Your intranet post-launch

Tips for keeping your site relevant and engaging

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Cox Communications

Agenda

Facilitating trusted content and reliable search

Building new engagement features

Equipping content admins for success

COXONE
A better way to work.

CoxOne highlights

- Serving 20k Cox Communications employees since 2017.
- Official source for company news, information and access to Cox tools and resources.
- Content for national, regional, functional, corporate and team-specific initiatives.
- Highly-engaged site with 700k+ average monthly engagements.
- News viewership continues to hit record highs during quarantine; average monthly views up 101%.

Digital workplace industry awards

Step Two - International Intranet and Digital Workplace Awards 2018
Silver Award, Intranet Essentials Category

International Association of Business Communicators - Golden Flame Award 2018, Digital Communications Category

Ragan - Intranet Awards 2018
Winner, Design and Personalized Experience Categories

CEB Gartner - Internal Communications Awards 2018 Finalist, Innovation in Digital, Social and Mobile Communications Category

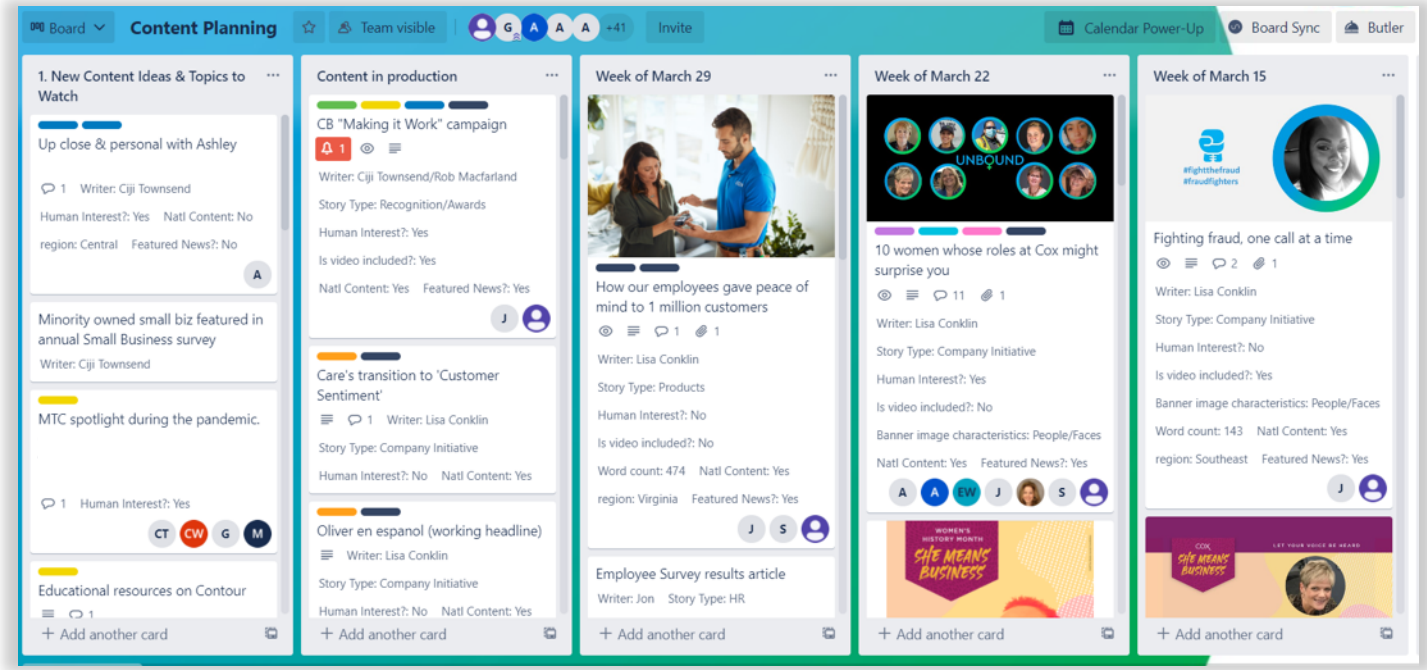
Facilitating trusted content and reliable search

Content planning

Meet weekly to review editorial calendar.

Use tools like Trello for planning content.

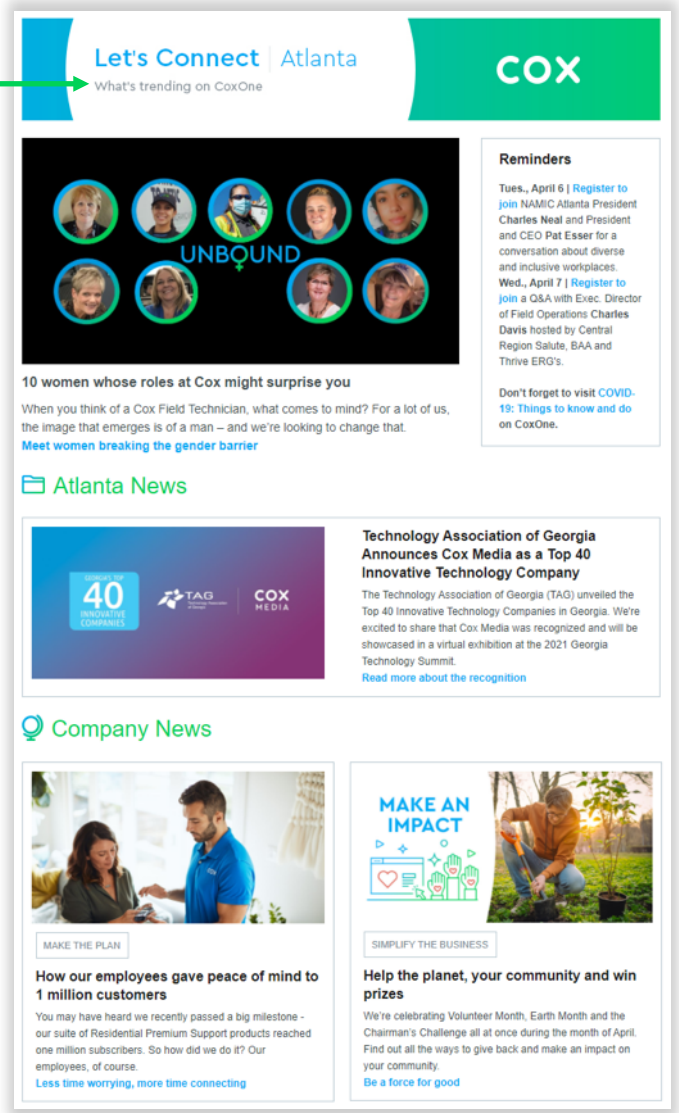
Align on national and local messaging and newsletter content to avoid duplication.

