Social intranet content management

Aadam Zaidi

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World Leading Intranet Experts

- 13 years of profitable history

- Dozens of Fortune 500 Clients

- World-Renowned Thought Leaders

- 200+ intranet projects

- Highly specialized

First to study & formally define "social intranet"

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Select Clients

Slides

www.Slideshare.net/Prescient

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CM Defined

Content Management (CM)

- The means by which content is created, stored, accessed, and reused

Document Management (DM)

Documents

⊕ new document or drag files here

All ··· | Find a file   🔍 |

✓	🗋	Name		Modified	Sharing	Modified By
	📁	Clients	···	November 14, 2013	🔒	☐ Toby Ward
	📁	Intranet Global Forum	···	November 14, 2013	🔒	☐ Toby Ward
	📁	Shared with Everyone	···	February 28, 2013	👥	☐ Toby Ward
	📁	Social Business Interactives	···	November 25, 2013	🔒	☐ Toby Ward
	📄	2012 Social Intranet Study_Complete_Prescient Digital Media	···	March 04, 2013	🔒	☐ Toby Ward
	📄	2012 Social Intranet Study_Complete_Prescient Digital Media	···	March 04, 2013	🔒	☐ Toby Ward
	📄	SharePoint-for-Intranets-2013-white-paper-Oct-23	···	December 03, 2013	🔒	☐ Toby Ward

SharePoint 2013

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Web Content Management (WCM)

Enterprise content management (ECM)

Effective CM

- Effective content management requires:
    - Organizational processes and rules
    - Motivated and active providers and writers
    - Engaged users
    - Technology

Search Results

Documents 1 to 10 of 300 matching the query "career".

1. 📄 **Career Discovery Questions.fm**
   Career Discovery Questions Last Update— February 17, 2006 • • • • 1 • • • • • • Career Discovery Questions At some point during your performance planning
   meetings, your employee may want to talk about their career options. They may want to know where you think they should go next. A healthy career d
   size 60685 bytes - 2/17/2006 1:17:13 PM

2. 📄 **Microsoft Word - MoR Meeting.doc**
   People Programs MoR Meeting Employee's Name: Discussion Date: Mentor's Name: About the MoR Meeting The purpose of the meeting is to gain an understan
   the employee's career aspiration and to assist in their development, discuss their career interests and strengths, and how their role aligns wi
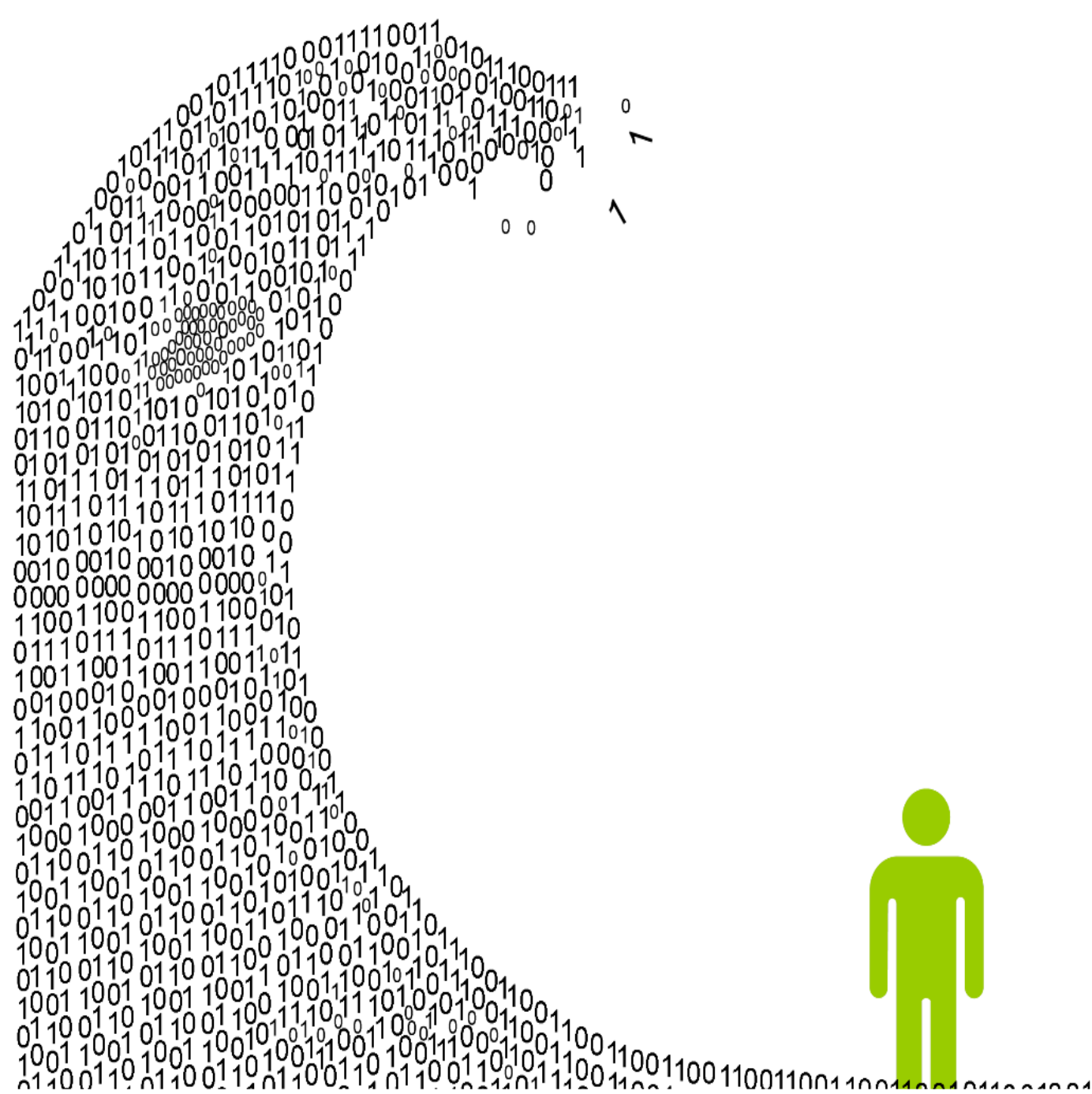   size 57997 bytes - 12/4/2006 6:21:16 PM

