

# Your intranet post-launch

Tips for keeping your site relevant and engaging

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# Agenda

Facilitating trusted content and reliable search Building new engagement features Equipping content admins for success



#### 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



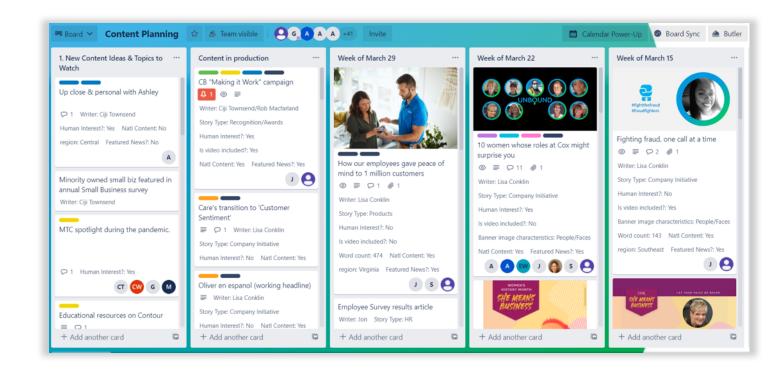
# Facilitating trusted content and reliable search

### **Content planning**

Meet weekly to review editorial calendar.

Use tools like Trello for planning content.

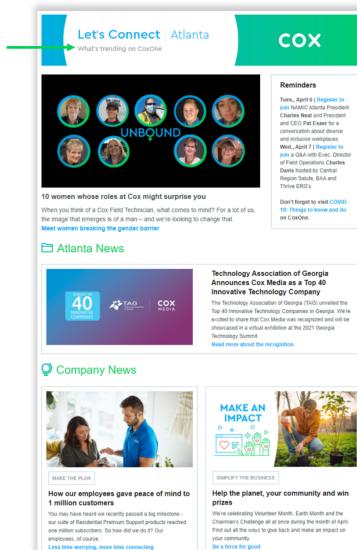
Align on national and local messaging and newsletter content to avoid duplication.



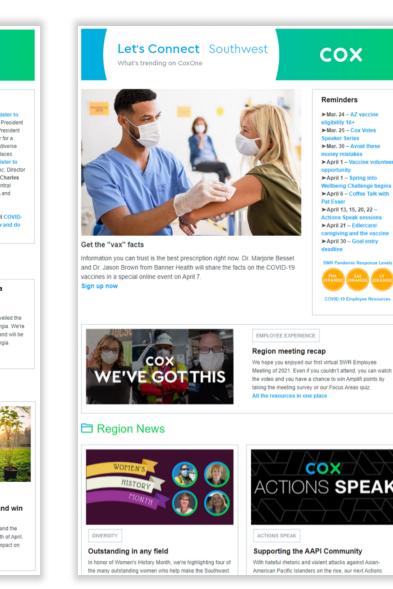
#### CoxOne: The source of truth

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

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



6







Meeting of 2021. Even if you couldn't attend, you can watch the video and you have a chance to win Amplifi points by

#### Tracking content engagements

Analytics tools provide insights into employee engagements.

Site admins track engagements and refine content accordingly.

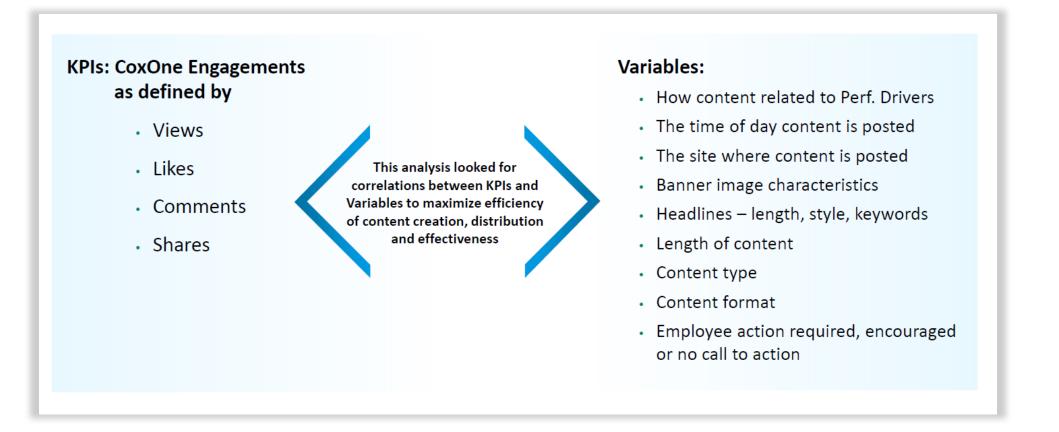
Key reports include search behaviors and homepage featured news clicks.