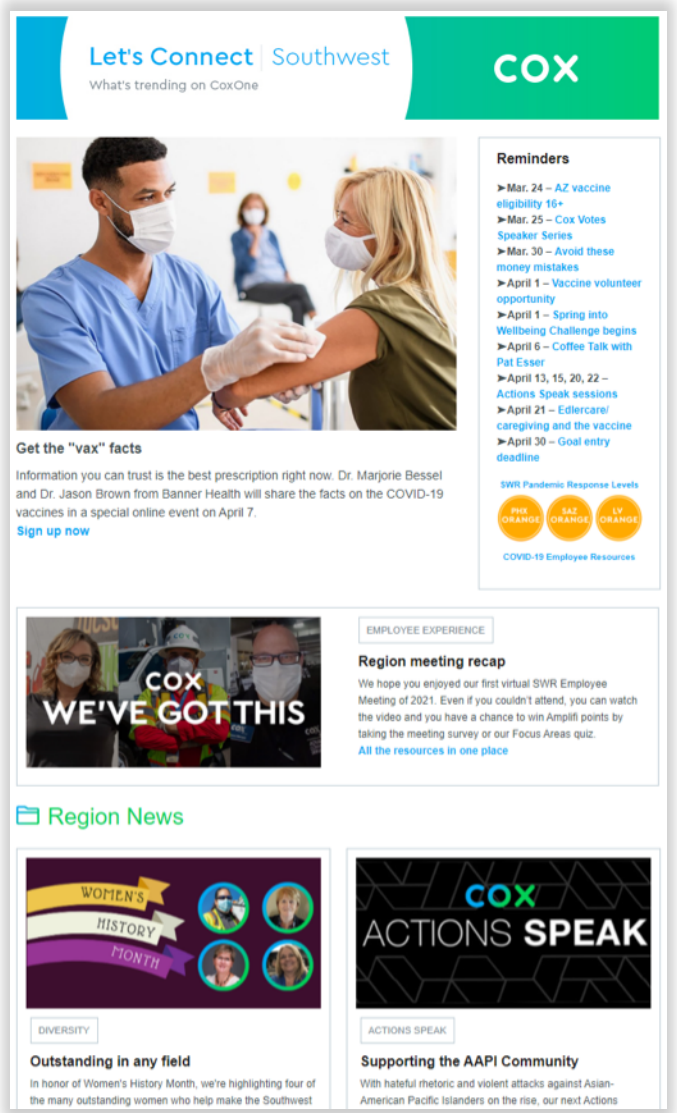


CoxOne: The source of truth

Shift in how news is disseminated; news originates on CoxOne.

What's trending on CoxOne: newsletters recap select content already published on the site.



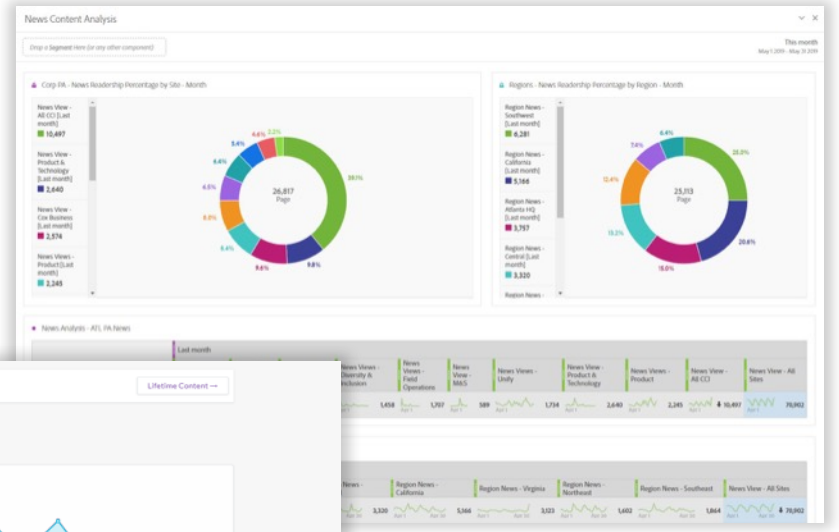


Tracking content engagements

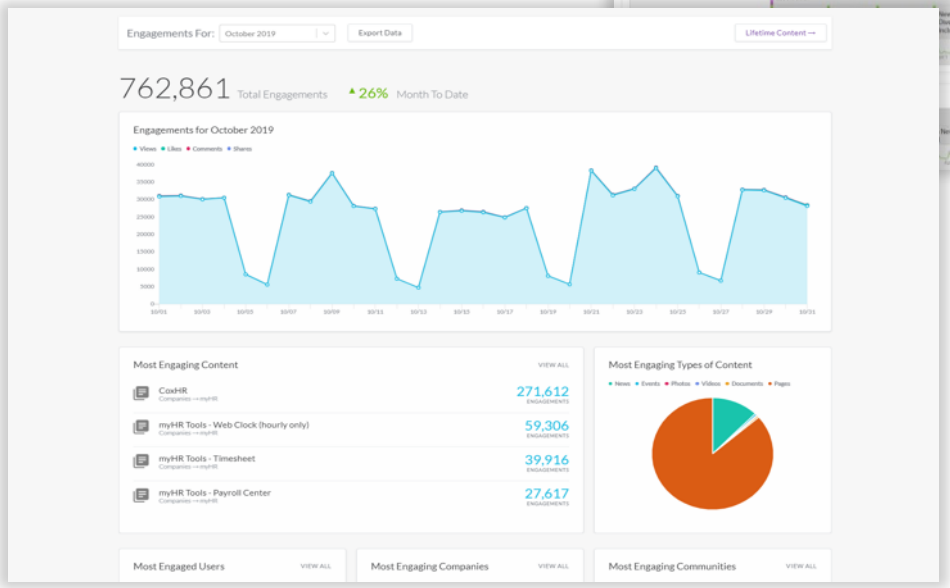
Analytics tools provide insights into employee engagements.

Site admins track engagements and refine content accordingly.

Key reports include search behaviors and homepage featured news clicks.



Adobe Analytics



Engagements Dashboard

In-depth content analysis

Assessed CoxOne articles with high engagement to identify key characteristics of what made them successful.

