

A man with a surprised expression, wide eyes, and an open mouth is looking at a laptop screen in a dark room. The text "HOW TO STIMULATE THE USE OF INTRANET" is overlaid on the image.

# HOW TO STIMULATE THE USE OF INTRANET

36 TIPS & TRICKS

- **MANY ORGANIZATIONS USE THE INTRANET TO STEER INTERNAL COMMUNICATION IN THE RIGHT DIRECTION. THE BENEFITS ARE EVIDENT.**

- **YET THE INTRANET IS STILL NOT ALWAYS USED OPTIMALLY. HOW DO YOU ENSURE THAT YOUR EMPLOYEES START USING THE INTRANET?**

- **WITH THESE TIPS & TRICKS  
YOUR INTRANET IS GUARANTEED  
SUCCESSFUL !!**

# ULTIMATE MIX

**#1 EMPLOYEES MUST BE ABLE TO  
'TAKE & DELIVER'**

**MAKE A COMBINATION OF TOOLS AND FUNCTIONALITIES THAT  
ENCOURAGE SOCIAL NETWORKING AND KNOWLEDGE EXCHANGE.**

# EXCLUSIVITY

## #2 GUARANTEE EXCLUSIVE RIGHTS FOR SPECIFIC INFO

**SPREAD IMPORTANT DOCUMENTS THROUGH INTRANET, WHILE  
DOING SO, GENTLY FORCE YOUR EMPLOYEES TO USE INTRANET.**





**BUILD A COMPANY STORE WHERE EMPLOYEES MAY FOR INSTANCE  
BUY GADGETS, TEES, CUTLERY AND WRITING PADS.**

# BULLETIN BOARD

## **#4 THE UPDATE OF INFORMATION IS THE CRITICAL SUCCESS FACTOR**

**SET UP INTRANET LOGICALLY, MAKE SURE THAT CURRENT  
INFORMATION CAN BE FIND QUICKLY AND EASILY.**



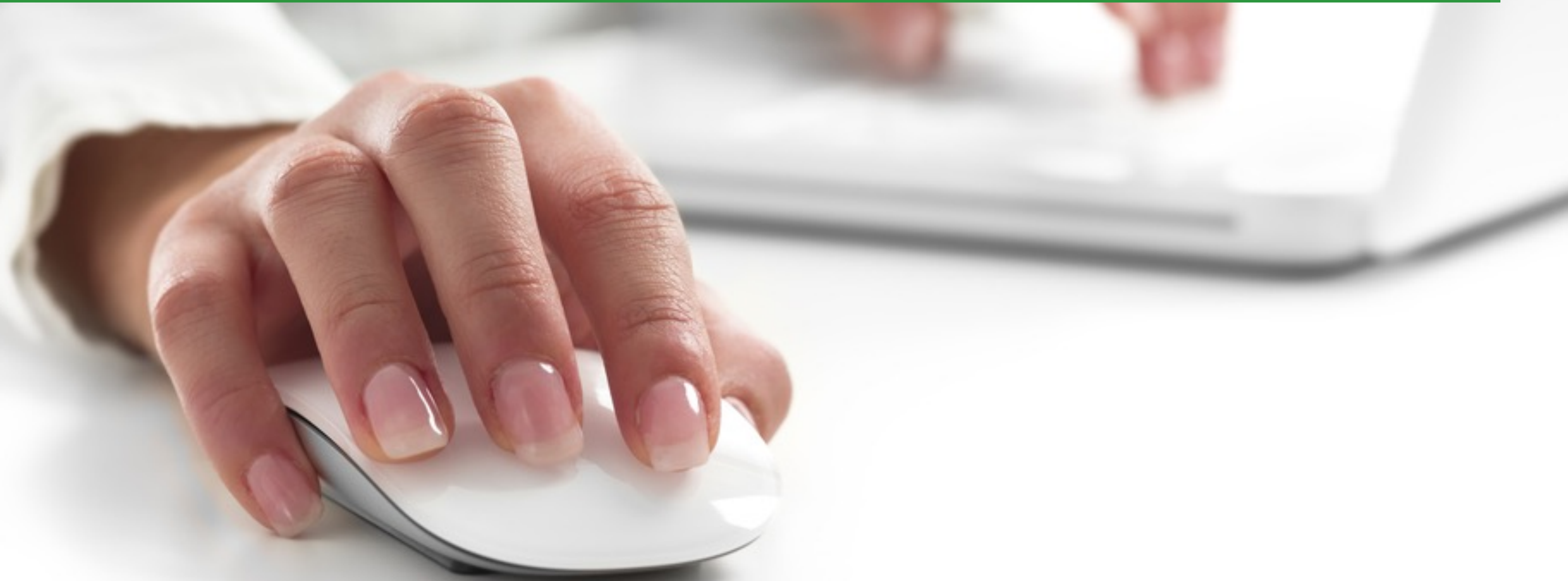
# FEEDBACK

#5

INVOLVE YOUR STAFF IN THE EDITING

**OPINIONS AND REACTIONS FROM YOUR EMPLOYEES PLAY AN  
IMPORTANT ROLE IN IMPROVING YOUR ORGANIZATION.**

**THE NAVIGATION OF YOUR INTRANET SITE IS CRUCIAL. THE LESS CLICKS TO IMPORTANT CONTENT THE BETTER. DO NOT FRUSTRATE YOUR EMPLOYEES WITH POOR FINDABLE INFORMATION.**





**CONVINCE YOUR GENERAL  
DIRECTOR OF THE NEED TO WRITE  
A BLOG FOR YOUR INTRANET ON A  
REGULAR BASIS. SUCH A BLOG  
UNDERLINES THE INTEREST THAT  
MANAGEMENT VALUES THE  
INTRANET SITE.**

