

Social intranet content management

Aadam Zaidi



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DIGITAL MEDIA



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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”

Select Clients



TOSHIBA



RALPH LAUREN



MARS



Slides

[**www.Slideshare.net/Prescient**](http://www.Slideshare.net/Prescient)

CM Defined

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		<input type="checkbox"/> Toby Ward
		Intranet Global Forum	... November 14, 2013		<input type="checkbox"/> Toby Ward
		Shared with Everyone	... February 28, 2013		<input type="checkbox"/> Toby Ward
		Social Business Interactives	... November 25, 2013		<input type="checkbox"/> Toby Ward
		2012 Social Intranet Study_Complete_Prescient Digital Media	... March 04, 2013		<input type="checkbox"/> Toby Ward
		2012 Social Intranet Study_Complete_Prescient Digital Media	... March 04, 2013		<input type="checkbox"/> Toby Ward
		SharePoint-for-Intranets-2013-white-paper-Oct-23	... December 03, 2013		<input type="checkbox"/> Toby Ward


SharePoint 2013


Web Content Management (WCM)


EDIT


 Publish


 Save As Draft

 Cancel

 Paste

 Cut

 Copy

 Delete Item

Commit

Clipboard

Actions

Home

Recent

Drop Off Library

Site Contents

Title

Prescient: world leaders in intranets

Body

Prior to forming Prescient, there were no "intranet consulting" firms. Of course, the IBMs and Accentures of the world would do an intranet for a client if you asked them to, but it wasn't a core competency, not something they touted, and no one individual had much experience with intranets.

With this in mind, Prescient was formed as one of the if not the original "intranet consulting" firm. In fact, there was no such things as "intranet strategy" and "intranet governance" -- these were concepts that I introduced and first wrote about, spoke about, and implemented for clients upon launching the company in February 2013 (though I had flirted with some of these concepts in previous jobs with Xceed and Bell Canada, but never really formalized per se, and especially not under those labels.

Terms like "intranet strategy", "intranet governance" and "social intranet" were not in use (or certainly in popular use), and we were most definitely the first to talk openly and publicly about them.

All this to say, we are pioneers in intranets, and intranet consulting, and recognized world leaders. You need look no further than the client list that would agree with the sentiment, and the Google search results that reinforce this position.

2014 will the year we begin to markedly capitalize and monetize this reputation and profile, and the economy is slowly turning to support this. 2014 promises to be a very good year 😊

Category

Events

Financial / Economy Ideas


Add >

< Remove

Opinions

Published *

11/7/2013



6 AM

19

Created at 11/7/2013 6:24 AM by ☐ Toby Ward

Last modified at 11/7/2013 7:44 AM by ☐ Toby Ward

Publish

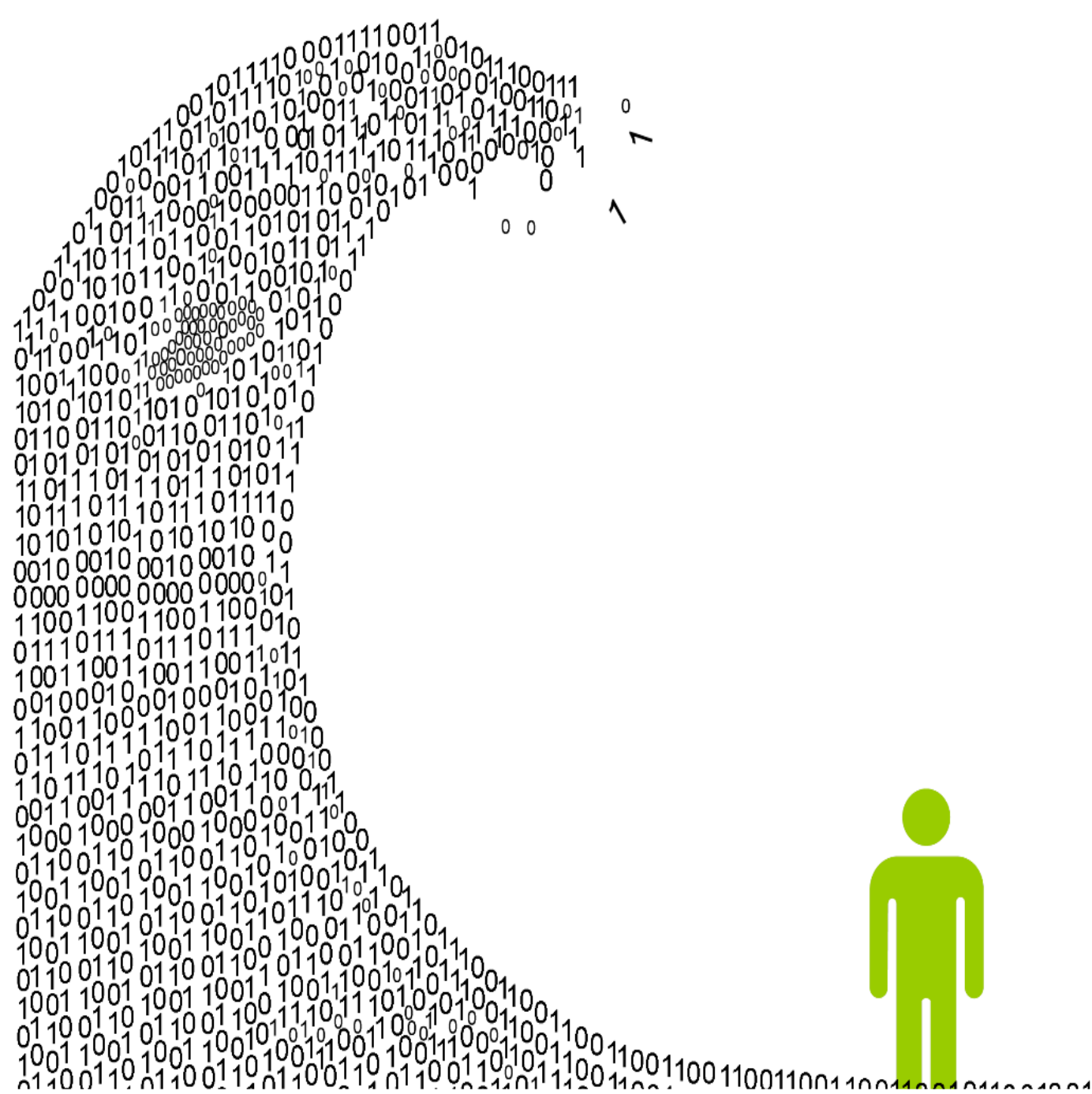
Cancel

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 understand
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 Emp
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 Emp
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

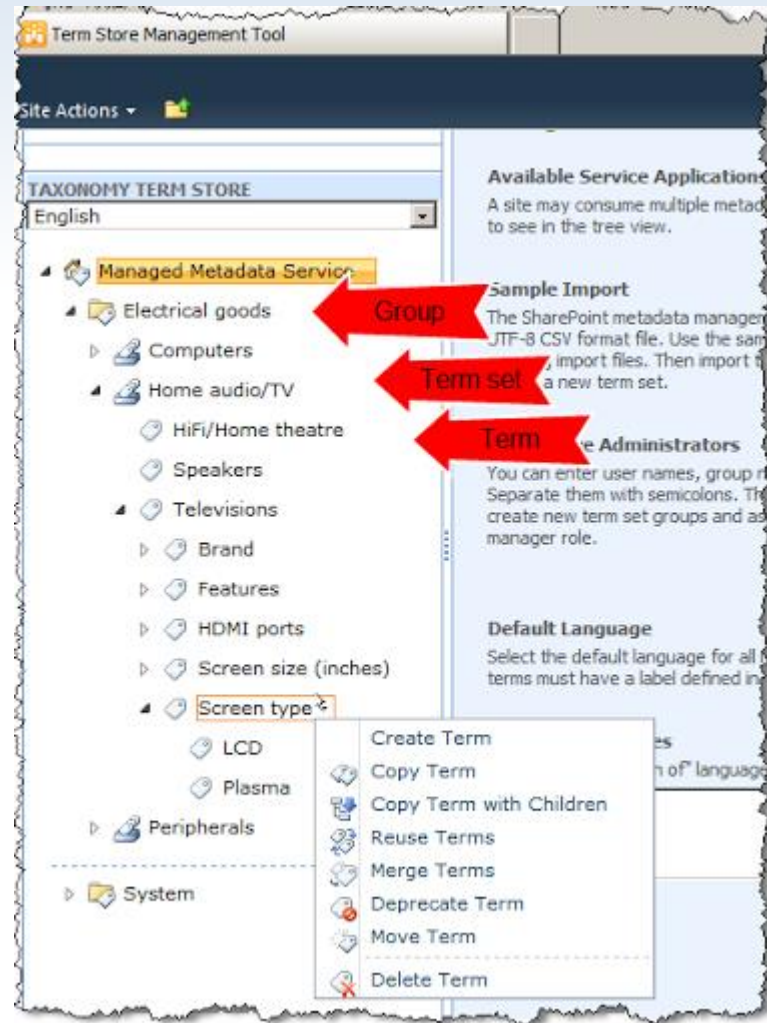
[Add](#)

