Intranet to Social Intranet Matrix

Key factors for Intranet 2.0 Success; Social Intranet Success Matrix

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The Social Intranet

The phrase social intranet has only appeared in recent years (late 2009) to describe an intranet with social media features. Although with any emerging technology there is likely to be disagreement on the precise definition of a new term, I describe a social intranet as the following:

> **An intranet that features multiple social media tools for most or all employees to use as collaboration vehicles for sharing knowledge with other employees. A social intranet may feature blogs, wikis, discussion forums, social networking, or a combination of these or any other Web 2.0 (intranet 2.0) tool with at least some or limited exposure (optional) from the main intranet or portal home page.**

However, a few employee or executive blogs do not make a social intranet. A social intranet requires wide participation, or at minimum, opportunity for participation, by most or all employees that have intranet access. Social intranets require social media: blogs, wikis, and user comments, to name a few. More advanced social intranets may incorporate multimedia, user-tagging, and social networking that are integrated into multiple channels including user profiles (such as the feature set produced by Microsoft SharePoint 2010 or Lotus Connections).

A social intranet however does not have or include:
- ➢ All social media tools (two or three will suffice);
- ➢ The participation of all employees (but be open to most employees); and
- ➢ A technology platform that is strictly a social media platform (e.g. blog or wiki platform).

Social intranet basics:
- ✓ Multiple social media tools
- ✓ Open opportunity to use social media tools for most or all employees with intranet access
- ✓ Access to social media tools from the intranet home page
- ✓ Social options woven into most content consumption (e.g. user comments, rating, links to tools, etc. on most page templates)

Social media on the intranet is a relatively new phenomena having only appeared behind the firewall in the past 4 or 5 years (with the exception of instant messaging and discussion forums which have been around, in some form, since the late 1990s). In the past year or two, social media on the corporate intranet have become mainstream with nearly two-thirds of organizations in the western world having some form of social media on their intranet.

Intranet to Social Intranet Matrix

What is the difference between an intranet and a social intranet? What are the key factors you need to know to transform your intranet?

The following is a success factor comparison matrix for traditional intranet 1.0 and the social intranet, intranet 2.0. This matrix is based on real experience with dozens of intranets of various sizes and industries (approximately 5000 employees on average). The table below represents a summary matrix of the evaluation methodology used by Prescient Digital Media.

Success Factors	Intranet (1.0)	Social Intranet (2.0)
Design	– Design reinforces corporate brand – Site has limited employee presence – Utilizes the corporate color palette and brand	– More simplistic design, less colour, bigger fonts and buttons – Greater incorporation of employee presence, including real employee photos – Design employs shading behind priority content; icons for ratings and key information
Layout	– Three to four columns – Significant banner – Emphasis on content, links, and standard / stock photos – Global navigation is largely contained to banner – Text to white space ratio of 70/30 – Search engine may be in banner or on home page – Publishing mechanism is hidden and not accessible from home page	– Two to three columns – Minimal banner or no banner – Emphasis on one or a few headlines with supporting text; minimal navigation links – Text to white space ratio of 60/40 (or approaching 50/50) – Global navigation is minimal if not limited to a single home button & search engine – Search engine is an input box rather than a link – Access to social media tools from home page – Content is supported by employee photos
Content	– Centralised content publishing; some distributed authorship – Limited content standards (if any) – Limited if any content management platform (possibly some standardized templates)	– Decentralized content publishing; full database driven content management – Open opportunity to use social media tools for most or all employees with intranet access

