



Checklist

- Eliminate the communications gap.** One-third of respondents to Prescient's Intranet 2.0 study cite lack of executive support as the main barrier to implementing the technology. Make sure you put the benefits of social media in the context of the specific benefits your organization can realize from a social intranet.
- Develop an overarching plan.** The social intranet is a process, not an event. Guide your evolution with a documented plan that includes a measurable strategy, defined governance model, policies and training.
- Start measuring.** Only 11% of respondents to Prescient's survey measure the ROI of their intranet 2.0 activity. There are numerous metrics that will provide insight on activity, engagement and business value. Gather and act upon this data.
- Boost knowledge worker productivity.** The social intranet delivers significant value to employees who deliver value to the organization through knowledge work. Make sure you know the percentage of knowledge workers among your employees, your workplace demographics and current use of social media.
- Deliver return on participation.** Thirty percent of organizations have employees who contribute content on a daily basis. Make sure they see return on their participation by listening and acting upon their good ideas.
- Establish the rules.** You likely already have an existing policy on external social networks – use the same one to govern internal media. Publicize your guidelines and stick to them.
- Listen!** Take in what business leaders and knowledge workers want and need, build use cases, and make choices based on that input.
- Partner with IT.** Introducing internal social networks is not a “build it and they will come” project – work closely with IT so they understand your strategic objectives, and you understand their technology goals – and limitations.
- Retain some old school.** Don't usher in social media at the expense of other valuable communication tools. High tech should never replace high touch.
- Get the boss on board.** Senior leader endorsement builds success. Consider having your CEO become the flagship user of the tools.