

Your intranet post-launch

Tips for keeping your site relevant and engaging

Jamie Stokes - Director, Digital Communications
Cox Communications

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

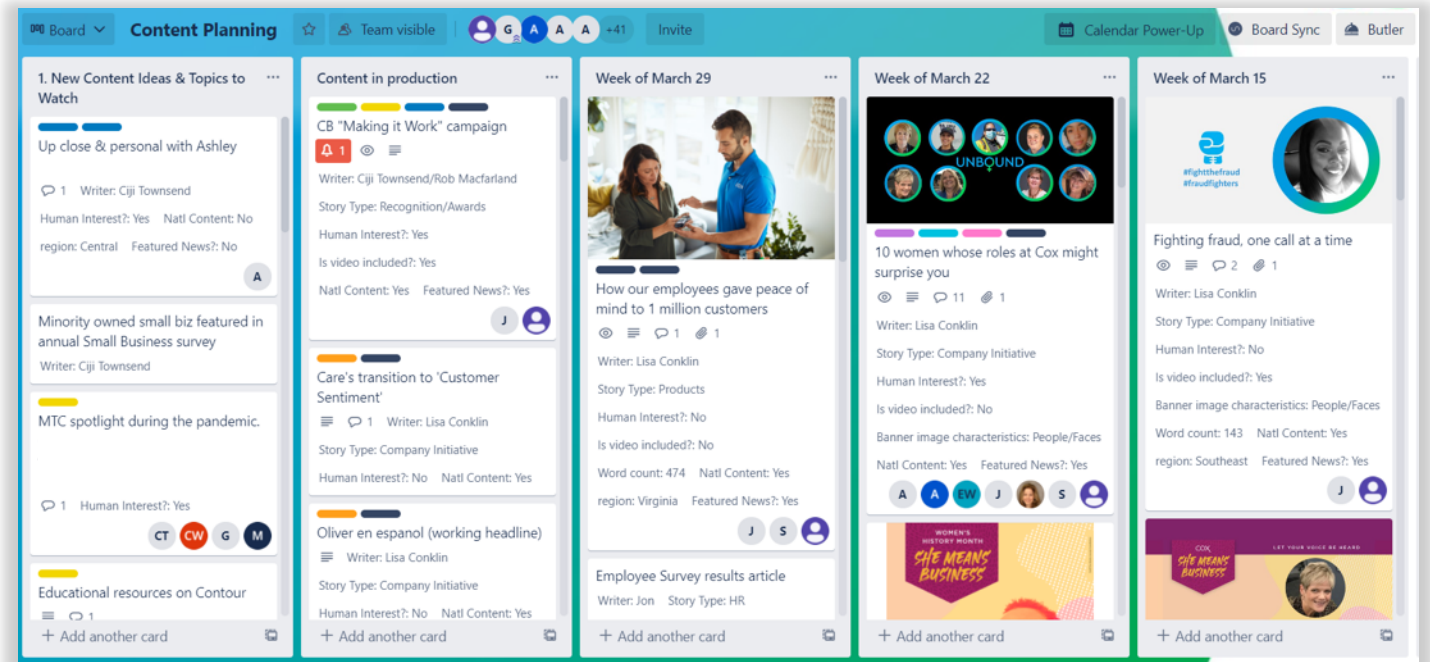
Facilitating trusted content and reliable search

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.

Let's Connect | Atlanta

What's trending on CoxOne


COX



10 women whose roles at Cox might surprise you

When you think of a Cox Field Technician, what comes to mind? For a lot of us, the image that emerges is of a man – and we're looking to change that. [Meet women breaking the gender barrier](#)


Atlanta News



Technology Association of Georgia Announces Cox Media as a Top 40 Innovative Technology Company


The Technology Association of Georgia (TAG) unveiled the Top 40 Innovative Technology Companies in Georgia. We're excited to share that Cox Media was recognized and will be showcased in a virtual exhibition at the 2021 Georgia Technology Summit. [Read more about the recognition](#)

Company News



How our employees gave peace of mind to 1 million customers

You may have heard we recently passed a big milestone - our suite of Residential Premium Support products reached one million subscribers. So how did we do it? Our employees, of course. [Less time worrying, more time connecting](#)




Help the planet, your community and win prizes

We're celebrating Volunteer Month, Earth Month and the Chairman's Challenge all at once during the month of April. Find out all the ways to give back and make an impact on your community. [Be a force for good](#)

Let's Connect | Southwest

What's trending on CoxOne

COX



Get the "vax" facts

Information you can trust is the best prescription right now. Dr. Marjorie Bessel and Dr. Jason Brown from Banner Health will share the facts on the COVID-19 vaccines in a special online event on April 7. [Sign up now](#)

Reminders

- Mar. 24 – AZ vaccine eligibility 16+
- Mar. 25 – Cox Votes Speaker Series
- Mar. 30 – Avoid these money mistakes
- April 1 – Vaccine volunteer opportunity
- April 1 – Spring into Wellbeing Challenge begins
- April 6 – Coffee Talk with Pat Esser
- April 13, 15, 20, 22 – Actions Speak sessions
- April 21 – Edlercare/ caregiving and the vaccine
- April 30 – Goal entry deadline

SWR Pandemic Response Levels


POX ORANGE

SAZ ORANGE

LV ORANGE

COVID-19 Employee Resources


EMPLOYEE EXPERIENCE



Region meeting recap


We hope you enjoyed our first virtual SWR Employee Meeting of 2021. Even if you couldn't attend, you can watch the video and you have a chance to win Amplifi points by taking the meeting survey or our Focus Areas quiz. [All the resources in one place](#)

Region News



Outstanding in any field

In honor of Women's History Month, we're highlighting four of the many outstanding women who help make the Southwest