	– Content publishers are sometimes trained and follow central standards	– Increasing amounts of EGC (employee generated content) including wiki and blog posts, user comments, tags, bookmarks, etc. – Content is published via a central platform, that usually includes blogs, wikis and other social media tools (though sometimes these tools are separate from the central platform)
Usability	– Confused navigation and top heavy information architecture – A working search engine (limited value) – Some use of meta tagging – Has working links and global navigation	– Employees can locate information based on "people" (e.g. employee profiles, blogs, tags, etc.) – Intuitive technology enables easy self-creation and updating of employee profiles – Search is still an enabler, but less of a navigation necessity
Planning & Governance	– No explicit or documented plan – Performance measures are minimal and often limited to HITS – No explicit or documented ownership and governance model – Intranet stakeholders often mired in politics over ownership and how to evolve the intranet – No intranet policy	– Plan with mission, goals and objectives is understood and agreed upon by key stakeholders – Intranet is supported with critical success factor tracking and measures (KPIs), possibly including ROI and user satisfaction and engagement metrics – Performance measures are actively monitored and tracked versus the baseline – An explicit ownership and governance model is documented and supported by all (most) – Intranet and social media policies dictate the dos and don'ts, and the rules for owning and publishing content, and for contributing blog and wiki posts, and user comments and tags
Tools	– Basic search – Employee directory – Some employee self-service – Preliminary content management – Some multimedia features	– Executive and/or employee blogs – Discussion forms / user comments – Wikis – RSS – Instant messaging

	– Occasional instances of personalized portal	– Social networking (employee networking) – Social bookmarking – Podcasts, vlogs – User tags, folksonomy – Mash-ups / composite applications

To learn more about the complete Prescient Digital Media intranet evaluation methodology of over 400 intranet variables, please contact us at prescient@prescientdigital.com or call us at (416) 926-8800 (www.prescientdigital.com).

About Prescient Digital Media

Prescient Digital Media is a veteran web and intranet consulting firm with 10 years of rich history. We provide strategic Internet and intranet consulting, planning and communications services to many Fortune 500 and big brand clients, as well small and medium-size leaders. We treat each client as unique; we listen to their needs, goals and challenges; understand a client's requirements and potential; and deliver highly effective and innovative website and intranet plans, designs and solutions.

Prescient was founded in 2001 by Toby Ward with the premise that the corporate website and intranet have business value, and should be planned and executed accordingly. Internet and intranet business consulting was and remains our focus today. First and foremost, we are business management consultants that have a superb knowledge of the technology, but we are technology neutral.

Prescient plans and builds highly effective websites and intranets that…

- Are demonstrably better than the competition.
- Secure stakeholder engagement and support management objectives.
- Deliver measurable value by increasing business results and employee productivity.

Prescient's web and intranet experience is wide-ranging and includes, for example:

- Planning, launching and managing all aspects of a consumer portal with more than 55 million hits per year;
- Transforming an existing intranet (SMB) into a high-powered business system with a two-year ROI of 700% ($1.5 million); and
- Transforming an enterprise's intranet and website into highly functional, user-friendly portals that prior to a redesign scored benchmarked ratings of 4 out of 10, and now score better than 8 out of 10, with many accolades from management and customers alike.

Prescient's focus includes the assessment, planning, technology selection, content and launch of intranets, websites, and web-based tools for:

- Health and life sciences
- Financial services
- Energy
- Government
- Manufacturing and High-Tech

Prescient services for intranet, Internet and e-Health include:

- Analysis (evaluation, business requirements, user research, benchmarking)
- Planning (strategic planning, functional specifications, information architecture)
- Technology (platform and application evaluation, selection, and implementation)
- Implementation (design, integration, content, tools)
- Marketing (communications, content management, operation, marketing, SEO)

Some of our clients include:

Prescient Digital Media has had the privilege to work with more than 150 clients including: Amgen, Boston Scientific, CBC, Dow Chemical, Gartner, Fidelity Investments, HSBC, Kimberly-Clark, Liberty Mutual, Manulife, MasterCard, Nintendo, Pepsi, PNC Bank, Ralph Lauren, Royal Bank, Toshiba, WestJet and more. See our complete client list.

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- Prescient owns no software or hardware; we are technology neutral. We find the best technology for our clients based on their business requirements.
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