KPIs: CoxOne Engagements as defined by

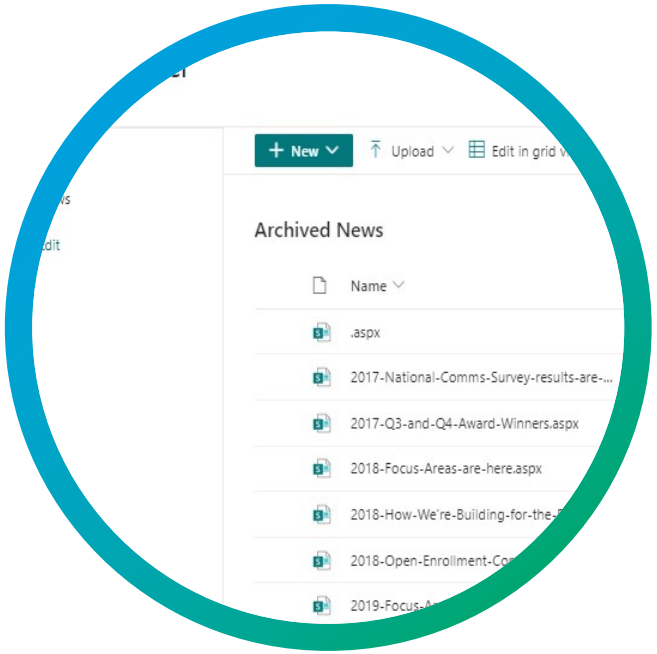
- Views
- Likes
- Comments
- Shares

This analysis looked for correlations between KPIs and Variables to maximize efficiency of content creation, distribution and effectiveness

Variables:

- How content related to Perf. Drivers
- The time of day content is posted
- The site where content is posted
- Banner image characteristics
- Headlines – length, style, keywords
- Length of content
- Content type
- Content format
- Employee action required, encouraged or no call to action

Improving search



Auto-archiving: articles archive after one year; events archive one day post occurrence.

Search reports highlight what employees are searching for.

Promoted search results quickly connect users to key content.

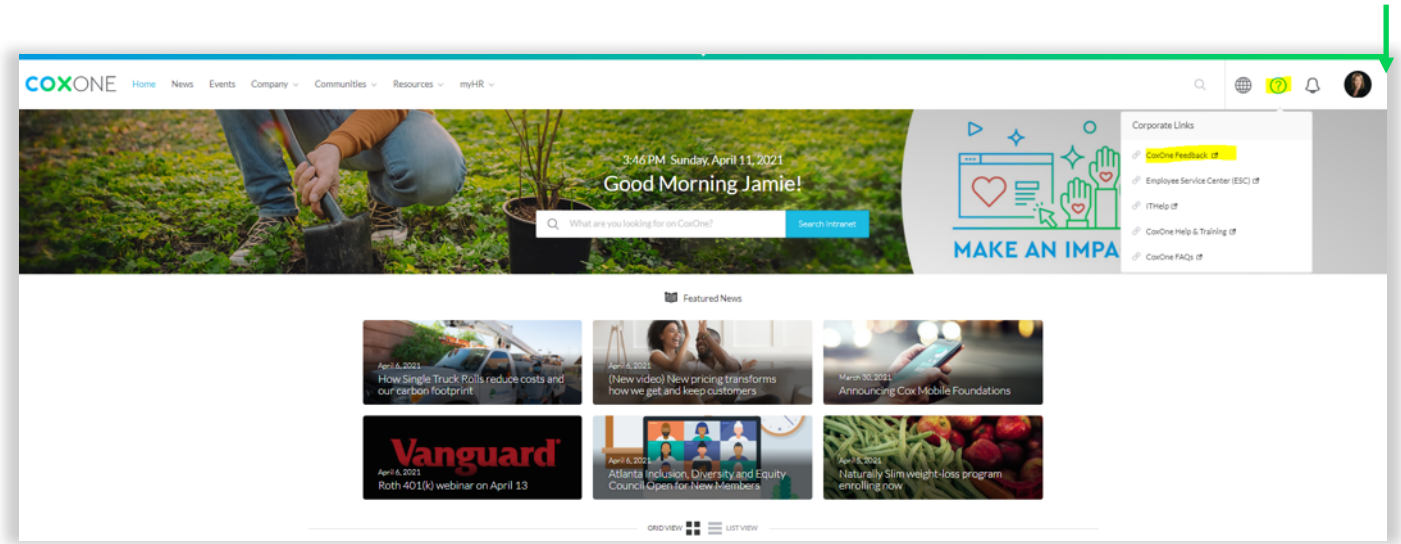
Building new engagement features

Soliciting feedback for site enhancements

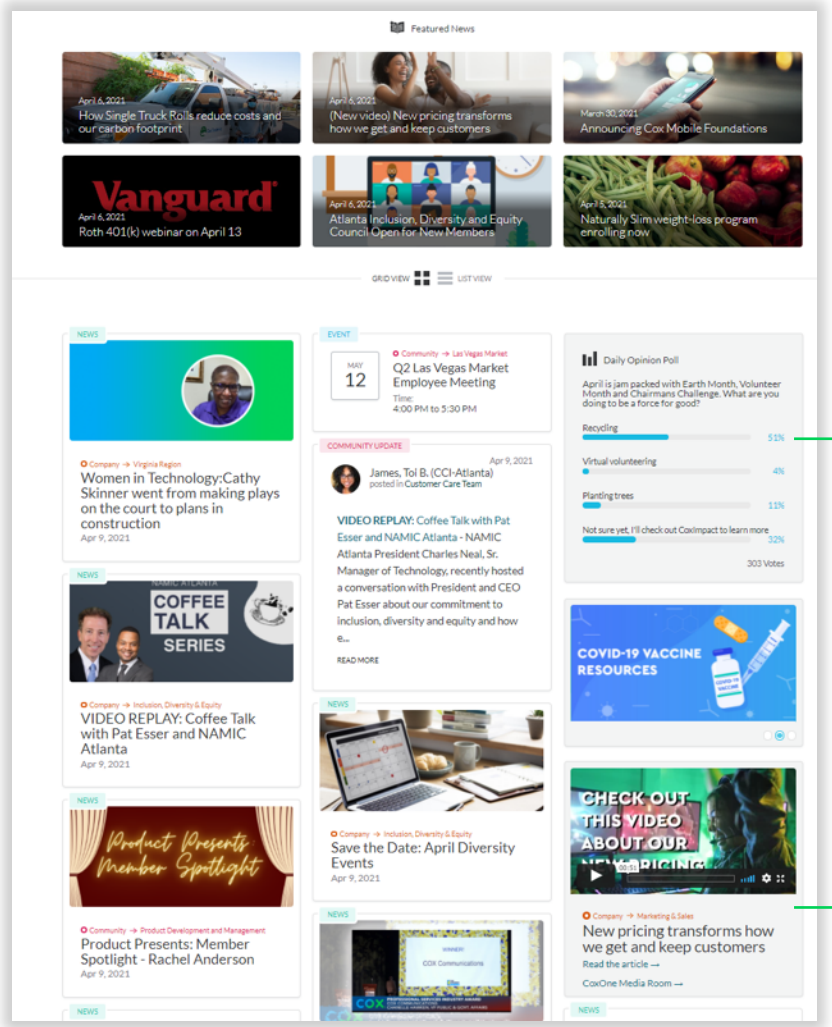
Launched a survey on the one-year anniversary of CoxOne.