# **‘FACE BOOK’**

## **#8 DIGITALLY SEARCH AND FIND YOUR COLLEAGUES**

**SEEMS OLD FASHION, BUT IS REALLY USEFUL. PUT A CLEAR OVERVIEW OF ALL YOUR EMPLOYEES PLUS PORTRAIT PHOTO ONLINE.**



Five hanging tags in a gradient of yellow to orange, each with a white circular hole at the top and a black string. They are arranged in a row, slightly overlapping.

**CONSIDER IF YOU CAN TAG YOUR EMPLOYEES TO LOCATION, WORK, SKILLS, WORKING GROUPS ETC.**



**OFFERS WORKSHOPS AND TRAININGS ON YOUR INTRANET SITE.  
ASK YOUR EMPLOYEES TO POST EXPERIENCES.**



# **SOCIAL CONTACTS**

## **#11 CALENDAR WITH MESSENGER-SERVICE**

**EMPLOYEES ENJOY IT TO HAVE PERSONAL INFORMATION FROM THEIR COLLEAGUES. THIS OFFERS THE OPPORTUNITY TO SEND EACH OTHER SOCIAL MESSENGES & CONGRATULATIONS.**

# THE WRITER LIVES ON

**#12 EMPLOYEES ACTIVELY SHARE INFORMATION**

**BLOGS WHERE YOU CAN SHARE INFORMATION ABOUT NEW  
INITIATIVES, LARGE PROJECTS OR CAMPAIGNS.  
EXCELLENT WAY TO SHARE AND WORK TOGETHER.**



**DEVELOP SECTIONS WITH DIRECT INFORMATION FROM THE  
MANAGEMENT.**

**AVOID THE USE OF MASS EMAIL DROPS.**

# OPEN FORUM

## #14 INCREASE THE FEEL OF CONNECTION

**OFFER YOUR EMPLOYEES THE OPPORTUNITY TO COMMUNICATE  
ONLINE WITH THE MANAGEMENT AT SPECIAL TIMES, EG. IN CHATS  
OF 20 MINUTES.**





**IT IS A GOOD IDEA TO INCLUDE THE  
PERSONAL PLANNING OF  
HOLIDAYS IN YOUR INTRANET.**

**YOU CAN ALSO PLACE  
IMPORTANT DATA FOR YOUR  
ORGANIZATION ON THIS  
CALENDAR.**

**CREATE ONE OR MULTIPLE PLACES WHERE EMPLOYEES CAN EXCHANGE INFORMATION WITH EACH OTHER WITHOUT CHECKING OR 'CENSORSHIP' OF THE EDITORS.**



# GIVE YOUR INTRANET A NAME

**#17 ZONDER IDENTITEIT BLIJFT HET INTRANET  
OP AFSTAND**

**PICK A "CATCHY" NAME THAT SHOWS THAT YOUR INTRANET HAS A  
PERSONAL, WARM AND ATTRACTIVE CHARACTER.**

# KEEP IT SIMPLE

## #18 LOWER THE THRESHOLD

**WRITE ARTICLES AND BLOGS IN 'MICKEY MOUSE IDIOM'.  
AVOID RARE ABBREVIATIONS AND PROVIDE INFORMATION AS  
TRANSPARENT AND BRIGHT AS YOU CAN (AND MAY).**

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# SINGLE POINT OF PUBLICATION