Supporting the AAPI Community

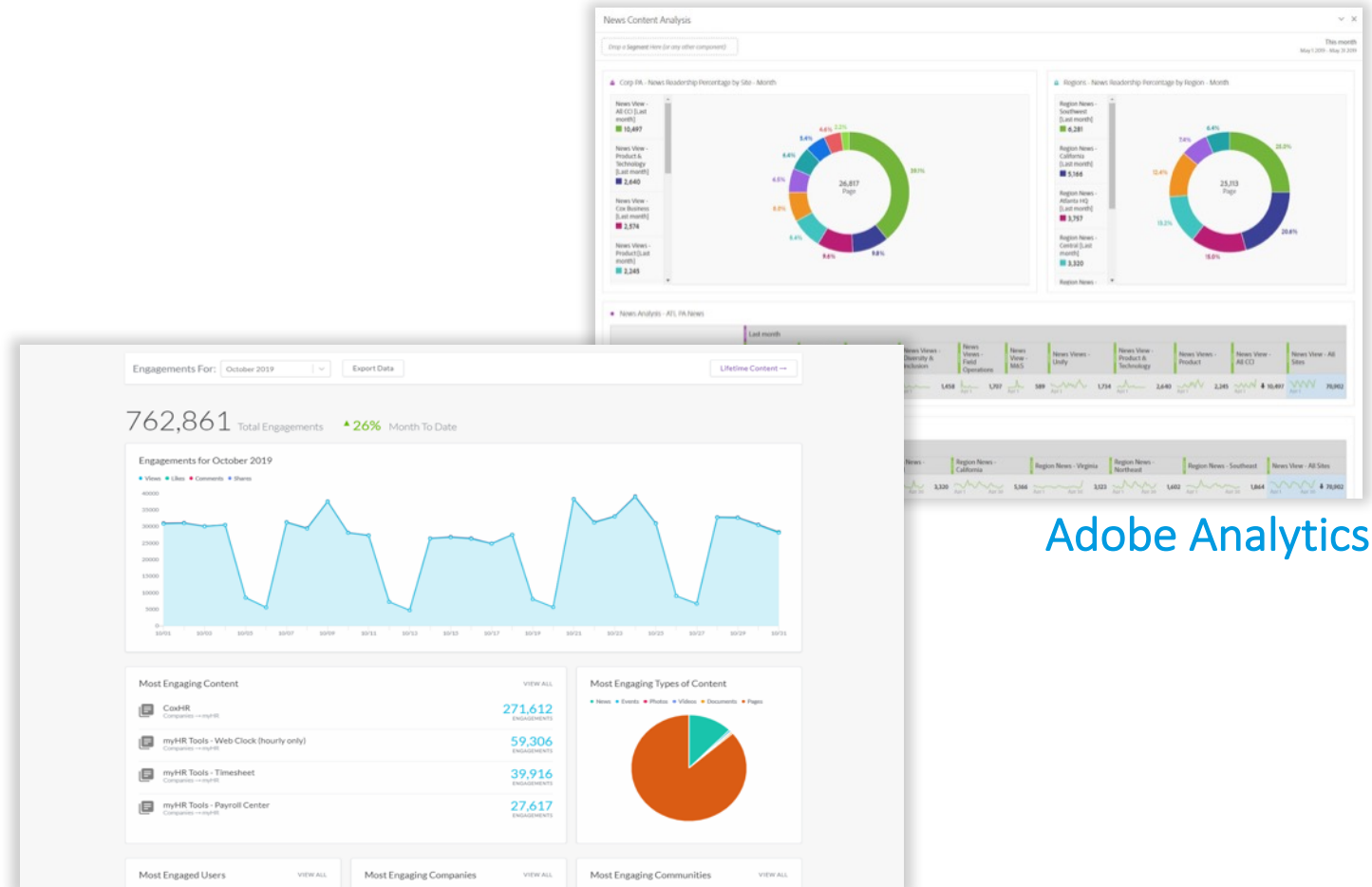
With hateful rhetoric and violent attacks against Asian-American Pacific Islanders on the rise, our next Actions

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

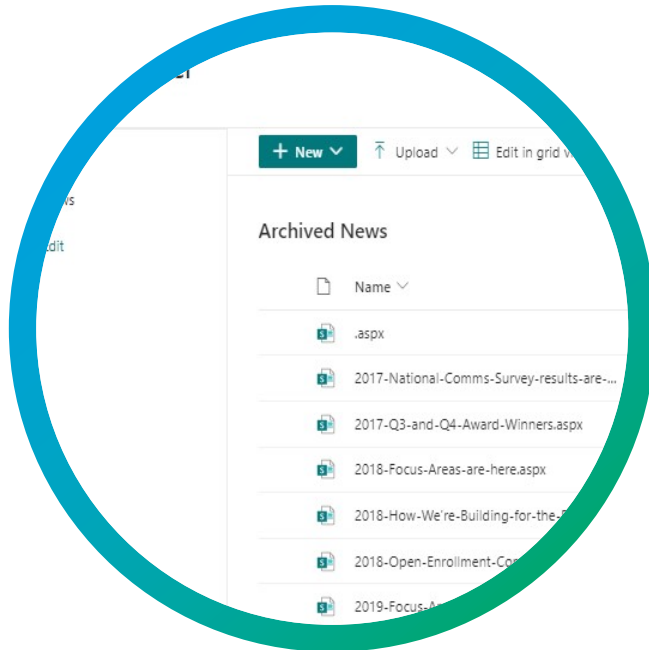
- Views
- Likes
- Comments
- Shares

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.

