Content Management Guidelines

Intranets don't serve the typical content marketing goals of corporate websites, that is, to gain new leads and provide potential prospects with business information.

Intranets exist to serve your employees and to provide them with the tools and information necessary to be productive. With separate goals and audiences, your approach to intranet content management should differ.

Here are some guidelines to consider:

Content Ownership

A content owner can be a department or individual employee, either way, it is essential each content piece has an owner and they're aware of it. This reduces both the likelihood of poor quality content being produced and the existence of outdated content on your Claromentis Intranet.

Offer Social Networking Tools

Give your employees social tools to build a corporate community through the use of corporate social networking (Innovate). These permission-based, collaboration areas allow for project teams and departments to securely communicate, pose questions and provide responses. With the prominence of social tools in employees' personal lives, an expectation of having these very same social capabilities in their workplaces is becoming more prevalent. Offering social tools on your corporate intranet doesn't mean you're providing a distraction from work; if you're skeptical, you can pilot it to a specific group of users.

Content Should be Written for the Purpose of your Audience

Elaborating on a previous point, your intranet content marketing approach should differ to that of your website. Only publish content relevant to your intranet users and ensure content creators from across the business are aware of this important objective.

Select the Appropriate Content Authoring Approach

Centralised content authoring involves having a dedicated intranet team, or individual, who is tasked with publishing content. Alternatively, a decentralised approach distributes this responsibility amongst various departments and business units. Select the most suitable and sustainable approach for your business.

Provide Training to Content Creators

To help content creators to efficiently publish intranet content at both the pre and post launch stages, ensure they've had a training session. It's understandable that people can become quite apprehensive when they're presented with new technology, so try to minimize this with a training session, with the opportunity to answer any outstanding questions.

Regularly Add Good Quality Content

Keep the intranet fresh and up-to-date with content relevant to your audience, this is particularly important for companies introducing the Corporate Social Networking Tool 'Innovate' at a later phase.

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