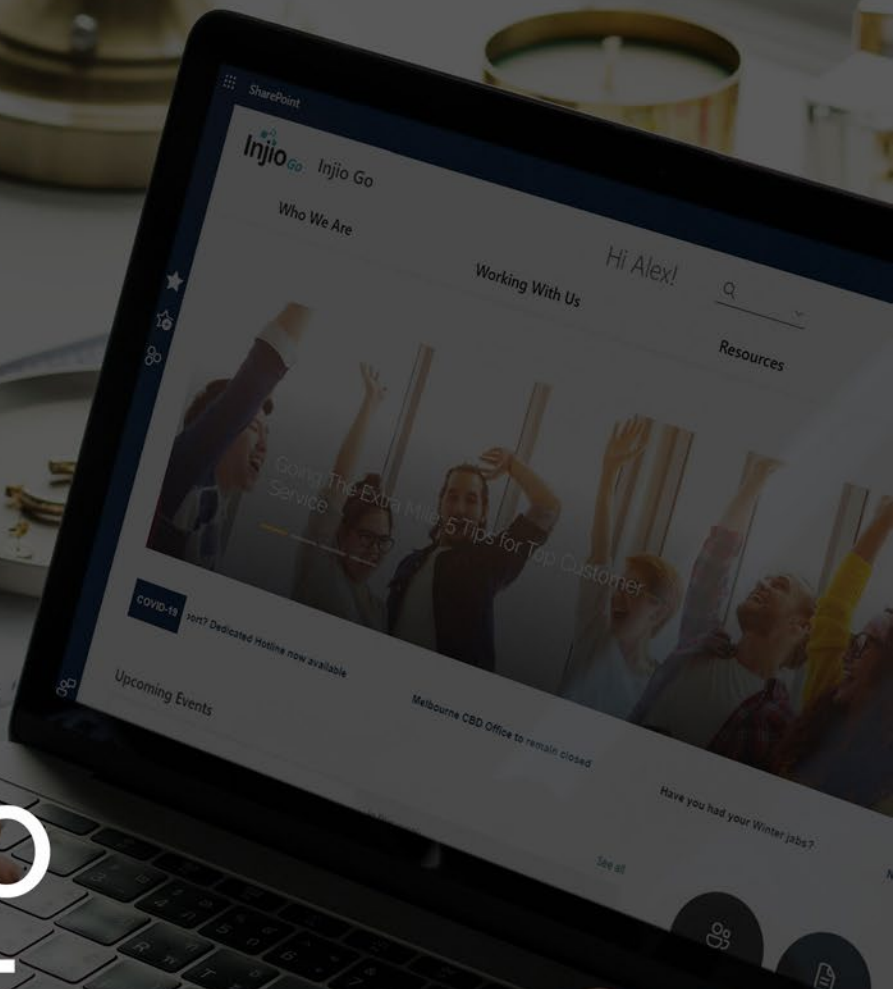# HOW TO CREATE YOUR INTRANET

Injio *Go*

SETTING UP YOUR NEW INTRANET BEST PRACTICE GUIDE

Congratulations on choosing the Injio Go intranet platform for better productivity, collaboration and engagement.

This guide will help you set up your new intranet using the steps below:

1. PLANNING

INFORMATION GATHERING

What is your intranet for? What does it need to deliver and how can it best serve your teams? It's important to work with your stakeholders to create a strategic framework to inform your decisions about the intranet.

We recommend holding a brainstorming session to establish intranet priorities. Invite representatives from each business area plus human resources/communications and IT. This not only ensures you are taking all the relevant needs into account, but it will also help everyone feel engaged and positive towards the project.

Intranet Goals

- What is the intranet seeking to achieve for the organisation or put another way, what problems will it solve?
- What is the main priority for each department?
- How can the intranet address these priorities?

Questions to answer

1. Are there repeated questions and requests that can become self-service?
2. Where will policies and procedures reside?
3. Would a central place for document or project templates be useful? What about brand assets – logos and images?
4. Which other systems do people use regularly?
5. Will you need any e-forms for capturing information?
6. What does a new employee need to know?

