



IABC INTERNATIONAL ASSOCIATION  
OF BUSINESS COMMUNICATORS

# The Social Intranet Study 2011

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**Business Turns Social**

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**From: Prescient Digital Media**  
**Date: December 2011**

**Note:** This is the free, summarized version of the complete Social Intranet Study. Non-participating individuals and organizations wanting a full copy of the 46 page report may [purchase](#) a copy for \$89.00 or phone 416.926.8800.

## Introduction

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The *Social Intranet Study* examines social media use on corporate intranets and the magnitude, use, and popularity of social media by employees and executives. The study findings and analysis are based on the survey conducted between late May and early June 2011 by Toby Ward, Prescient Digital Media, in association with the International Association of Business Communicators (IABC). The results reveal rapid adoption of social media on the corporate intranet in the past year.

The survey was completed by over 1,401 participants in small, medium and large organizations in all types of industries, from all corners of the globe.

### Geographical representation

The majority of organizations are based in North America:

- 43 percent of organizations are based in the United States.
- 28 percent of organizations are based in Canada.
- 15 percent of organizations are based in Europe.
- The remaining 14 percent of organizations are based in South America, Africa, Asia and beyond.

### Intranet size (Employees with access)

The survey sample consists of a diverse range of organization sizes (from fewer than 100 intranet users to more than 100,000):

- 39 percent of organizations have one to 999 employees (small) with intranet access.
- 39 percent of organizations have 1,000 to 9,999 employees (medium) with intranet access.
- 22 percent of organizations have more than 10,000 + employees (large) with intranet access.

### Intranet size (Organization revenue)

The survey was completed by a strong, cross-representative sample of small, medium and large organizations with revenues ranging from less than US\$1 million to more than US\$1 billion.

- 9 percent of organizations have revenues of less than US\$1 million.
- 58 percent of organizations have revenues between US\$1 million and US\$1 billion.
- 33 percent of organizations have revenues of more than US\$1 billion.

### Intranet maturity

Most organizations have had an intranet for many years:

- 7 percent of organizations have had an intranet for less than one year.
- 62 percent of organizations have had an intranet for one to 10 years.
- 31 percent of organizations have had an intranet for more than 10 years.

## Organizations by industry

The 10 most represented industries in the study are as follows (in alphabetical order):

- Banking
- Consulting
- Education
- Financial services
- Health care/Medicine
- Insurance
- Media
- Other
- Telecommunication equipment and services
- Utility (water/power/energy)
- For more information

For more information on the *Social Intranet Study*, or for help identifying, planning and implementing Intranet 2.0 tools, please contact Prescient Digital Media directly via the website [www.PrescientDigital.com](http://www.PrescientDigital.com) or by phone at +1 416.926.8800.

*Note: Percentages may not total 100 due to rounding.*

## Executive Summary

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Social media tools such as blogs, wikis and other vehicles are present on most corporate intranets: 61 percent have at least one social media tool available to some or all employees. The most popular Intranet 2.0 tools are blogs, discussion forums, instant messaging and wikis.

### Most common Intranet 2.0 tools

Of organizations that have at least one Intranet 2.0 tool:

- 75 percent have intranet blogs; 26 percent have deployed blogs enterprise wide; only 4 percent have no plans or interest in deploying blogs.
- 65 percent have intranet discussion forums; 26 percent use them enterprise wide; 7 percent have no plans or interest in deploying intranet discussion forums.
- 63 percent have intranet instant messaging; 44 percent use instant messaging enterprise wide; 16 percent have no plans or interest in intranet instant messaging.
- 61 percent have intranet wikis; 19 percent use intranet wikis enterprise wide; 12 percent have no plans or interest in deploying intranet wikis.
- 60 percent have user commenting on their intranets; 32 percent have enterprise wide user commenting on their intranets; 8 percent have no plans or interest in user commenting.
- 56 percent have intranet RSS; 21 percent use RSS feeds on their intranets enterprise wide; 10 percent have no plans or interest in intranet RSS.
- 51 percent have intranet tagging; 26 percent use intranet tagging enterprise wide; 12 percent have no plans or interest in intranet tagging.
- 43 percent have user videos/vlogs; 15 percent have enterprise wide user videos/vlogs; 16 percent have no plans or interest in user videos/vlogs.
- 43 percent have intranet social networking; 19 percent use social networking enterprise wide; 22 percent have no plans or interest in intranet social networking.
- 42 percent have microblogging; 18 percent use microblogging enterprise wide; 22 percent have no plans or no interest in microblogging.
- 39 percent have intranet podcasts; 11 percent use intranet podcasts enterprise wide; 20 percent have no plans or interest in intranet podcasts.
- 33 percent have photo/video sharing; 15 percent use photo/video sharing enterprise wide; 22 percent have no plans or interest in photo/video sharing.
- 29 percent have content ratings; 14 percent use content ratings enterprise wide; 24 percent have no plans or interest in intranet content ratings.
- 23 percent have intranet social bookmarking; 10 percent use social bookmarking enterprise wide; 28 percent have no plans or interest in intranet social bookmarking.
- 10 percent have intranet mash-ups; 3 percent use mash-ups enterprise wide; 46 percent have no plans or interest in intranet mash-ups.