Separate tags with commas

- ☒ intranet ☒ sharepoint
- ☒ sharepoint 2013 ☒ sharepoint intranet
- ☒ social intranet ☒ white paper

[Choose from the most used tags](#)

Wordpress



SharePoint 2013

Planning

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

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)

PROJECT METHODOLOGY

Adoption

Assessment

Planning

Technology

Implementation





Technology Audit
Functional Specifications
Solution Evaluation
Vendor Selection
Implementation Roadmap

**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

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

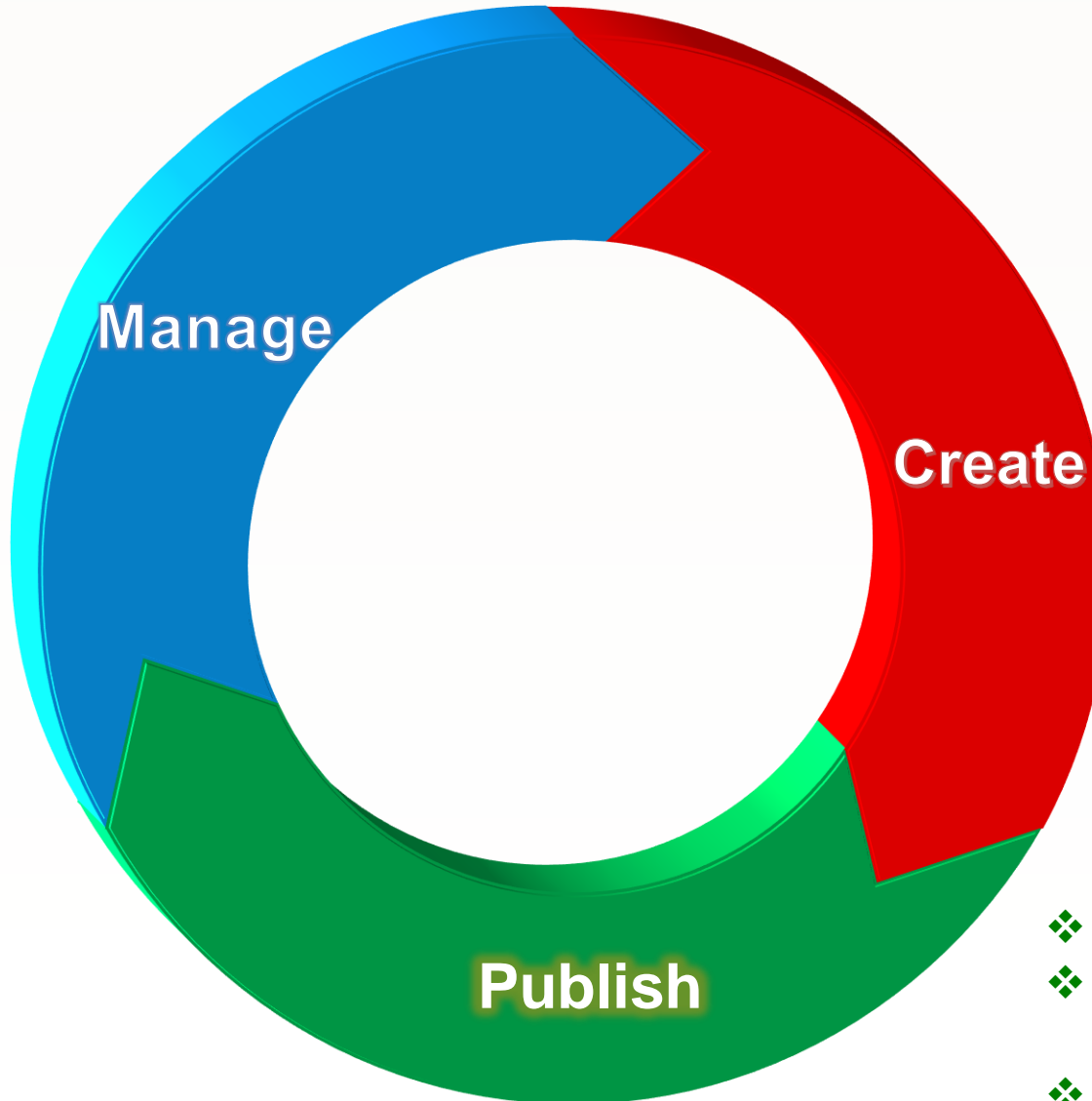
- Inside a “test community” on functionalities and rules of engagement
- Held bi-weekly training sessions
- One-on-one session with our leaders