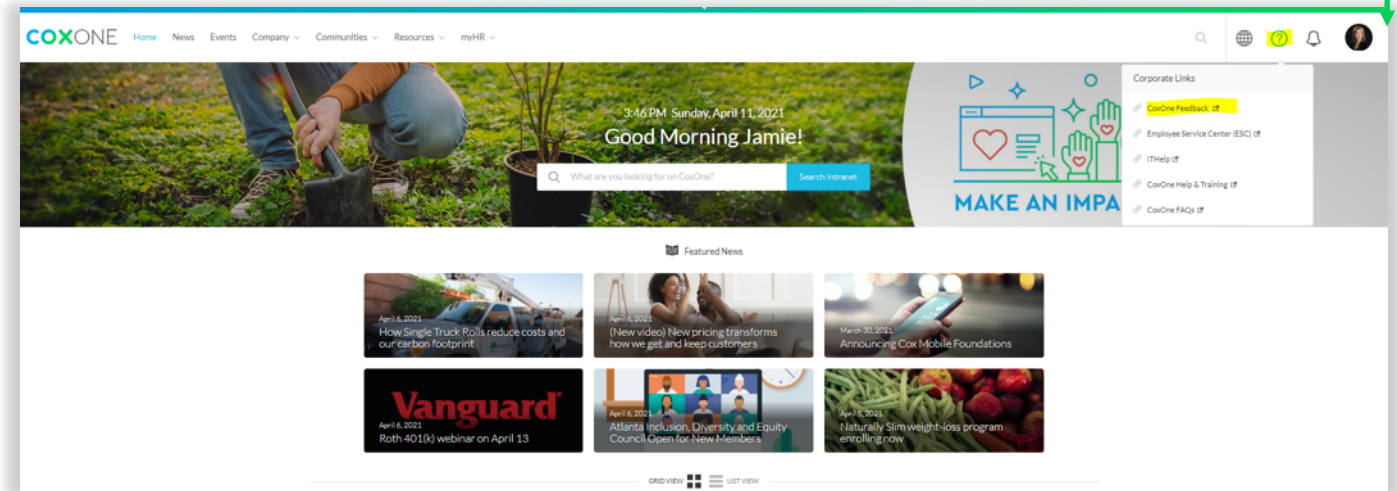
Building new engagement features

Soliciting feedback for site enhancements

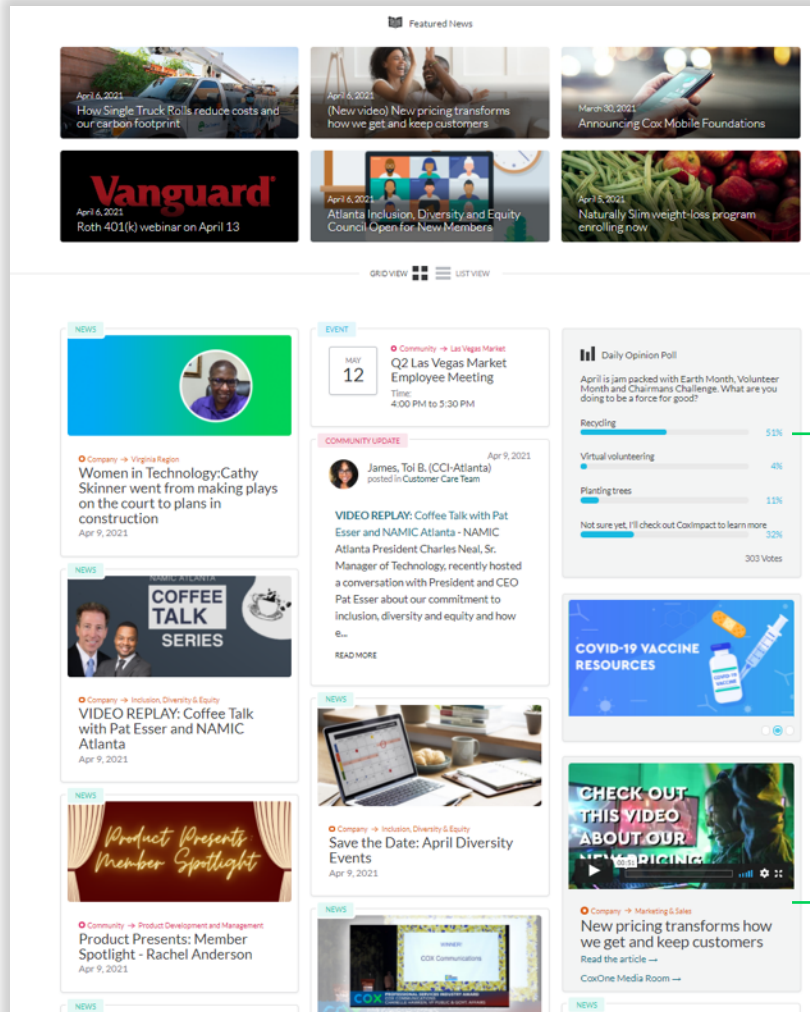
Launched a survey on the one-year anniversary of CoxOne.

