

# Social strategy and social intranets

## Introduction

Any business considering introducing social tools for internal communication needs:

- to identify how these tools will contribute to achieving the business strategies
- how it will benefit the business
- to know what success would look like
- to benchmark the business against comparable businesses

It also needs confidence that:

- the business needs and IT needs are coordinated
- the pre-planning is coherent and comprehensive

Social strategists support the sponsoring department and the IT department in:

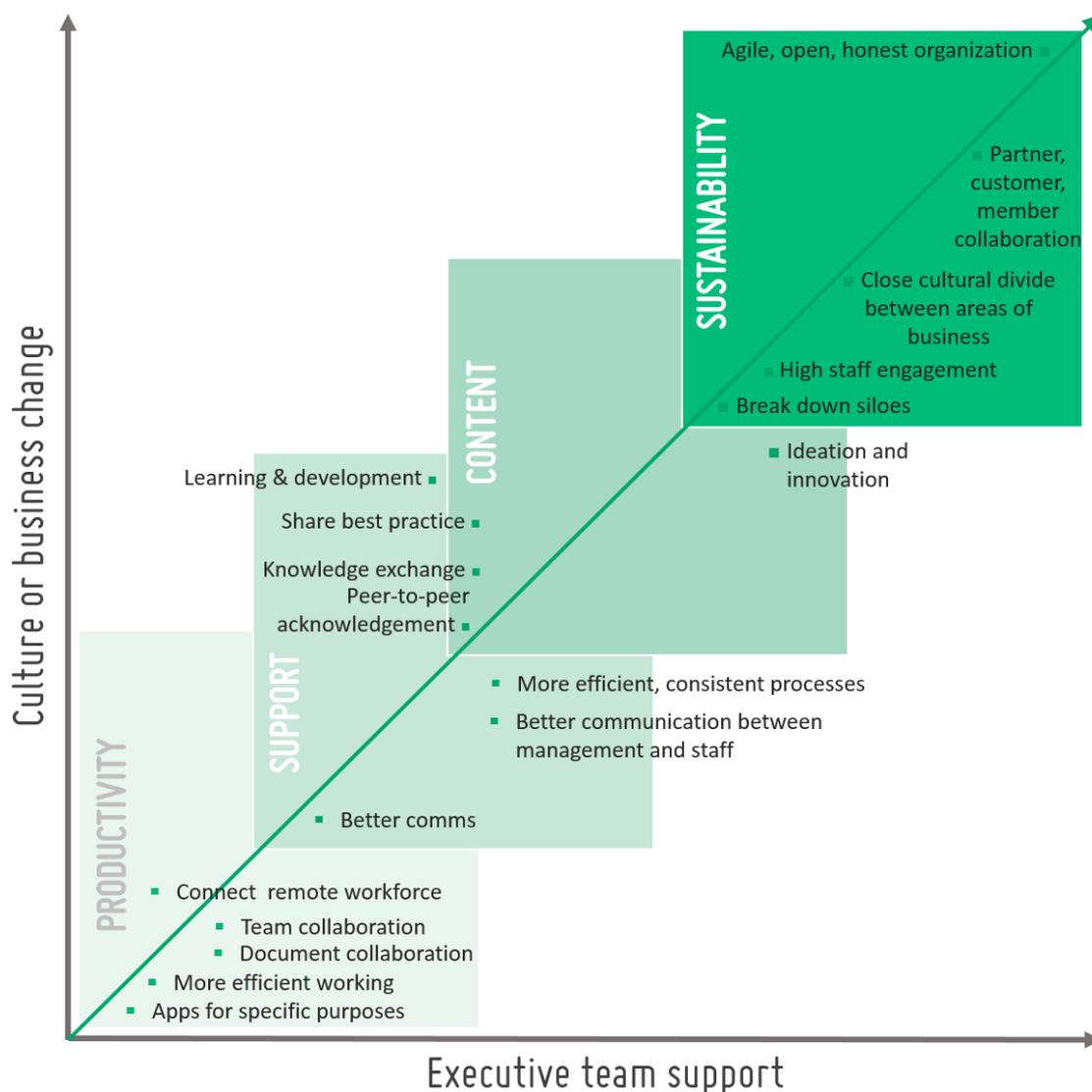
- proving the business case
- planning the launch
- driving adoption.