## Technology platforms

Portal solutions (e.g., SharePoint or WebSphere) are the most popular technology platforms. Just over one-third of intranets are powered by a portal solution, while 27 percent of intranets are powered by content management systems (e.g., Sitecore or Ektron).

- 34 percent of intranets use a portal solution.
- 27 percent use a content management system.
- 20 percent use a custom-built solution.
- 14 percent use a hybrid solution.
- 4 percent use a social media platform.

## SharePoint and other Intranet 2.0 solutions

Microsoft continues to dominate the enterprise collaboration or intranet 2.0 market. For those organizations that have deployed at least one Intranet 2.0 tool, more than half (55 percent) of all organizations have SharePoint (in some shape or form). No other vendor is used in more than 25 percent of organizations (though some organizations use multiple solutions) as seen below:

- 55 percent of organizations with Intranet 2.0 tools are using Microsoft SharePoint (MOSS)
- WordPress and Facebook (employee groups) are becoming popular Intranet 2.0 products and are currently used in 23 percent and 22 percent of organizations with at least one Intranet 2.0 tool, respectively.

## Cost of Intranet 2.0

Most organizations spend little or nothing on their enterprise social media tools. Many organizations that implement 2.0 tools spend less than US\$10,000.

- 38 percent have spent less than US\$10,000.
- 34 percent have spent between US\$10,000 and US\$99,999.
- 28 percent have spent US\$100,000 or more.

## Satisfaction

Executives and employees alike are less than thrilled with their enterprise social media. In fact, the initial overall rating on internal employee-only social media (intranet 2.0) is poor, and dangerously low amongst executives:

- **OVERALL:** 30 percent of organizations rate their overall satisfaction as good or very good; 26 percent rate these tools as poor or very poor.
- **EMPLOYEES:** 28 percent of employees rate their overall satisfaction as good or very good; 31 percent rate these tools as poor or very poor.
- **EXECUTIVES:** 28 percent of employees rate their overall satisfaction as good or very good; 35 percent rate these tools as poor or very poor.

## Barriers to implementation

Without a proper plan and business case, many organizations will fail to properly implement Intranet 2.0 technologies. Those organizations that don't have 2.0 tools are not getting executive approval to proceed as they don't have a proper plan or business case that convinces senior management of the need.

Of organizations that do not have at least one social media tool:

- 18 percent cite a lack of executive support as the primary barrier to implementation.
- 18 percent cite other, bigger priorities as the primary barrier to implementation.
- 12 percent cite lack of IT support as the primary barrier to implementation.

## Key Findings

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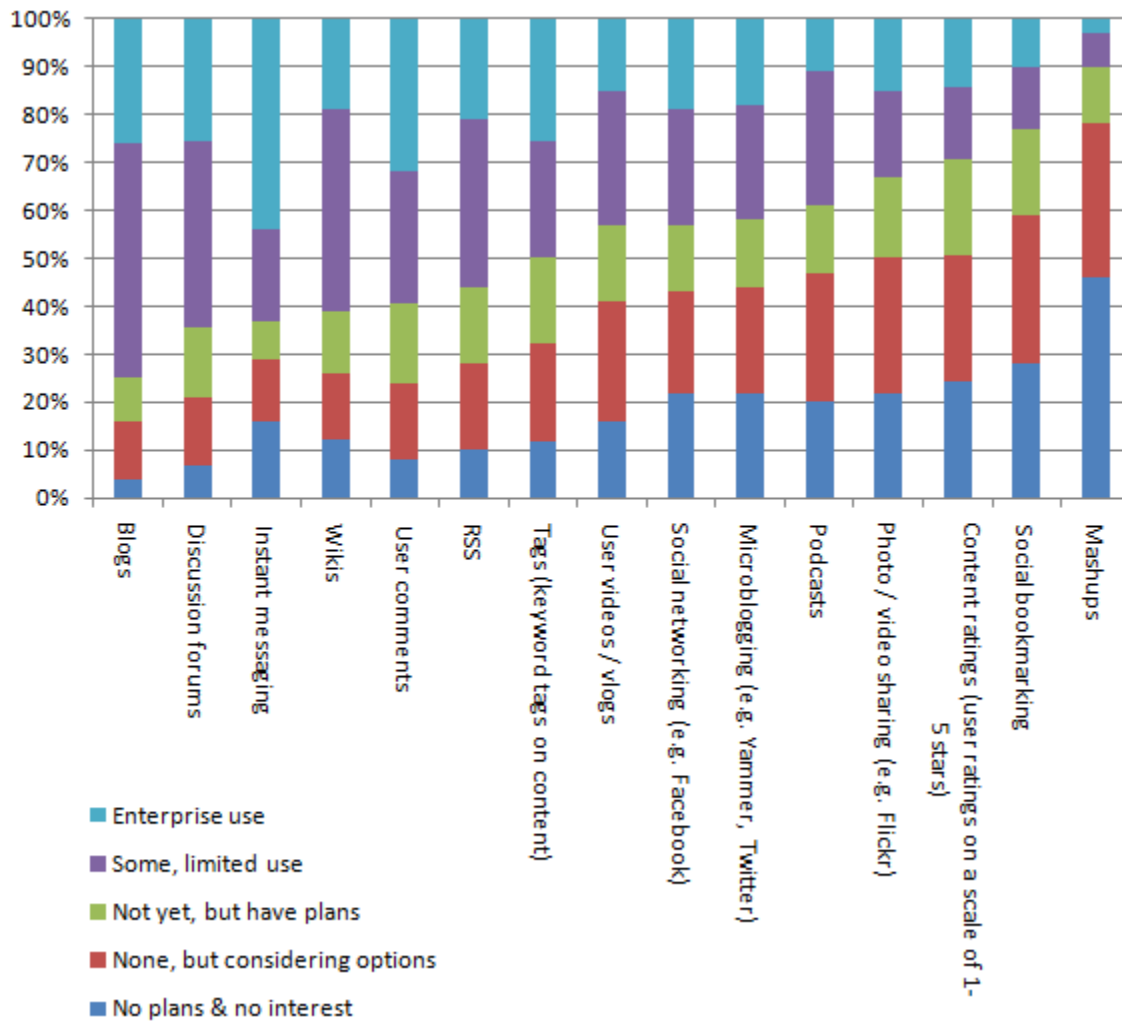
### Question No. 7: Intranet 2.0 Tools