PROJECT TIMELINES

Building an intranet when you already have a full schedule is not easy, particularly for small business leaders who are wearing several "hats". To ensure the project keeps moving and your organisation realises the benefits of an intranet as soon as possible, we strongly recommend agreeing to a realistic schedule and sticking to it.

The actual timings may vary depending on your current rates of document and content completion, but the below template should be useful in creating a project timeline to which you – and your team – can commit.

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9
Project Kick-off	●								
Installation and branding	●								
Training & platform familiarisation	●								
Intranet Planning - Information Gathering		●							
Intranet Structure - Megamenu		●							
Intranet Structure - Magic Links		●							
Active Directory - Staff profiles up to date		●							
Intranet content - Draft content			●	●	●				
Intranet content - Upload content			●	●	●				
Intranet content - Upload Documents eg Policies and Procedures			●	●	●				
Home page - Publish news articles and scrolling notifications						●			
Home page - Set up events, upload images and organisation links							●		
Site check and testing								●	
Launch!									●

2. INTRANET STRUCTURE

MEGAMENU
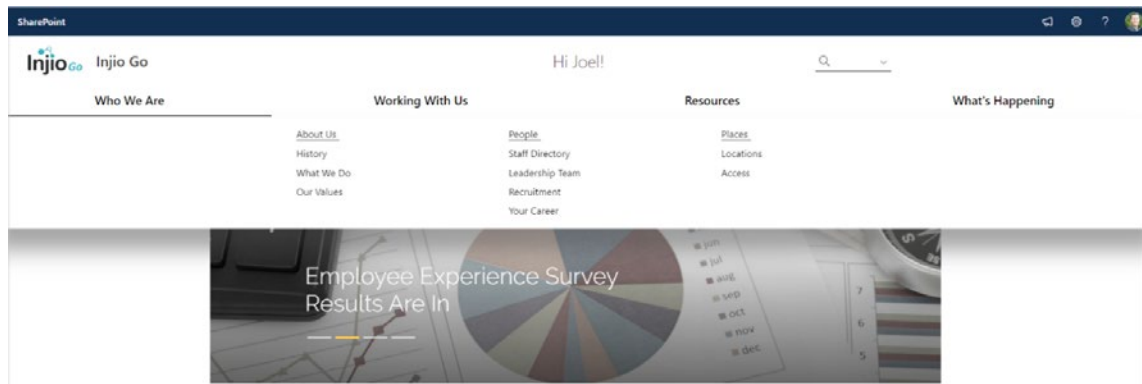
Injio Go is provided as a pre-established template based on best practice information architecture with pages that have successfully worked for similar organisations. We recommend using this as a starting point.

Consider which intranet sections and pages you require and how they will be organised. This will form the basis of your megamenu. Take the time to get this right as it will set the foundation for your intranet platform and guide your content creation.

How to work out the right structure

a. Create a list of all the information and documents you need now and in the future

b. Create categories for groups of pages/documents. For example, if you have some pages about your company and its history, it might make sense to create a section on *Who We Are* and include:

   a. Our History
   b. What We Do
   c.   Values etc

c. Mock up the structure on a whiteboard, in a spreadsheet or using sticky notes. Below is an example of the Injio Go template site architecture:

Who We Are			Working With Us				Resources			What's Happening		
About Us	People	Places	New Starters	Policies & Procedures	Staff Benefits	Forms & Requests	Knowledge Base	Templates	Support Services	News	Events	Company Updates
History	Staff Directory	Locations	Employee Handbook	Policies & Procedures	Health	Pay, Leave & Benefits	Document Hub	Project templates	IT Systems	News	Calendar	Annual Report
What We Do	Leadership Team	Access	Onboarding	Working from Home	Family	IT Requests	Projects	Branding templates	HR	Staff Milestones	Image Gallery	
Our Values	Recruitment		Resources	Security	Leave	Training Requests			Finance			
	Your Career					Travel						

d. Consider the goals you identified above and how each section will help your teams. What is priority information and what will be the best experience for people to access this information? How will they navigate the intranet? You might like to try asking a few people where they would look for certain information as a test.

