



Site Launch Templates

This article is a guide for Intranet Administrators who are ready to launch their site to their end-users, and are considering how best to initiate this, as part of the Claromentis Onboarding process. We would recommend reviewing the [Pre-Site Launch Checklist](#) first before you move forward with the launch itself.

Introduction

Launching your new intranet is an exciting milestone, marking the beginning of a more connected, collaborative, and efficient workplace. To ensure your launch is successful, it's essential to introduce the platform in a way that captures attention, communicates value, and encourages user adoption from day one.

Our Site Launch Templates are designed to help you craft engaging and effective materials for your intranet's debut. These templates should be tailored to your organisation's unique needs and culture—there's no one-size-fits-all approach. Use them as inspiration to create a launch strategy that resonates with your team and reflects your company's goals.

With the right introduction, your intranet can quickly become an indispensable tool that empowers your organisation to thrive. Let's make your launch a success!

Email Template

Context: The "Welcome Email" template is a great way to introduce your team to the new intranet and get them excited about using it. This email is designed to be clear, welcoming, and informative, providing users with a direct link to the URL and information on what it can do, and what it was designed to achieve.

Subject: ☑ Welcome to [Your Intranet Name]!

Dear [Team/Colleagues],

We're thrilled to announce the launch of our brand-new intranet, [Intranet Name], your one-stop platform for company news, tools, and resources. It's designed to streamline communication, improve collaboration, and provide easy access to everything you need to stay informed and productive.

☑ Access the intranet here: [Insert URL]

What can you do on [Intranet Name]?

- Stay updated: Read the latest company news and announcements.
- Collaborate effectively: Access shared tools and resources, and connect with colleagues across departments.
- Explore: Find out more about our teams, company events, and culture.
- Participate: Take part in polls, surveys, and discussions to have your say!

Ready to get started?

- Click the link above to log in using [your company credentials & [this password]]
- Take a few minutes to explore the homepage and browse through the content.
- Complete your profile so your colleagues can get to know you better.

Need help?

We've prepared a quick start guide to help you navigate the platform, available [here/link to guide]. If you have any questions, our [Intranet Support Team/Administrator] is happy to assist—just reach out at [Insert Contact Information].

We're excited to see how [Intranet Name] enhances the way we work together. Log in today and discover everything it has to offer!

Best regards,
[Your Name]
[Your Position]
[Your Organisation]

CEO/Head of People Letter

Context: A more personal message from a senior leader can offer an engaging introduction while addressing how the intranet will help achieve key business objectives mentioned in any previous strategy meetings. You may want to format this as an email, a news article, or a text segment on the Homepage of your intranet site.

Subject: A Message from [CEO/Head of People's Name]: Welcome to [Intranet Name]!

Dear [Team/Colleagues],

I'm excited to introduce you to [Intranet Name], our new intranet platform designed to support our shared mission of [insert company mission or purpose, e.g., "delivering exceptional service and innovation to our clients"]. This platform is a key part of our strategy to [insert relevant strategy/goals, e.g., "enhance collaboration, improve communication, and empower each of you with the tools to excel in your roles"].

With [Intranet Name], we've created a space where you can:

Stay informed with the latest company news and updates tied to our strategic goals.

Access the tools and resources you need to contribute to our [specific goal, e.g., "focus on sustainability and operational excellence"].

Collaborate with colleagues to achieve our shared objectives, like [example goal, e.g., "expanding into new markets or improving customer satisfaction"].

Engage with our company culture and values, which are at the heart of everything we do.

This intranet represents our commitment to building a workplace where we can thrive as a team while aligning with our broader goals of [insert company priorities, e.g., "driving innovation, fostering inclusivity, and delivering value to our stakeholders"].

🔗 Log in now at [Insert URL]

I encourage you to explore the platform and consider how it can help you align your daily work with our company strategy. Whether it's accessing resources, contributing ideas, or simply staying connected with your colleagues, your involvement is critical to making this platform a success.

This is just the beginning, and I'm looking forward to seeing how [Intranet Name] helps us achieve our goals together. Thank you for your dedication and for being an integral part of our journey.