3. 📄 **Welcome & Good luck**
   Welcome and Good Luck This Week at Meridian: Dave Hammers Michael May Valarie Rennalls Welcome: Michael May Strategic Sourcing is pleased to announce
   appointment of Michael May to the position of Buyer - Vendor Management. Michael comes to us with several years in the banking and technology indu
   size 36352 bytes - 2/9/2007 5:04:18 PM

4. 📄 **TO:**
   Status: Urgent Action Required FYI TO: FROM: All Managers Retail / CBC CBC Managers Marketing Branch/CC Managers Operations Corporate Office Manager
   People Services Subject: Take Our Kids to Work Day 2012! IT Finance Executive Date: Wednesday, October 3, 2012 DESCRIPTION / SUMMARY: Do you know
   size 260096 bytes - 10/3/2012 8:34:06 PM

5. 📄 **TO:**
   Status: Urgent Action Required FYI TO: FROM: All Employees Retail / CBC CBC Employees Marketing Branch/CC Employees Operations Corporate Office Empl
   People Services Subject: Take Our Kids to Work Day 2012! IT Finance Executive Date: Wednesday, October 3, 2012 DESCRIPTION / SUMMARY: Do you know
   size 282624 bytes - 10/3/2012 8:35:45 PM

6. 📄 **TO:**
   Status: Urgent Action Required FYI TO: FROM: All Employees Retail / CBC CBC Employees Marketing Branch/CC Employees Operations Corporate Office Empl
   People Services Subject: Take Our Kids to Work Day 2012! IT Finance Executive Date: Wednesday, October 3, 2012 DESCRIPTION / SUMMARY: Do you know
   size 282624 bytes - 10/3/2012 9:12:43 PM

7. 📄 **TO:**
   Status: Urgent Action Required FYI TO: FROM: All Managers Retail / CBC CBC Managers Marketing Branch/CC Managers Operations Corporate Office Manager
   People Services Subject: Take Our Kids to Work Day 2012! IT Finance Executive Date: Wednesday, October 3, 2012 DESCRIPTION / SUMMARY: Do you know
   size 260096 bytes - 10/3/2012 9:13:45 PM

8. 📄 **TO:**
   Status:. Action Required. FYI. TO. FROM. All. Retail / CBC. CBC. Marketing. Branch/CC. Operations. Corporate Office. People Services. Subject. Take Our Kids
   Work. IT. Finance. Executive. Date. Thursday, October 11. DESCRIPTION / SUMMARY. Do you know a grade 9 student who would like to learn more about car
   size 228538 bytes - 10/11/2012 8:03:07 PM

9. 📄 **TO:**

SharePoint 2013 for the Social Intranet

Permalink: http://www.intranetblog.com/?p=2937 [Change Permalinks] [View Post]

Upload/Insert   Visual HTML

SharePoint is present in 80% of the Fortune 100; and plays a prominent intranet role in about 70% of knowledge worker intranets (either powering the main intranet portal, or delivering associated collaboration sites and/or document repositories). This in spite of its history.