CM Lifecycle

CIAI FUSCÀCIE

Content Management Lifecycle

- ❖ Review
- ❖ Control
- ❖ Archive / delete

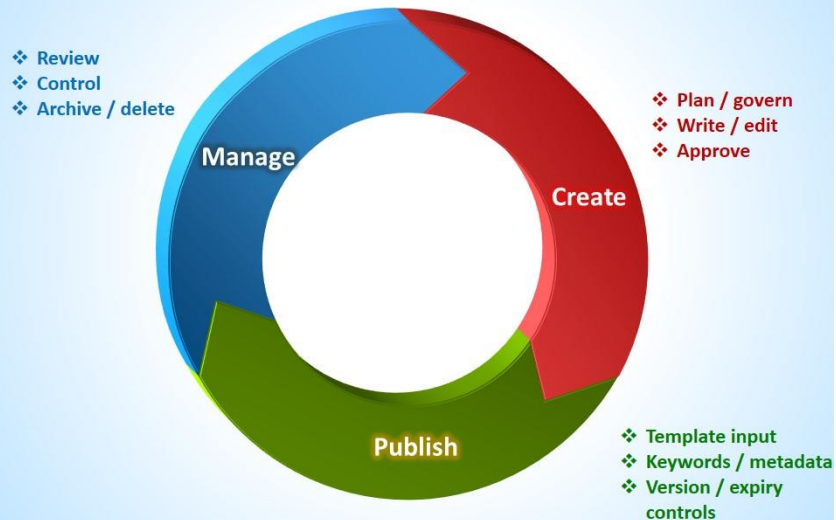


- ❖ Plan / govern
- ❖ Write / edit
- ❖ Approve

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

Create

Content Management Lifecycle



© 2013 Prescient Digital Media



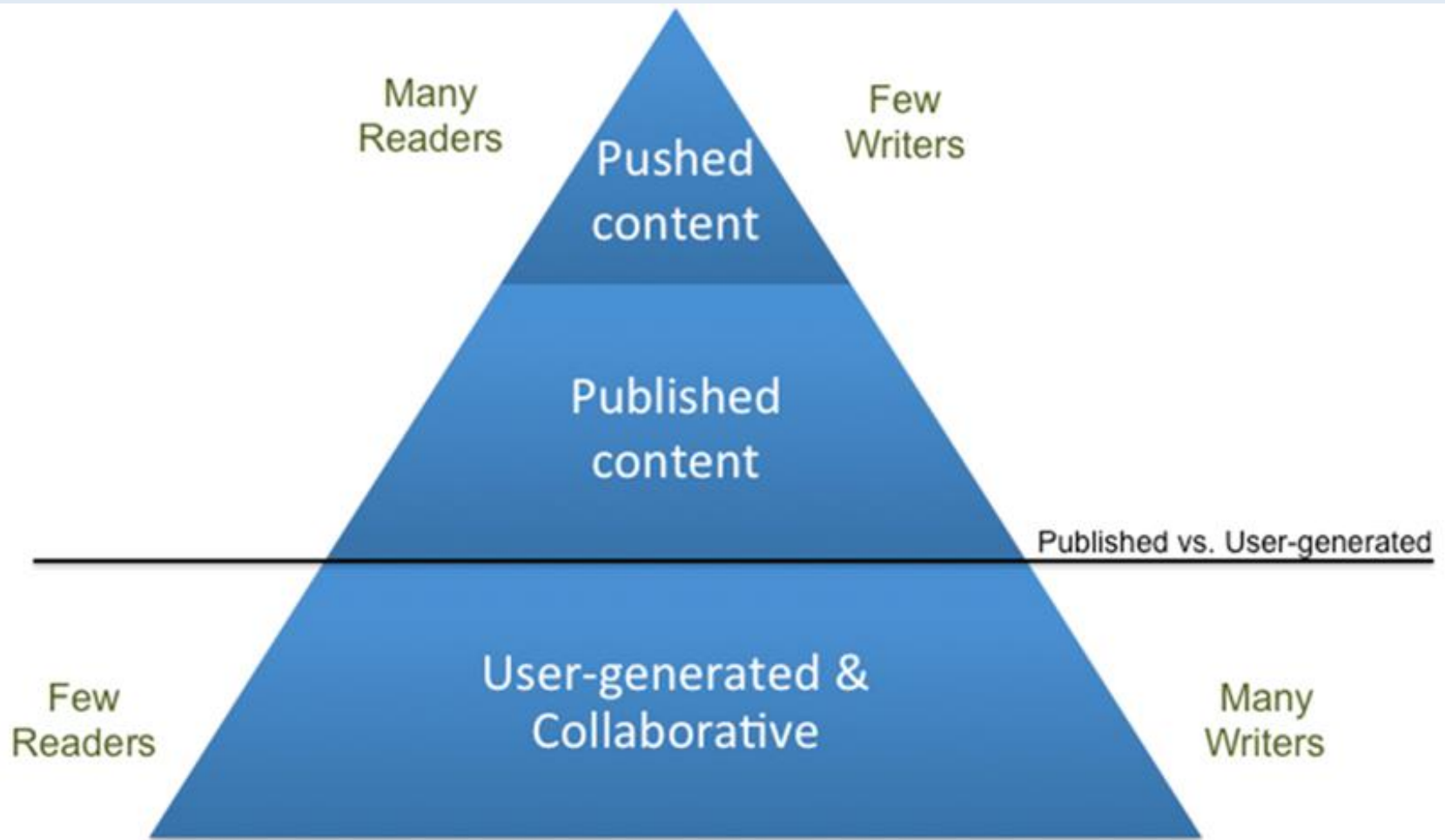
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CM Planning

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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Feeding the home page

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

Finding writers

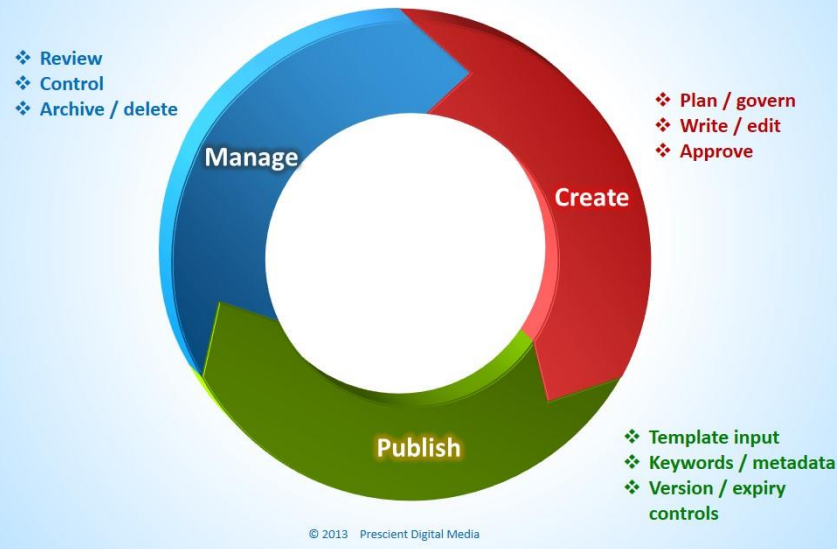
- Ask key executives for a designated contributor (sales, HR, etc.)
- Train contributors on writing, publishing, and rules
- Hold monthly pizza lunches to discuss content themes
- Initiate contests



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

Content Management Lifecycle



Publish

BROWSE PAGE PUBLISH **FORMAT TEXT** INSERT

Save Check In Paste Cut Copy Undo

Heading 19px

B *I* U abc x₂ x² [Color] [Background Color]

Paragraph

Paragraph Heading 1 Heading 2 Heading 3

ABC Spelling Edit Source Select Convert to XHTML Markup

Title

Strategic Plan 2014

Page Content

MISSION STATEMENT

Delivering innovative and superlative Internet and Intranet strategy, planning, and measured results.

VISION STATEMENT

To be the premiere consulting company for Internet and intranet strategy, planning, and management.

VALUES

To put honesty and integrity above all other qualities.
Provide customers with high-value, strategic counsel.
Maintain a leadership position in Internet and intranet consulting.
To directly contribute to company growth and profitability.
To continually challenge and invest in employees.

TARGET AUDIENCE

Primary: World class leaders, mid-market organizations, particularly in financial services, health, and energy - utilities
Secondary: Fortune 500, 1000