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

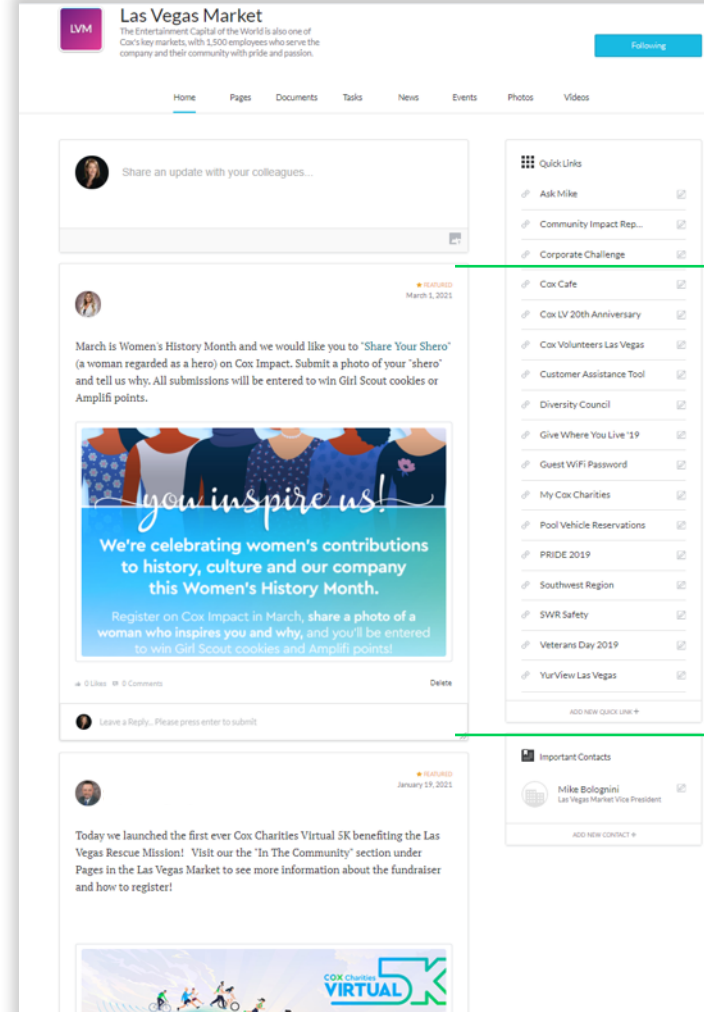
Feedback option always available on CoxOne.



