

# THE SOCIAL INTRANET WORKBOOK

## Harnessing the power of Enterprise 2.0

Community • Social Media • User-generated content

The Static Intranet is so over...

Any enterprise is the sum of its people.

That's why the best companies are invariably the ones that are better at harnessing the passion, experience and expertise of their people.

It's all about capturing and sharing knowledge; fostering dynamic teamwork; and making better decisions, faster.

Over the last decade, the Intranet has played an increasingly important role in this critical arena. For many companies, it's the primary medium for collaboration and knowledge sharing.

But today's static Intranet model is starting to show its age:

- **It's a one-way medium** for 'broadcasting' information to the workforce
- **It's over-centralized** – with too much control from headquarters and not enough contribution from the real sources of knowledge
- **It fails to engage** – delivering a user experience that pales in comparison to the rich, interactive Web 2.0 and social media sites
- **It inhibits access to knowledge** – instead of facilitating it

As a result, most Intranets are under-valued, under-utilized and, frankly, underwhelming.

This workbook is about a new approach to teamwork and knowledge management that's based on all the exciting Web 2.0 ideas that are taking the public Internet by storm. It's called the Social Intranet and it's completely changing the way enterprises think about communication, collaboration and knowledge assets – some call it Enterprise 2.0.

EPIServer is at the forefront of this quiet revolution because we're one of the first companies to integrate the power of social media and community into an enterprise-class Content Management System. The idea is simple: by combining traditional Intranet content with the new generation of social media tools and services – and making it all easy to develop, deploy and use – companies can unlock the people power that drives success.

We hope the ideas presented here inspire you to try new things with your own Intranet. If so, we've got a killer platform to help you accelerate your plans.

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*Enterprise 2.0 makes accessible the collective intelligence of many, translating to a huge competitive advantage in the form of increased innovation, productivity and agility*

THE ENTERPRISE 2.0 CONFERENCE

“

*Large groups of people are smarter than an elite few, no matter how brilliant—better at solving problems, fostering innovation, coming to wise decisions, even predicting the future*

JAMES SUROWIECKI  
*The Wisdom of Crowds*

## Introducing the Social Intranet

Imagine an Intranet that your people really want to engage with and contribute to. An Intranet that actually helps them do their jobs better – and enjoy their work-lives more. Where project groups form spontaneously, users tag and bookmark favorite resources, and 'top down' information is supplemented by highly relevant user-generated content.

That's the Social Intranet: a knowledge base and collaboration platform that harnesses the power of social media to:

- Engage users in the mission of the enterprise
- Encourage people to contribute their ideas
- Make it easy to capture, share and discover knowledge
- Support fluid, spontaneous and structured collaboration

The Social Intranet supports all forms of communication and collaboration:

**One to One** – with instant messaging and email

**One to Many** – through blogs, video-sharing and podcasting

**One to All** – in forums and discussion threads

**Many to Many** – in wikis, communities, forums and groups

In short, the Social Intranet is Facebook, YouTube, Skype, Blogger and Wikipedia all rolled into one service that's integrated with your existing content resources, communication tools and knowledge assets.

The result: an incredibly powerful, enterprise-wide knowledge platform with a friendly, familiar face.



*Social networks represent the digital reflection of what humans do: we connect and share*

*Source Forrester, "The Future of the Social Web", by Jeremiah Owyang April 27, 2009*

## Why the Social Intranet is important

### **Because knowledge is a critical competitive dimension**

In the global, always-on, always connected world, the way companies capture, share and discover their knowledge has a direct impact on efficiency, decision accuracy and time-to-market.

### **Because it's a medium of cohesion, inclusion and engagement**

There aren't many ways to get dispersed organizations working together, sharing their ideas and giving their honest feedback. The Social Intranet has the power to fuel the new engaged workforce.

### **Because Generation Y is hitting the workplace**

Younger employees are native to Facebook, YouTube and Flickr. If your Intranet just sits there, so will your people.

**Because collective intelligence beats gurus**

The collective intelligence of your workforce beats the wisdom of even your most experienced experts. But only if you can tap into it. The Social Intranet is a natural medium for 'crowdsourcing'.