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Most Engaged Users VITY ALL Most Engaging Companies	agements Dashboa	ard

News Content Analysis

#### In-depth content analysis

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



#### 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.

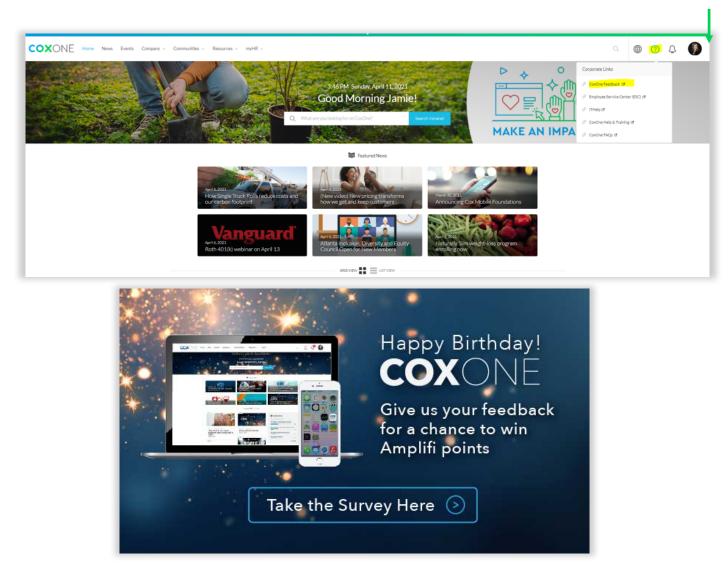
### Building new engagement features

# Soliciting feedback for site enhancements

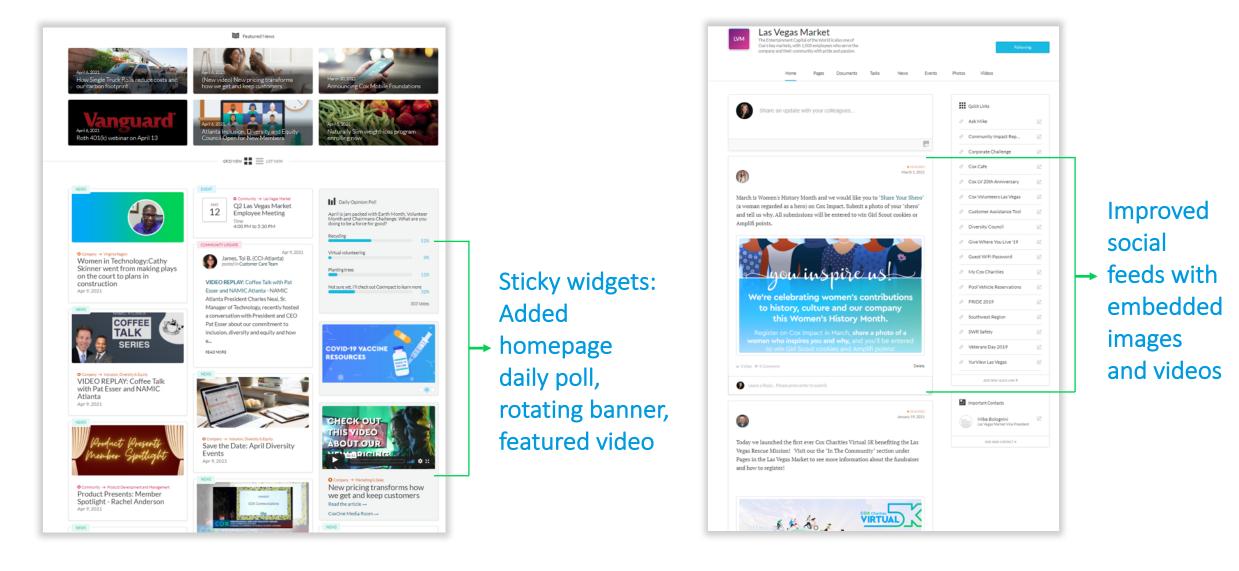
Launched a survey on the oneyear anniversary of CoxOne.