## Proving the business case

### 1. Establishing the objectives

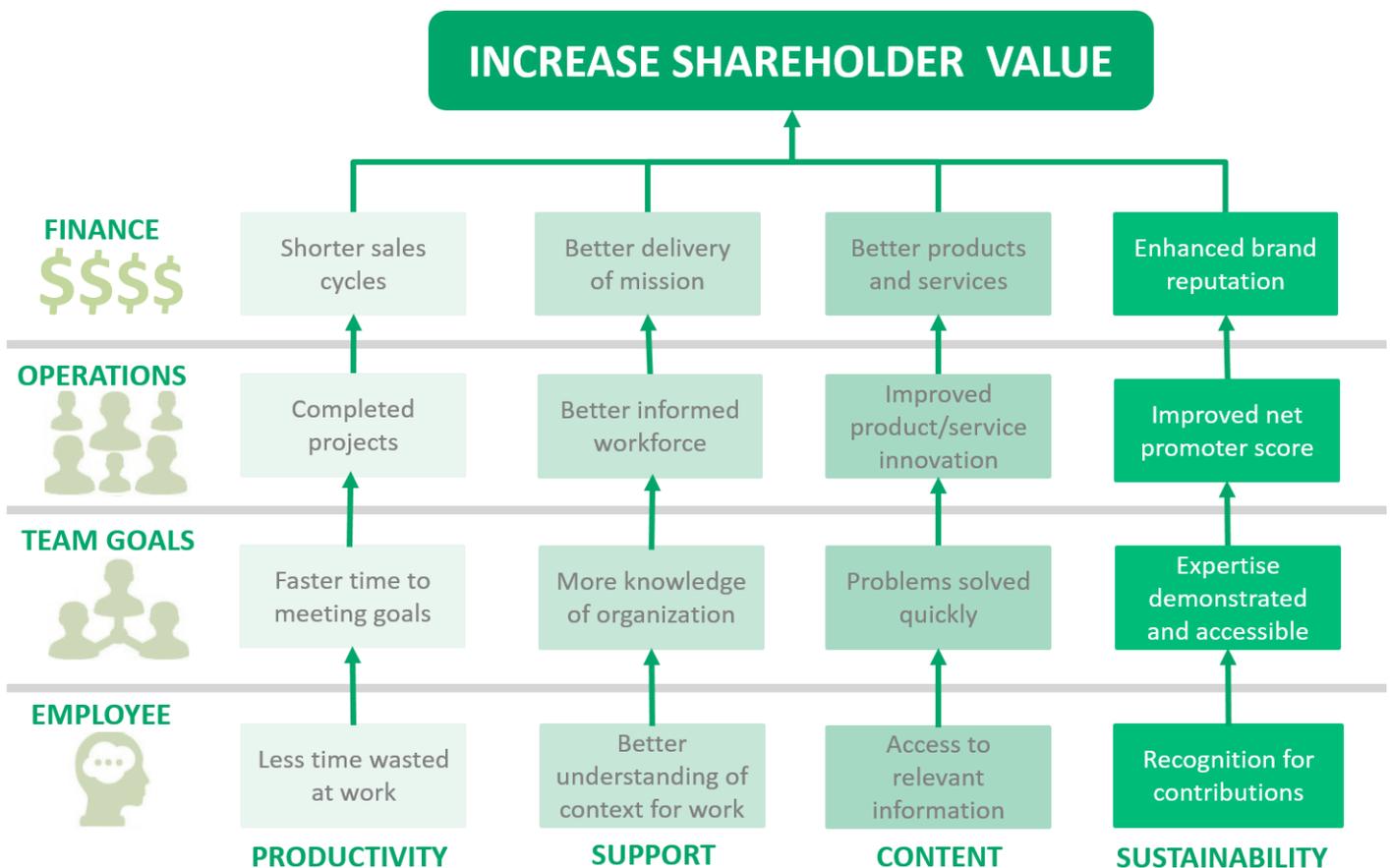
We will help you engage with key stakeholders across the business to agree what the platform is for. The outcome is a series of clearly expressed objectives that senior sponsors can put their name to and which will give you the strategic framework you will need to prioritise and plan successfully.

To prioritise, we will explore the appetite for collaboration in the four ‘dimensions’ of productivity, support, content, and sustainability, which are increasingly challenging in terms of business change and the need for executive support; and match this appetite to existing business strategies:



## 2. Adding value

Any sustainable social intranet will bring benefit to the business; these benefits should be identified at the levels of the individual, but also of the teams, and the organization as a whole. These projected benefits will be the source of the KPIs and targets. As social strategists, we will work with the project team to establish not just the business need, but the potential value, for every department.