**#19 EASY TO FIND, USEFUL AND UP TO DATE**

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**ENABLE YOUR EMPLOYEES TO EFFICIENTLY SPREAD YOUR MESSAGE.**



**ASK YOUR EMPLOYEES TO PARTICIPATE IN SURVEYS.  
THE OUTCOMES ARE USEFUL FOR MANAGEMENT AND FOR YOUR  
EMPLOYEES.**

# SUGGESTION BOX

**#21 BEGRIP UIT DE VORIGE EEUW? ECHT NIET!**

**A QUICK AND EASY WAY TO COLLECT SUGGESTIONS FROM YOUR  
EMPLOYEES. AS A BONUS YOU CAN HAVE THE PROPOSALS  
EVALUATED IN POLLS BY COLLEAGUES.**



# MISSION & VISION

ARGUE IN FAVOR OF YOUR COMPANY AND SET UP A SEPARATE SECTION WHERE YOU INCLUDE INFORMATION ABOUT MISSION, VISION AND CORE VALUES.

WHO DOES THE COMPANY WANT TO WORK FOR AND WHY.



**TRY TO PREVENT YOUR INTRANET SITE FROM BECOMING A STATIC DATABASE. IT'S ALL ABOUT PEOPLE AND THE KNOWLEDGE THEY ARE WILLING TO SHARE.**



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# TESTIMONIALS

## #24 MESSAGES FROM DAY TO DAY LIVING

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**YOU CAN EASILY MAKE A SHORT VIDEO IMPRESSION WITH YOUR SMARTPHONE OF EMPLOYEES WHO TALK ABOUT THE INTERESTING ASPECTS OF THEIR WORK.**



**SETS A POINT WHERE  
EMPLOYEES CAN FIND ALL  
KINDS OF INFORMATION  
ABOUT GENERAL MATTERS.  
HOW DO I REQUEST A NEW  
ACCESS BADGE, WHERE DO I  
REGISTER FOR THE STAFF  
ASSOCIATION**

# TWO KNOW MORE THAN ONE

## #26 ASK COLLEAGUES FOR HELP

ENGAGE A SMALL GROUP OF COLLEAGUES AND ASK THEM TO CRITICALLY MONITOR THE INTRANET SITE. THEY FOCUS ON CONTENT, NAVIGATION AND USER-FRIENDLINESS.

# MEASURE TO MANAGE

**MAKE SURE THAT EMPLOYEES CAN REACH YOUR INTRANET SITE IN  
DIFFERENT LOCATIONS. REGISTER WHO VISITS INTRANET AND  
WHAT THEY DO ON THE SITE.**

# USE EMAIL AS ALERT

**#28 DENK GOED NA OVER IEDERE 'CALL TO ACTION'**

**IF YOUR EMPLOYEES DON'T KNOW THAT CERTAIN CONTENT IS INCLUDED ON THE INTRANET SITE, THEY WON'T FIND IT ... USE EMAILS AS AN 'ALERT' FOR IMPORTANT CONTENT.**



# MANUAL FOR INTRANET

## #29 CLEAR INSTRUCTIONS FOR USERS

**MAKE A SHORT VIDEO AND EXPLAIN YOUR INTRANET SITE.**

**A SIMPLE WAY TO ENCOURAGE  
EMPLOYEES TO VISIT THE INTRANET SITE  
IS TO HIDE A TREASURE CHEST.  
WHO FINDS THE SYMBOL?  
AWARD THE WINNER(S) WITH A NICE  
PRIZE.**



**IF ALL GOES WELL, YOU CAN EASILY ANALYZE WHO YOUR BIGGEST INTRANET FANS ARE FROM YOUR DATA. IN PARTICULAR, INVITE THESE EMPLOYEES TO MAKE A VISIBLE CONTRIBUTION TO THE INTRANET.**



# LAUNCH

## #32 PLAN THIS INTRODUCTORY PERIOD CAREFULLY

**ENABLE EMPLOYEES TO GET TO KNOW YOUR INTRANET SITE. DRAW UP A SCHEDULE WITH THE MANAGEMENT FOR THE INTRODUCTION AND LAUNCH.**



**YOUR INTRANET IS AN IDEAL PLACE TO COLLECT SUPPLIER NAMES  
AND CONTACT DETAILS.  
WEBSITE ADDRESSES, CONTACT INFORMATION AND GOOGLE MAPS  
ARE USEFUL SOURCES OF INFORMATION.**



**GIVE YOUR CLIENTS THE  
OPPORTUNITY TO HAVE THEIR  
SAY.  
CUSTOMER REACTIONS OFTEN  
HAVE A REFRESHING AND  
STIMULATING EFFECT.**



**I KNOW FOR SURE THAT THIS PRACTICAL  
TIPS AND TRICKS CAN HELP YOU  
OPTIMIZING YOUR INTRANET.  
LOTS OF SUCCESS & SEE YOU SOON!**