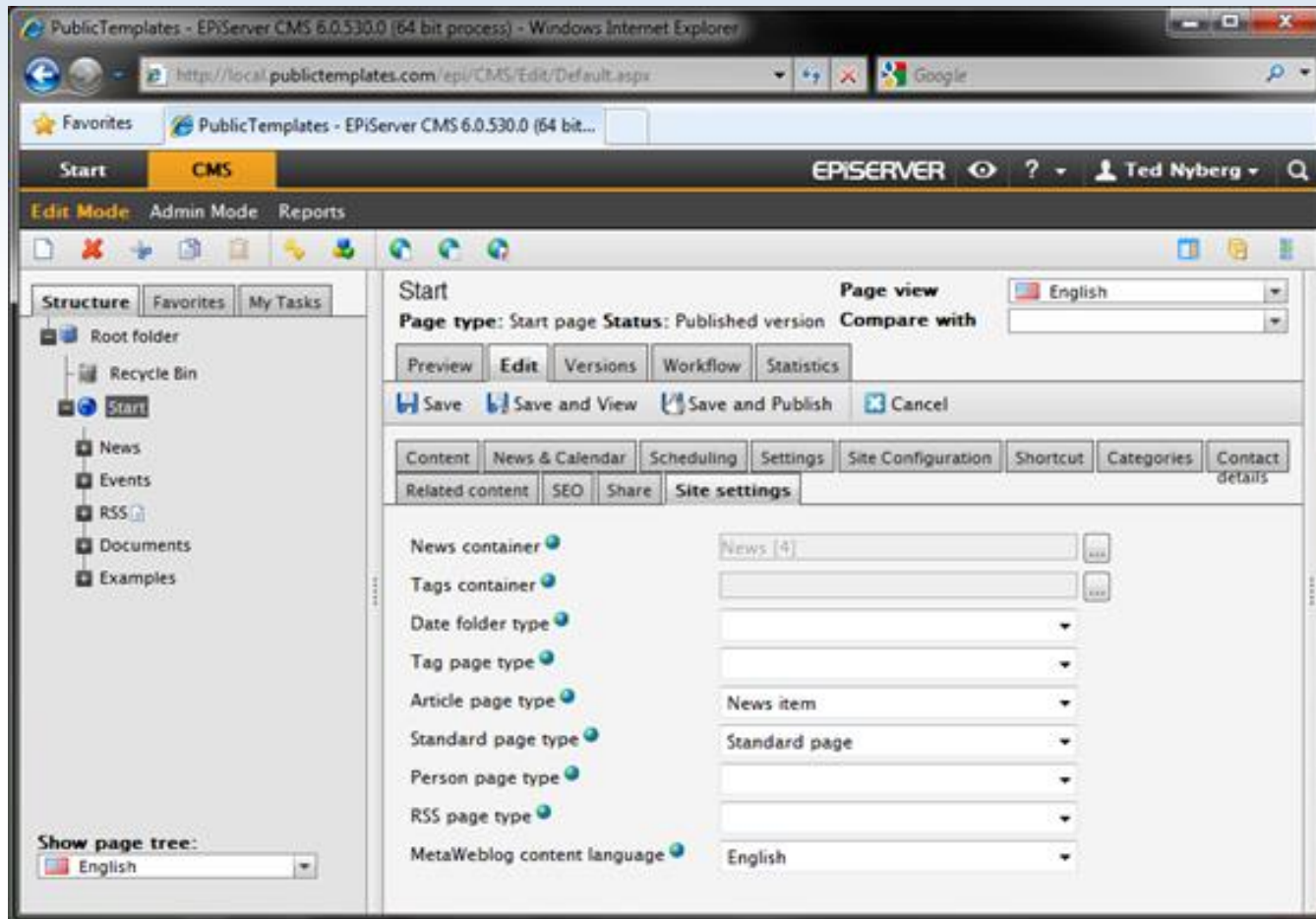
UNIQUE SELLING POSITION

Listen. Understand Deliver.

Rollup Image

[Click here to insert a picture from SharePoint.](#)

This image will appear only in Content By Query Web Parts and search results that include summaries of this page. Image properties such as height and width will not be reflected in these views.



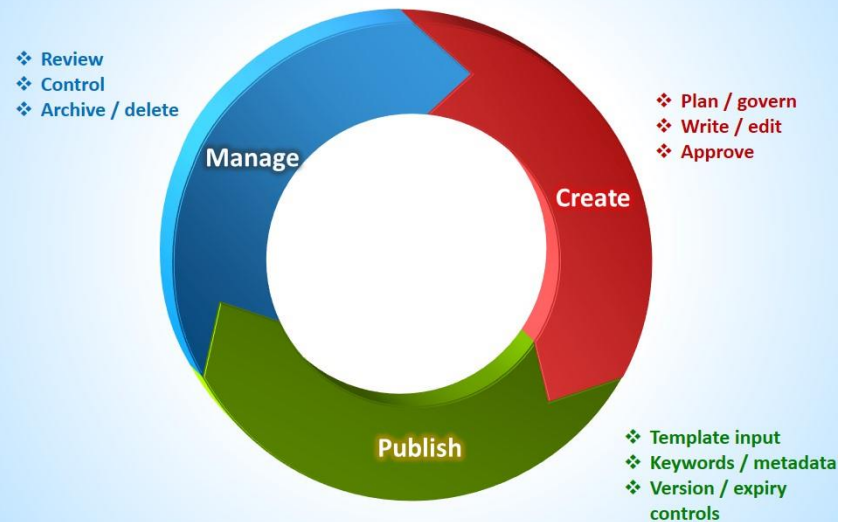
EPIserver

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



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Web browser window showing an Intranet Dashboard. The address bar displays <http://tutorial3.intranetd...> and the page title is "Partnership".

The dashboard includes a "Page Properties" tab with the "SECURITY" sub-tab selected. The security settings table is as follows:

Type	Name	Security Level
<input checked="" type="checkbox"/>	EVERYONE	Read Only
<input type="checkbox"/>	Administrator, GlobalCorp (mjones1)	Full Control
<input type="checkbox"/>	Campbell, David (dcampbell1)	Full Control
<input type="checkbox"/>	Horsley-Wyatt, Chris (chris)	Full Control
<input type="checkbox"/>	Garland, David (dgarland1)	Full Control
<input checked="" type="checkbox"/>	McLeod, Dan (dmcleod1)	Editor

Below the security settings, there are sections for "Sales Staff", "Internal Links", and "Business News".

Sales Staff

Internal Links

- Webmail
- Time Sheets
- Corporate Styleguide
- GlobalCorp Blog

Business News

- Black Friday Sales Show Divide Between Shoppers
- Weak Sale of Bonds Tests Germany's Stature In Crisis
- Economic Slump in the West is Catching Up With Asia

Additional links: More News, News Archive.

Intranet Dashboard

Intranet Content Management

Learning

Return on Investment (ROI)

Search and Search Engines

SharePoint

Strategic Design

Usability

Social Media

Blogs

Newsletter

Podcasts

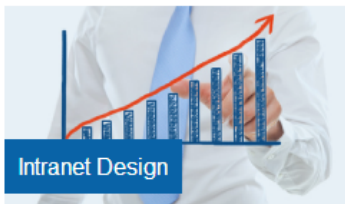
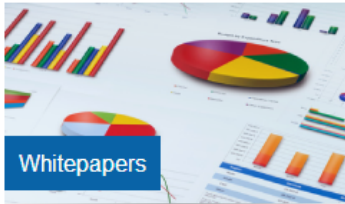
Presentations & Webinar Videos

Resources

Whitepapers and Handouts

Intranet Tip of the Week Program

The Social Intranet Report



Keywords

Existing keywords

social media
social networking
software
speed
study
taxonomy
technical infrastructure analysis
usability
user survey
webinar
website benchmarking
website design
wiki
writing editing

New keywords

CMS
ECM

Contributors

The names of people that have contributed to this item. Each contributor should be on a separate line.

Toby Ward

Creators

Persons responsible for creating the content of this item. Please enter a list of user names, one per line. The principal creator should come first.

kbedford

Effective Date

Date when the content should become available on the public site

2014 / January / 6 08 : 15

Expiration Date

Date when the content should no longer be visible on the public site

2018 / December / 31 23 : 55

Language

Language neutral (site default)

Copyrights

The copyrights on this item.

Copyright 2014 - Toby Ward

Save

Plone

Publishing

? Help

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
<input type="radio"/>	271	Chris Pennisi	Dec 7 2009 3:52PM	No	Yes
<input type="radio"/>	270	Kevin Oliver	Dec 7 2009 3:47PM	No	No
<input type="radio"/>	269	David Tsang	Nov 2 2009 9:01AM	No	Yes
<input type="radio"/>	268	Anthony Milner [Admin]	Oct 30 2009 2:34PM	No	Yes
<input type="radio"/>	267	Anthony Milner [Admin]	Oct 30 2009 2:33PM	No	Yes
<input type="radio"/>	266	Anthony Milner [Admin]	Oct 30 2009 2:31PM	No	Yes
<input type="radio"/>	265	Anthony Milner [Admin]	Oct 30 2009 2:30PM	No	Yes
<input type="radio"/>	264	Anthony Milner [Admin]	Oct 30 2009 2:29PM	No	Yes
<input type="radio"/>	263	Anthony Milner [Admin]	Oct 30 2009 2:28PM	No	Yes
<input type="radio"/>	262	Anthony Milner [Admin]	Oct 30 2009 2:20PM	No	Yes