## 3. Scoping the platform

Here we provide you with a framework to draw up a proper specification for IT using the planning framework.

We will work with individual managers to establish the prioritised User Stories; a technique that will give you a plan to translate business needs into a robust technical specification. Working closely with IT, this method saves duplication and avoids the waste of developing features on the site that the business does not actually want or need.

At the end of the planning process you will have a scope that is fit for purpose and will help IT make key investment decisions in terms of how they select and deploy the main platform and supplementary applications such as ideation tools or mobile apps.

## Planning the launch

Planning and launching a social intranet involves a complex project that incorporates the technical implementation, business alignment, business and technical governance, content planning, UI design, identifying champions, marketing the site, training and launching.

### Launch project plan

Activity	Mnth 1	Mnth 2	Mnth 3	Mnth 4	Mnth 5	Mnth 6	Mnth 7	Mnth 8	Mnth 9	Mnth 10	Mnth 11	Mnth 12	Mnth 13	Mnth 14	Mnth 15	Mnth 16	Mnth 17	Mnth 18
<b>CREATE PROJECT</b>																		
1.1 Review business case outputs, budget, technical recommendations																		
1.2 Identify project team, inc sponsor, champion, lead & manager																		
1.3 Define project plan																		
<b>BUSINESS ALIGNMENT</b>																		
2.1 Clarify opportunity and objectives with Chief Exec and SMT																		
2.2 Survey staff for communications needs																		
2.3 Engage middle managers/Heads of Dept, identify user stories																		
<b>PLATFORM SELECTION</b>																		
3.1 Select platform, create implementation plan with agency																		
3.2 Implement platform with required integrations																		
<b>POLICIES, PROCESSES AND PRACTICE</b>																		
4.1 Identify steering group (eg finance, HR, content, project mgt, IT, IC)																		
4.2 Define terms of governance, inc principles for Board approval & KPIs																		
4.3 Plan governance group (Business, technical, support and training)																		
4.4 Define platform policies, processes, plans with governance group																		
4.5 Define platform management role, and recruit platform manager																		
4.6 Plan task force program																		
4.7 Recruit task force members																		
4.8 Conduct task force platform review and exercises																		
4.9 Review task force governance feedback with governance group																		
4.10 Review task force technical feedback with agency																		
4.11 Plan beacon groups																		
4.12 Identify key content types																		
4.13 Devise content creation plan																		
4.14 Resolve UX and navigation																		
4.15 Plan and implement gamification, badging																		
<b>LAUNCHING</b>																		
5.1 Launch beacon groups																		
5.2 Draft site FAQs																		
5.3 Create site training materials																		
5.4 Create marketing plan																		
5.5 Create launch content and adoption plans																		
5.6 Create content for launch																		
5.7 Poll staff on platform brand options																		
5.8 Implement marketing plan																		
5.9 Implement launch plan																		
6.1 <b>FULL LAUNCH</b>																		

## Driving adoption

Driving adoption involves supporting the content and community managers in identifying and delivering engagement opportunities, ensuring that each relevant team is taking advantage of the platform and resolving any perceived obstacles. It also involves planning and implementing incentive schemes, measuring activity and acting on the knowledge acquired. Ultimately, the proof of the platform will be demonstrated by measuring activity against KPIs established off the value map.

# SHILBROOK

Shilbrook offers strategy consultancy to a wide range of organizations, both commercial and non-profit.

Among the brands we have helped are:

- British Medical Association
- CIPD
- Coty
- National Trust
- We Are Social

Our consultancy is technology-agnostic, but we can support a wide range of implementations including:

- Acquia
- Telligent
- Workplace by Facebook
- SharePoint.

## Partners

### **Lawrence Clarke**

*Lawrence co-founded the social strategy agency Shilbrook Associates. He has deep experience of helping businesses engage with their audiences, both internal and external. Lawrence has been working in the field of digital engagement since the mid-1990s, from online gaming to branded communities and corporate intranets – supporting more than 20 organisations.*

### **Peter Furtado**

*Peter has helped many membership organisations, charities and publishers to rethink their business models, and train their staff for online engagement. They include the National Trust, the Football Association, Sustrans, the Caravan Club and the British Medical Association, as well as commercial organizations including the R&D department of a FTSE 100 company and We Are Social, a web marketing and social agency. Peter co-founded Shilbrook Associates with Lawrence Clarke in 2012.*