SharePoint 2007 was a poor, often frustrating solution; SharePoint 2010 was a step on the right track towards a better and scalable platform; but the latest, SharePoint 2013 represents a considerable improvement compared to its earlier predecessors.

Path: p

Word count: 461   Last edited by Toby Ward on December 3, 2013 at 9:47 pm

Socialize: Call To Action Text

Hide Alert Box
☐ Hide alert box below this post

All in One SEO Pack

Upgrade to All in One SEO Pack Pro Version

Title: 0   characters. Most search engines use a maximum of 60 chars for the title.

Description: 0   characters. Most search engines use a maximum of 160 chars for the description.

Keywords (comma separated):

Publish

[Preview Changes]

Status: Published Edit

Visibility: Public Edit

Published on: Dec 3, 2013 @ 21:47 Edit

Move to Trash   [Update]

Categories

All Categories | Most Used

☑ Best Practices
☑ SharePoint (MOSS)
☑ Social Intranet
☑ Technology Vendors
☑ Uncategorized
☑ Web 2.0
☐ About Us / Contact Us
☐ Applications
☐ Blogs
☐ Case Studies
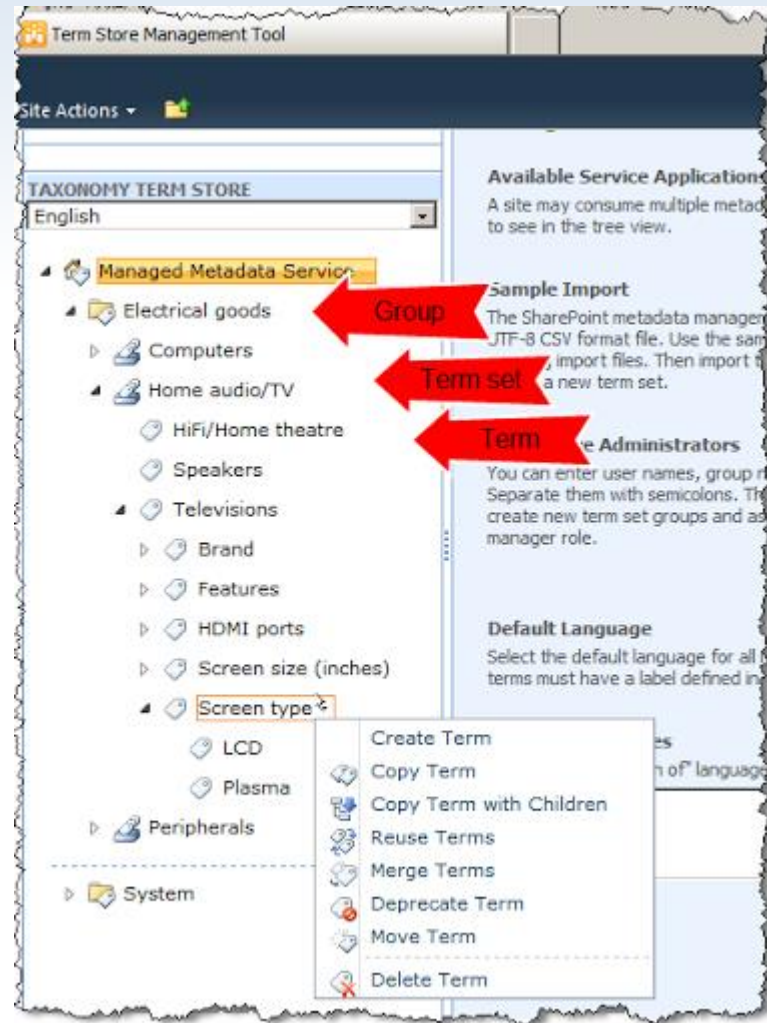
+ Add New Category

Tags

[   ] [Add]

