ONE.

“The intranet is not something that’s made out of stone, it’s made out of Lego”

Toronto Community Housing, Customer of Intranet Connections

TWO.

The ultimate mix is an intranet that offers task-based core tools to help employees do their jobs but also offers social networking and collaboration tools to promote knowledge exchange and participation.

THREE.

Encourage adoption by providing key company forms, corporate-level documents and policies ONLY through the intranet. Take them off your shared drives and enforce employees to retrieve them through the intranet.

FOUR.

If you are company with swag, create a company store on your intranet where employees can “win” or shop merchandise like company t-shirts, mugs, notebooks, restaurant certificates.
FIVE.

Keep an eye out for early adopters of the intranet who you can harness as champions. Show leadership in ways to use the site.

SIX.

Capitalize on your intranet home page by putting the focus on employees: add employee photos, welcome new hires, feature success stories, share experiences of going the extra mile for customer service, offer quick access to the tasks employees use most on the intranet.

SEVEN.

Employee feedback plays a big role on today’s modern intranet. Not quite ready for Facebook-like walls and social networking tools? Start small with comments and ratings on documents and other content. Feedback is valuable in identifying on how to improve business processes.

EIGHT.

Jason Lindstrom, Managing Partner at Tidal Interactive says “thumbs up takes precedence over star ratings system. Simple actions like ratings can surface quality content.”
Nine.

Create a “Careers” site on your intranet and give employees first dibs at job openings

Ten.

Many refute the “three-click rule” but to us it makes sense. A well thought out and simple navigation menu is invaluable. The less clicks to content the better. Who wants to muck through 20 levels of folder structures to find what they need? Your users will give up and prized content becomes buried and rarely viewed

Eleven.

See if the CEO will blog on a scheduled and semi-frequent basis. Not only does this bring your CEO down to an approachable level for all staff, it also says the message loud and clear that management has buy-in for the intranet

Twelve.

Ensure that your Employee Directory is well-designed, fully-populated, and easily searchable. Photos for everyone in the directory is key to promote community and intranet buy-in. Putting a face to a name is powerful
THIRTEEN.

Offer training courses to employees and use the intranet to monitor and track student enrollment and participation. Create surveys and tests for students to fill out after the course is done.

FOURTEEN.

The human touch: employees love knowing stuff about other employees including their company anniversary or upcoming birthday. Allow employees to send a congratulatory note or birthday wish from the intranet.

FIFTEEN.

Tagging is an additional method of organization and allows you to group content or people based on similarities. Tags can be based on language, location, task, project, leadership, skills, first aid, business groups, social groups, sports, action-tasks, notifications, alerts.

SIXTEEN.

Use blogs to set up collaborative workspaces on your intranet surrounding initiatives, projects or campaigns. Blogs are a great way for employees to share, collaborate and engage with feedback.
SEVENTEEN.
When launching your intranet, start small and simple

EIGHTEEN.
Set up a corporate news application for company-wide bulletins and announcements. Create news apps for departments, special groups, projects or communities. Use this mode of information exchange instead of sending out broadcast emails

NINETEEN.
Create a landing page that stores information about the company: vision, mission and core values. Link the landing page from your top intranet menu

TWENTY.
Get your company leaders connected with employees in an open forum on the intranet. Schedule an employee/executive 20-minute session where employees can communicate with leaders via the intranet and ask questions or just simply connect and feel included
TWENTY ONE.

Look for ways the intranet can resolve business pains. Where can you reduce paper-trails?

TWENTY TWO.

Use the intranet to track and manage absence requests from employees, like vacation requests.

TWENTY THREE.

Create a “Job shadow” e-form where employees can register to shadow someone in another department.

TWENTY FOUR.

Give employees the ability to clock-in using hyperlinked icons.

TWENTY FIVE.

Intranet chat offers immediate access to colleagues to ask questions and have private one-on-one conversations.
TWENTY SIX.

Social has you stuck? Hard to get buy-in? Social is really participation and collaboration. Scrub the use of the word “social” and instead use collaboration.

TWENTY SEVEN.