CoxOne enhancements – engagement features

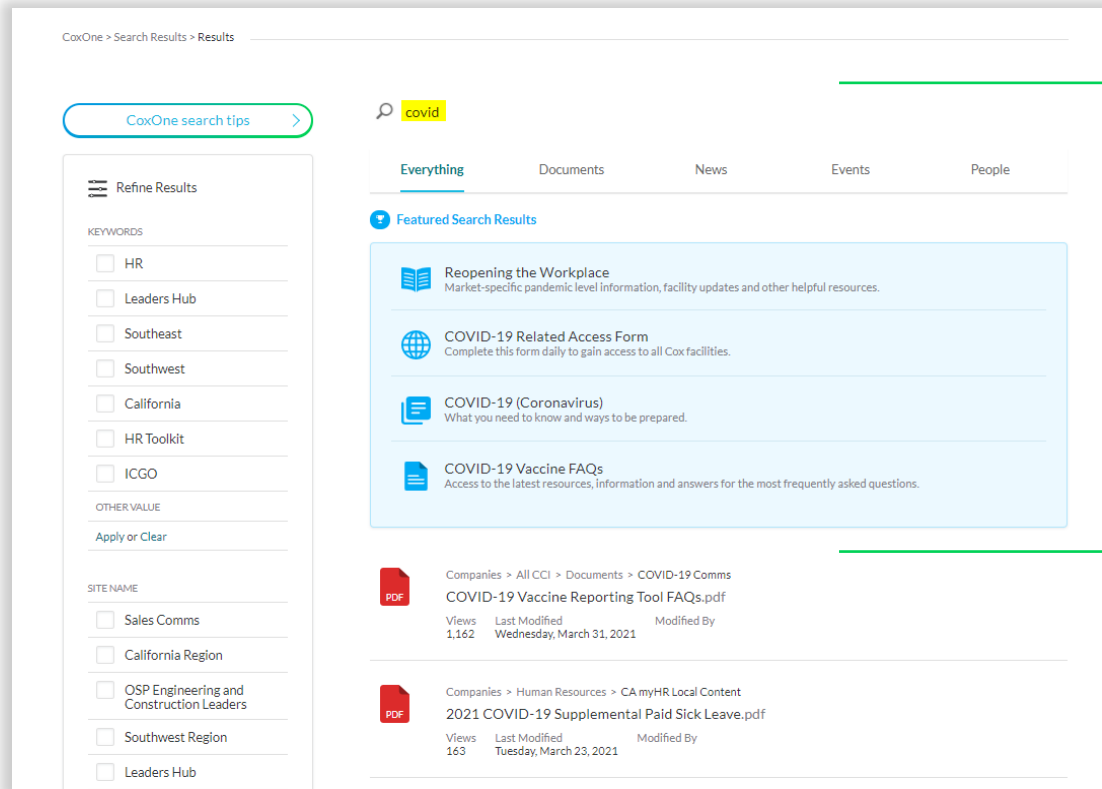


Sticky widgets:
Added
homepage
daily poll,
rotating banner,
featured video

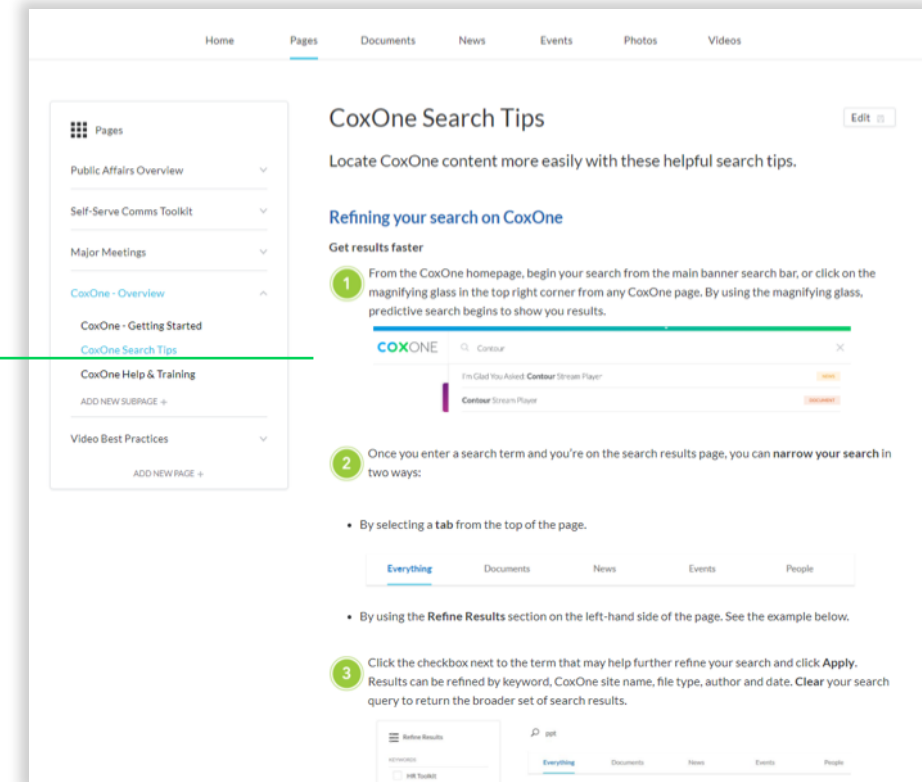


Improved
social
feeds with
embedded
images
and videos

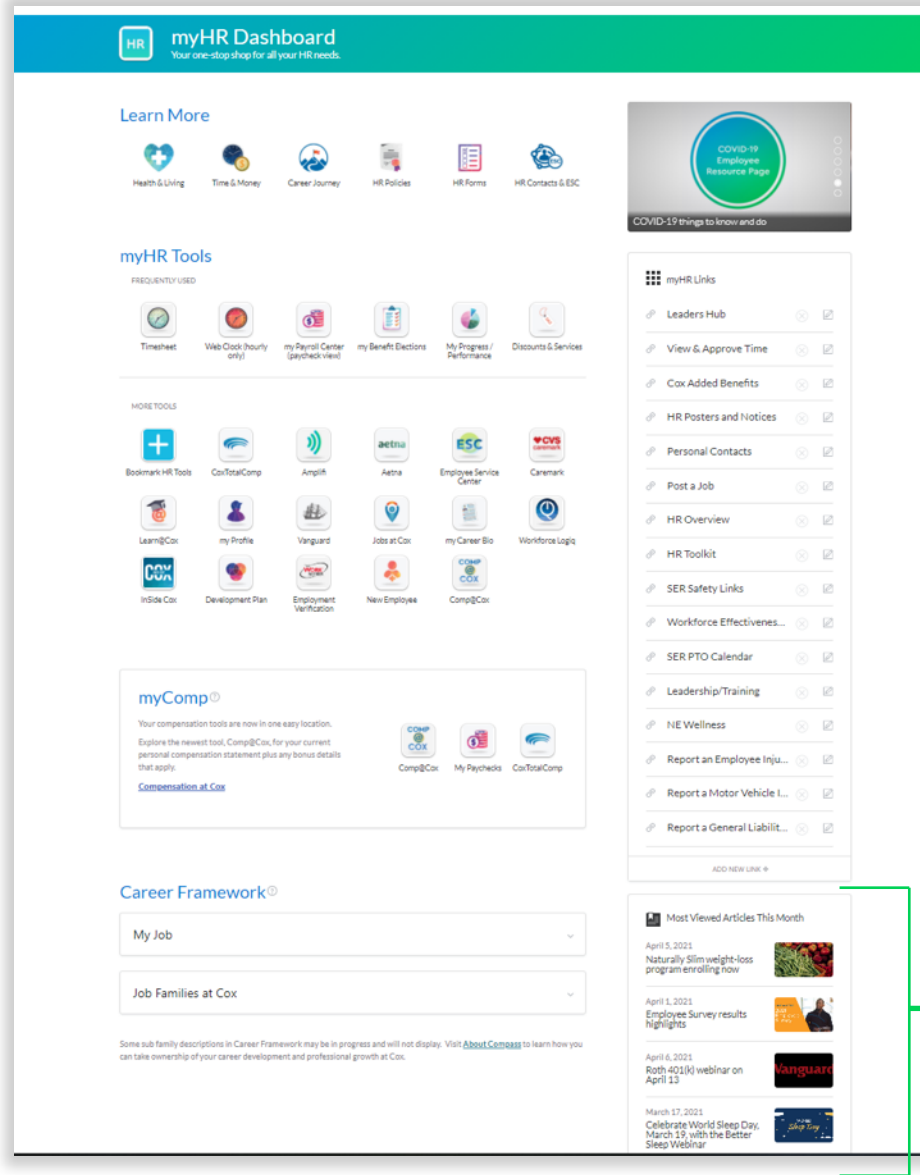
CoxOne enhancements - search improvements



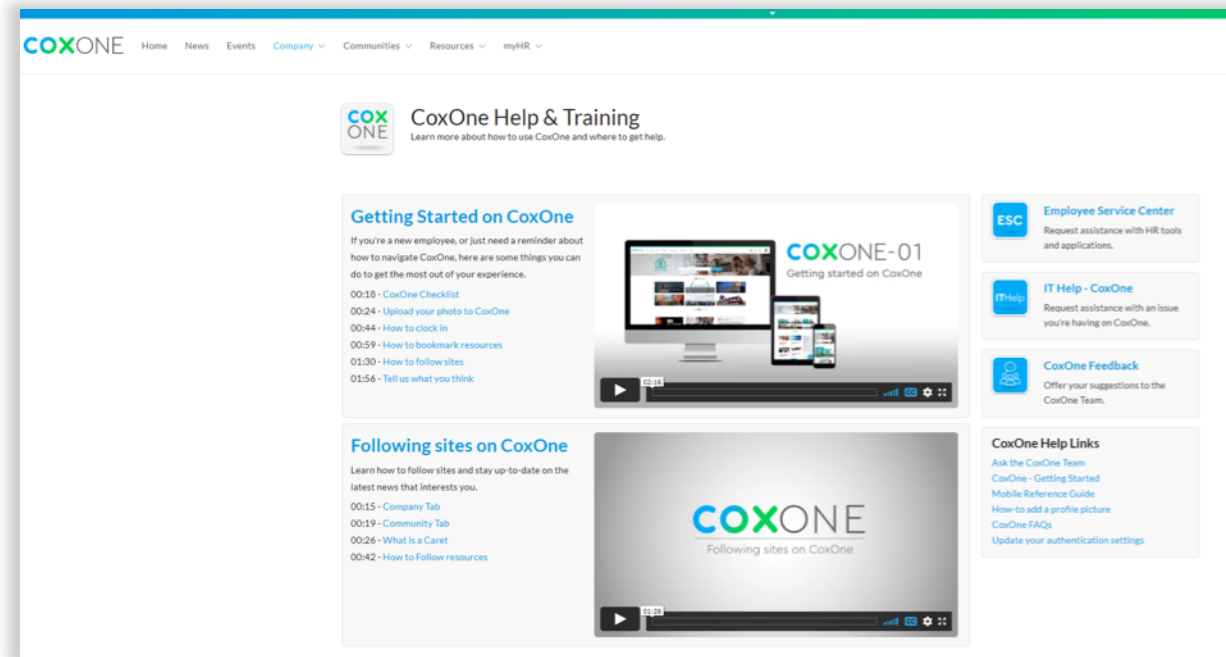
Provided a better search experience with promoted results and search tips