Elcom

CMS Technology

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

Digital Workplace & Marketing Technology Vendor Map

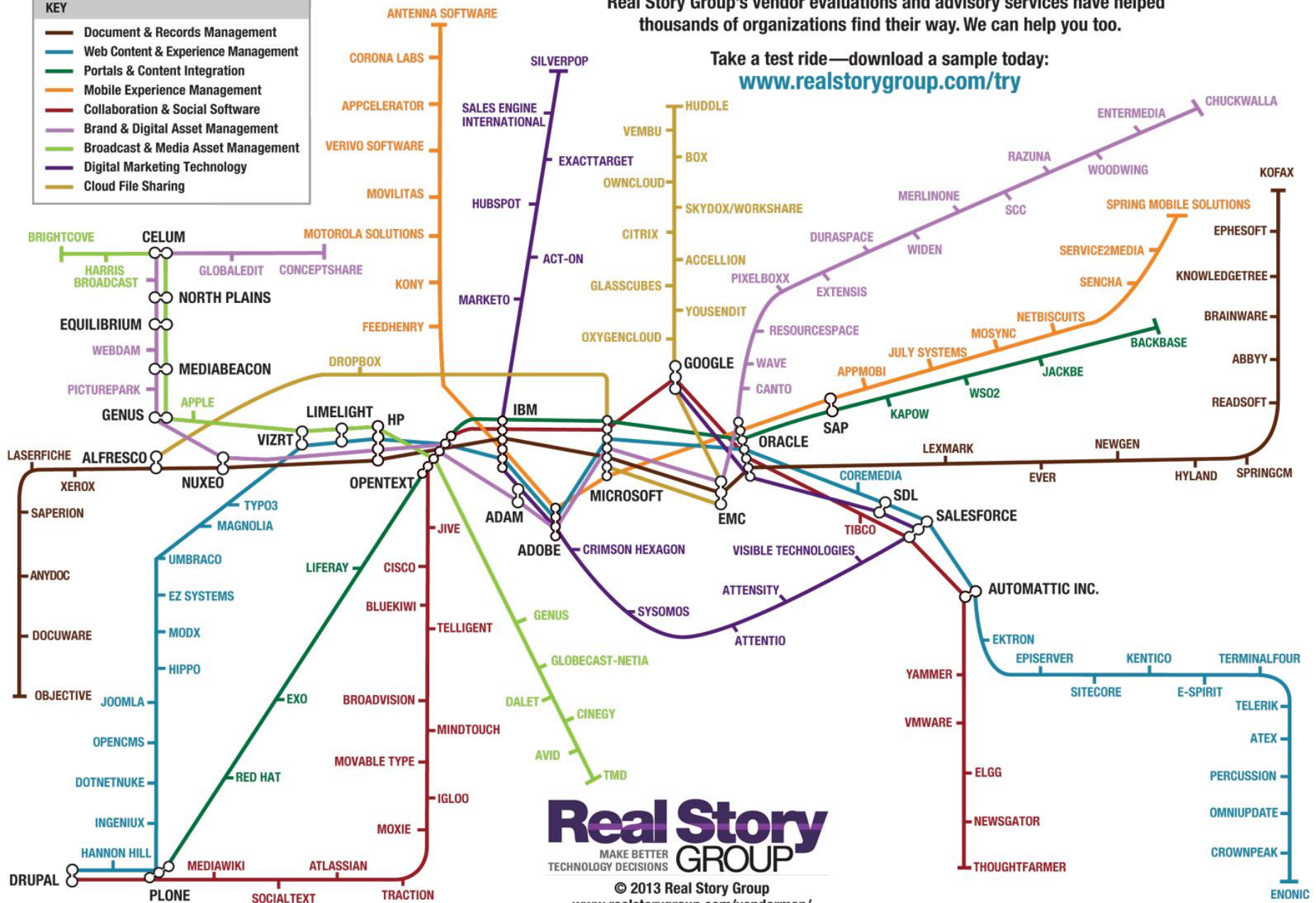
KEY

- 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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TECHNOLOGY DECISIONS

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www.realstorygroup.com/vendors/

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

Budget

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

Social Specifics

social specifics

One or more social media tools

Social Business Study, 2014

74%

Most popular:

- Blogs
- Discussion
- Instant Messaging

Blogs

Social Business Study, 2014

55%

Have blogs on their intranet

18% enterprise
deployment

36% limited
deployment

5% have no plans

Wikis

Social Business Study, 2014

49%

19% enterprise
deployment

29% limited
deployment

12% have no
plans

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.

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

PHILIPS › global home › site-finder › people-findersearch: Philips Intranet

Philips Global

Home Company info PNN Press releases News archive Sitemap

Social Media Guidelines

[Share](#) [Ask for Help](#)

Philips employee guidelines for social media participation

Social media such as Facebook, Twitter, blogs, YouTube etc., allow anyone with an internet connection to create, publish and share information, thoughts, pictures, videos, and any other content with others. As social media becomes a preferred mode of communication for our customers, we want to be right there with them, listening, learning, educating and providing the superior customer experience that strengthens our reputation as a premium brand in Health and Well-Being that stands for sense and simplicity.

The social media guidelines are available for downloading in your preferred language on the right side of this page in the "Download" box.

Download

Download the social media guidelines in your preferred language:

- English
- Dutch
- German
- French
- Chinese
- Spanish
- Portuguese
- Italian

Please note

If you intend to speak on behalf of Philips on social media there are specific rules you need to adhere to. Please contact your sector of local communications manager: [Corporate Communications office](#)

PHILIPS
sense and simplicity

Philips employee guidelines for social media participation
Last updated 03rd December 2010

Introduction
Social media such as Facebook, Twitter, blogs, YouTube etc., allow anyone with an internet connection to create, publish and share information, thoughts, pictures, videos, and any other content with others.

As social media becomes a preferred mode of communication for our customers, we want to be right there with them, listening, learning, educating and providing the superior customer experience that strengthens our reputation as a premium brand in Health and Well-Being that stands for sense and simplicity.

Philips fully embraces our employees participating in social media.

Even so, there is a challenge for us all that the distinctions between personal and professional are not always defined. So while each of us now has the ability to build the Philips brand, we can also damage it if we are not careful. There is a big difference in speaking "on behalf of Philips" or speaking "about" Philips. This is why we created these guidelines to offer helpful practical advice - to protect both Philips employees engaged in

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

The screenshot displays the Philips BlueTube web interface. At the top, the Philips logo is on the left, and navigation links (Add New, My Media, My Playlists, My Channels, Need help?, dennis.agusi@philips.com (logout)) are on the right. Below the navigation bar is a search bar with 'Media' and 'Captions' tabs, and a search input field. A secondary navigation bar contains links for 'Most popular videos', 'Global', 'Business', 'Functions', 'Most recent videos', and 'All channels'. The main content area features a video titled '120 Years video' with '0 views'. Below the title are 'Share' and 'Like' buttons. The video player shows a dark screen with the 'Philips & Co.' logo. Below the player, it says 'by dennis.agusi@philips.com uploaded a day ago'. There are tabs for 'Comments', 'Share', 'Add to Playlists', 'Publish', and 'Details'. The 'Comments' tab is active, showing 'Comments from Philips (1)'. A comment box is present with a 'Comment' button. Below it, a comment from 'Dennis Agusi' is visible, stating 'Really inspiring video!!!' and '1 minute ago'. At the bottom, it says 'Powered By Socialcast Reach' and 'Permalink'.

Social Business Intelligence reports

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

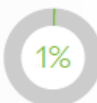
Activity

2013 Q1 Trend Report

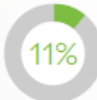
Three User Archetypes Define Connect Us Collaboration

There are three kinds of users on Connect Us. The Super User is a highly-active, regularly engaged individual. The User is engaged, but on a semi-active basis. The Passive User engages mainly by listening and following others.

This distribution is higher than to the pattern (1%,9%,90%) that we can see for external social networks (e.g Facebook, Twitter etc). One area for investigation is how we can take advantage of our captive internal audience to alter this distribution.



Super Users
Highly active; ongoing engagement

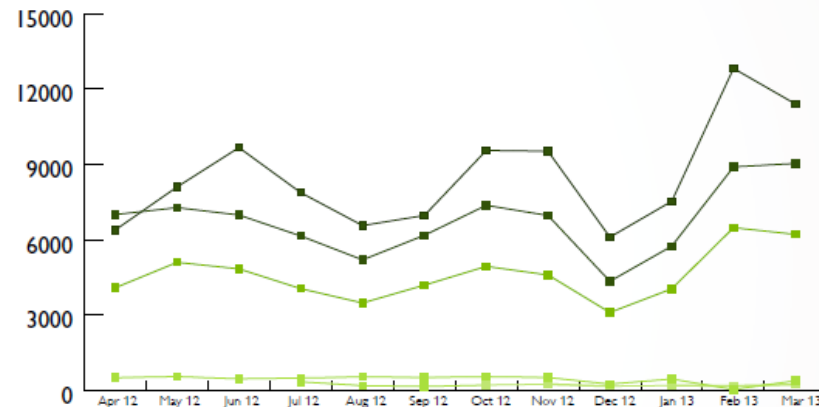


Users
Semi-active; regular engagement



Passive Users
Listeners; no engagement

Total Number of Interactions



Comments
▲ 9,044
▼ 4,579

Likes
▲ 12,828
▼ 4,042

Messages
▲ 6,487
▼ 2,675

Private Messages
▲ 692
▼ 322

Thanks Badges
▲ 350
▼ 161

Average Number of Interactions in last 12 months



6,769
Comments



8,548
Likes



4,601
Messages



220
Thanks Badges



445
Private Messages

Social Business Intelligence reports

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



Engagement

2013 Q1 Trend Report

Engagement is improving across Connect Us. For example 55% of all questions are now answered within one hour. More than half of the comments that responded to a posting with an image are delivered within one hour.