Separate tags with commas

⊗ intranet   ⊗ sharepoint
⊗ sharepoint 2013   ⊗ sharepoint intranet
⊗ social intranet   ⊗ white paper

Choose from the most used tags

Wordpress

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SharePoint 2013

Planning

Six Major Principles (CM)

- Create & publish content in a timely manner
- Reduce the cost of publishing content
- Organize content to support work processes
- Delineate roles & responsibilities for managing content
- Develop policies to guide content development & management
- To use one tool to publish information across different sites

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Marketing
Communication
Training
Search
Change Management
Adoption & Participation

Gap Analysis
Business Requirements
User Requirements
Benchmarking
Social Media Readiness

Development
Integration
Project Management
Vendor Management
Content Development
Content Migration

Strategic Planning
Governance
Functional Planning
Business Case
Information Architecture
User Experience (Design)

Technology Audit
Functional Specifications
Solution Evaluation
Vendor Selection
Implementation Roadmap

Adoption

Assessment

Implementation

Planning

Technology

PROJECT
METHODOLOGY

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1/3 of IT projects exceed budgets and schedules by almost 100% in small to mid-size companies (Gartner)

Key lessons

- Executive champions = success
- Planning
- Change management, change management
- Sometimes you get what you pay for
- Content is king

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Philips built Connect Us with influencers

Built	Trained	Shaped	Launched
Built in 11 weeks	**Trained our influencers**	**Getting buy in**	**Launched via word of mouth**

- Inside a "test community" on functionalities and rules of engagement
- Held bi-weekly training sessions
- One-on-one session with our leaders

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CM Lifecycle

Content Management Lifecycle

- ❖ **Review**
- ❖ **Control**
- ❖ **Archive / delete**

Manage

- ❖ **Plan / govern**
- ❖ **Write / edit**
- ❖ **Approve**

Create

Publish

- ❖ **Template input**
- ❖ **Keywords / metadata**
- ❖ **Version / expiry controls**

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Create

Content Management Lifecycle

- ❖ Review
- ❖ Control
- ❖ Archive / delete

Manage

- ❖ Plan / govern
- ❖ Write / edit
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Create

Publish

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CM Planning

1. Detail content publishers, types & needs
2. Determine content structures & current practices
3. Determine how to measure effectiveness
4. Define user requirements and access/rules (e.g. customization/personalization)
5. Define processes/guidelines for content management, review, and development
6. Define content storage/retrieval mechanism & review software (e.g.. SharePoint, Sitecore, EpiServer, etc.)

CM Plan

- **Assessment:** of current content and processes.

- **Creation:** of detailed information architecture and wireframes, taxonomy, metadata, workflow and documentation including policies.

- **Management:** repurposing, rewriting, creating, maintaining, monitoring, and archiving.

- **Maintenance:** storing, accessing, reusing/repurposing and resourcing.

- **Measurement & Growth:** analytics and analysis.

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Table of contents

Feeding the home page

Ideas for home page news

- Sales wins
- Customer service stories
- Charity drives
- New hires
- Employee profiles
- Photo of the day / week
- Competitor focus
- New projects
- Strategic update

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Finding writers

- Ask key executives for a designated contributor (sales, HR, etc.)
- Train contributors on writing, publishing, and rules
- Hold monthly pizza lunches to discuss content themes
- Initiate contests

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Writing

- Succinct should be limited to 50% of the words for print
- 'Inverted pyramid format' with the most important content at the beginning
- Use simple sentences & limit metaphors and jargon
- Use humor with caution
- Plain language when creating links, headings, site names, and forms (avoid "More" and "Click" and number jumbles)
- Task or scenario-based content

SharePoint 2013

EPiServer

Every page has….

- Date
- Expiry date (e.g. 18 months for new; 6 months for team site)
- Name (author / publisher) with email link to person
- Terms of use
- Forced 'closed' meta tags
- Optional 'open' tags
- Sharing and/or social features (e.g. commenting)

Manage

Content Management Lifecycle

- ❖ Review
- ❖ Control
- ❖ Archive / delete

- ❖ Plan / govern
- ❖ Write / edit
- ❖ Approve

- ❖ Template input
- ❖ Keywords / metadata
- ❖ Version / expiry controls

Manage Create Publish

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Intranet Dashboard

Publishing

Menu

Folders

Image Manager

Document Manager

Content Explorer

News Articles

Recycle Bin

My Work

Version Control

Cancel Delete | Preview | | Edit and Restore | | Restore |

| View Attributes | | View Content |

Display [Last 10 records ▼] (** Note: Top record is the latest version of the article)

