

THE SOCIAL INTRANET STUDY 2011



Social media is taking the intranet by storm, but many are confused as to how best to use social media. The IABC Research Foundation is partnered with Prescient Digital Media, a global intranet consulting firm, to deliver this comprehensive report on the topic, based on the findings collected from this survey. The survey was conducted in June 2011 with 1401 respondents from organizations of all sizes from all corners of the globe. The final survey report will be released to all participants, IABC members, and via www.PrescientDigital.com.

1. How long has your organization had an intranet website (home page)?

Less than 1 year	99	7%
1 – 2 years	64	5%
2 – 5 years	251	18%
5 – 10 years	543	39%
More than 10 years	432	31%
Total	1389	100%

2. How many of your employees have intranet access (total number of employees less those that don't have intranet access)?

Less than 100 employees	184	13%
100 – 999 employees	355	26%
1,000 – 4,999 employees	391	28%
5,000 – 9,999 employees	151	11%
10,000 – 50,000 employees	213	15%
More than 50,000	95	7%
Total	1389	100%

3. How many unique visitors does your main site have per month (an employee can visit the site multiple times per month but only register one unique visit)?

100s	273	20%
1,000s	310	23%
10,000s	170	12%
100,000s	53	4%
1,000,000s	20	1%
10,000,000s	9	1%
Don't know	541	39%
Total	1376	100%

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4. What does your intranet offer? Check all that apply.

Communication (news, policies, bulletins)	1328	96%
Standards/compliance	1123	81%
Education/training	958	69%
Scheduling/calendars	714	51%
Transaction applications (timesheet, expenses, etc.)	756	54%
HR applications (benefits, vacation planner, etc.)	971	70%
Phone directory (employee directory)	1143	82%
Company information (org chart, departments, vision, values, etc.)	1195	86%
Business process management	483	35%
Sales management	220	16%
Collaboration & sharing	620	45%
Project support	417	30%
Team/department/group sites	887	64%
Personalization / customization	391	28%
Mobile access	209	15%
Other, Please Specify	95	7%

5. What type of technology powers your main intranet?

Content management system (CMS) (e.g. Interwoven or Ektron)	375	27%
Portal solution (e.g. SharePoint or WebSphere)	468	34%
Hybrid solution (multiple solutions)	192	14%
Social media platform (e.g. WordPress or SocialText)	58	4%
Custom built solution (e.g. HTML or PHP)	276	20%
Total	1369	100%

6. Does your intranet have at least one social media tool (blog, wiki, instant messaging, etc.) available to at least a portion of your employee population (including pilots or tests, or tools limited only to a work group)?

Yes	851	61%
No	550	39%
Total	1401	100%

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7. Which of the following Intranet 2.0 tools are being used at your organization?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	No plans & no interest	None, but considering options	Not yet, but have plans	Some, limited use	Enterprise use
Blogs	32 4%	103 12%	72 9%	411 49%	215 26%
Wikis	96 12%	114 14%	106 13%	336 42%	155 19%
RSS	82 10%	142 18%	131 16%	283 35%	171 21%
Discussion forums	55 7%	119 14%	121 15%	320 39%	216 26%
Instant messaging	130 16%	104 13%	67 8%	158 19%	363 44%
Podcasts	164 20%	219 27%	112 14%	225 28%	91 11%
Social bookmarking	224 28%	247 31%	139 18%	103 13%	76 10%
User videos / vlogs	131 16%	200 25%	131 16%	223 28%	125 15%
User comments	63 8%	127 16%	139 17%	228 28%	257 32%
Mashups	355 46%	245 32%	88 12%	54 7%	23 3%
Content ratings (user ratings on a scale of 1-5 stars)	194 24%	208 26%	157 20%	121 15%	114 14%
Microblogging (e.g. Yammer, Twitter)	181 22%	174 22%	112 14%	194 24%	146 18%
Social networking (e.g. Facebook)	182 22%	168 21%	117 14%	193 24%	154 19%
Tags (keyword tags on content)	93 12%	166 21%	142 18%	198 25%	208 26%
Photo / video sharing (e.g. Flickr)	174 22%	222 28%	138 17%	147 18%	123 15%

8. A social intranet is defined as: "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 social media tool with at least some or limited exposure on the main intranet or portal home page." Does your organization have a social intranet?