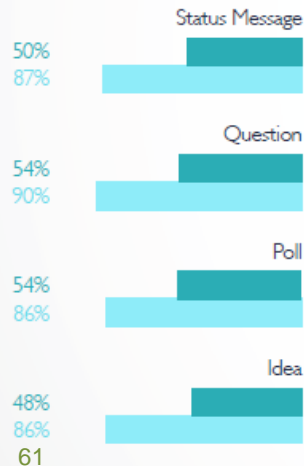
91%
of the answers on a question came within 24 hours



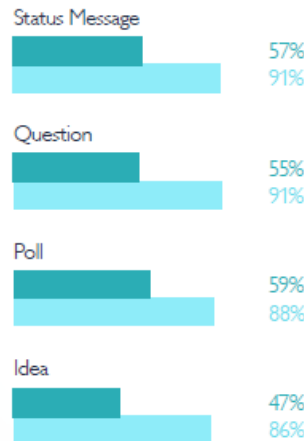
Message Response Rates



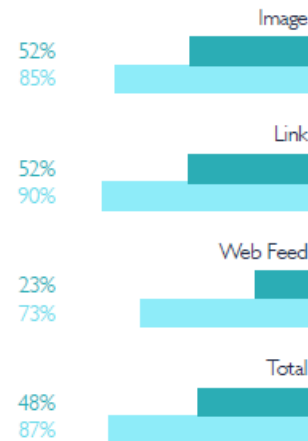
Average Message Response Rates 2012



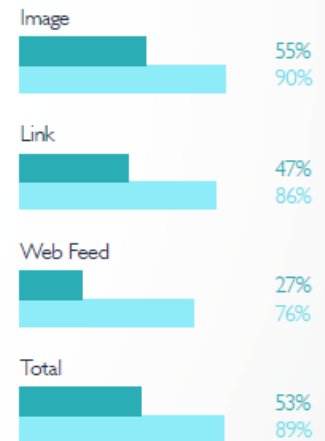
Average Message Response Rates Q1 2013



Average Message Response Rates 2012



Average Message Response Rates Q1 2013



Social Business Intelligence reports

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



Conversations

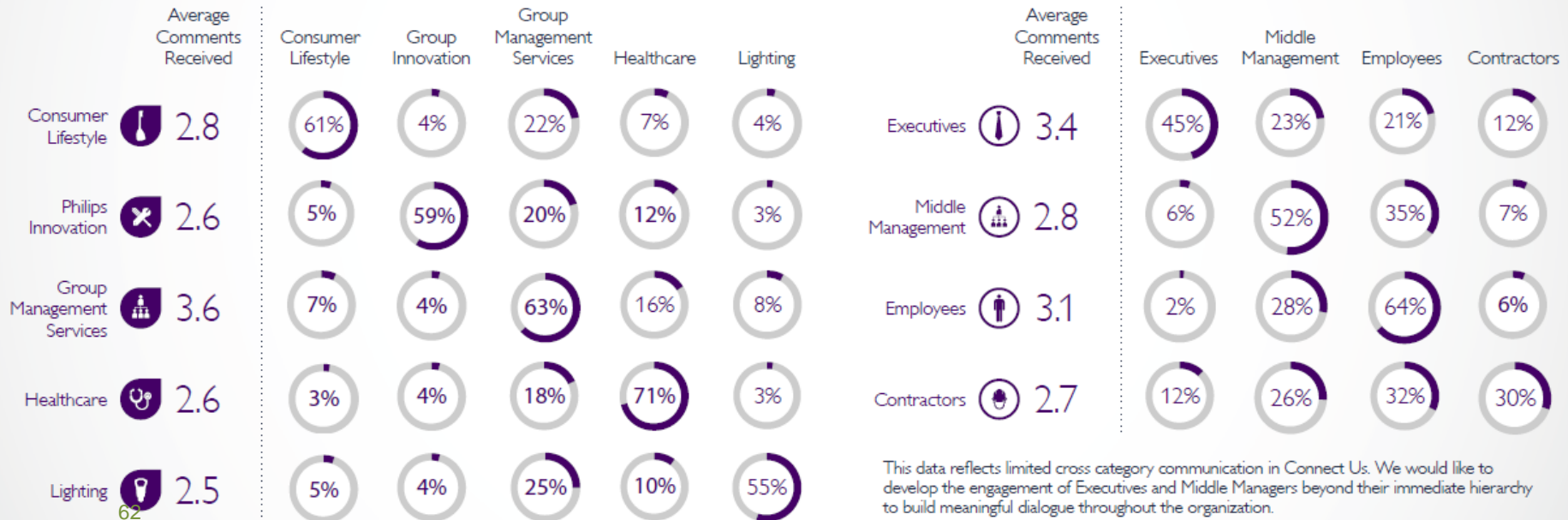
2013 Q1 Trend Report

37%

Percentage of comments made by someone in a different sector than the person originally posting the message

47%

Percentage of comments made by someone in a different category than the person originally posting the message



Content Migration

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

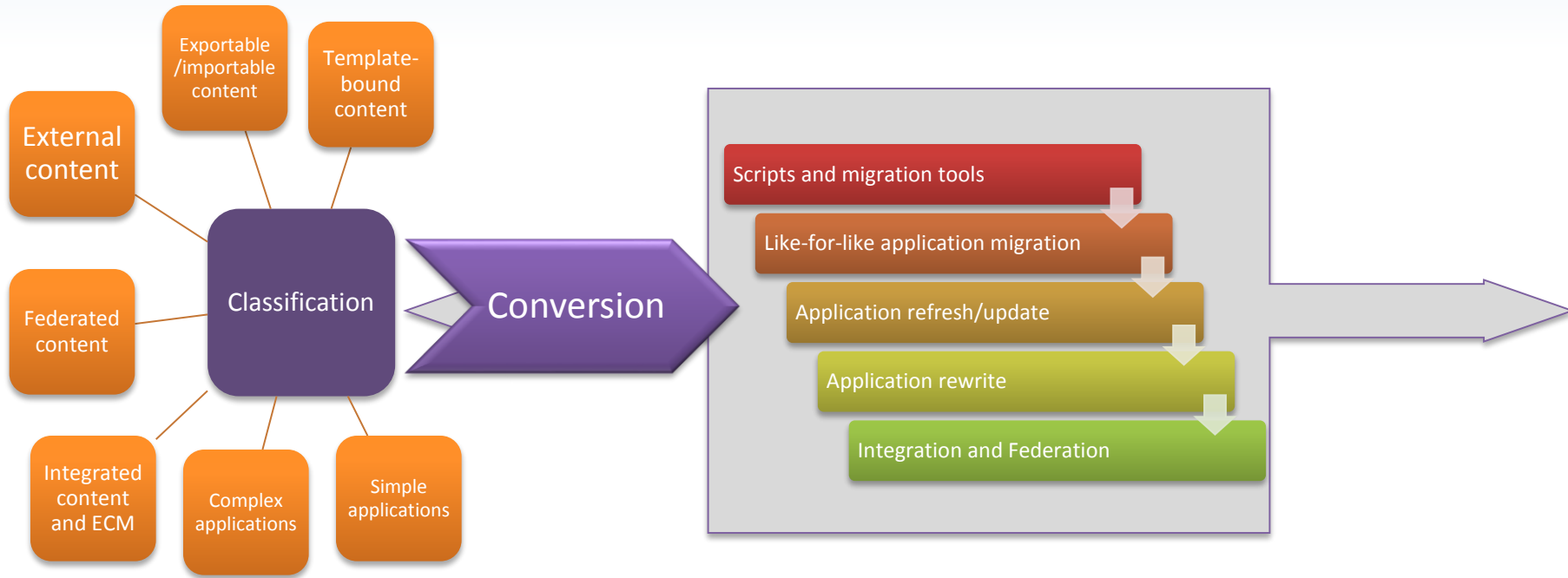
- Migration is as important as the intranet itself
- An intranet without content is zero-functional
- Investing in proper migration is as important as developing the intranet
- Improper migration would lead to disaster