MAGIC LINKS
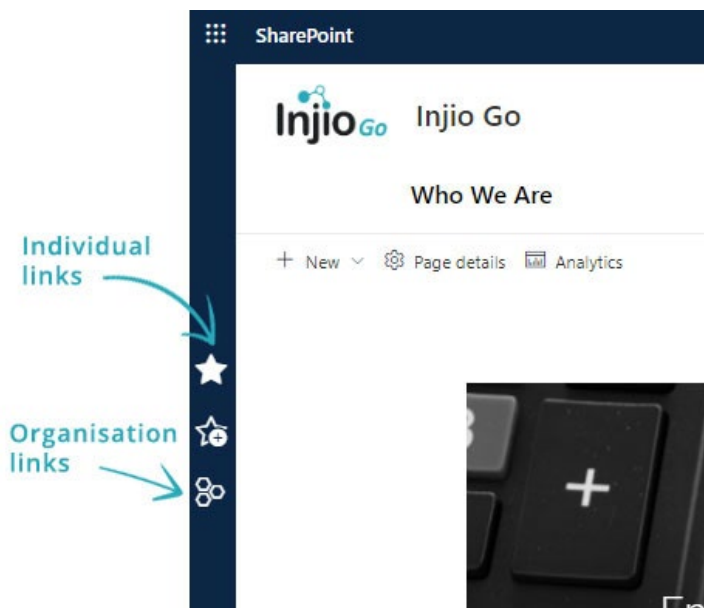
'Magic Links' is a customisable area that allows you to pin links and documents like:

- Company socials (LinkedIn, Twitter, Facebook etc)

- Popular applications (Xero accounting, Spotify, Trello etc)

- Useful resources (Current health guidelines, weather, news etc)

- Document templates

- Contract templates

There are two Magic Links sections, one for users that acts as a personal space to save their favourite links, and one for the organisation to provide helpful links for everyone.

The 'Organisation Links' section will need to be set up. Identify which links and documents you would like to include in this section, then refer to the Training Manual for how to upload them.

Staff members will not be able to edit Organisation Links.

3. INTRANET CONTENT

DRAFTING PAGE CONTENT

Preparing intranet content can be a big job but having the essential pages ready to go before you start setting up the site will make the process easier to manage.

a. Conduct a content audit and identify any content you already have that can be repurposed for the intranet. Potential sources might include your public website, internal policy and procedure documents, company profile copy from client pitches or your new employee handbook.

b. Identify any pages that still need to be created, the people responsible for them and the deadlines.

c. Circulate a style guide if you have one with the correct tone (professional, chatty, neutral etc) and any preferred organisational words ie "people" "staff" or "employees".

d. Provide Word document templates for content authors that mimic the page templates you have chosen.

e. Advise the location for content to be saved.

f. Provide a convention for file names such as <section>_<page>_<status> eg AboutUs_Values_Approved

g. Tips for content authors

- Structure pages for readability – logical headings, bullet points, images, relevant links.

- Consider using a content generator like Chat GPT to do the heavy lifting where possible. Create a draft in minutes then edit to match your style and add links etc

- Try to use images of staff, clients & locations instead of stock photography. If you do need stock images, you can find free ones here: unsplash, pixabay, pexels

- Actionable content – ask people for a response or to do something to drive engagement.

- See the Appendix for more content tips.

Page content templates

Injio Go comes with 5 SharePoint page templates:

a. News Post

b. Balanced page

c. Text heavy page

d. Image heavy page

e. Document heavy page

Before you start creating content, familiarise yourself with these templates and decide which template is best suited where. You can also create new ones, or add web parts such as maps, buttons, countdown timers, dividers or document libraries to a template for a page.

UPLOADING PAGE CONTENT

Once you are ready to start entering your content, you can start creating pages and libraries according to your planned structure.

