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Intranet Launch Ideas

Introduction

Whether it's a large-scale launch or an internal email advising your team of a go-live date; an intranet's launch plays a significant part in its overall success. Without this, employees may not fully utilise their intranet as they won't recognise its value.

An intranet launch can take many forms but the most important thing to remember is that your launch should be right for your company. Feedback from your colleagues can be particularly helpful in the run-up to the launch as important questions are highlighted and can be addressed during your launch activities.

Presentations

Presentations are an effective method of gathering your team and communicating new initiatives. It is a good idea to include the individuals or teams that have spearheaded the project as this will help to project their passion and enthusiasm to other employees.

Videos

This is another effective communication method whereby a range of videos can be produced to emphasise key initiatives and messages. Try to keep them short and to the point.

Management endorsement

Endorsement and support from the management team will help promote the intranet as a valuable asset and this will ultimately drive usage. This support and endorsement can be portrayed in many ways such as a blog post, email or presentation. Their active involvement in the project will similarly have a positive effect.

Light (fun) training sessions

These short sessions are a great way to showcase some of the useful tools and functionality on offer. If you have time, try to make it department specific as it will help employees associate their daily tasks and activities to that of the functionality offered on their intranet. Take this opportunity to encourage users to fill in their intranet profiles too!

Internal communications and marketing teams

Integrating messages and updates concerning the intranet in all aspects of employee communications will contribute greatly to your promotional plan.

Starter kits

The aim of a starter kit is to provide informative advice on getting started. It may also contain FAQs, step-by-step guides and a brief overview of the intranet functionality on offer. Trying to foster an atmosphere of excitement can be difficult, it is therefore important that you provide as much practical advice as possible.

Competitions and prizes

You don't need a large budget for this and it will help to build interest amongst employees. Popular competitions which tend to get everyone involved are 'Name the Intranet' and 'Treasure Hunts'.

Take a break

Schedule a 30 minute break for all employees to explore and navigate through their new intranet. Collating feedback and answering questions at this stage is very important as it will help with the next phase of your intranet project and increase user-adoption.

What's next?

If you're planning to launch a new intranet, you can try our [intranet demo](#), [request a quote](#) or [get in touch with a member of our team](#). We'd love to hear from you!

Working With Claromentis

We have almost 20 years of experience in building, designing, and deploying digital workplaces for both large and small organisations, across a wide range of industries.

Our extensive experience, coupled with outstanding technical support and custom development, ensures that we meet and surpass all of your diverse needs and expectations. We pride ourselves in our consultative approach; creating a holistic environment which supports your business through continual growth and development.

Working closely with our customers and viewing every organisation as a unique entity sets us apart from the competition. Actively listening to your precise business needs and requirements allows us to deliver exactly the software you need.

REL needed a platform that allowed us to share information and knowledge with all our colleagues in an engaging way securely. Claromentis has provided us with a solution that matches our needs exactly and we are delighted with the uptake from our people and the flexibility of service provided.

- Stephen Gordon, Managing Director

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