Conduct annual employee engagement surveys to assess our communications channels' effectiveness.

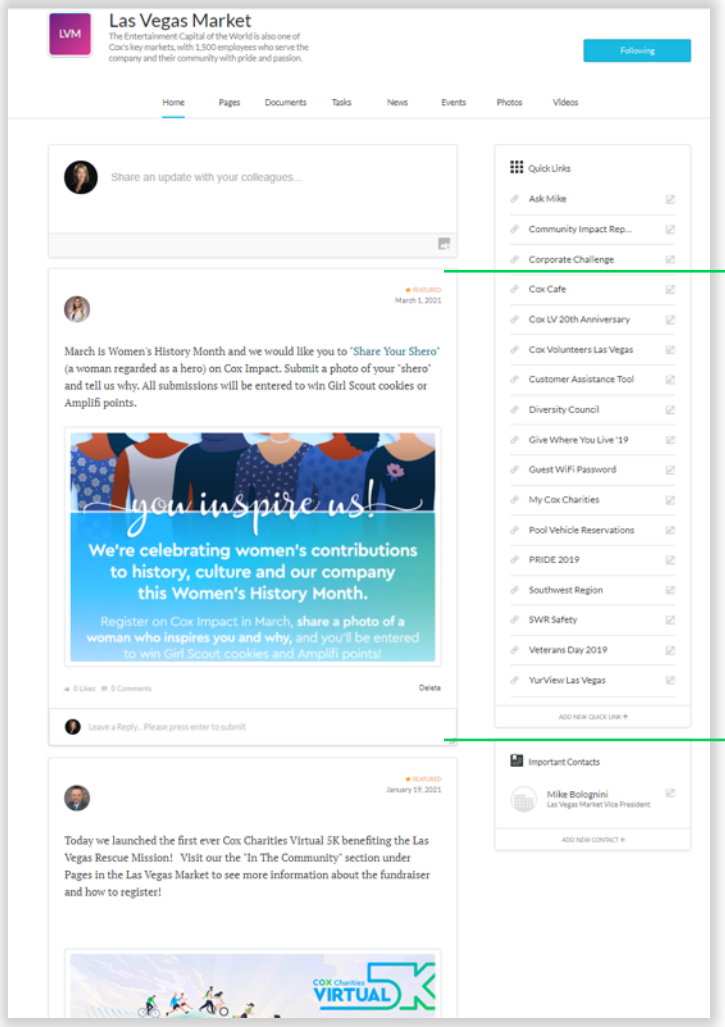
Feedback option always available on CoxOne.