CoxOne enhancements – new content areas



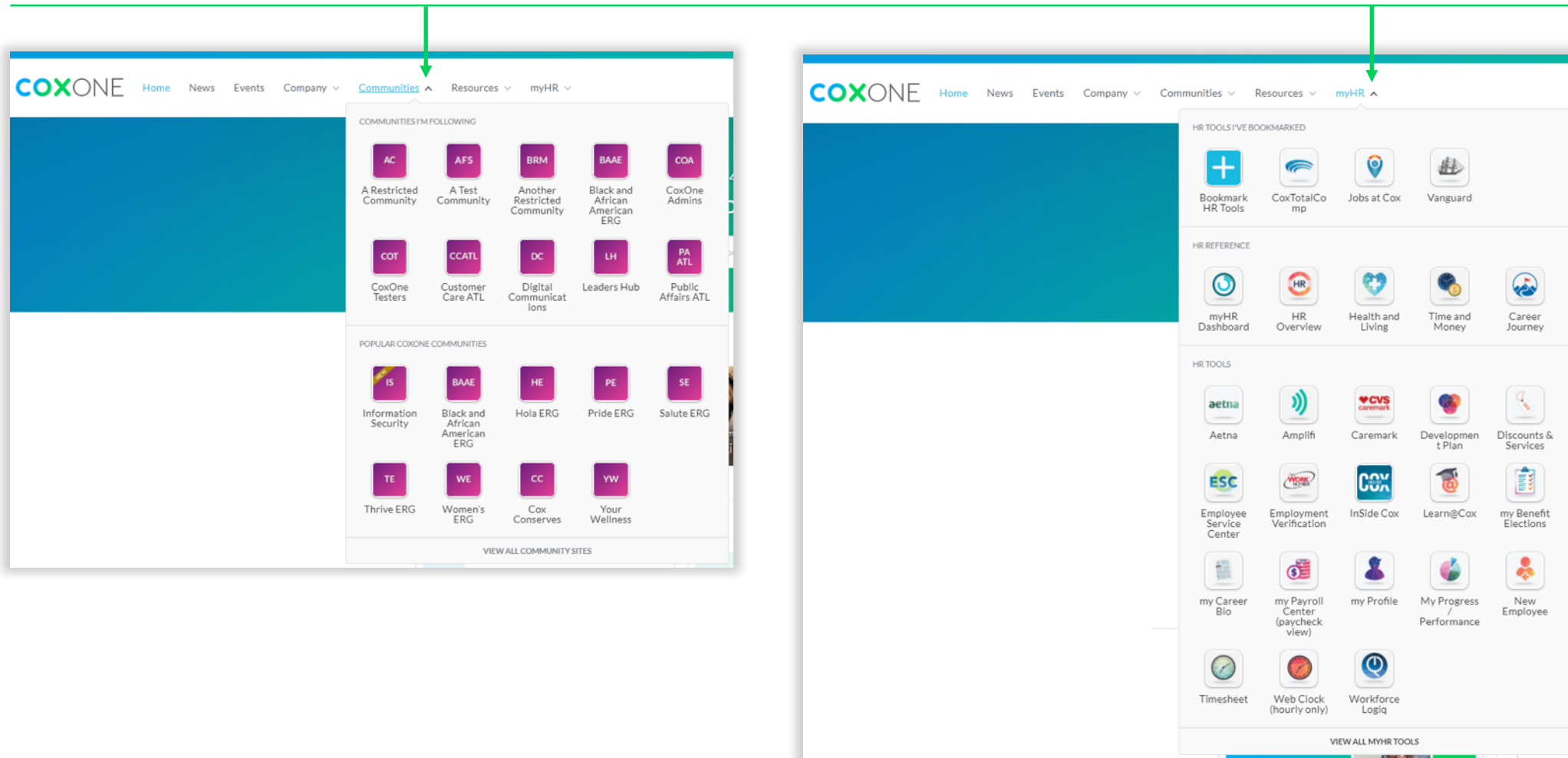
Onboarded new employees with the CoxOne help and training page