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

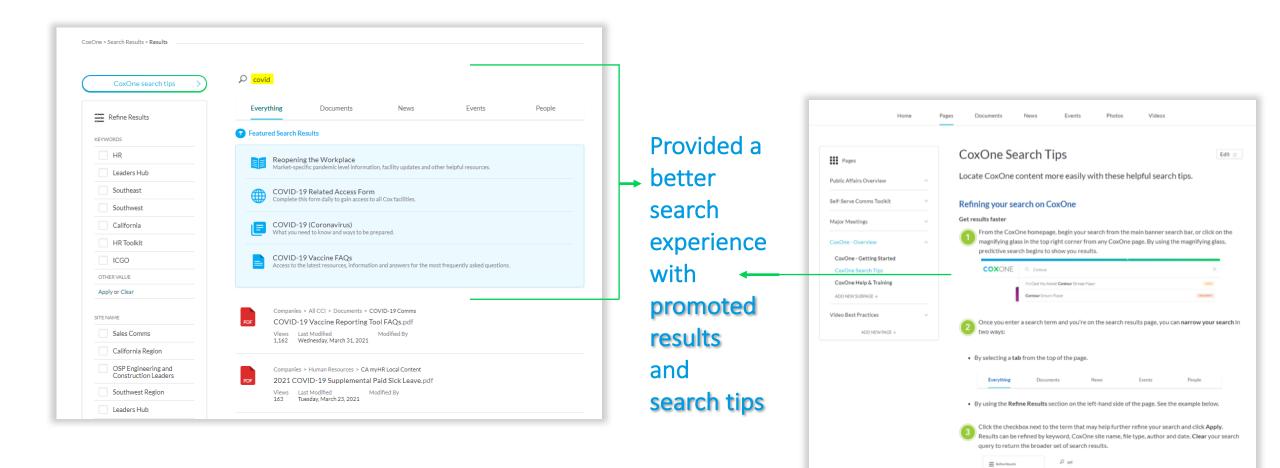
Feedback option always available on CoxOne.



#### CoxOne enhancements – engagement features



#### CoxOne enhancements - search improvements



Everything

HR Toold

#### CoxOne enhancements – new content areas

Learn More	
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Health & Living Time & Money Career Journey HR Policies HR Forms HR Contacts &	ESC Resource Page
	COVID-19 things to know and do
myHR Tools	myHR Links
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Career Framework®	Most Viewed Articles This Month
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Job Families at Cox	Naturally Slim weight-loss program enrolling now
	April 1, 2021 Employee Survey results
Some sub family descriptions in Career Framework may be in progress and will not display. Visit <u>About Cemeass</u> to learn how can take ownership of your career development and professional growth at Cox.	

### Onboarded new employees with the CoxOne help and training page

COXONE-01

Getting started on CoxOne

COXONE

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**Employee Service Center** 

and applications.

IT Help - CoxOne

CoxOne Feedback

CoxOne Team.

CoxOne Help Links

CoxOne - Getting Started

Mobile Reference Guide

CaxOne FAQs

Update your authe

How-to add a profile picture

Request assistance with HR tools

Request assistance with an issue

you're having on CoxOne.

Offer your suggestions to the

COXONE Home News Events Company ~ Communities ~ Resources ~ myHR

Increased news engagement

via the HR news widget

CoxOne Help & Training

**Getting Started on CoxOne** 

If you're a new employee, or just need a reminder about

how to navigate CoxOne, here are some things you can

Following sites on CoxOne

Learn how to follow sites and stay up-to-date on the

do to get the most out of your experience.