Authors of intranet content should each have a “mini card” showing their photo, title and/or department, and icons to initiate a chat with them, ask a question about their published content, post on their message wall, click to call them, or visit their full profile in the employee directory.

TWENTY EIGHT.

Allow employees to personalize their intranet experience with their own “workspace” area.

TWENTY NINE.

Offer areas of the intranet that are open for employees to contribute and participate – let them add content without restriction or approval.
THIRTY.

Encouraging intranet adoption isn’t for the faint of heart. It takes work.

THIRTY ONE.

Use your message wall to foster communication between employees and management.

THIRTY TWO.

An electronic form builder is an excellent replacement for tasks in paper form and has a high ROI.

THIRTY THREE.

Give your intranet a name to promote a familiar and likeable “personality” or “mascot”. Go for something creative, catchy and long-term. Once employees get used to the name, your intranet will never be referred to as anything but
Thirty Four.

Build an area on your intranet that stores tasks and information for on-boarding new employees. Introduce a “buddy” peer to help in your first week orientation.

Thirty Five.

Create useful labels and categories by thinking task-based and using simple layman terminology instead of creating content organization based on departmental functions.

Thirty Six.

The intranet should be the single point of publication for corporate documents, newsletters, announcements and insight on your customers. If your employees can find information and knowledge at their fingertips, and in one central location, they can better serve the outside customer.

Thirty Seven.

A highly valuable tool on any intranet is the ability to post surveys and then store, analyze, search, and share the data.
THIRTY EIGHT.

#1 tool for intranet adoption: don’t send it by email. Enforce use of the intranet and limit the use of broadcast emails.

THIRTY NINE.

A few ideas for an intranet home page that promotes top-down communications: CEO message, company mission statement, news highlights, media coverage, customer satisfaction and wins, policy and procedure, core values, the annual company goals, revenue counter, support of company culture.

FORTY.

Use your intranet/extranet to connect employees and contractors in different locations, including satellite offices and people working remotely from home.

FORTY ONE.

Promote the concept of “one-stop-shopping” by linking to other internal (or external) web systems that staff need to access throughout their day, like your ERP or CRM software.
FORTY TWO.

Allow employees change an in/out status, letting colleagues know they are out of the office and will be back at 2:00

FORTY THREE.

Be transparent with your employees and let them see what the organization is working towards. Build a site to highlight and share valuable information about future organizational, strategic and technological changes that are being considered and ask for feedback.

FORTY FOUR.

Why buy off the shelf instead of build? Let a vendor do the legwork leaving you to focus on quality content.

FORTY FIVE.

Use social tools such as message walls to display shared content.
FORTY SIX.

*Share stories about who are the people behind your intranet*

FORTY SEVEN.

Create a site on your intranet for Board Members and secure it for their use only. Pull in tools for documentation, information sharing, and collaboration.

FORTY EIGHT.

Create an application for competitor analysis, data, comparisons and notes.

FORTY NINE.

A suggestion box is quick and simple and addresses common problems with traditional face-to-face brainstorming sessions. Senior management can receive email notifications or approve incoming suggestions, and other employees can vote and comment on ideas offered by their peers.
FIFTY.

Use social tools such as message walls to display shared content

FIFTY ONE.

Consider a prototype for your intranet that doesn’t yet involve any graphical elements. This lets you and your team focus on making the information architecture and content promotion as clear as possible.

FIFTY TWO.

From Rahel Bailie, Principal of Intentional Design Create intranet content that RAITES: Relevant, Accurate, Informative, Timely, Engaging, Standards Based

FIFTY THREE.

Promote your corporate culture with a company overview section that talks about how the company started, how did the corporate vision and core values come about, a background on the founder of the company, why the company exists, who do you want to serve and why.
FIFTY FOUR.

Present content as a story, where applicable. There is power in telling a story.

FIFTY FIVE.

Build a Community Page to highlight initiatives that support and enhance your corporate culture; post charity drives, health and wellness, live/work balance techniques, mentoring, team-building

FIFTY SIX.

