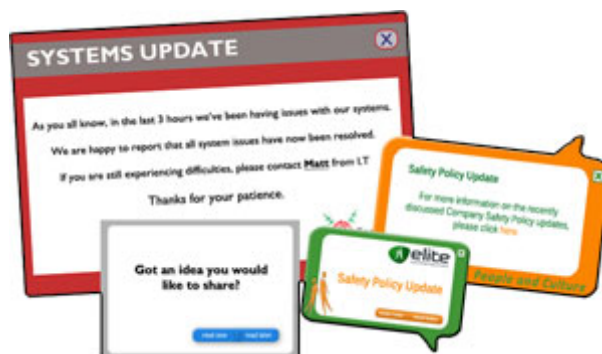


10 Tips to Improve Intranet Usage

1. Important intranet content notifications on the desktop
2. Intranet RSS - without the need for opt-in
3. Promote intranet content via targeted screensavers
4. Summarize intranet updates in an internal newsletter
5. Remove clutter from the intranet home page
6. Desktop quizzes with intranet research links
7. Share the work / involve every business unit
8. Easy ways to add user generated content
9. Gather feedback
10. Measure intranet effectiveness and continually improve



Tip 1 - Desktop content notifications of important intranet updates

Desktop alerts and scrolling desktop newsfeeds can be used to notify staff of important intranet updates and to link them to the relevant content. Delivery of notifications onto the desktop ensures cut-through for important information.

Easy targeting, based on MS Active Directory, ensures that only the employees who need it will receive the relevant intranet notifications.

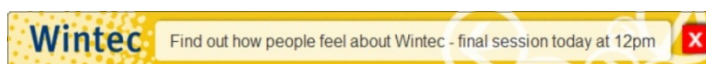
SnapComms tool = Desktop Alert tool and Desktop Newsfeeds

Tip 2 - Intranet RSS without the need for opt in...Or RSS feeds

Intranet RSS - without the need for opt-in - Worried that employees won't /don't know how to opt in to your intranet RSS feeds? A desktop ticker feed allows you to push out important intranet RSS feeds to specific employee groups and removes the need to opt in.

Intranet not RSS enabled? - Desktop Newsfeeds can still push content updates to staff. Write your own headlines as teasers and use hyperlinks allow staff to click through to specific pages of the Intranet.

SnapComms tool = Desktop Newsfeeds



Tip 3 - Digital signage on screensavers

Screensaver messaging tools can turn employee screensavers into interactive billboards promoting the intranet.

Visual communication of this nature can be a great way to raise employee awareness and encourage them to visit relevant intranet content. Populate screensaver content with images, text, Flash, Power Point, video and RSS feeds.

SnapComms tool = Screen saver Messaging

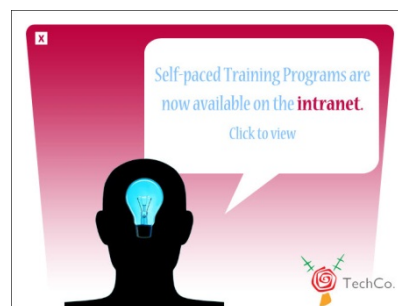
Tip 4 - Summarize intranet updates into a newsletter format

Anyone who submits intranet content should also add a short 'teaser' / overview of the intranet content, into a summary in an electronic internal newsletter.

Use an internal newsletter tool that allows any employee to submit short features or fuller newsletter articles into appropriate sections of an internal magazine.



SnapComms tool = Internal Newsletter / SnapMag



Tip 5 - Remove clutter from the intranet homepage

Use the Intranet home page for navigation and 'quick finds' - News doesn't have to be on the home page of the Intranet. Use an internal newsletter as a more effective way to manage and deliver company news whilst, at the same time, highlighting key intranet content.

This allows the intranet home page to provide simple, clear navigation. It also helps ensure that



intranet search functionality is not clutter with 'short shelf life' content.

Even better, a user generated internal newsletter tool allows employees to add their own content to SnapMag - Articles and updates are automatically aggregated into the newsletter which is then delivered to the employee desktop.

Tip 6 - Desktop quizzes with intranet research links

Business and product focused quizzes can contain hyperlinks to Intranet content allowing employees to research questions before answering. This can improve overall knowledge, increase Intranet usage, and help employees find the content they need.

Desktop messaging tools can deliver the quiz onto the employee desktop with recurrence options to encourage participation.