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

#### Findings

Of organizations that have at least one Intranet 2.0 tool:

- 75 percent have intranet blogs; 26 percent have deployed blogs enterprise wide; 4 percent have no plans or interest in deploying blogs.
- 65 percent have intranet discussion forums; 26 percent have deployed intranet discussion forums enterprise wide; 7 percent have no plans or interest in intranet discussion forums.
- 63 percent have intranet instant messaging; 44 percent use instant messaging on their intranets enterprise wide; 16 percent have no plans or interest in deploying instant messaging on their intranets.
- 61 percent have intranet wikis; 19 percent use intranet wikis enterprise wide; 12 percent have no plans or interest in intranet wikis.
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- 29 percent have content ratings; 14 percent use intranet content ratings enterprise wide; 24 percent have no plans or interest in deploying content ratings on their intranets.
- 23 percent have intranet social bookmarking; 10 percent use intranet social bookmarking enterprise wide; 28 percent have no plans or interest in intranet social bookmarking.
- 10 percent have intranet mash-ups; 3 percent use intranet mash-ups enterprise wide; 46 percent have no plans or interest in intranet mash-ups.



## Analysis

The data clearly shows that intranet blogs, discussion forums, instant messaging and wikis are becoming commonplace in organizations that have deployed social media on their intranet. Social networking (employee networking) is increasingly popular and on the rise, and is present in 43 percent of organizations that have at least one social media tool (up nearly 15 percent from the previous year's survey). As the technology that powers intranets continues to improve, intranet vlogs and video-sharing will become more popular.



## Recommendations

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Successful deployment and use of Intranet 2.0 tools begins with proper planning, engaged and supportive executives, and participatory employees:

- **Leadership:** Senior management must set the tone; executives must lead the dialogue, control the message and actively promote social media.
- **Plan:** Planning is essential for success; develop a plan that is based on a thorough assessment and contains key performance indicators (KPIs).
- **Benchmark:** Understand the ingredients of a good blog, wiki or podcast; watch and cherry-pick from the leaders.
- **Engage:** Gather input and feedback from employees early in the planning process; act quickly on necessary changes.
- **Governance:** Every tool needs an owner and supporting policies (terms of use) to govern use and writing.
- **Technology:** Don't be sold a solution, evaluate and select a 2.0 solution based on business requirements and needs (evaluate several solutions via an RFP process).
- **Refresh:** Keep your content and tools relevant and fresh, and ensure they cross-promote your latest products, services, and key communications and HR messages.
- **Monitor:** Ensure you're aware of which external 2.0 websites are popular, how they work, and what users like/dislike about the features.
- **Measure:** Document the link between social media and the business and develop a set of performance metrics with baselines that are regularly measured.

Finally, consider an Intranet 2.0 undertaking as evolution not revolution. There's no need to solve everything on your first attempt; test and pilot solutions and enhance as necessary before trying to conquer the world.

## About Prescient Digital Media

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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 as small and medium-sized 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

### **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)

Our clients include:



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