

Best Practices

4 TRENDS IN INTRANET STOPGAPS

In an ideal world, you'd have a fantastic enterprise social intranet with a constant flow of fresh content, active collaboration and dynamic communication up, down and across the organizational chart.

But for many companies, an older, more static intranet is the current reality. Although a new intranet might be planned for the future, it's not going to happen overnight. Until then, what can you do to create a channel that provides some of the benefits of an up-to-the-minute intranet?

Here are four channels you might explore in the meantime:

- 1 Wordpress:** We've worked with two global companies using Wordpress sites either as their primary intranet or as a microsite for a major change initiative. The platform is so easy to use that communications departments can put together an internal site with limited help from programmers, or even without IT's help at all if you put a couple of Millennials on the job. The site can be password protected, but we'd advise posting only content that's fine to exist outside the firewall. You'll want the Wordpress.org version of the software so that you can apply your own company branding. (For a brief explanation of the difference between Wordpress.org and Wordpress.com, try this [link](#).)
- 2 Blogging App:** In our national research, we've found employees more willing to use their personal mobile devices for company communications when it means downloading an app rather than sharing their phone number. If you can convince leadership to write their own blogs, you can create an authentic two-way communication channel where employees can post comments and questions.
- 3 Slack:** We've seen a recent surge in renegade software adoption with several of our clients, particularly with [Slack](#), but also with Basecamp and other collaborative tools. You know a channel has value when employees spontaneously begin using it on their own for shared projects or department communications, often to the chagrin of their IT departments. Slack is a team communication tool that organizes conversations by topic, as well as offering project groups and instant messaging. It also has a fantastic search tool, which is an oft-cited weakness of older intranets, and supports Dropbox and other tools your employees have probably already adopted for their work.
- 4 Digital Signage:** This is a simple, economical channel to keep topics ranging from company news to culture and values top of mind with employees. While they're waiting for the elevator or in line at the company cafeteria, they can get bite-sized information to keep them in the loop. Plus you omit the hurdle of building traffic to your site, since the traffic walks right by every day.

Want to explore the possibilities?

Whether you're ready for a new intranet or want to explore alternatives to fill the gap, [Tribe](#) can help. Please reach out to:

Steve Baskin
President and Chief Strategy Officer
(404) 256-5858
Steve@tribeinc.com

Tribe's experience includes work with some of the world's top brands.



TRIBE

What does Tribe do?

Our core practice areas are:

- + Strategy and Measurement
- + Vision and Values
- + Internal Branding
- + Change Management
- + Recruiting and Retention
- + Training and Development

We also share our expertise through our industry magazine The Tribe Report, monthly Best Practices one-pagers and the GoodCompanyBlog.com. www.tribeinc.com