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Naming Your Intranet - Top Tips

Introduction

Selecting a name for your intranet is a task every intranet team will face, unless they've decided against naming their intranet - if this is the case, we'd strongly recommend a rethink!

A clear, meaningful name will positively affect user adoption, reinforce your organisation's culture and strengthen your intranet's brand. You want your employees to fully accept this brand new intranet and recognise it as an important part of fulfilling work-related tasks.

Here are our top tips for choosing a name for your intranet:

It should relate to your intranet's mission & objectives

If your intranet's mission is to provide employees with a centralised area to access information, or to perhaps support collaboration - the intranet name should reflect this. Each organisation will have their very own mission relevant to their needs, so your intranet name should also be unique.

Try to avoid using acronyms

Acronyms are impersonal and can cause confusion, a real intranet name that reflects your culture and mission will help employees to quickly create positive connections with their new intranet.

Let your employees decide

Getting employees involved in naming the intranet will help gain buy-in, increase user adoption and reduce resistance to change. You could collate various names from different departments and business units and hold a competition to select the winner.

Can it be built around a catchy marketing campaign?

If you're planning to develop and implement a marketing campaign surrounding the launch of the new intranet - choosing a catchy name that will tie in with your marketing efforts will help your campaign efforts.

Consider employees situated in different countries

It's certainly worth considering the interpretation of the new intranet name in relation to multinational offices. This won't take long to complete as a quick Google search will render the information you need.

It should fit the individual style of your company

Companies that adopt a relaxed, informal work environment should carry this style over to their intranet name.

Example Intranet Names

- The Neighbourhood
- Eureka
- Tiggie
- Athena
- Odyssey
- The Pulse
- The Hub

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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