**Because traditional document management isn't friendly enough**

Legacy document management systems are hard to use – so fewer people use them, less often. The Social Intranet is intuitive and familiar. Users jump in without a single training session, bringing Enterprise 2.0 closer.

**Because it's easy to deploy**

Creating and deploying traditional knowledge management and collaboration tools can soak up serious time and resources. The Social Intranet can be as easy to create and deploy as any other web page – if you've got a CMS platform designed for the job.

# Are we there yet?

The Social Intranet is happening now. Over the past few years, pioneering organizations have been starting to integrate simple, standalone features that tap into the power of social media. But only now has it been possible to incorporate all the best of the social media world with the full capabilities of traditional document, content and knowledge management platforms – without the need to deploy serious IT resources.

The transition from simple to static to social Intranet is almost complete. In the next few years, most companies will be drawing on the power of social media to enrich, enliven and empower their Intranets.

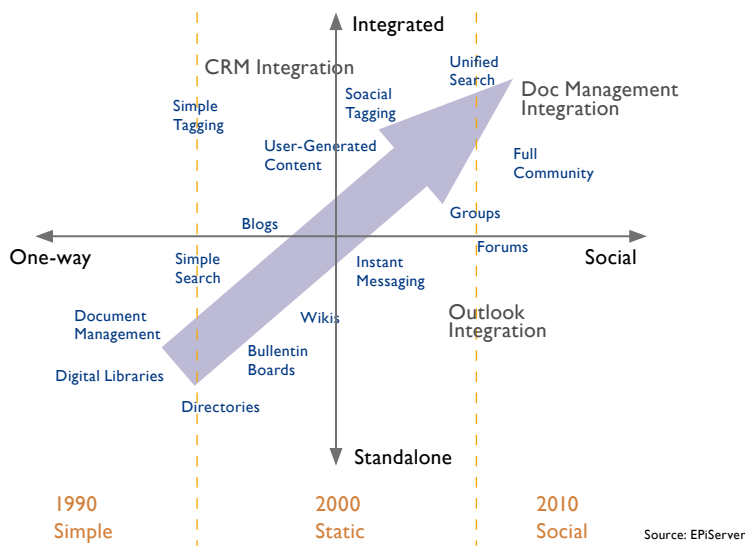


*Want to know what the most effective corporations of tomorrow will look like? Look at those that are most successful at attracting young workers today.*

*...If you're older than 30, you probably think you are as cyber-sophisticated as the next person... but compared to the kids, most of us are Luddites*

DON TAPSCOTT  
Author of Wikinomics

### Evolution of the Social Intranet



## The elements of the Social Intranet

### The big Web Marketing mix circa 2009

The Social Intranet incorporates a wide range of tools and services that have been proven to encourage participation in the public Internet, including:

- Blogs
- Wikis
- Community
- Forums
- Groups
- User-Generated Content
- Social Tagging & Bookmarking
- Instant Messaging and Email Management
- Easy Integration with public social media tools
- Easy integration with internal systems

There's nothing mysterious about any of these individually. But combined and put into an Intranet context, the power becomes clear.

Let's take them one at a time...

#### Intranet Blogs

Every enterprise has dozens if not hundreds of people who are repositories of knowledge and experience in a discipline that is directly relevant to many other people.

Helping these sources of knowledge become in-house bloggers is a fantastic way to capture their experience and ideas and share it with the entire organization.



#### Intranet Wikis

A wiki is a great way to store knowledge assets in a way that promotes commenting, tagging, bookmarking and sharing.

And because each entry is edited by everyone, the collective IQ just gets higher and higher. Best of all, because it's all searchable, it's all instantly discoverable.

#### Intranet Communities

Think Facebook for work – but integrated with all the other tools and services discussed here.



*Although inspired by the open Internet's "Web 2.0" sites, these features often have a much stronger business model within the enterprise, simply because they're more useful and less subject to noise and information pollution by bozos.*

JAKOB NIELSEN  
Web Usability guru

Employees have their own profile pages, full of information about their experience, expertise, interests and abilities. Plus contact details, photos, video, team and group affiliations, calendars, chat features – anything that helps people understand all the dimensions of the unit of knowledge called a 'human'.

### Intranet Groups

Within any community, groups can easily spring up around a specific topic or project. Anyone can set one up, invite others and establish the facilities and ground rules.