CoxOne enhancements – engagement features

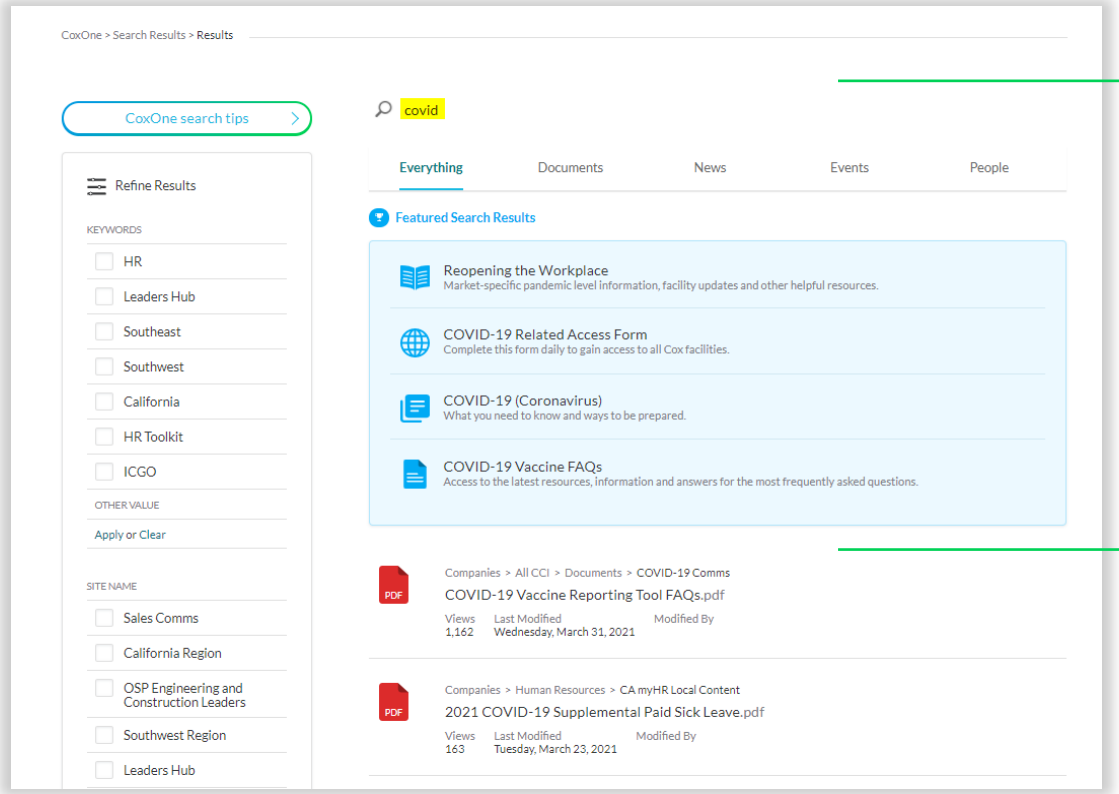


Sticky widgets: Added homepage daily poll, rotating banner, featured video

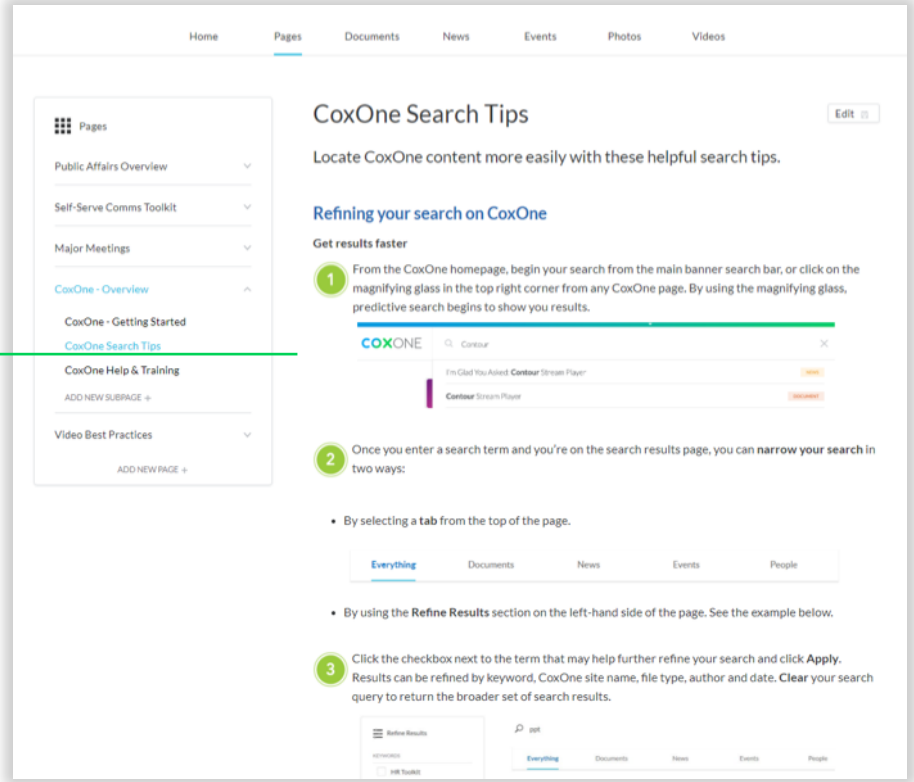


Improved social feeds with embedded images and videos

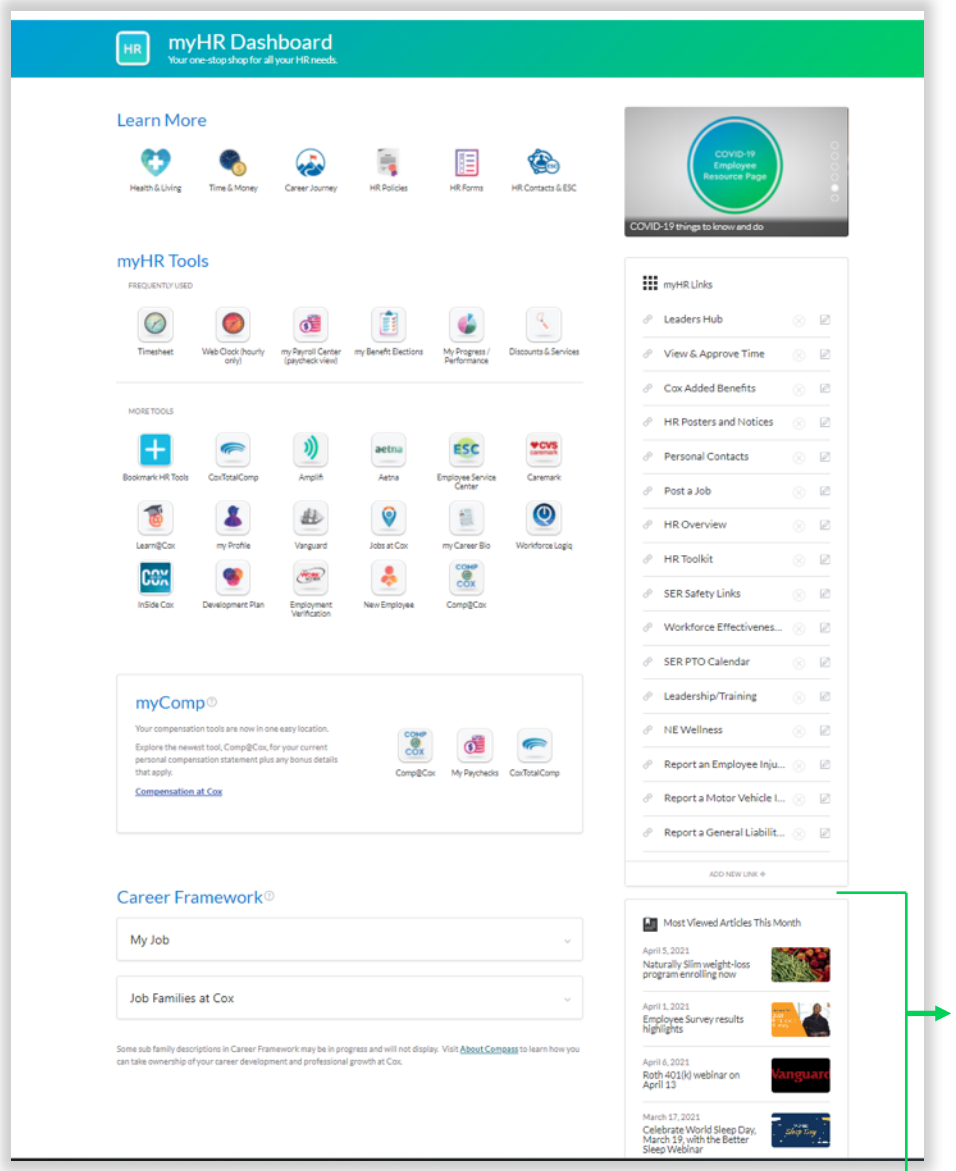
CoxOne enhancements - search improvements