Select	Version Number	User Name	History Date	Attributes Modified	Content Modified
○	271	Chris Pennisi	Dec 7 2009 3:52PM	No	Yes
○	270	Kevin Oliver	Dec 7 2009 3:47PM	No	No
○	269	David Tsang	Nov 2 2009 9:01AM	No	Yes
○	268	Anthony Milner [Admin]	Oct 30 2009 2:34PM	No	Yes
○	267	Anthony Milner [Admin]	Oct 30 2009 2:33PM	No	Yes
○	266	Anthony Milner [Admin]	Oct 30 2009 2:31PM	No	Yes
○	265	Anthony Milner [Admin]	Oct 30 2009 2:30PM	No	Yes
○	264	Anthony Milner [Admin]	Oct 30 2009 2:29PM	No	Yes
○	263	Anthony Milner [Admin]	Oct 30 2009 2:28PM	No	Yes
○	262	Anthony Milner [Admin]	Oct 30 2009 2:20PM	No	Yes

Elcom

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CMS Technology

CMS varieties

- Web content management (WCM)
- Document management (DM)
- Records management (RM)
- Digital asset management (DAM)
- Portal
- Social media platform
- Enterprise content management

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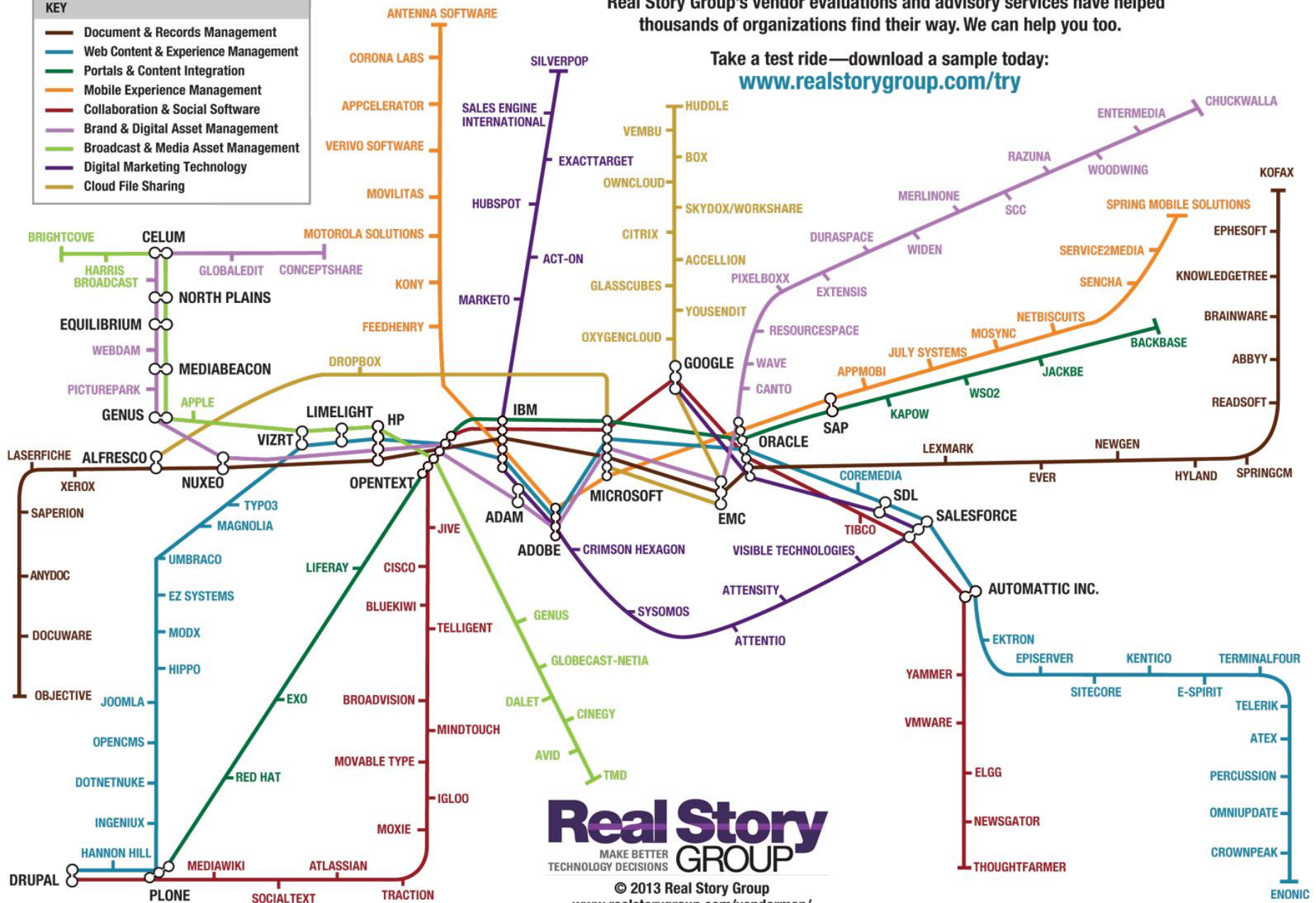# Digital Workplace & Marketing Technology Vendor Map