Use Injio Go's templates and our detailed training guide to upload your content to the appropriate libraries.

Once you've uploaded your content, check your pages to ensure that everything is working as expected. Get feedback from users and refine the structure and content as needed.

EVENTS

Keep staff informed and establish the intranet as the go-to source for information by launching with a calendar of upcoming events such as:

- Public holidays and closure periods
- Company meetings
- Training and workshops
- Social events

You can create an Event from the Events Page or by navigating to Site Contents > Events list. Regular events can be made recurring to save time.

IMAGES

Uploading photos to your intranet's
image gallery creates connection when people can see themselves and colleagues on the pages. Users can 'like' and 'comment' on photos which will also create engagement.

Use any photos from a recent team event, activity or launch to showcase the event, employees and workplace culture.
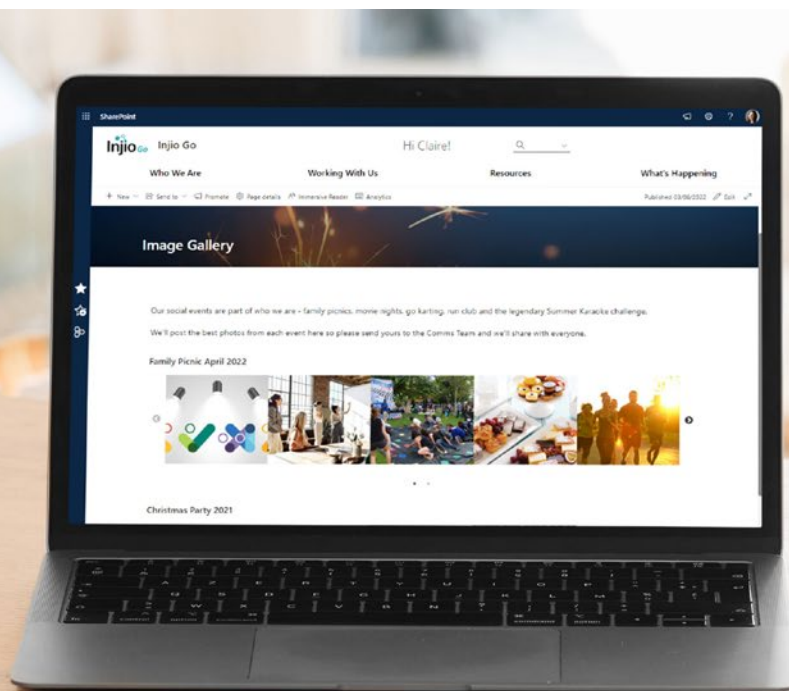
POLICIES AND PROCEDURES

One of the primary benefits of an intranet is to provide a single source of truth for important documents like HR policies, employee guidelines and procedures, official documents and forms.

It's likely you will have most of these documents already, but it's a good idea to go through them and ensure:

- You have identified the most recent version
- The overall look and feel is similar for each document, perhaps with your logo in the same place
- You have a plan to address any major gaps.

Policies and procedures change over time, and it's not imperative that you have every single document ready for go live – just the most frequently used ones to establish the intranet as the "go to" place for these things.

Setting up your Policies and Procedures page

The page itself can be set up with a header image, introductory text and links to the relevant documents.

For information on how to upload your policy documents, see the "Document Library" section of the Injio Training Guide.

PEOPLE DIRECTORY

Active Directory

Injio Go uses Active Directory to populate the People Directory. Once configured during set-up, Active Directory will feed into your intranet People Directory, presenting staff profiles including:

- Name
- Job title
- Phone number
- Department
- Photo
- Direct manager
- Office location

Review your Active Directory data for accuracy and to ensure you have enough information. If some staff profiles are missing photos, inviting a competent photographer to take some professional headshots is a fun way to update your directory and create buzz around your new intranet! For more information on Active Directory, see the Appendix.

Profile Customisation

Users can further enhance their staff profile with information not included in Active Directory. This is powered by Microsoft Delve.