Migration artifacts classification



Migration execution approach

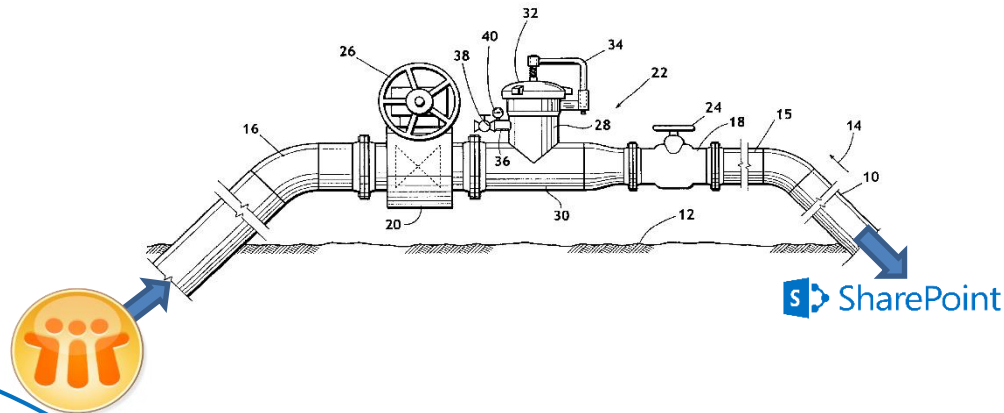


Content Migration Approach and Methodology



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



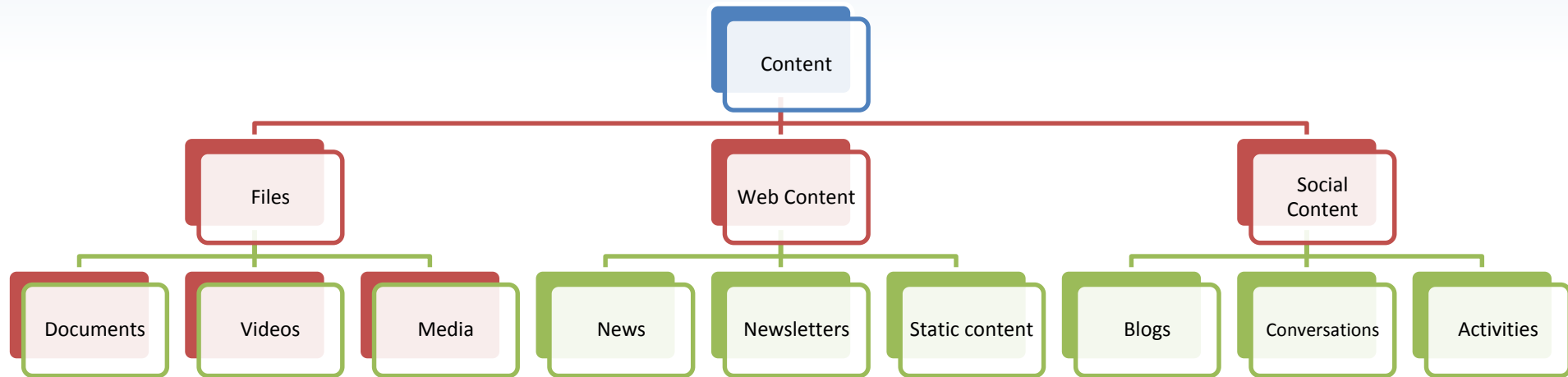
Application Migration

- 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



File Systems

External

CMS

Databases

Enterprise Systems

Email Systems



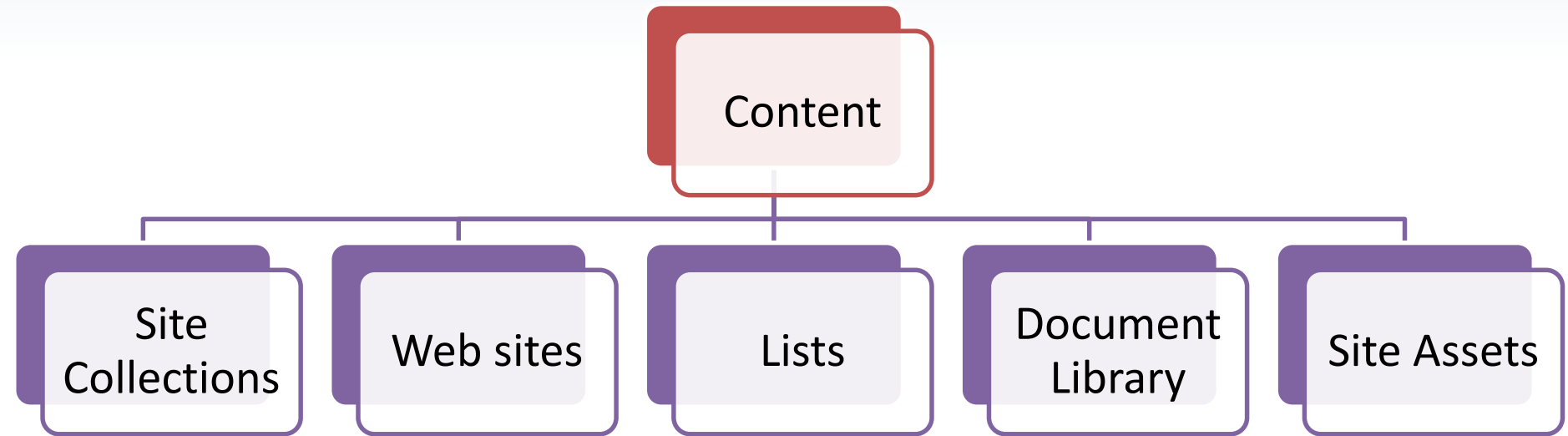
YouTube



ORACLE



Content Destinations



Content migration costs

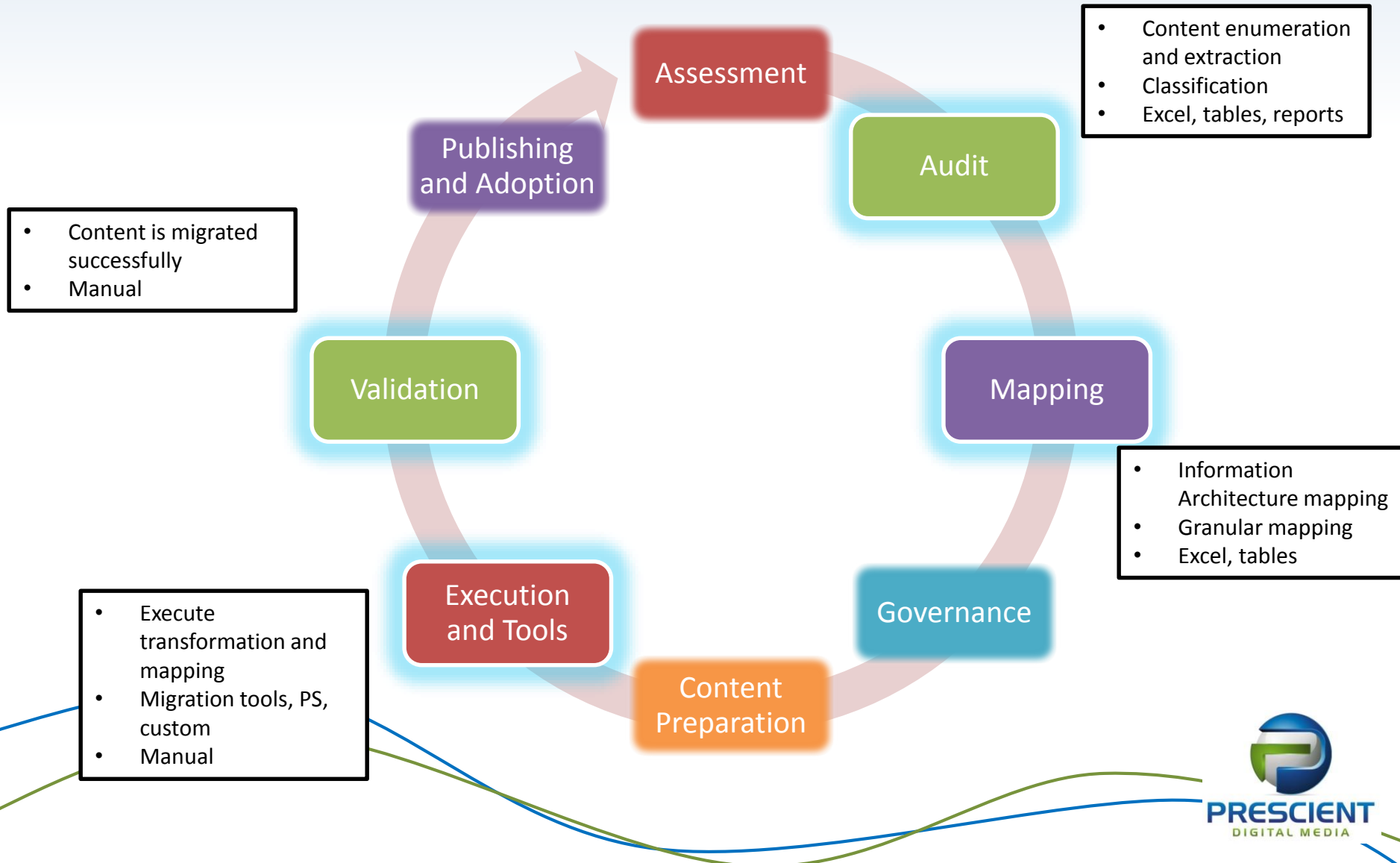
Anatomy of Content Migration Cost



Anatomy of Content Migration Cost

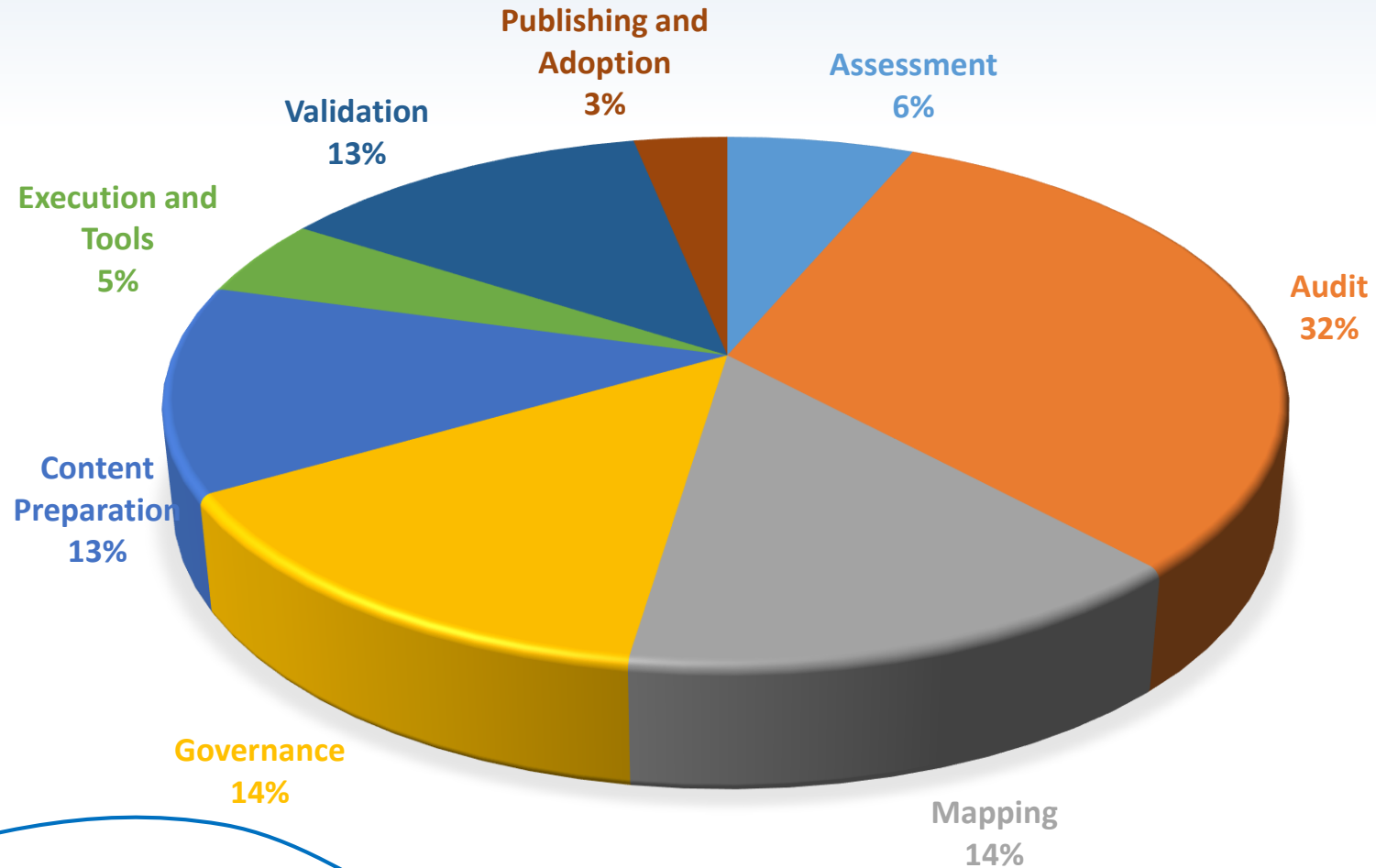


Anatomy of Content Migration Cost



Migration Cost Distribution

CONTENT MIGRATION COST/AREA



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

FC220112

PROJECT METHODOLOGY

Assessment

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

Planning

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

Technology

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

Implementation

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

Adoption

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



PRESCIENT
DIGITAL MEDIA

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



Doing Good Business

Posted by [Michael White](#) Nov 22, 2013

What's the next big idea in social innovation? What happens when business innovation meets social transformation? And how can business play a role in driving social change?

These and other questions were discussed and debated this month at the [Social Innovation Summit](#) at Stanford University.

More than 800 professionals gathered from around the world. They included corporate leaders, venture capitalists, CSR (corporate social responsibility) and foundation heads, government leaders, social entrepreneurs, philanthropists and non-profit heads.

In a closing panel, [Daryl Brewster](#) of the [Committee Encouraging Corporate Philanthropy](#) and I discussed leadership from the boardroom.



18 Comments

[Add a comment](#)