All contributions are subject to editing, commenting, tagging, sharing and searching, so informal knowledge that was previously lost is now captured and enhanced.



### User-Generated Content

Your official company materials are important – but they're not the only source of good ideas and information.

User-generated content includes anything that people create themselves, then share – from a video or photo to a document, diatribe, mind-map, slide deck, flash demo or comment.

The Social Intranet welcomes them all.

### Social tagging & bookmarking

Tagging and bookmarking is a great way for any individual to save and organise the resources most important to them.

Social tagging and bookmarking takes the idea one step further, allowing people to share their bookmarks and tags with others. This simple idea releases the enormous power of collective intelligence.



With social tagging you can see which resources are most valued by the community and why. You can also search tags to find the right information at the right time.

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*The groundswell is a social trend in which people use technologies to get the things they need from each other, rather than from traditional institutions like corporations.*

CHARLENE LI AND JOSH BERNOFF

*Groundswell: Winning in a World Transformed by Social Technologies*  
(Harvard Business Press; May 2008)

## Instant Messaging & Email Management

You can't just drop people into such a rich environment as the Social Intranet without letting them connect instantly.

Instant Messaging lets users see who else is online and available for a chat. In many cases, a few quick lines of text can save hours of hard labor.

The Social Intranet also needs rich email management capabilities – think of the features included in any decent email marketing platform. Authorized senders can send out simple text or HTML emails, then track the 'open' rates, responses and click throughs.

## Easy Integration with public social media tools

No Intranet is an island. The Social Intranet lets you 'punch out' to the wider world of the Internet, so you can harness popular services that many users are already heavily invested in.

If you like the way Flickr handles photos, just integrate it. If you want lots of video but don't want the hosting hassles, link to your YouTube channels.

Integration can even include rich web applications (anything from WebEx to Basecamp to Google Maps), so the sky's the limit.

## Easy Integration with internal systems

The more integrated your Intranet is, the more powerful it is.

Today's Social Intranet needs to easily integrate with Outlook, Document Management systems, enterprise search – even CRM and ERP systems.

A flexible Social Intranet platform should be able to reach anywhere valuable information lives.



*The sales organization in a European technology company uses informal blogs, discussion forums and wikis to bring a distributed workforce closer together. Social software has led to the effective use of scarce technical resources, which are crucial in its technical sales operations.*

GARTNER

*"Real-World Examples of the Business Value of Social Software"*

## The importance of Search

Generating and tagging this new wave of social content is not very valuable if people can't find what they're looking for.

A powerful search engine that includes all your editorial content and all your new social content is a critical part of the Social Intranet.

The integrated search function should include all user-generated content including comments, tags, wiki entries and blog posts.

# Six key properties of Enterprise 2.0

Way back in 2006, Dion Hinchcliffe in his excellent Enterprise Web 2.0 blog [<http://blogs.zdnet.com/Hinchcliffe/>] for ZDNet, identified six key properties of Web 2.0 in the Enterprise.

They still feel fresh as a daisy to us, so here they are in abridged form:

**Freeform:** Minimal structure with simple lists, tags, and microformats at first, with more structure later.

**Zero Training/Simple:** Any barrier to use means that automatically fewer people will use it. Your business systems can and should be similarly effortless to use.

**Software as a Service:** Online software...is the most productive and useful software possible. Installed native software just cannot compete with such persistent availability.

**Easily Changed:** If a user can't easily make the necessary change to a system, he or she must have an expert — usually in the IT department — to do it, and get in line to wait for it, not to mention pay for it. This simply won't do.

**Unintended Uses:** Preconceived notions about how an IT system will be used can cut it off from the most valuable uses down the road... It's all about letting the structure and behavior of IT systems emerge naturally and organically.

**Social:** Enterprise Web 2.0 enables just-in-time, freeform collaboration... as well as capturing and publishing the results to be reused and leveraged afterwards by others. Wikis combined with enterprise search do all this automatically for example.

## Bringing it all together

The average Social Intranets may not need every one of the tools discussed above, but what it does need is a simple way to bring the social elements together with the more conventional content that makes up the core of most Intranets today.

You still need the centrally managed and controlled editorial that isn't necessarily open for communal editing.