Increased news engagement via the HR news widget

CoxOne enhancements – updated navigation

Enabled easy access to popular communities and HR applications



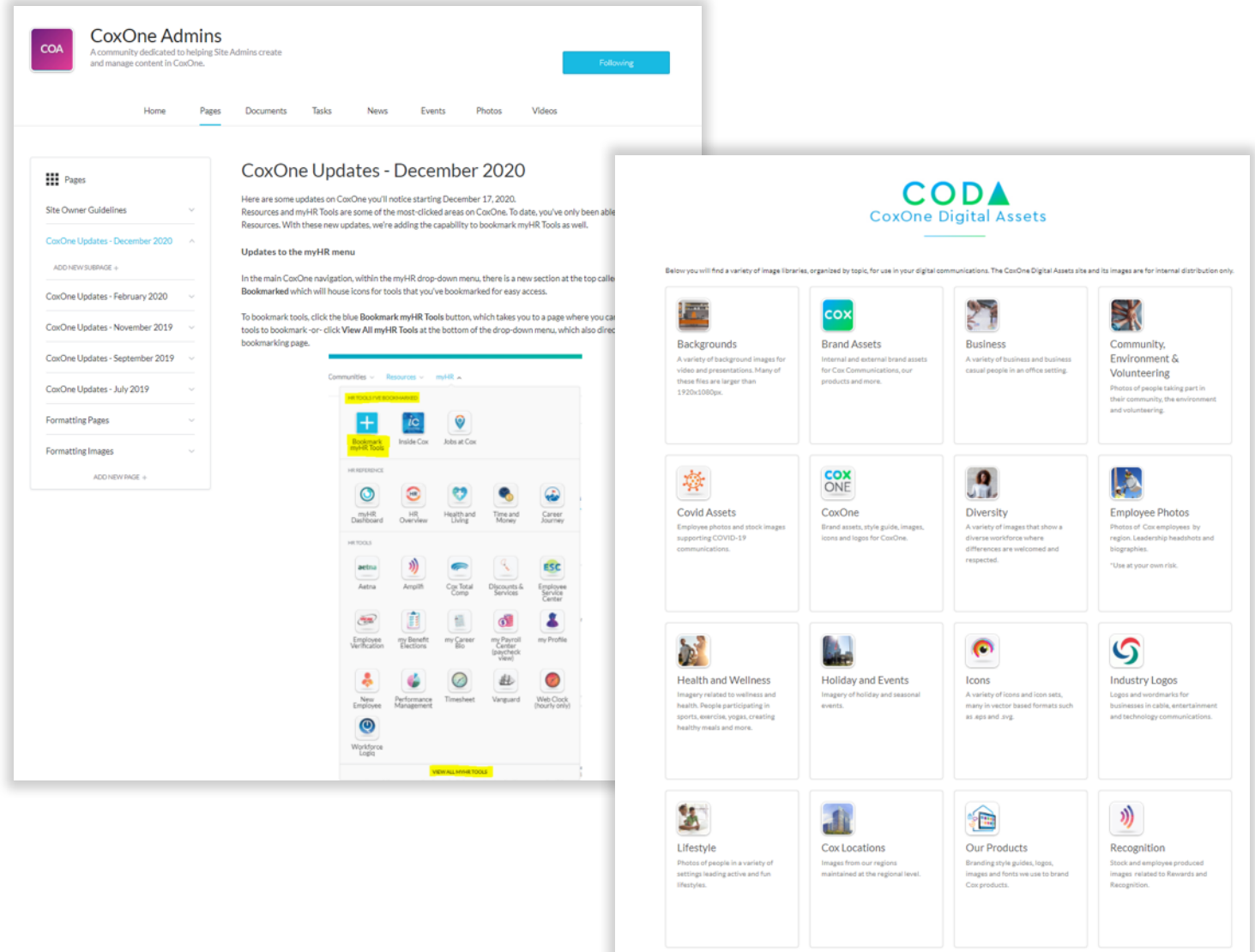
Equipping content admins for success

Setting admins up for success

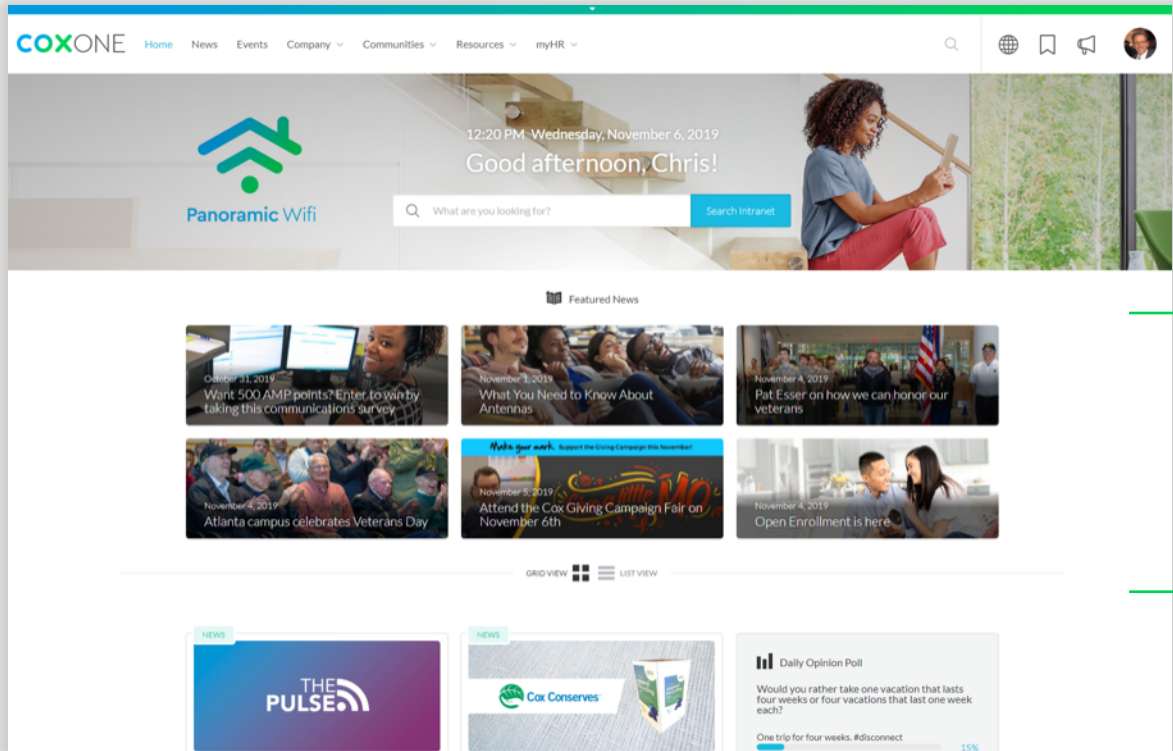
Connect with admins about site enhancements via an admin community.

