

THE NEW SOCIAL INTRANET

# IT'S OUT OF THIS WORLD!

USE CAUTION: ROUGH SPACE AHEAD

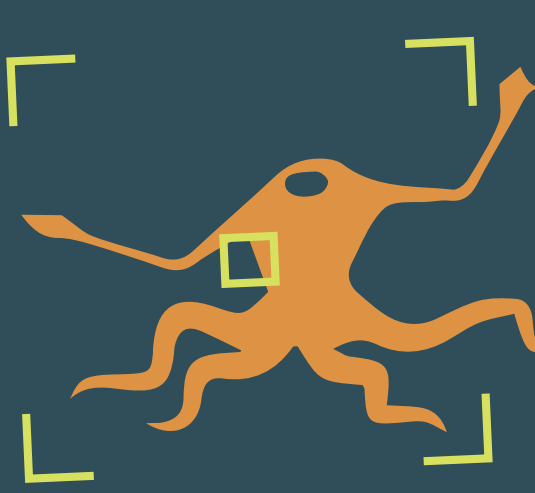
Too many intranets are outdated, with stale content housed behind an uninviting interface that is frustrating to navigate.



While **80%** OF ORGANIZATIONS have had intranets for **FIVE** OR MORE YEARS

Most employees use the intranet

**JUST** ONCE A MONTH



**75%** of people use their intranet

**ONLY FOR** HR PURPOSES

**72%**

of employees rate their internal social media tools as

**FAIR TO POOR**



## WELCOME TO THE NEW SOCIAL INTRANET

The new social intranet is easy to use and incorporates social media technology, powerful search, and more, to create a communication and collaboration hub.



Social technology

**RAISES** KNOWLEDGE WORKER PRODUCTIVITY **by as much as 25%**



Employees with social intranet access are

**71% MORE LIKELY**

to find the people who have the **INFORMATION THEY NEED**



"Successful intranets are not just places to push information—they are the centerpiece of the digital workplace."



SOCIAL INTRANET

## FLIGHT SCHOOL



### Preflight Checklist:

- ✓ Start with the needs of your users.
- ✓ Establish a community manager.
- ✓ Keep content up-to-date.

### Make the most of your journey — be on the lookout for:

- ✓ Text that would make great visual content.
- ✓ Ways to be more transparent.
- ✓ Integration opportunities with other software.
- ✓ Wider collaboration possibilities.
- ✓ Increasing social functionality.



### Warning signs that your intranet is headed for trouble:

- ✓ Outdated information.
- ✓ Poor search functionality and navigation.
- ✓ Frustrating or nonexistent communication tools.
- ✓ Weak or difficult content publishing and sharing.
- ✓ Inability to segment the community.

"Houston, we have a problem"



To learn best practices for building a social intranet that provides easy access to the resources employees need to get work done,

DOWNLOAD OUR EBOOK

Sources:

- [http://www.mckinsey.com/insights/high\\_tech\\_telecoms\\_internet/the\\_social\\_economy](http://www.mckinsey.com/insights/high_tech_telecoms_internet/the_social_economy)
- [http://insight.kellogg.northwestern.edu/article/the\\_coworker\\_network](http://insight.kellogg.northwestern.edu/article/the_coworker_network)
- <http://www.netjmc.com/digital-workplace/the-organization-in-the-digital-age-10-key-findings/>
- Ward, Toby. "State of the Social Intranet: Results of 2012 Social Intranet Survey." Prescient Digital Media. January 2013.
- <http://blog.socialcast.com/e2sday-the-problem-with-the-intranet/>
- <http://www.prescientdigital.com/downloads/social-intranet-study-2011-purchase-the-full-report>
- <http://www.cmswire.com/cms/social-business/reports-of-intranets-death-are-greatly-exaggerated-013463.php>
- <http://www.websitemagazine.com/content/blogs/posts/archive/2014/10/31/why-your-employees-hate-your-outdated-intranet.aspx>
- <http://northpatrol.com/2014/09/17/first-ever-intranet-study-in-finland-reveals-six-megatrends/>