Provided a better search experience with promoted results and search tips

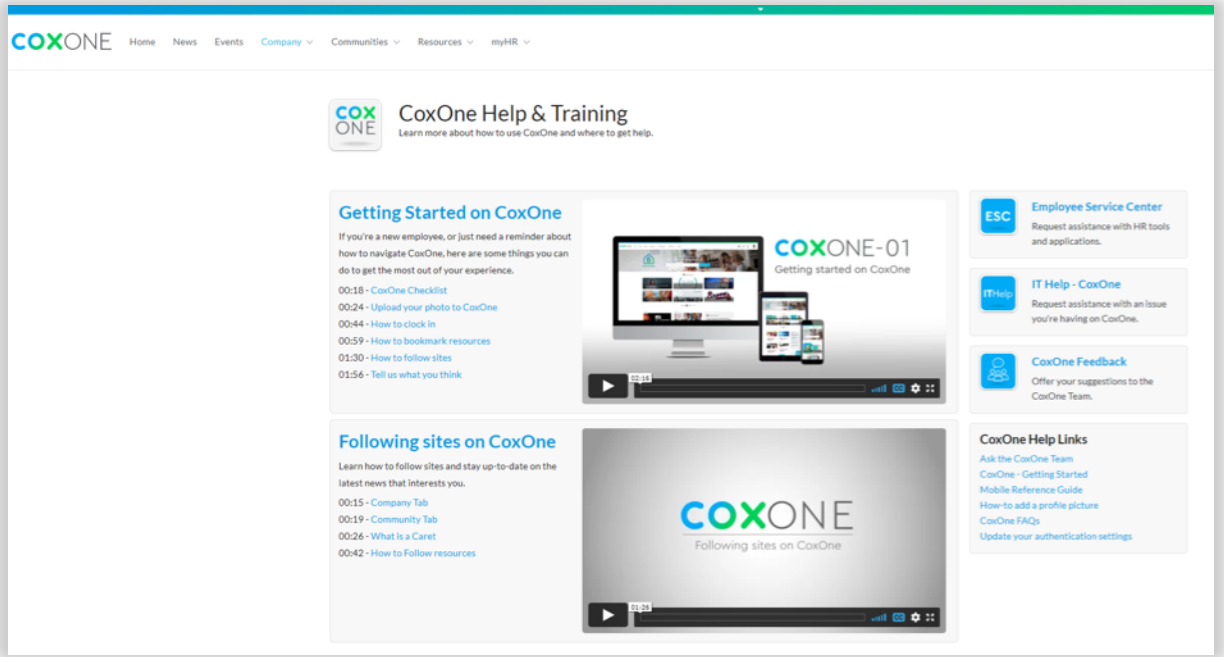


CoxOne enhancements – new content areas



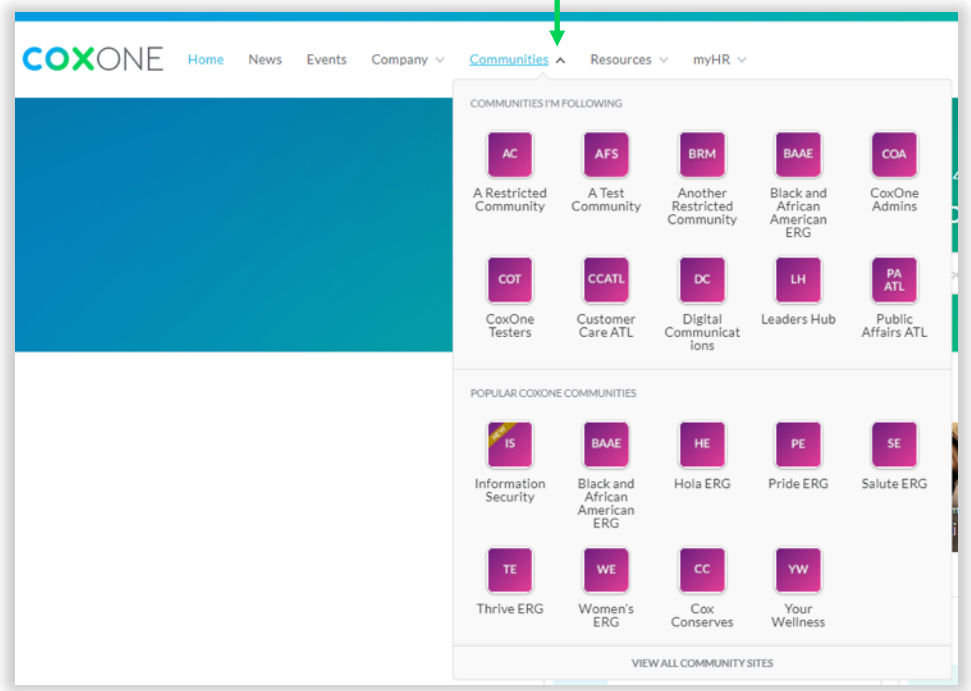
Increased news engagement via the HR news widget

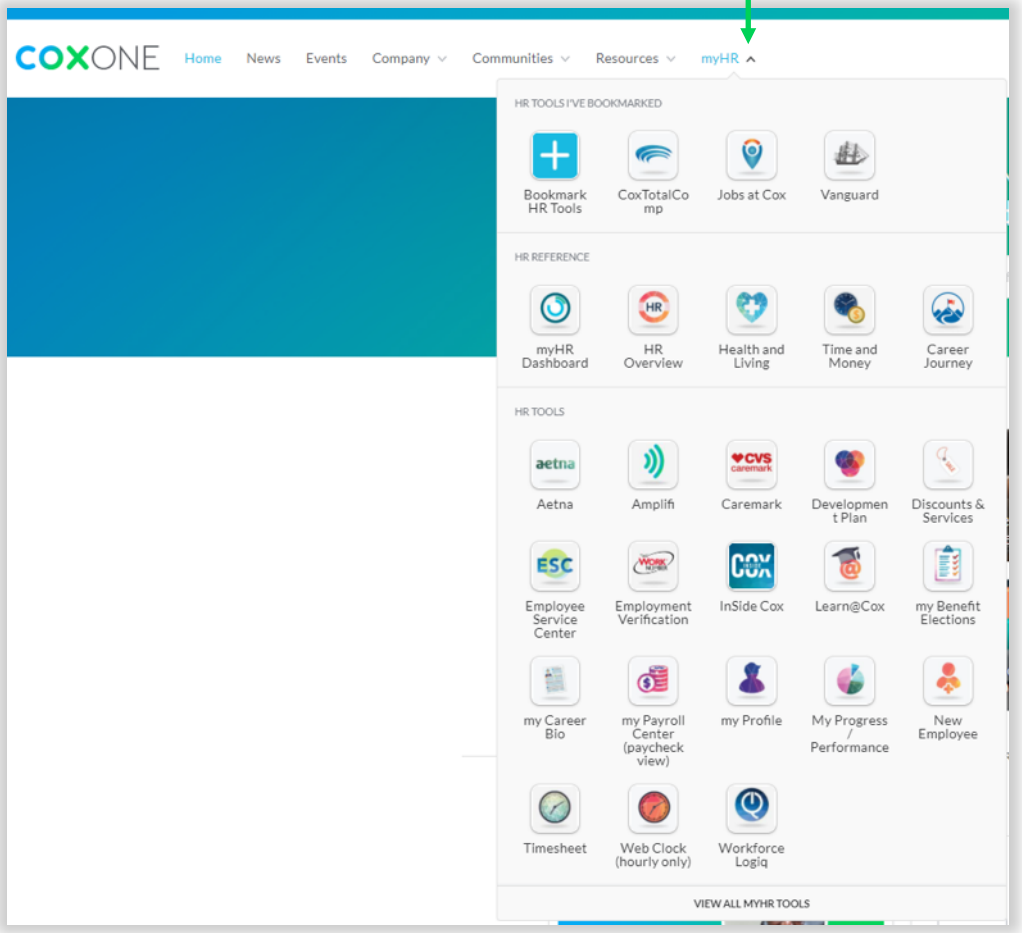
Onboarded new employees with the CoxOne help and training page