Yes	458	55%
No	380	45%
Total	838	100%

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9. What stage or degree of “social” is your intranet – how “social” is your intranet?

Elementary: One or two social media tools, but no enterprise wide use	391	47%
Limited: Some enterprise use of limited social media	326	39%
Full social intranet: Enterprise use of multiple social media tools	118	14%
Total	835	100%

10. When did your organization introduce its first Intranet 2.0 tool?

Less than 1 year	193	24%
1 – 2 years	323	39%
2 – 5 years	246	30%
5 – 8 years	43	5%
More than 8 years	13	2%
Total	818	100%

11. How much time did you take to evaluate different Intranet 2.0 tools?

Less than 1 month	67	8%
1 – 4 months	137	17%
4 – 8 months	111	13%
8 – 12 months	105	13%
More than 12 months	107	13%
Don't Know	301	36%
Total	828	100%

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12. What Intranet 2.0 product(s) do you use? Check all that apply.

Awareness	25	3%
Blogger	80	10%
Atlassian Confluence	33	4%
Drupal	56	7%
Facebook (private, for employees only)	169	22%
Google Sites (private, for employees only)	154	20%
IBM WebSphere	53	7%
IGLOO	5	1%
Jive Clearspace	26	3%
Lithium	0	0%
Lotus Connections	69	9%
MediaWiki	68	9%
MindTouch	3	0%
Movable Type	9	1%
Newsgator Social Sites	23	3%
Ning	28	4%
Oracle Webcenter	13	2%
PB Works	4	1%
SharePoint (MOSS)	426	55%
SocialCast	11	1%
SocialText	11	1%
ThoughtFarmer	6	1%
Teligent	6	1%
Traction	3	0%
WordPress	179	23%
Other, Please Specify	166	22%

13. What was the total budget (US\$) for your Intranet 2.0 tools (license and installation)?

Under \$10,000	249	38%
\$10,000 - \$24,999	92	14%
\$25,000 - \$49,999	67	10%
\$50,000 - \$99,999	68	10%
\$100,000 - \$199,999	59	9%
\$200,000 - \$500,000	55	8%
More than \$500,000	59	9%
Total	649	100%

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14. For what reasons did you implement Intranet 2.0 tools? Check all that apply.

Knowledge management	529	66%
Employee collaboration	628	78%
Team / department sites	414	51%
Employee engagement	605	75%
Executive communications	370	46%
Customer services	135	17%
Software standardization	105	13%
Central control / security	121	15%
Cost savings / investment	174	22%
Because everyone else is doing it	128	16%
Other, Please Specify	62	8%

15. How often do executives contribute content in their own words (or by their own hand) to a blog, podcast or other Intranet 2.0 tool?

More than once a day	13	2%
Daily	34	4%
Multiple days per week	53	7%
Weekly	120	15%
Monthly	204	25%
Rarely / Never	380	47%
Total	804	100%

16. How often do employees contribute content in their own words (or by their own hand) to a blog, podcast or other Intranet 2.0 tool?