KEY
- Document & Records Management
- Web Content & Experience Management
- Portals & Content Integration
- Mobile Experience Management
- Collaboration & Social Software
- Brand & Digital Asset Management
- Broadcast & Media Asset Management
- Digital Marketing Technology
- Cloud File Sharing

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Top features

- User-friendly content authoring, multiple authors
- Versioning (version & date control/expiration)
- Content approval workflow (gate-keeping)
- Database and template creation
- Database management
- Dynamic page generation
- Link management
- Personalization
- Access control and security
- Search
- Analytics
- Social media

Budget

- $0 - $ Millions
- Business + functional requirements determine cost
- Final budget will be determined by the end solution

For as little as $1,999

License	2010 Price
1 Web Site Base License	1,999
E-commerce Package	1,499
Social Networking Package	1,499
Advanced Package	1,499
1 Web Site Ultimate License	4,499
1 Web Site Ultimate + Source Code	14,499
Additional web site in a web farm	1,999
1 Server Base License for 10 Sites	5,999
E-commerce Package	4,499
Social Networking Package	4,499
Advanced Package	4,499
1 Server Ultimate License for 10 Sites	13,499
1 Server Ultimate - 10 sites + Source Code	23,499
Additional server in a web farm	5,999
1 Server Base License for Unlimited Sites	9,999
E-commerce Package	7,499
Social Networking Package	7,499
Advanced Package	7,499
1 Server Ultimate License for Unlimited Sites	22,499
1 Server Ultimate - Unlimited + Source Code	32,499
Additional server in a web farm	9,999

Vendor evaluations

- Undertake macro evaluations
- Tailored product demos
- Open or closed (invitation) RFP
- Closed RFP to specific vendors will shorten the decision cycle but narrow the field
- RFP process is normally 2 weeks to 2 months depending on the complexity of the project
- Send out RFP

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Budget

- $0 - $ Millions
- Business + functional requirements determine cost
- Final budget will be determined by the end solution

Social Specifics

One or more social media tools

Social Business Study, 2014

74%

Most popular:
- Blogs
- Discussion
- Instant Messaging

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Blogs

Social Business Study, 2014

55%

Have blogs on their intranet

18% enterprise deployment

36% limited deployment

5% have no plans

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Wikis

Social Business Study, 2014

49%

19% enterprise deployment

29% limited deployment

12% have no plans

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Social specifics

- All content is governed by the Code of Content

- No anonymous posting

- Social computing guidelines should be published

- Seed content with comments / promote discussion

- Cross-link to relevant discussions, blogs, wikis, etc.

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Philips: 'Share' and 'Ask for help' buttons

Facilitate support and increase traffic

Let employees play a role in disseminating information—and allow them to share their thoughts on it

Let employees request and offer assistance related to content

BlueTube

Integrating video into the enterprise

'Share' & 'like' Give employees the opportunity to show their support of content

'Comment' box: Enable employees to engage in dialogue around video content

• Pushes link into the activity stream of the followers. Viral promotion of the video

59

Social Business Intelligence reports

Data driven insights to help us in understanding and improving the community

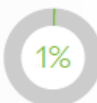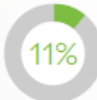Philips Social Business Intelligence | 2013 Q1 Trend Report

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Social Business Intelligence reports