Best regards,
[CEO/Head of People's Name]
[Your Organisation]

Video or Presentation Script

Context: Below is a basic video script that can be used to introduce your end-users to the system as a whole. This could be a pre-recorded video/webinar, and added into the site, or sent via email. You could also follow this basic structure for a live session/Q&A, or even a PowerPoint/Slide Deck presentation. You can be as creative as you like with these, as demonstrated by the two example videos we have embedded below from other Claromentis clients!

Video Script: Introducing Your [Intranet Name]

- **Intro** - Welcome to [Intranet Name]—your new hub for collaboration, communication, and productivity. In this quick tour, we'll introduce you to some of the key features to help you get started.
- **Homepage** - Let's start with the homepage. This is your central dashboard, designed to give you instant access to everything you need. From here, you can catch up on the latest company news, check upcoming events, and navigate to key tools and resources. Use the Shout Outs widget (which has been linked to your company values), to celebrate your colleagues' achievements or thank them for their hard work—it's a great way to boost team morale. And don't forget to participate in Polls and Surveys to share your feedback and help shape decisions across the company.
- **User profile** - Next, let's visit your user profile. This is where you can update your contact information, upload a profile picture, and showcase your skills and expertise. Completing your profile ensures that everyone stays connected and collaboration becomes seamless.
- **Holiday Planner** - Need to plan some time off? The Holiday Planner makes it simple. Submit your leave requests, track your remaining days, and stay informed on team availability—all in one place.
- **Documents** - Access important files through the Documents section. Here, everything is neatly organised, so you can quickly locate and share the information you need, with the correct permissions enabled.
- **Knowledgebase** - The Knowledgebase is your go-to for finding answers and learning about company processes and tools. Use the search bar or browse through categories to find guides, FAQs, and other helpful resources.
- **Policy Manager** - The Policy Manager keeps all our policies in one accessible location. Review, acknowledge, and stay up-to-date with company policies to ensure compliance."

- **Conclusion** - With these tools at your fingertips, [Intranet Name] is here to help you stay connected, productive, and engaged. Log in today and explore everything your new intranet has to offer!"

Example Site Intros - via Video

Written Guide

Context: Below is a skeletal step-by-step guide that can be used to help your end-users navigate some of the system aspects. You could copy this into a PDF or email, and add links and branding to ensure it matches your company tone.

Welcome to [Intranet Name]: Your "Get Started" Guide

This quick guide will help you navigate and make the most of your new intranet. Let's get started!

- **Step 1: Logging In**

Visit the URL: Go to [insert URL].

Enter Your Credentials: [Use your company-provided username and [this password.]

Set Up Your Password: If this is your first time logging in, you may be prompted to create a new password.

- **Step 2: Explore the Homepage**

The homepage is your central hub for accessing everything on the intranet. Here's what you'll find:

News: Stay up-to-date with company announcements.

Thank You: Recognise your colleagues' hard work.

Polls and Surveys: Share your feedback and opinions.

Buttons: Access key tools and resources in a click.

Upcoming Events: Keep track of important dates.

- **Step 3: Update Your Profile**

Navigate to the User Profile section.

Add your profile photo, update your contact information, and highlight your skills.

Save changes to help your colleagues connect with you.

- **Step 4: Request Time Off**

Open the Holiday Planner.

Select the dates for your leave.

Submit your request and track its approval status.

- **Step 5: Access Important Documents**

Go to the Documents section.

Browse organised folders or use the search bar to find files.

View, download, or share files directly.

- **Step 6: Use the Knowledgebase**

Navigate to the Knowledgebase.

Search for guides, FAQs, or process documents.

Bookmark key resources for quick access later.

- **Step 9: Review Policies**

Open the Policy Manager.

Review and acknowledge any required policies.

Keep track of updates to stay compliant.

- **Need Help?**

If you need assistance, reach out to our support team at [insert email/phone].

Start exploring and make [Intranet Name] your go-to for staying connected and productive!

Conclusion

Remember, the key to a successful launch lies in tailoring your materials to your organisation's unique culture and goals. Whether through email, video, or written guides, focus on delivering clear, compelling messages that highlight the intranet's value and empower users to make it an integral part of their daily workflow.

Created on 29 January 2025 by [Abigail Yap](#). Last modified on 5 February 2025

Tags: [intranet](#), [launch](#), [onboarding](#), [people](#), [site launch](#), [templates](#), [user guide](#), [launch guide](#), [inspiration](#)