Train new admins before they can publish to the site.

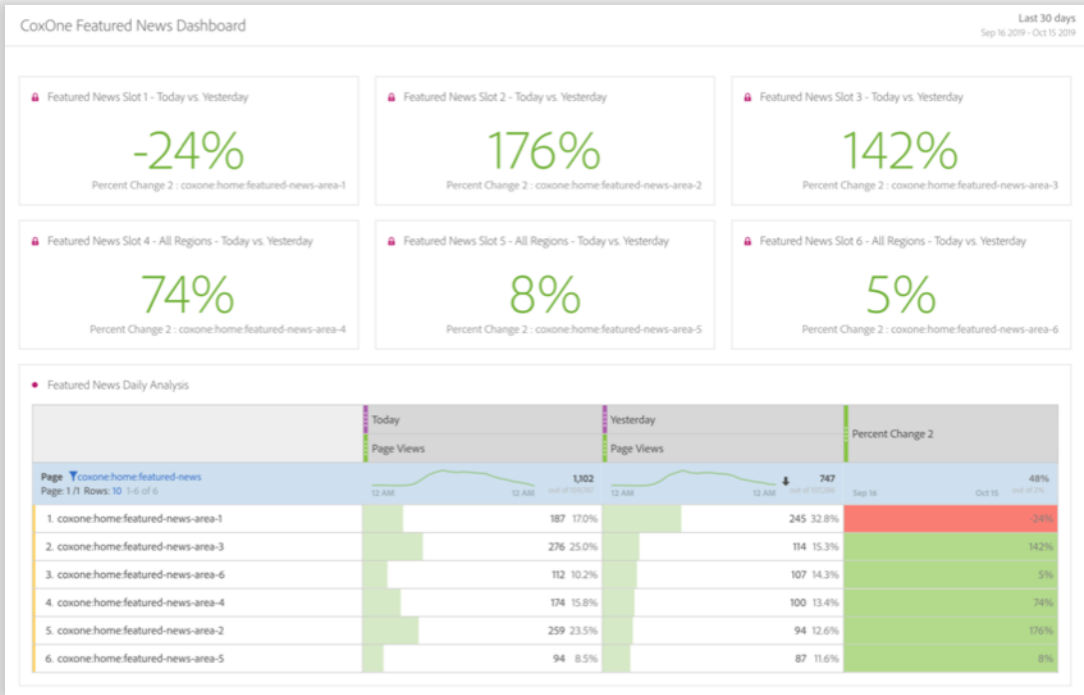
Provide a digital asset library of images, keep it updated.



Equipping admins with engagements reports

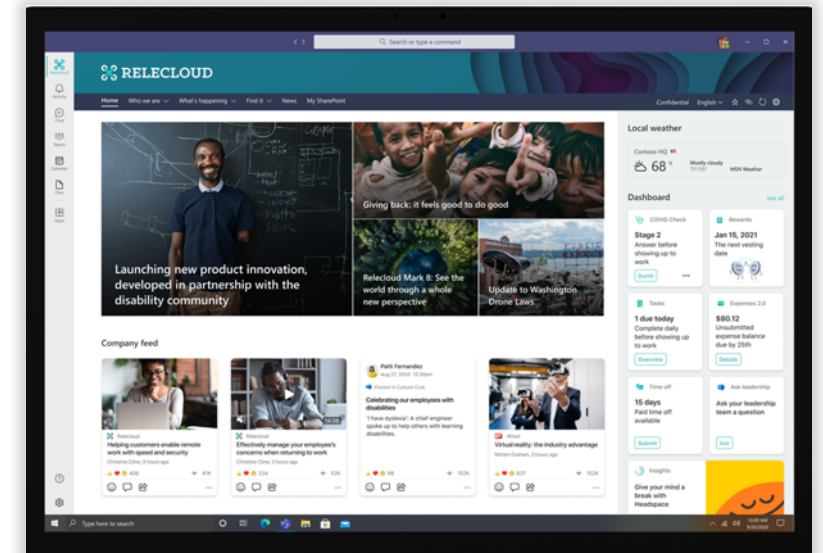
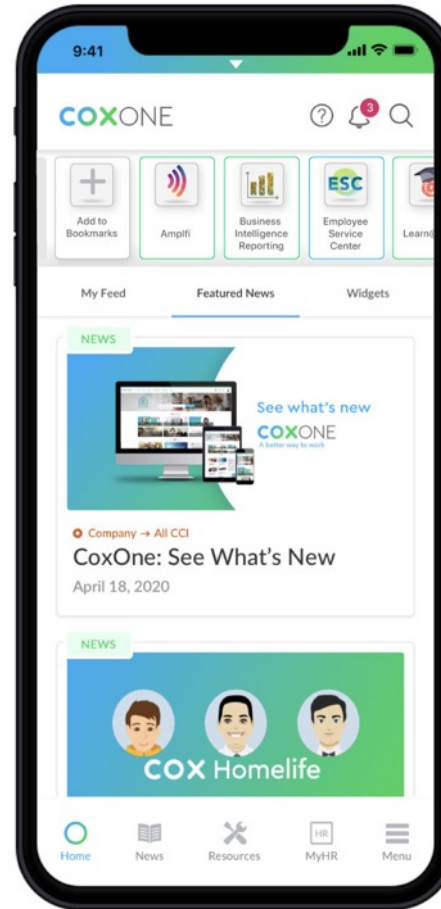


Regularly scheduled audits to review site performance and content help keep admins engaged and content fresh.



What's next for CoxOne?

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





Thank you!