The trick here is to use an Intranet platform that can handle both – or an easy way to integrate your standard Intranet platform with your Social Intranet – so that:

Developers can work in a single environment, designing pages that combine traditional and social content.

Editors and contributors can create and manage both kinds of content from a single dashboard with a minimum of training.

If your legacy Intranet is already deeply entrenched, you don't have to throw it away. Just make sure the CMS you use for the social media can integrate seamlessly.

## The Social Intranet CMS

This is the salesy bit – but don't go away just yet. If the things you've just learned about the Social Intranet interest you, this stuff will, too.

The Content Management System (CMS) you choose for your Social Intranet will make a huge difference to its success. We've got one that will make your Social Intranet incredibly easy (and fast) to develop, deploy and use.

EPI Server CMS is not only one of the worlds fastest-growing Content Management Systems, it's also the only CMS we know of that's got Social Media in its DNA.

The open API and modular design of EPI Server means that it's easy to add functionality with new modules that snap on as easily as a Lego brick. So when Social Media started taking off, we (and our EPI More community of solution developer partners) were able to jump in with both feet, adding new functionality that made the Social Intranet as easy as any other web build.

We've bundled all of these goodies into a package called EPI Server Relate+ Intranet Edition. The details are coming up but the bottom line is this: it's the Social Intranet in a box.

### Playing nicely with MOSS

Microsoft Office SharePoint Server™ is one of the more popular Intranet platforms so a lot of companies have already committed significant resources to their 'MOSS'-based Intranet.

The good news is that SharePoint is a powerful platform for things like enterprise-class document management. The not-so-good thing is that it's a struggle to try to create Social Intranet services using it.

EPI Server Connect for Sharepoint makes it easy to use all your SharePoint assets in a Social Intranet (or public website for that matter). It's all part of the Relate + Intranet Edition that we'll talk about below...

# EPiServer Relate+ Intranet Edition

EPiServer Relate+ Intranet Edition is a bundle of powerful modules that, taken together, let you create Social Intranet experiences as quickly and easily as you'd create any other web pages. The modules are:

## **EPiServer Community**

A comprehensive platform for community, social media and user-generated content.

## **EPiServer Mail**

A complete managed service for creating, executing and analyzing email campaigns to the entire organization or any segment.

## **EPiServer Templates**

A full set of pre-built Intranet pages that accelerate your design and development.

## **EPiServer Connect for SharePoint**

All you need for integrating SharePoint content into comprehensive Social Intranet experiences.

EPiServer Relate+ Intranet Edition is all you need to turn the EPiServer CMS platform into an all-singing, all-dancing Social Intranet machine.

Let's look at each module in a bit more detail...

## Why EPiServer CMS 5 is so hot

EPiServer CMS 5 is based on the Microsoft .NET 3.5 platform. So any .NET developer can get up to speed quickly and generate great web experiences in no time.

Developers love it because it uses all their .NET and Visual Studio 2008 skills and speed things up with drag & drop design, a full class library and lots of templates and building blocks.

Web editors love it because it's almost embarrassingly easy to use, with on-page editing, Office integration and WYSIWYG everything.

Agencies love it because it helps them make better websites faster – and because we never compete with them (we only work with partners and live and die by their success).

Thousands of organizations all over the world run their websites on EPiServer (like Pfizer, Renault, Adidas, Volkswagen, Monocle...). And hundreds of developers create new modules for EPiServer as part of the EPiMore community.

We started in Sweden so we're big in the Nordic countries but we're growing like wildfire in the UK and are taking America by storm. Why? Because EPiServer doesn't just offer a better way to build websites – it offers a better way to build better websites. We call it the Engaged Web and we think it's a rather Big Idea.

## EPIserver Community

**Add profile pages, blogging, forums, groups, voting, commenting, calendars, photos, videos, tagging and sharing, with flexible moderation tools to keep it all on track.**

EPIserver Community is a high-performance social media platform delivering more page views per server, so users are never frustrated by slow response. Full analytics lets editors survey, analyze and segment the community in real-time based on activity.



EPIserver Community was first developed in 1999 and today supports dynamic communities in sports, music, fashion, politics and food – not to mention collaboration in the workplace. Over 5 million people are members of web communities powered by EPIserver Community, with over 500,000 logging on and contributing every day.

