
- [Limitations](#)
- [Supported browsers](#)
- [Additional resources](#)

## System requirements

Here you can find requirements for using Analytics in Jive.

### Software requirements

- Jive Cloud
- Cloud Search Service enabled

## Limitations

Here you can find details on limitations in Jive Analytics.

### Jive Analytics Data Retention Policy for the Cloud Analytics service

The standard retention policy for data in the Jive Cloud Analytics service will include the current and previous two calendar years.

For example, let's assume that the current date is 5/28/2020. In this case, you can access the data within the following range: 1/1/2018-5/28/2020.

For more information, see [Update to our Jive Analytics Data Retention Policy](#) on Worx.

## 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 goJive Daily Hosted](#) 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.

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**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%.

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**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.

## Additional resources

Here you can find the list of related articles on Worx.

- [Update to our Jive Analytics Data Retention Policy](#)
- [Community Manager Reports and Analytics - A Comparison](#)
- [Using the V2 Jive Data Export Service \(Analytics\)](#)

# 2

## Using Jive Analytics

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**Place-level reports** To see reports for a group or space, navigate to the group or space and click the **Analytics** tab.

You can find the information about available reports in [Place-level reports](#) on page 11.

*If you are a place owner or administrator, you can view place reports. If you are a community administrator, you can also access community analytics reports.*

For details, see the following topics:

- [Using reports](#)

## Using reports

The information in this section may help you better understand and use the analytics reports.

### Switching to full screen

- Click  in the upper right of any chart to make the chart bigger.
- Click  in the upper right of the enlarged chart to toggle the standard view.

### Downloading CSV

You can download any report data by clicking . You can find it to the left of any report, but you only see it when you are hovering over the graph.

### Toggling between the daily and monthly view in charts

- Click data points on a chart to toggle between daily and monthly views.
- Click again to toggle back to monthly view.

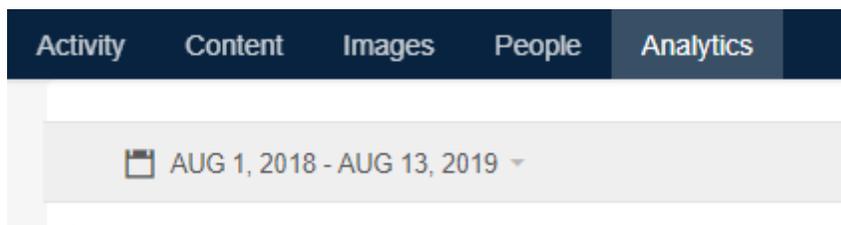
By default, each chart displays data monthly. You can click the bar or the line representing data of a specific month in the chart, to split the data into days.

## Filtering reports by date

You can view data for specific periods by selecting one of the preconfigured ranges or by specifying the beginning and end dates.

To change the date range for your report:

