

SOCIAL INTRANET 2013

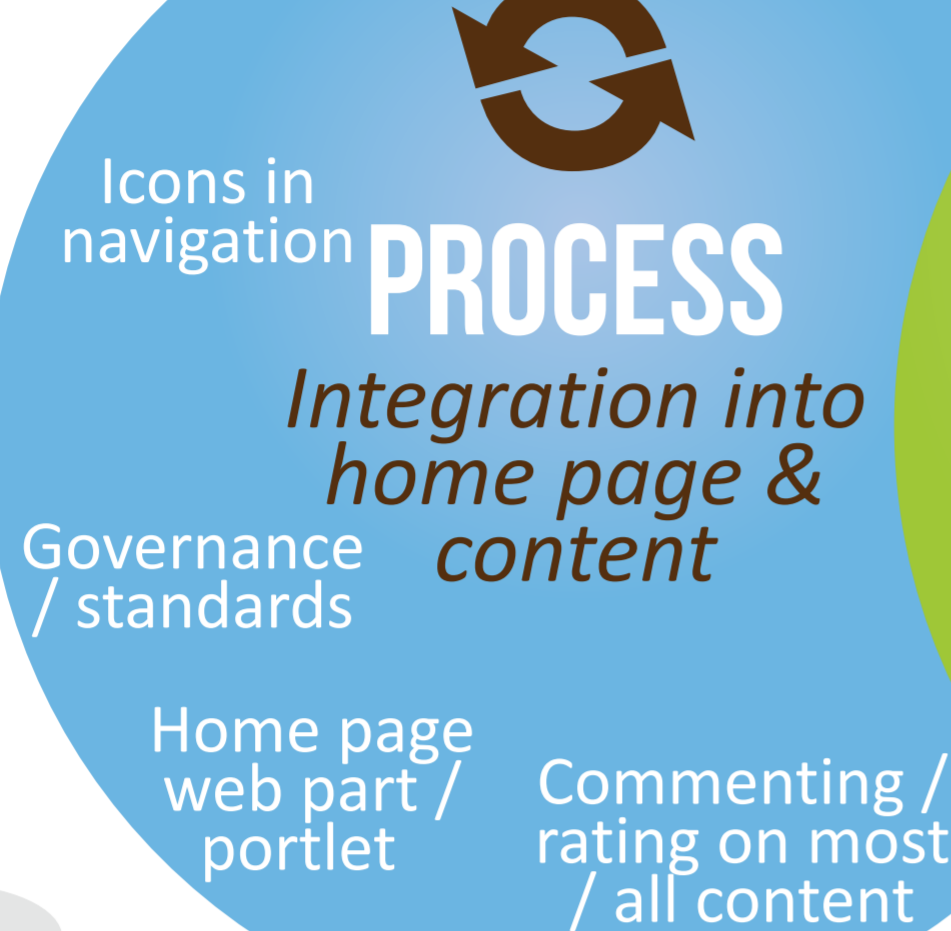
THE SOCIAL INTRANET

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



% of organization that have a true, social intranet.