00:24 - Upload your photo to CoxOni

00:18 - CovOne Checklist

00:44 - How to clock in 00:59 - How to bookmark reso 01:30 - How to follow sites

01:56 - Tell us what you think

latest news that interests you

00:42 - How to Follow resources

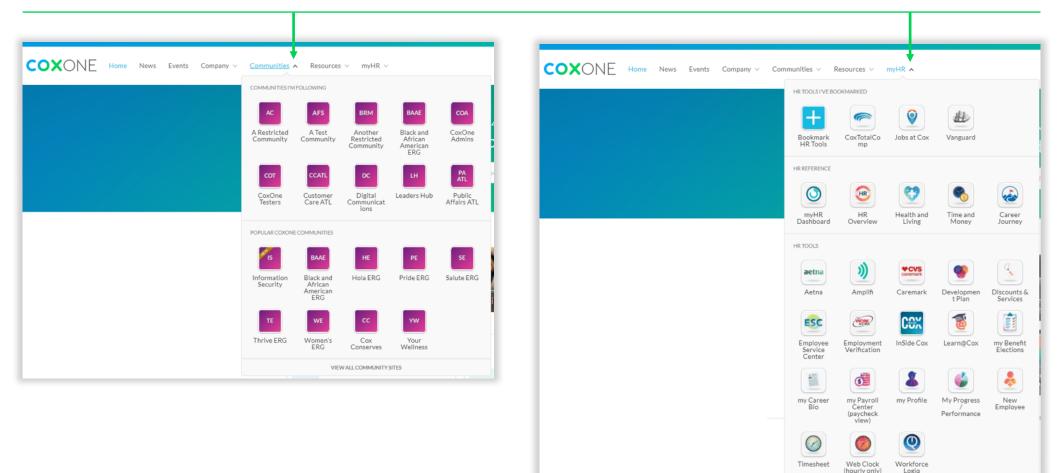
00:15 - Company Tab

00:19 - Community Tab

00:26 - What is a Caret

#### **CoxOne enhancements – updated navigation**

#### Enabled easy access to popular communities and HR applications



VIEW ALL MYHR TOOLS

### Equipping content admins for success

# Setting admins up for success

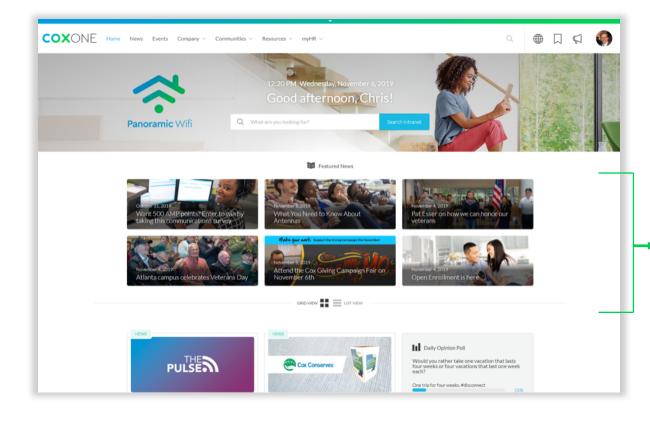
Connect with admins about site enhancements via an admin community.

Train new admins before they can publish to the site.

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

Home	Pages	Documents Tasks	News Ev	ents Pho		Лdeos	_			
Pages Site Owner Guidelines	~	CoxOne Upo Here are some updates on O Resources and myHR Tools	CoxOne you'll notice start are some of the most-clic	ing December 17 ted areas on Cox	7, 2020. One. To date				Digital Assets	
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CoxOne Updates - July 2019		Corr	nmunities - Resources -	mHR ~			video and presentations. Many of these files are larger than 1920x1080cx.	for Cox Communications, our products and more.	casual people in an office setting.	Volunteering Photos of people taking part in
Formatting Pages	-									their community, the environme and volunteering.
Formatting Images	-		Bookmark myHR Tools	Jobs at Cox						
ADD NEW PAGE +			HEREFERENCE				感	ONE	0	
			myHR HR Dashboard Overview	Health and	Time and	Career	Covid Assets	CoxOne	Diversity	Employee Photos
			HETOOJS	Cring	maney	2001007	Employee photos and stock images supporting COVID-19 communications.	Brand assets, style guide, images, icons and logos for CoxOne.	A variety of images that show a diverse workforce where differences are welcomed and	Photos of Cox employees by region. Leadership headshots an biographies.
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			Aetra Amplifi	Cox Total C	Discounts & Services	Employee Service Center				
			Employee my Benefit Verification	my Career	my Payroll Center	my Profile	53			S
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			New Performance Employee Management	Timesheet		Web Clock (hourly only)	Imagery related to wellness and health. People participating in	Imagery of holiday and seasonal events.	A variety of icons and icon sets, many in vector based formats such	Logos and wordmarks for businesses in cable, entertainm
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### Equipping admins with engagements reports

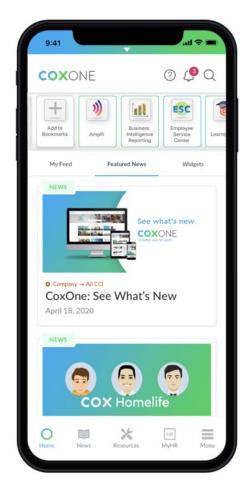


#### Regularly scheduled audits to review site performance and content help keep admins engaged and content fresh.

oxOne Featured News Dashboard						La Sep 16 2019 -
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#### What's next for CoxOne?

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







# Thank you!

