



## What to Do Before You Launch a New Intranet

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Launching a company intranet is one of the best things you can do to help increase the flow of communication within your organization. But before you get started, here are a few things you will want to keep in mind.

### 1. Get People Involved

Your company is developing an intranet for your employees, so make sure it contains features they'll find beneficial and useful. You can start this search by simply asking employees what they would like to see on the site. This will help them feel like they're a part of the process and will provide you with information on the things people are actually interested in. Another way to get people involved is to have a naming contest. Every site needs a name, and you would be amazed at the level of creativity that comes out of your workforce when asked.

### 2. Schedule a Launch Event

When the site is ready to be unleashed, make a big deal out of it. Create an exciting event that announces to the company that the site is up and running. This is the perfect opportunity to show off its features and highlight how it's going to help your organization. Remember, you need to get people excited so don't hold back. Decorate the meeting space, provide refreshments and create fun and interactive games for employees that help them learn about the new site. Bring in your CEO or other leadership members to speak at the event as a way of showing employees that this new initiative has the full support of company leaders.

### 3. Keep the Traffic Flowing

While you're constructing the site and coming up with ways to get people there, don't forget about developing ways to keep them coming back. An intranet that's launched and rarely refreshed is an intranet D.O.A. A continuous stream of content should be scheduled to help sustain the initial high traffic numbers the launch event will produce. Content could include blogs by company leadership, features on different employees and articles on happenings within the organization. A sustaining game or contest with prizes could also be developed that requires employees to return to the site for updates or to find out if they've won.

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