CoxOne enhancements – updated navigation

Enabled easy access to popular communities and HR applications





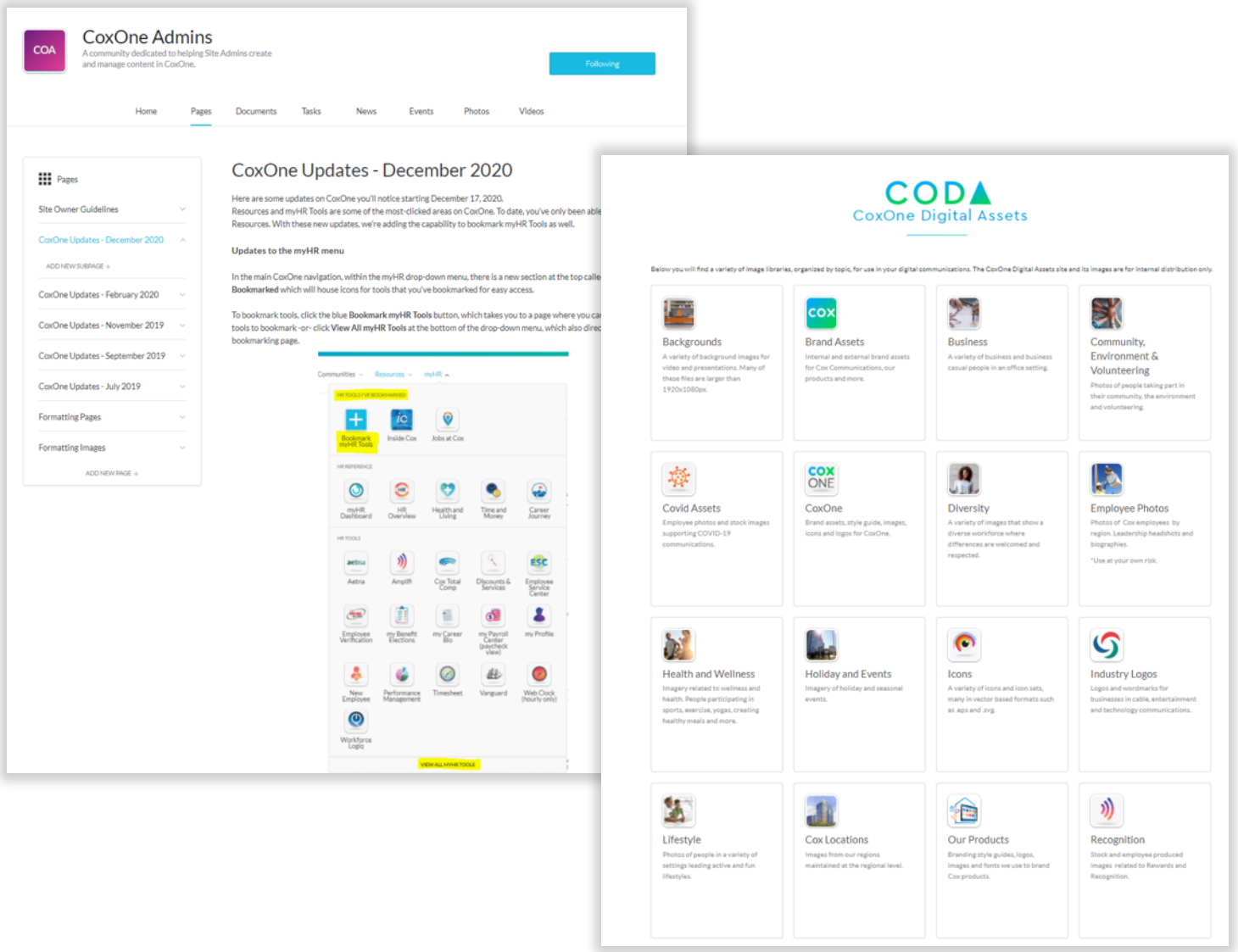
Equipping content admins for success

Setting admins up for success

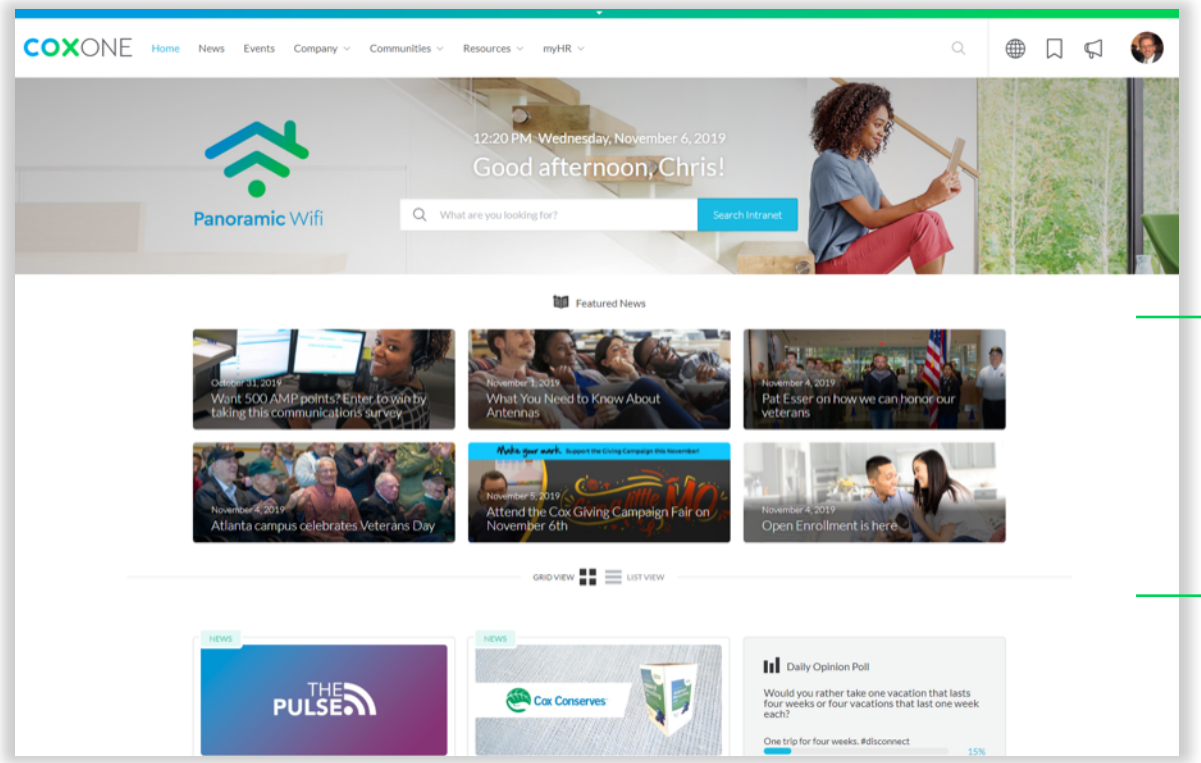
Connect with admins about site enhancements via an admin community.