10%



64%

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



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

71%

BARRIERS TO SUCCESS

22% Lack of executive support

18% Other, bigger priorities

13% Lack of interest

12% Business Case

10% Policies

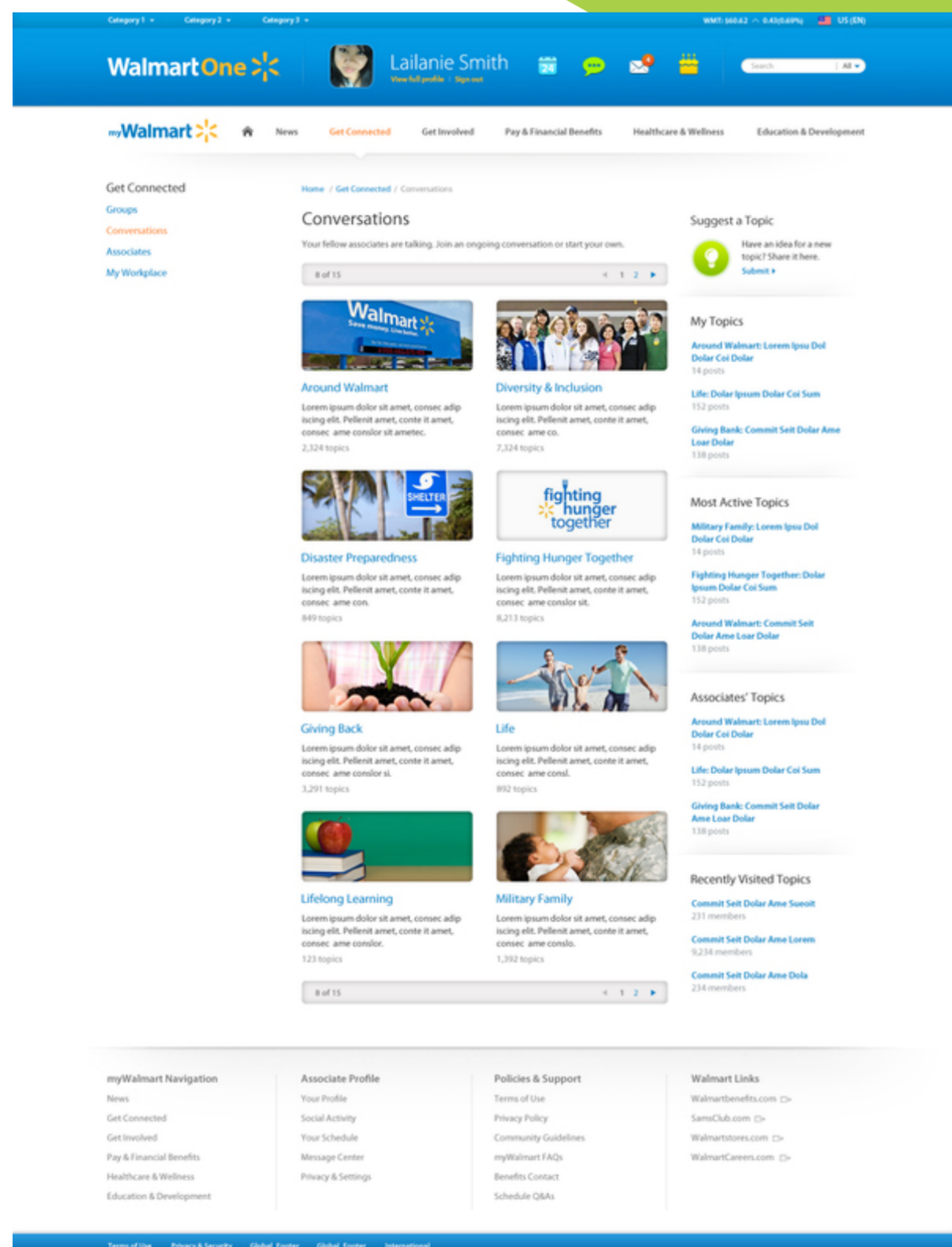
7% Cost

9% Other

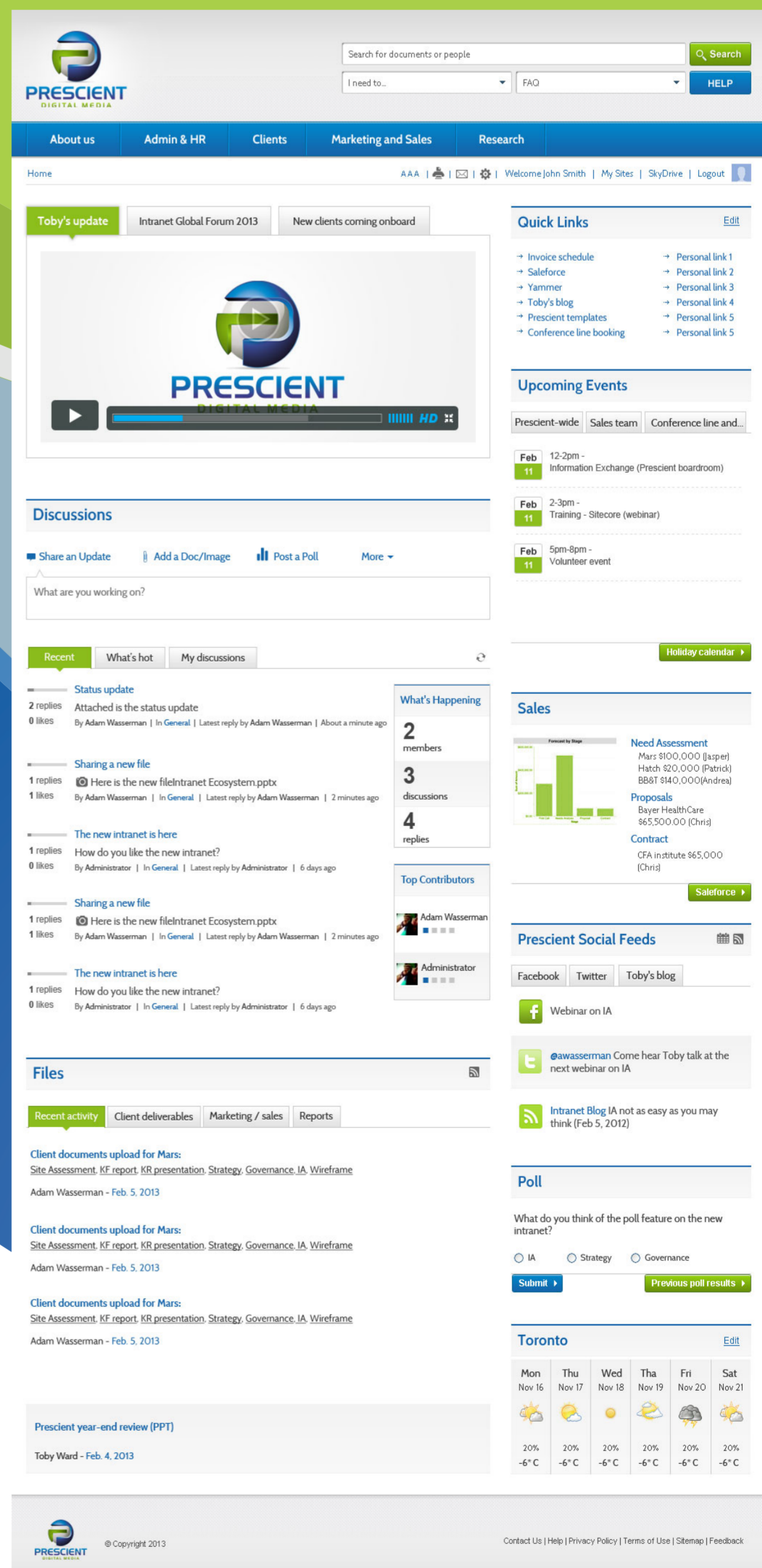
10 STEPS TO A SOCIAL INTRANET

- 1 Business requirements
- 2 User requirements
- 3 Best practices
- 4 Strategic planning
- 5 Governance
- 6 Information architecture
- 7 Wireframes
- 8 Design
- 9 Launch
- 10 Change management

SOCIAL INTRANET EXAMPLES



Walmart's Social Intranet



Prescient Digital Media's Social Intranet



IBM's Social Intranet