SnapComms tool = Desktop Quiz

Tip 7 - Share the work / involve every business unit

The SnapComms Content Management System allows delegated administration rights. This means that you can nominate individuals across the business to run appropriate SnapComms content to promote the intranet. For example:

- Marketing might run new product quizzes with links to relevant intranet pages, screensavers promoting new pricing plans and product offers (with embedded intranet hyperlinks) and put articles into SnapMag highlighting the latest marketing updates on the intranet.
- HR might run screensavers and/or submit articles into SnapMag promoting new services and support schemes for staff available on the intranet.
- And so on.

SnapComms tool = All tools

Tip 8 - Easy ways to add user generated content

The plug and play discussion forums channels from SnapComms are designed specifically for internal employee communication. They can easily be set up and administered by individual business units with minimal IT support required. This permits you to quickly and easily try concepts out, test uptake and evolve the use of user generated content without the need for 'big project' budget or resource.

Social Media "too challenging" for organization? - Your company culture and demographic may mean that tools like employee discussion forums are not appropriate or acceptable for the time being. There may be fears around loss of control or the impact of disengaged staff. Under these circumstances, why not consider a tool like SnapMag?

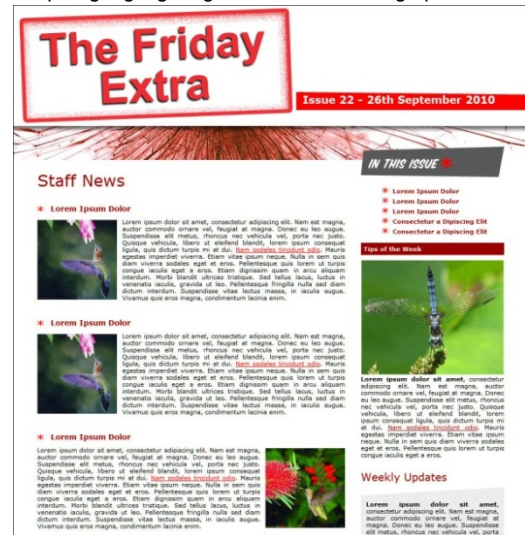
SnapMag is an internal newsletter tool that supports user generated content but in a more controlled way than a discussion forum. Any member of staff can submit articles or comments into the staff magazine. An editor simply reviews and approves articles prior to publication. SnapMag provides a means to involve and engage staff but with greater editorial control than an employee discussion forum.

SnapComms tool = Internal Social Media, Internal Newsletter / SnapMag

Tip 9 - Gather feedback regarding the intranet

Tunnel vision - Sometimes the people closest to the intranet (technology teams, intranet manager etc.) cannot see obvious issues and possible improvements because they cannot see 'the wood for the trees'. Some of the best ideas and insights may reside with end users. It is important to survey intranet users at regular intervals to gather feedback and suggestions.

Avoiding self-select bias - The key to gathering useful intranet feedback is to ensure that survey respondents are not self-selected (e.g. only the ones who choose to click a link in an email).



Targeting and reminders - The SnapComms Staff Survey tool has built in desktop reminders help drive employee participation. Targeting features allow sampling. These features help ensure that more employee views are represented in the research...including the important but often 'silent majority' who perhaps do not have extreme views or agendas and are less motivated to participate.

SnapComms tool = Desktop Survey tool

Tip 10 - Establish measurable value for the intranet

Targeted feedback - Targeting features allow the Desktop Survey to be pushed to specified staff, for example, managers or heads of departments. Such individuals can be asked questions such as *"what specific business value does / could your department derive from an effective Intranet?"*, *"How might this be quantified?"* For example, a sales manager may say it is the number of accurate proposals that sales people are able to produce. This research will provide an important perspective to help you improve the Intranet and quantify its value.

Establish benchmarks and track trends - The Desktop Staff Survey's easy-to-answer format and high participation rates mean that it can also be an effective tool establishing benchmarks and tracking changes over time.

Social media ROI - The SnapComms Internal Social Media Channels have specific reporting metrics built in to help you measure ROI and demonstrate value. Reporting can include user demographics, popularity of content, total time spent by individuals etc.

SnapComms reporting options - A wide range of reports are available from the SnapComms Content Management platform. Everything from the links followed, the popularity of specific blog and forum items, to the full results of Staff Polls, Surveys and Quizzes are available.

More information = Measuring Internal Communications

Related resources

Visit our White Papers page for additional resources:



Survey

Staff Survey

Please answer the following question.

Question 1: * What should we do to improve sales?

Thank you for completing this survey. Please click on the Submit button to submit your response.

Submit

for