Train new admins before they can publish to the site.

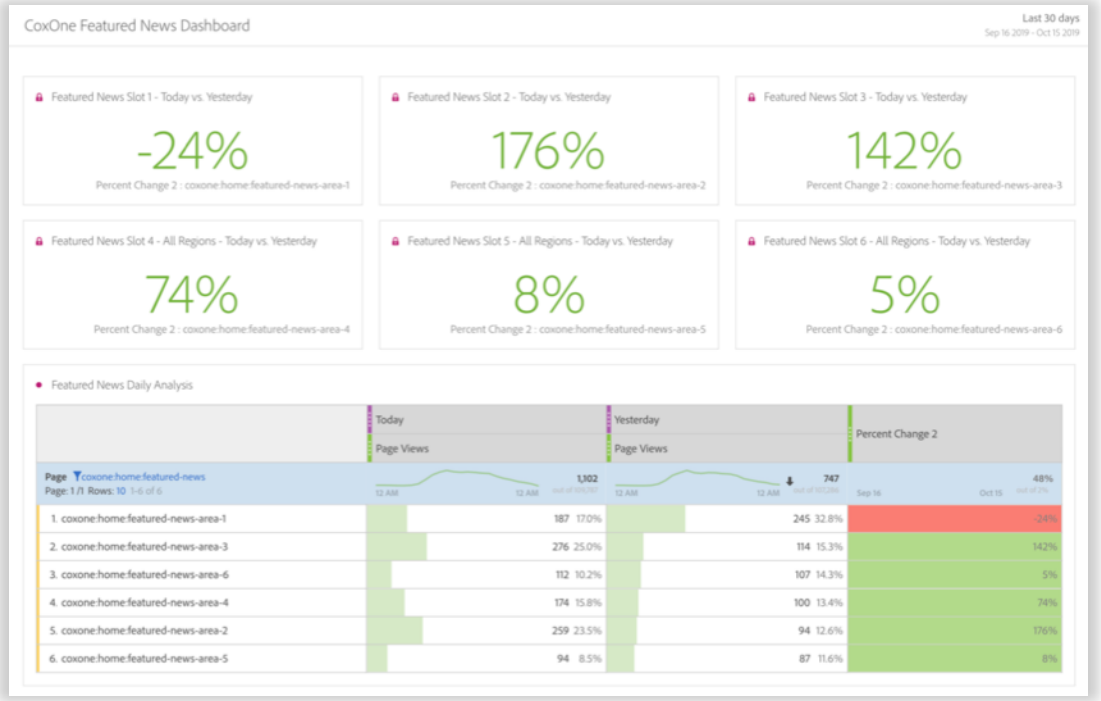
Provide a digital asset library of images, keep it updated.



Equipping admins with engagements reports

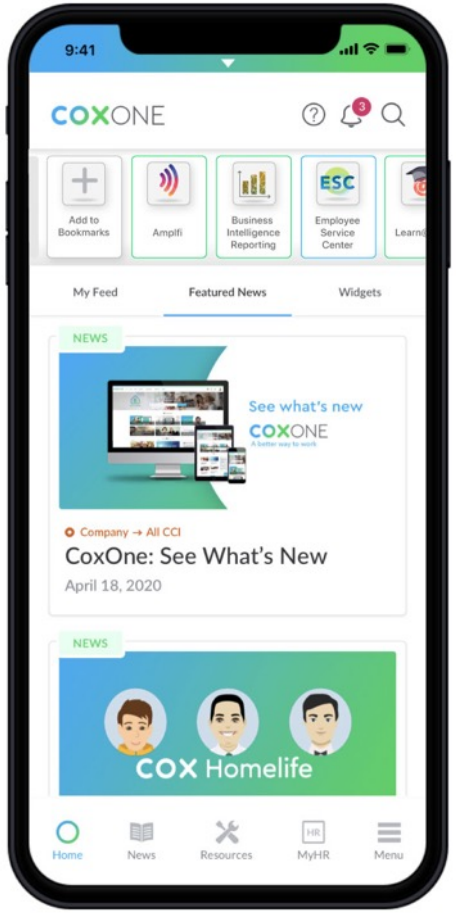


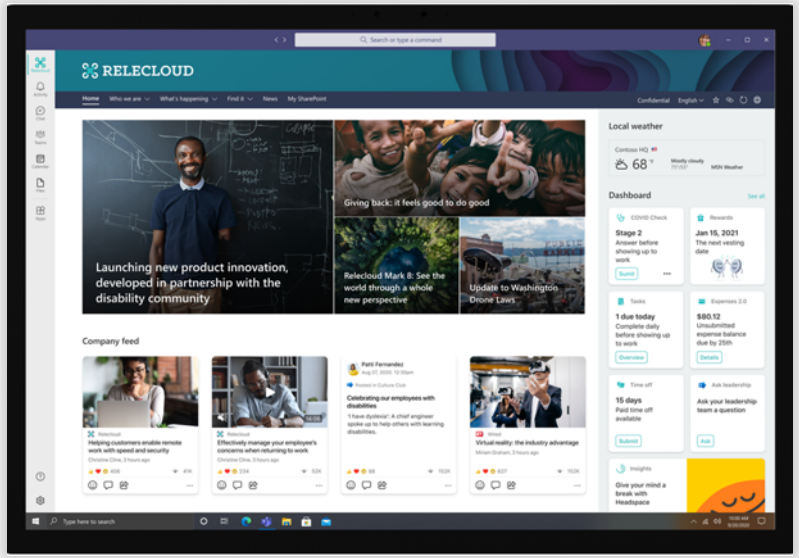
Regularly scheduled audits to review site performance and content help keep admins engaged and content fresh.



What’s next for CoxOne?

- Launching a CoxOne mobile app.
- Discovering Microsoft Viva and integrating CoxOne with Teams.
- Evolving to SharePoint Modern.





Thank you!