Social has you stuck? Hard to get buy-in? Social is really participation and collaboration. Scrub the use of the word “social” and instead use collaboration think about ways to use the intranet to promote participation and collaboration around a specific business process, task, and initiative. Then put the “social” tools to work to support the identified business goal or campaign

FIFTY SEVEN.

Re-focus your intranet to be centered on people rather than data. This will move your intranet to be a more reliable center of knowledge
FIFTY EIGHT.

Intranets that have the most impact embrace employees from the moment they enter the site.

FIFTY NINE.

Here are some common apps to start with your intranet: employee directory, task-based forms, survey forms, help desk how-to’s, document repositories, project pages, quick links, training courses, stationery ordering, policies and procedures, calendar of corporate events, event photos, product screen captures, feel-good success stories from employee or customer.

SIXTY.

Launch the intranet with a buy-and-sell application. They are so popular because it’s the one area most intranets allow unrestricted participation and publishing. It will help drive traffic to your intranet when you first launch.

SIXTY ONE.

“Practice safe design: Use a concept” a good quote by Petrula Vrontikis.
SIXTY TWO.

*Grab your iPhone and record a video series of employees talking about what they like about their job or the company*

SIXTY THREE.

One measurable ROI of an intranet is employee retention. How can you use the intranet to promote an engaged employee and improve retention?

SIXTY FOUR.

Follow colleagues to help you organize who you connect with regularly. The ability to follow colleague’s allows for at-a-glance update on who’s working on what, if they are in and available, or out and when they will be back, and what conversations are taking place on the message walls.

SIXTY FIVE.

Create an Employee Services section that covers everything from how to get your Photo ID Badge to Pay and Benefits and Union Contracts.
SIXTY SIX.

“Design creates culture. Culture shapes values. Values determine the future” by Robert L. Peters

SIXTY SEVEN.

Create a home page widget to feature the people who make the intranet possible, with quick access to ask them a question, chat with them, or nominate them for kudos.

SIXTY EIGHT.

Involve users in feedback for tweaking the design of your intranet once you have launched. Conduct regular polls and (very small) focus groups to identify roadblocks in navigation and usability. Literally stand behind someone, watch and take notes, as they discover how to do an intranet task you assign.

SIXTY NINE.

Intranet chat offers immediate access to colleagues to ask questions and have private one-on-one conversations. AND it reduces email ping-pong when you just need a quick answer or update. AND it promotes intranet use and adoption because employees have to be ON the intranet to use chat!
SEVENTY.

Don’t manage by committee if you want a more nimble and productive process

SEVENTY ONE.

Enable a single-sign on process for your intranet so that your employees do not have to remember another set of login credentials. Knowing who is logged into the intranet allows you to properly monitor usage, stats, and you can eventually tailor content to individuals, groups and teams.

SEVENTY TWO.

Before you begin your intranet journey, or you are looking to re-design and do it better, first start with strategy. What are your top three goals for the intranet and create an site that supports JUST those three goals, including clear communication via the intranet on what those goals are.

SEVENTY THREE.

Ron Shewchuk Consultant at Ron Shewchuk Consulting Inc. advises to “Create a culture of trust. Be transparent with the people inside your organization”
SEVENTY FOUR.

Go social on your intranet to improve communication and collaboration between employees and boost your convictions toward team work and company culture.

SEVENTY FIVE.

When preparing for an intranet launch, the last thing you want to do is to make it difficult for employees to access the site. Make sure that the intranet is set to be the default home page for all web browsers.

SEVENTY SIX.

Include the intranet in everyone’s start-up: when your employees log on to the network every day the intranet will load automatically for them.

SEVENTY SEVEN.

Jay Averil, Director of Corporate Communications & Community Relations at Newalta says to “build an intranet for where you want to be, not where you are now” and “technology shouldn’t dictate the strategy. Communications needs must drive the technology.”
SEVENTY EIGHT.

Our Intranet Connections CEO, Carolyn Douglas, recently blogged “Intranets are like kids, they are going to grow, they will be challenging, they will be rewarding, they are malleable”

SEVENTY NINE.

Terence Little Manager of Corporate Internet Services at WorkSafeBC says “push intranet content with email newsletters: if they don’t know it is there, they won’t find it”

EIGHTY.