[Apurva Trivedi](#) Nov 22, 2013 3:29 PM

Simply True Awesomeness!!!

[Actions](#)

[Like \(1\)](#) [Reply](#)



[Janet Kordich](#) Nov 22, 2013 3:34 PM

Very Very cool. I love taking part in every possible volunteer activity I can. This is such an inspiring program DirecTv offers for employees to take to become involved in. Thank you Mike and all the individuals that put these together. 😊

[Actions](#)

[Like \(1\)](#) [Reply](#)



[Constance Barton](#) Nov 22, 2013 3:59 PM

It's always great hearing about the things being done by employee groups all around the country, and even better participating in the events. Seeing kids proud of their newly painted school entrance - very cool. I love that DIRECTV supports these activities in a big way.

[Actions](#)

[Like \(1\)](#) [Reply](#)

Great Intranets: From Design to Social

A Whitepaper by Toby Ward



35

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5

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2

[submit](#)[reddit](#)

4

[Share](#)

5

6

3

[Pin it](#)

8



that have a true, social intranet.

10%

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...

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- New Whitepaper: SharePoint Governance
- Webinar: Intranet and SharePoint Governance
- SharePoint for Intranet Governance
- 5 Common Portal Problems and their Solutions
- Prescient Presents

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[New Whitepaper: SharePoint Governance](#)

SharePoint has become a dominant force in the world of intranet technology and is changing the way organizations think about governing and managing an intranet.

[Download](#) Prescient's latest whitepaper "SharePoint Governance" (38 pages, PDF)

[DOWNLOAD](#) 



[Webinar: Intranet and SharePoint Governance](#)

Join Prescient for a webinar on April 24, 2012 for a discussion of various intranet governance models and the roles and responsibilities of all involved - from champions, to editors, to content contributors.



Questions

Questions

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