More than once a day	95	12%
Daily	125	15%
Multiple days per week	114	14%
Weekly	135	17%
Monthly	117	14%
Rarely / Never	224	28%
Total	810	100%

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17. Please rate your satisfaction with your organization's Intranet 2.0 tools with respect to the following:

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Very good	Good	Satisfactory	Poor	Very poor
Tool functionality	63 8%	197 25%	328 41%	170 21%	41 5%
Ease of use	74 9%	210 26%	333 42%	150 19%	28 4%
Quality of content	74 9%	216 27%	313 40%	156 20%	30 4%
Employee response / satisfaction	46 6%	167 22%	325 42%	197 26%	37 5%
Executive response / satisfaction	44 6%	167 22%	292 38%	199 26%	71 9%
Overall satisfaction	43 6%	183 24%	345 45%	173 22%	29 4%

18. Can any employee use or contribute content via Intranet 2.0 tools?

Yes	547	68%
No	263	32%
Total	810	100%

19. Which groups / departments are regular content contributors? Check all that apply.

Marketing	413	51%
Sales	178	22%
Communications	636	79%
IT/Systems support	398	49%
Finance	137	17%
C-level/Senior Mgmt	211	26%
Administration	219	27%
Operations / Production	225	28%
Customer service	144	18%
HR	458	57%
Other, Please Specify	106	13%

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20. Does your organization have user content governance, standards or policies?

Yes	628	78%
No	180	22%
Total	808	100%

21. Have you measured the return on investment (ROI) of any of your Intranet 2.0 tools?

Yes	112	14%
No	679	86%
Total	791	100%

22. Do you plan on replacing/reassessing your Intranet 2.0 tools in the near future?

Yes, within 6 months	220	27%
Yes, within 1 year	240	30%
Yes, within 2 years	73	9%
Yes, within 3 years	27	3%
No current plans to replace/reassess	242	30%
Total	802	100%

23. How many full-time, dedicated staff members manage your intranet and associated tools?

1	220	28%
2-5	369	46%
6-10	98	12%
11-20	45	6%
21-100	41	5%
More than 100	26	3%
Total	799	100%

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24. Are you currently considering or planning for social media?

Yes	444	82%
No	97	18%
Total	541	100%

25. What do you feel is the greatest challenge or barrier to implementing Intranet 2.0 tools?

Executive support	97	18%
Business case	51	9%
Policy concerns	53	10%
Cost	41	8%
IT support	65	12%
Apathy (little or no interest)	49	9%
Other, bigger priorities	98	18%
Identifying the right technology	36	7%
Other, please specify	55	10%
Total	545	100%

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26. What industry/sector is your organization in?

Aerospace/Defense	21	2%
Agriculture	6	0%
Automotive and transport	16	1%
Banking	40	3%
Charitable organization	29	2%
Chemicals	7	1%
Computer equipment and services	34	2%
Construction	14	1%
Consulting	111	8%
Consumer products manufacturing	26	2%
Consumer services	7	1%
Cultural institution	3	0%
Education	82	6%
Electronics	4	0%
Environmental services/equipment	9	1%
Financial Services	107	8%
Food/Beverage	17	1%
Foundation	2	0%
Health Care/Medicine	124	9%
Industrial manufacturing	28	2%
Insurance	78	6%
Legal	15	1%
Leisure/Entertainment/Travel	8	1%
Media	35	3%
Membership organization	21	2%
Metals and mining	11	1%
Pharmaceuticals	27	2%
Printing	1	0%
Real estate	6	0%
Retail	13	1%
Security products and services	5	0%
Staffing	6	0%
Telecommunication equipment and services	52	4%
Transportation services	29	2%
Utility (water/power/energy)	85	6%
Other, Please Specify	312	22%
Total	1391	100%

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27. What is your organization's annual revenue? (US\$)

Under \$1 million	111	9%
\$1-10M	151	12%
\$10-100M	212	17%
\$100-200M	88	7%
\$200-500M	131	10%
\$500M - \$1Billion	152	12%
More than \$1Billion	424	33%
Total	1269	100%

28. What is the geographic location of your organization's head office?

Canada	386	28%
USA	593	43%
Mexico & Caribbean	11	1%
Central America	2	0%
South America	9	1%
UK	57	4%
Europe	149	11%
Africa	13	1%
Middle-East	5	0%
Asia	18	1%
Southeast Asia/Pacific Rim	14	1%
Australia/New Zealand	110	8%
Other, Please Specify	14	1%
Total	1381	100%