Offer an intranet “Getting Started” area that steps new users through the basics of the intranet and finding colleagues within the employee directory. Include short 90 second welcome videos explaining the goals of the intranet and suggest ways in which they may find value throughout the site

EIGHTY ONE.

Have a treasure hunt when you launch your intranet. Hide content within your site and run a competition for people to find it
EIGHTY TWO.

Create a positive statement area where employees can submit a testimonial

EIGHTY THREE.

Toby Ward, Intranet Blog recently blogged about social intranets: “You’ve probably figured out by now that the technology behind a wiki or blog pales in comparison to most web CMS systems ... and can’t carry the dirty laundry of a killer portal or enterprise content management solution. The technology is terribly simple: what makes it ‘sing’ is people and process”

EIGHTY FOUR.

Keep an eye out for early adopters of the intranet who you can harness as champions. These are employees who are enthusiastic about the intranet and can show leadership in ways to use the site

EIGHTY FIVE.

A simple content curation tool that should be utilized is content archiving. Any content that is date-related, older, not as relevant, or not current — archive it.
EIGHTY SIX.

Brilliant quote by Frank Chimero! “People ignore design that ignores people”

EIGHTY SEVEN.

A few ideas for an intranet home page that is employee-centric: feel-good employee stories, features of employees out in the field, examples of employees who went the extra mile for a customer, who’s retiring this month, who is having a company anniversary this week, upcoming birthdays – send a b-day wish, a list of the most recent ideas exchange in the suggestion box app, who was named for kudos in the employee nomination app, featured blog entries by employees, quick links to popular intranet areas, message walls activity feed, a widget to show all employees who are on vacation and where they travelled to.

EIGHTY EIGHT.

Before your intranet launch, host a two-day training to give employees and management an introduction to the site – PS great time to take everyone’s photo to put on their intranet profiles!

EIGHTY NINE.

Share corporate contacts on the intranet giving employees quick access to look up stationary supply vendors, software vendors, contracting companies, caterers, janitorial services, travel coordinators. Bulk email options, contact info, web site addresses and add Google maps for directions.
NINETY.

If security and confidentiality are important for your organization, build a governance plan

NINETY ONE.

If you’re a global company, create an app to share monthly or quarterly snippets on what the other locations are working on

NINETY TWO.

Luke Mepham, Intranetizen “With an intranet you need to understand what people do in their jobs, and make that process better, so the business becomes more effective, in a way that users can take to. That way, you make people’s lives a little bit easier AND you can benefit the bottom line”

NINETY THREE.

Create a widget to share the latest bulletins and news surrounding health benefits, dental, 401K plan information
NINETY FOUR.

Share your customer stories and successes on your home page

NINETY FIVE.

If you have a contractor starting at the company for a short-term stay, announce it on the intranet along with a short bio, contact information and photo

NINETY SIX.

We think this is a beauty by David Lewis “Truly elegant design incorporates top-notch functionality into a simple, uncluttered form”

NINETY SEVEN.

Create an area of your intranet to store customer comments, collated by the sales or support call centre or fed from various social sites – Column Two Blog by Step Two Designs

NINETY EIGHT.

An intranet can help the IT department AND help employees: provide an easy to use support desk ticketing app. Employees can submit tickets through the intranet and track the status. IT can streamline and report on incoming requests and issues
Ninety Nine.

*A robust knowledgebase is a key application for any intranet. Open it up to everyone to answer FAQ’s, share how-to tips, access tutorials and quick-start videos.*

One Hundred.

Create compelling and user-focused content that is written in “bite-size” chunks. Use images, video embeds, numbered and bulleted lists to break up content and make it easier to scan.

One Hundred and One.

“I was on my way to work and hit a traffic jam. I whipped out my iPhone and logged into the mobile intranet, updating my profile status in one click to let everyone know I was going to be late and to avoid HWY 101” – one way in which the mobile intranet will change the way we communicate.

About Intranet Connections

Intranet Connections is Social Intranet Software. We place an emphasis on easy to use. *Simplicity is our top core value* and you’ll see it in everything we do.

Intranets are our passion!

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