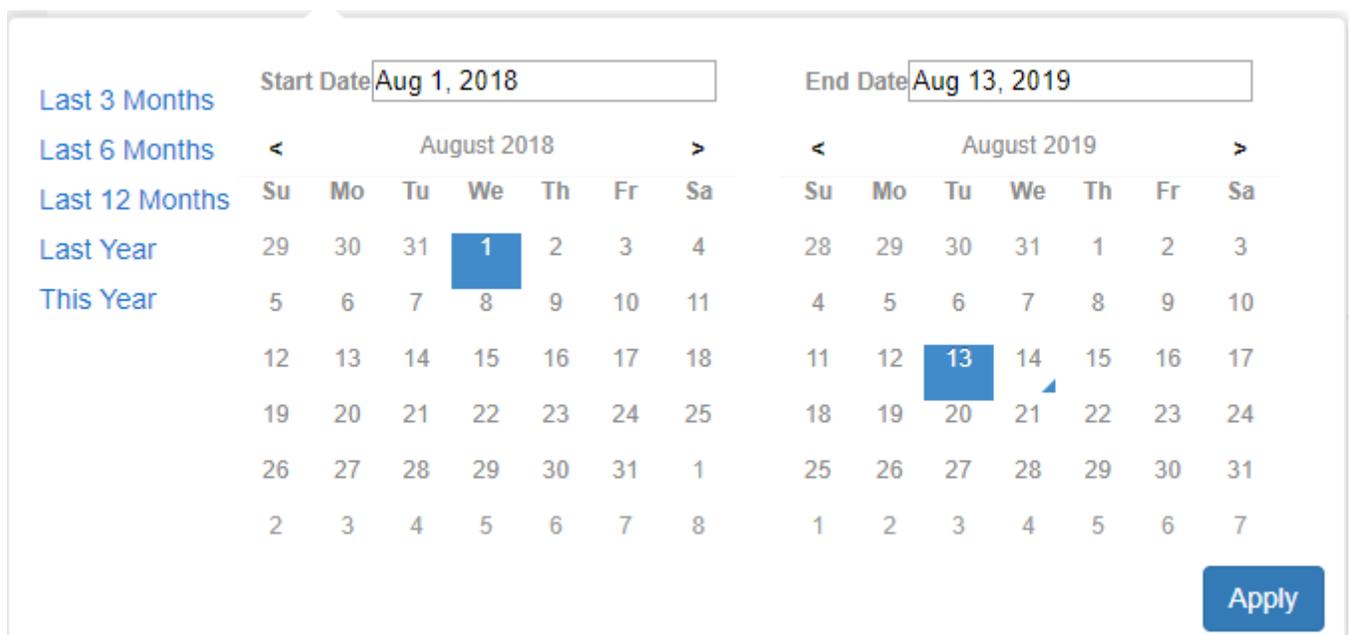
1. Go to your place, then click on the **Analytics** tab.



2. Click on the date range in the upper right corner of the page.

This opens the date selection dialog box.

3. Either select a preconfigured date range on the left or specify the start and end date on the right as shown in the screenshot below.



4. Click **Apply** and check out the data for that period.

This opens all reports for the specified period.

5. Click data points on a chart to toggle between daily and monthly views.

# 3

## Place-level reports

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In this section, you can find the descriptions of the available reports for places (that is, groups, spaces, or subspaces). Note that the CSV downloads provide more info than the on-screen reports.

### Opening reports

**Place-level reports** To see reports for a group or space, navigate to the group or space and click the **Analytics** tab.

For more information, see [Using Jive Analytics](#) on page 9.

*If you are a place owner or administrator, you can see the analytics reports for your place on the **Analytics** tab.*

For details, see the following topics:

- [Content Creation](#)
- [Participation Ladder for active users](#)
- [Activity](#)
- [Questions and Answers](#)

## Content Creation

You can use the Content Creation graph to track how many content items were created daily or monthly in the period you select. When content is published, it increases the total number of content items. When content is deleted, it decreases the number.

This graph breaks down all created content by content types: blog posts, discussions, documents, events, ideas (if enabled), polls, questions, and videos (if enabled). The content items you see include content created by external contributors and standard users. Note that draft content is not included until the day it's published.

**Tip:**

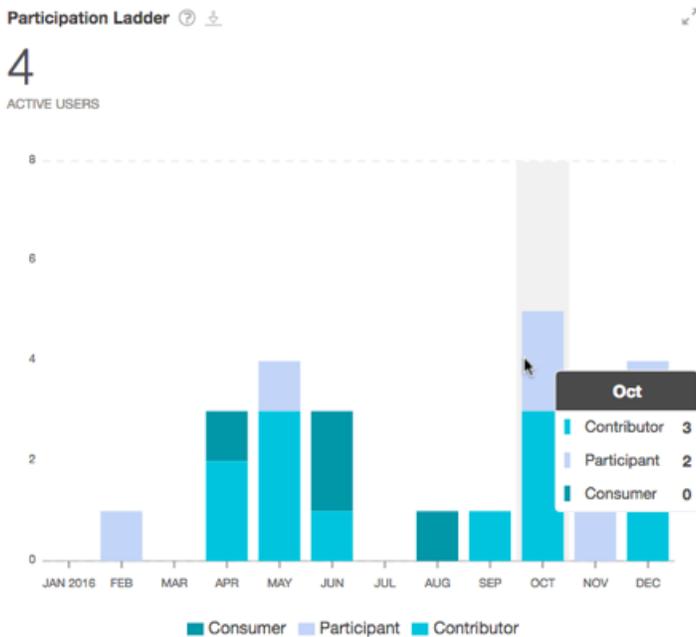
- Hover over a month or day in the graph to see how many of each content type was created.
- Click month or day containing content items to toggle between day or month view.
- The number in the upper left corner shows the total number for all content types that were published in the selected period.