Encourage staff to expand their profiles by including information such as:

- 'About me' summary
- Projects
- Skills and experience
- Schools and education
- Interests, hobbies, languages e

Staff can then search the People Directory using keywords like "Mandarin" or "Power Apps".

HOME PAGE

Your home page is the first thing people will see when they access the intranet – it needs to look great! There are eight main sections of the home page, six of which will need to be populated. For instructions on how to set up these modules, please refer to the Training Guide.

Home Page Sections

a. **Megamenu** – this will be populated when you set up your site structure.

b. **Magic Links** – please see "Magic Links" section above.

c. **News** – we recommend having at least three news articles to launch including industry news, staff achievements/anniversaries, awards, partnerships, new clients, upcoming events or internal announcements such as new staff benefits.

d. **Scrolling notifications** – these are headlines highlighting important news such as "Christmas closure days" or "Have you read the new work from home policy?"

e. **Tiles** – these are links to apps or web locations such as your public website, your HR system, important intranet pages etc. or internal intranet pages you want to draw attention to. The tiles can be customised with colours, labels and icons.

f. **Calendar** – this is a company calendar (not for personal meetings like your Outlook calendar). Add events such as birthdays, company meetings, staff anniversaries or social events.

g. **Image Gallery** – the home page will automatically present the most recent images uploaded to the intranet image gallery.

h. **Recent documents** – will populate automatically for each user.

4. LAUNCH

Here are some ideas to get everyone excited about your intranet launch.

PRE-LAUNCH

- **Run surveys** - find out what people need from the intranet, address those needs and then publish the results. It can be powerful to communicate 'You spoke, we listened, and here's how the new intranet can help.

- **Give it a name** – don't just call it 'SharePoint' or 'the intranet'. You want to give your intranet a name that staff are going to form a connection with. Running a competition to name it is a great way to involve employees.

- Offer some **sneak previews** to a few select employees as features become ready to view. Let them see some of the cool, useful stuff; then encourage them to tell everyone else how awesome and helpful it will be

- Have a **countdown clock** until launch day

- **Print stuff** – distribute postcards or an information sheet prior to launch. You might like to include:

  - A copy of the new intranet's navigation

  - The site URL for home access

  - Simple instructions for logging in

  - A nominated intranet help email address

LAUNCH DAY

- **Create a video** – this does not have to be a huge production, just something short and fun. Filming can create a buzz in the office and showing the video at launch can be a great way to foster engagement and connection.

- **Celebrate launch day** by decking out your office and offering free coffee and snacks.

- Offer **branded sweet treats** – launch cupcakes are a classic for a reason and provide a delicious vehicle for you to share the message throughout the office.

- **Run an intranet scavenger hunt** – create an intranet treasure hunt designed to build familiarity with the new pages and site structure. Offer a great prize for those who can answer the most questions based on

information found within the intranet. Similarly, **Intranet Bingo** can be fun. Distribute Bingo cards that list things like recent news announcements, popular project templates, or company history facts in a bingo format, and then instruct participants to look it up on the intranet. The first person to successfully complete the activities and get five in a row wins a prize.

- Put your intranet on the **big screen** – display your new intranet wherever possible, including any TV screens.

POST LAUNCH

- **Support** - after the system has been launched, designate a support champion (or two) to help users. Champions don't have to be technical consultants: just get a few tech-savvy internal volunteers.

- **Home page images** – consider a competition to have a photo featured on the home page for a week. Publish non-winning submissions as "The week in pictures" and if successful you can do this regularly.

- **Post a quiz of the week or quote of the day** - creative quizzes have gained a lot of popularity in the last few years and can be a fun way to learn about colleagues. Quotes create a point of interest and keep content fresh.

- **Encourage staff activities** – footy tipping contests, trivia, voting for this week's kitchen biscuits - make sure staff feel comfortable connecting on non-work topics sometimes. This must start from the top down.

APPENDIX

1. ACTIVE DIRECTORY

Active Directory (AD) is a set of services that connects users with the network resources they need.

The database (or directory) contains critical information about your environment, including what users and computers there are and who's allowed to do what. Data is stored as objects, which include users, groups, applications and devices.

