THE SOCIAL INTRANET

An intranet that features multiple social media tools for most or all employees to use as collaboration vehicles for sharing knowledge with other employees.



Icons in navigation PROCESS Integration into home page & content Governance standards

Home page web part / portlet

64%

% of organizations that have user content governance, standards or policies.

RSS **Portals TECHNOLOGY** Tagging Multiple tools working in tandem Presence Commenting **Forums** Vlogs Blogs Employee

% of organizations that have at least one social media tool on the intranet.

Networking

71%

BARRIERS TO SUCCESS

Commenting /

rating on most / all content

22% Lack of executive support

18% Other, bigger priorities

13% Lack of interest

12% Business Case

10% Policies

7% Cost 9% Other

Governance

IBM's Social Intranet

U STEPS TO A SOCIAL INTRANET

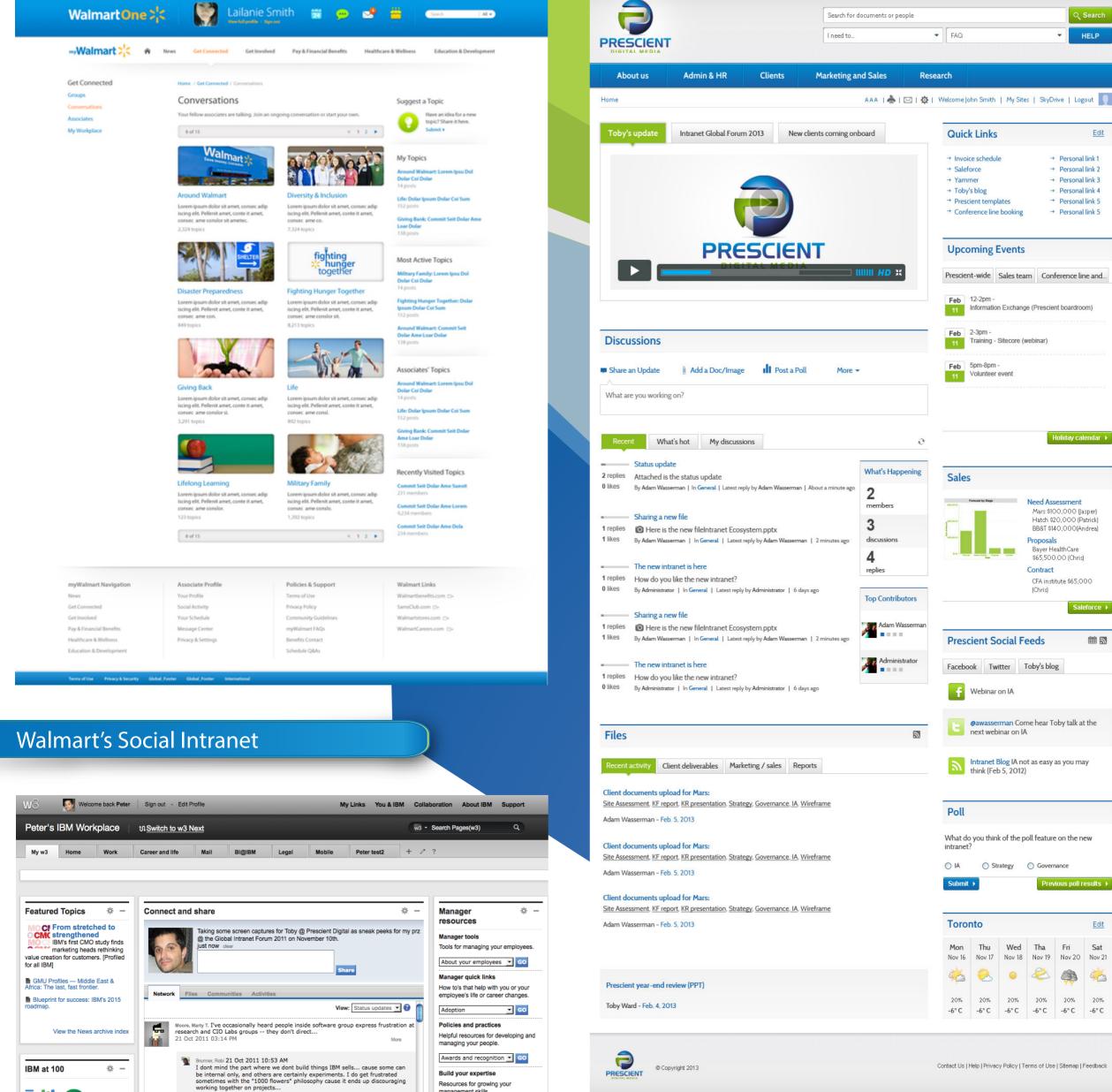
- Information architecture Business requirements User requirements Wireframes
- Design Best practices
- Strategic planning Launch

111 Change management

5

Prescient Digital Media's Social Intranet

SOCIAL INTRANET EXAMPLES



Climate Toolkit for Mana ▼ GO