## Participation Ladder for active users

The Participation Ladder chart shows the breakdown of active users by the following user types: consumer, participant, and contributor.

You can use the Engagement Analytics Classifications table to see how Jive classifies events. This table also identifies Jive objects (such as documents) that can receive events (such as liking or bookmarking) captured by Cloud Analytics. For the table, see [Engagement Analytics Events Classifications - Participation Ladder and Engagement Ladder](#) on Worx.

To understand the breakdown of users who are active in their community, hover over each segment in a period. As members become more engaged, values will increase for the Contributor and Participant types and decrease for the Consumer type.



The x-axis shows the period, and the y-axis shows the total number of active users. You can change the total number of active users to the percentage of active users when you are in full-screen mode (as shown in the previous image). Each bar is segmented by user type (the box in the upper left corner), so you can see how many of the total active users fall into each segment.

### Metric definition

Metrics are the calculations used to get the Engagement Index number you see in the chart.

**Participation Ladder by Active User** = Total Engagement Activities for the month (or day) divided by the number of consumers, participants, and contributors for that month (or day).

### Definitions

The following definitions help you understand user types:

<b>Consumers</b>	Logged into the community and only read a piece of content (such as news or their homepage), downloaded a file, or navigated to links.
<b>Participants</b>	Logged into the community and actively participated by liking, rating, voting, commenting, approving content, tagging, following, searching, sharing, or bookmarking content, such as a document, discussion, idea, blog post, or place.
<b>Contributors</b>	Logged into the community and created or edited at least one piece of content, such as a document, discussion, idea, blog post, or place.
<b>Active users</b>	The sum of <b>Consumers</b> , <b>Participants</b> , and <b>Contributors</b> for the selected period.

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#### Note:

Each of the numbers is a discrete set of users. For example, contributors are assumed to have:

- Logged in and read something
- And participated by liking rating, voting
- And created or edited a piece of content

Contributors and participators are not included in the Consumer number and percent.

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## Activity

You can use the Daily Activity graph to get a glimpse of the activity happening in your place each day.

This report shows the daily activity for the following activity types:

<b>Likes</b>	The number of times a user liked a document, discussion, blog post, status update, video, comment, or response.
<b>Views</b>	The number of times a user viewed a document, discussion, blog post, status update, poll, video, idea, group overview page, space overview page, or project overview page. This counts every view to the same piece of content, including views by the same user on the same day.
<b>Revisions</b>	The number of times a user viewed revised a document, discussion, blog post, status update, poll, video, idea, group, space, or project. This counts every revision to the same piece of content, including revisions by the same user on the same day.
<b>Comments</b>	The number of replies or comments added to a blog post, document, discussion, event, idea, poll, question, share, status update, or video.

The total number of activities for the selected period is shown in the large number.

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**Tip:**

- Hover over a day or a month to see the breakdown by type of activity.
  - This report includes activity generated by external contributors.
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## Questions and Answers

The Questions and Answers report shows the total number of created questions, and the number of replies marked helpful and replies marked correct within the date range.

You can use this report to see how many questions are getting answered or marked helpful each month or day. You can also track all questions that are being created each month or day. The large number in the top left shows the total for all questions created, marked correct, and marked helpful for the selected period. Note that the questions marked correct or helpful may have been created before this period.

This report can be filtered by department and title profile fields.

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**Tip:**

- Hover over a month or day to see the breakdown for that time.
  - Click on a day or month with data to toggle day and month views.
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