Data driven insights to help us in understanding and improving the community

Philips Social Business Intelligence | 2013 Q1 Trend Report

Social Business Intelligence reports

Data driven insights to help us in understanding and improving the community

Content Migration

Migration Paradox

- Migration tools do not solve your problem
- Migration tools are just tools & need to be managed
- You can saw a tree with a hand saw or electric saw
  - The difference is: time and accuracy

Migration Paradox

- Migration is as important as the intranet itself
- An intranet without content is zero-functional
- Investing in proper migration is as important as developing the intranet
- Improper migration would lead to disaster

Migration artifacts classification

Migration execution approach

Content Migration Approach and Methodology

Application Migration

- There are no shortcuts and there are no tools that do everything automatically
- Accept it: application migration is not trivial and requires a lot of work
- Content migration is simpler and cheaper – consider migrating content instead of migrating applications

Application Migration

- When migrating applications, take advantage of the process to update/refresh old apps
- Adoption is acquired and not forced – Incentive, simplicity, empowering, accessibility

Content sources and destinations

Content Sources

Content Destinations

```
                            Content

   Site          Web sites      Lists      Document     Site Assets
Collections                                 Library
```

Content migration costs

Anatomy of Content Migration Cost

Assessment

Audit

Mapping

Governance

Content Preparation

Execution and Tools

Validation

Publishing and Adoption

- Professional Services
- No tools
- Lengthy and costly
- Must be done

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Anatomy of Content Migration Cost

Assessment

Audit

Mapping

Governance

Content Preparation

Execution and Tools

Validation

Publishing and Adoption

- Automation or manual or both
- Tools for accuracy and time saving
- Must pick the right tool for the right scenario

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Anatomy of Content Migration Cost

Assessment → **Audit** → **Mapping** → **Governance** → **Content Preparation** → **Execution and Tools** → **Validation** → **Publishing and Adoption**

Audit:
- Content enumeration and extraction
- Classification
- Excel, tables, reports

Mapping:
- Information Architecture mapping
- Granular mapping
- Excel, tables

Execution and Tools:
- Execute transformation and mapping
- Migration tools, PS, custom
- Manual

Publishing and Adoption:
- Content is migrated successfully
- Manual

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Migration Cost Distribution

CONTENT MIGRATION COST/AREA

Publishing and Adoption 3%

Assessment 6%

Validation 13%

Execution and Tools 5%

Audit 32%

Content Preparation 13%

Governance 14%

Mapping 14%

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Warning signs

- Do not buy a migration tool/software first before you plan the whole project
  - Work forward not backward
- Content migration is mission critical. Do not take it lightly
- Hire the right resources
- Do your research and be aware of the marketers
- Weigh-in licensing cost and different licensing options

Lessons

Adoption
- Marketing
- Communication
- Training
- Search
- Change Management
- Adoption & Participation

Assessment
- Gap Analysis
- Business Requirements
- User Requirements
- Benchmarking
- Social Media Readiness

Implementation
- Development
- Integration
- Project Management
- Vendor Management
- Content Development
- Content Migration

Planning
- Strategic Planning
- Governance
- Functional Planning
- Business Case
- Information Architecture
- User Experience (Design)

Technology
- Technology Audit
- Functional Specifications
- Solution Evaluation
- Vendor Selection
- Implementation Roadmap

PROJECT METHODOLOGY

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Death

- Death is often slow, but not without extracting significant time, money and jobs
- One prominent energy firm spent $4 million on their intranet
- When it went live it crashed the entire network, and was never used again
- 5 years later they are still using the 10 year old intranet

DirecTV: Create Quick Wins

Great Intranets:
From Design to Social

A Whitepaper by Toby Ward

‘Intranet Blog

35
Tweet

5

+1

2

submit
reddit

4

Share

5

6

3

Pin it

8

Executives

that have a true,
social intranet.　**10%**

Frontline
employees　**PEOPLE**　Managers

All or most
employees can
access / use

Icons in
navigation　**PROCESS**

Integration into
home page &
content

TECHNOLOGY

Multiple tools
working in tandem

RSS

Portals

Tagging

Presence

1　2　3　4

The Social Business Study 2013

If you need to make a business case to move to social media, or more enhanced social media
(internally or externally) then spend 10 minutes to take...

Learn More

Latest　Features

Thursday, 24 October 2013 18:55

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Questions

Aadam Zaidi

Aadam.Zaidi@PrescientDigital.com

www.PrescientDigital.com

www.IntranetBlog.com

Follow @TobyWard

416.926.8800