Active Directory verifies access when a user signs into a device or attempts to connect to a server over a network. AD controls which users have access to each resource, as well as group policies. For example, an administrator typically has a different level of access to data than an end user.

For example, the database might list 50 user accounts with details like each person's job title, phone number and password. It will also record their permissions.

Active Directory can simplify life for administrators and end users while enhancing security. Users can authenticate once and then seamlessly access any resources in the domain for which they're authorised (single sign-on). Plus, files are stored in a central repository where they can be shared with other users to ease collaboration and backed up properly to ensure business continuity.

Here are some of the benefits of using AD:

- Take advantage of a single sign on (SSO) solution which will allow users to login to multiple applications with just one set of credentials, eliminating the hassle and risk of managing different combinations of usernames and passwords.

- It's easy to create and delete user accounts or add another resource to the network. For example, IT administrators only have to create an account for a new employee one time rather than having to set up an account on every computer, printer, and shared file the user might need to access.

- Resetting passwords is fast and simple. When an employee forgets their password, administrators can go into Active Directory to reset it. The new password is then automatically updated across the entire network, on every resource that a user has access to.

- Set permissions for specific groups. Create security groups, setting up which users can access which network assets, such as shared files and applications.
- Organise your company's network hierarchy. For example, determine which computers and printers belong on the network.

2. HOW TO CREATE ENGAGING INTRANET CONTENT

Know your audience

Who are you speaking to?

- What does your average employee look like?
- Which topics have employees historically engaged with?
- What type of content would they be likely to prefer – headline summaries, long form articles, visual processes?
- How will they be accessing it (desktop, tablet, phone etc)?

Look at employee data and regular surveys to develop a few personas to guide your content planning.

Content headings

What's more likely to secure your attention: a short and snappy headline, or a long title with superfluous information? Make the effort to craft interesting, concise and attention-grabbing headlines for better user engagement.

- Use an active voice
- Be professional but not formal – aim for a conversational tone
- Ask questions (where relevant)
- Banish buzzwords and cliches
- Use contractions where appropriate – it's, we'll, you'd

A great place to start is by reading the headline out loud. If it sounds unnatural and unappealing when spoken, the reading experience is unlikely to be much better.

Images

Imagery is incredibly powerful. It grabs a user's attention and directs their focus. It's obvious when an author has put thought into featured images and who has picked the first stock offering.

Maximise the impact of intranet images by:

- Quality resolution, no pixelation

- Correct sizing and proportion

- Complying with brand guidelines

- Ensuring images complement other content

Finding great images that will drive user engagement is worth the effort.

Actionable content

Does your intranet content encourage interaction and response? As well as sharing positive company results, try asking employees to:

- Share their biggest success from the quarter

- Tag a colleague and acknowledge their contribution

- Post a picture of a recent celebration

There are many ways to weave an interesting call to action into your content. Compelling content invites employees to get involved.

Executive updates

When senior leaders are regular intranet users, they reinforce that this is the way we communicate and engage. If leaders are not actively participating in the intranet, why should anyone else?

Senior staff will help create a successful intranet by:

- Acknowledging contributions from others – liking, commenting and responding

- Transparently sharing business results

- Strategy updates

- Reporting back from large conferences

- Non work-related posts such as interviewing each other or fun remote work tips

3. ONGOING MANAGEMENT / GOVERNANCE

Your intranet will grow and evolve with your organisation. Without a clear roadmap, it can end up stagnant and forgotten or a chaotic mess. You should have a plan to grow, manage and nurture your dynamic intranet – often referred to as "governance".

An intranet governance plan doesn't have to be complex. It could be a 2-page document and realistically this is more likely to be used than a huge, complex file.

Consider:

a. Who is ultimately responsible?

b. Do you need a content approval and publishing process?

c. How will you ensure documents are managed correctly?

d. How are permissions set?

e. How to receive and action staff feedback in the platform

f. Will you add new functionality over time? How will this be approved and managed?