## EPIserver Mail

**Create, send, manage and monitor email campaigns to the entire organization or any subset.**

EPIserver Mail lets you create and manage email communication (HTML or text) from within the CMS itself. It's easy to manage circulations, scheduling and responses all from a single management view. And real-time analytics let you can track click-throughs, compare campaigns and monitor results.



EPIserver Mail is a managed service so you don't need to deploy and maintain extra hardware or software.

## EPIserver Templates

**Kick start your development efforts with a complete template library.**

The EPIserver Template Library is a comprehensive set of pre-designed, pre-coded pages that will speed up your development efforts while driving down costs.

Grab a template, skin it for your purposes and you're off. Creating dynamic, engaging Intranet pages was never so fast and easy.

## EPiServer Connect for SharePoint

**Let SharePoint users publish directly to the Intranet and let users access all SharePoint resources.**

EPiServer Connect for SharePoint lets you combine the best of SharePoint with the latest Social Intranet functionality of EPiServer.

All SharePoint users can now contribute directly to the Intranet and access all SharePoint assets without leaving the Intranet portal. Choose whether you want to push files to the CMS, use bi-directional integration or use Web Parts to display CMS content in SharePoint sites.

Both systems are built on Microsoft .NET so it's a seamless experience.

## Going above and beyond

EPiServer Relate+ Intranet Edition gives you all you need to create and manage great Social Intranet sites.

But there's more where that came from – thanks to the EPiMore Community of solution providers. Other modules that can add extra functionality to your Intranet sites include:

**EPiDesk** – a great way to manage your Intranet helpdesk, from Meridium

**Mobile solutions for EPiServer** – turn your Intranet into a mobile Intranet, from Mobiletech or Mobizoft

**ProcessMap** – a great tool for mapping your company's processes and linking key steps to content in your Intranet, from Meridium

**Ultilearn** – the Learning Management System from Ultimedia

PLUS

**Enhanced Search modules** from LemonTree, Networked Planet and Site Seeker

**Marketing modules** from Enecto, IO CMS and Ottoboni.

**Translation modules** from Lionbridge and Translations.com.

That's just the tip of the EPiMore iceberg. Visit EPiMore to browse the entire library. [[www.episerver.com/en/EPiMore](http://www.episerver.com/en/EPiMore)]



*Between a third and one half of businesses either already are or will be employing Enterprise 2.0 tools in the workplace in 2009.*

DION HINCHLIFFE  
ZD Net, May 15, 2009

# Making the Social Intranet real

If we've convinced you of one thing, we hope we've convinced you that the days of the Static Intranet are coming to an end.

The knowledge assets and people power locked up in every organization are just too valuable to remain untapped. The Social Intranet is the best way to release that power; harvest your company's knowledge and support turbo-charged collaboration.

Yes, you could get there by re-inventing the wheel and trying to design and code your own versions of all the social media tools and services described here. But it would take you far too long, cost far too much and probably end up with limited functionality and flexibility.

The EPiServer CMS and the Relate+ Intranet Edition will get you there faster, at lower cost and in great shape to exploit the latest trends and ideas in social media, community and user-generated content.

There are two ways to get started:

**If you're an end user organization**

We'll help you find an EPiServer partner to help you develop the best possible Social Intranet for your needs.

**If you're an agency or integrator**

Let us get you up to speed on EPiServer – you're going to love it. And we've got a huge amount of resources to help you succeed (from training, support and documentation to our Open Plan™ approach to code).

We hope you've enjoyed the Social Intranet Workbook and that it has inspired you to create great Intranet experiences for your users. Do let us know how you've got on!

## Further Reading

**The Wisdom of Crowds: Why the Many Are Smarter Than the Few and How Collective Wisdom Shapes Business, Economies, Societies and Nations**

By James Surowiecki

**Crowdsourcing: Why the Power of the Crowd Is Driving the Future of Business**

By Jeff Howe

**Wikinomics: How Mass Collaboration Changes Everything**

By Don Tapscott

**Groundswell: Winning in a World Transformed by Social Technologies**

By Charlene Li

**Web 2.0: A Strategy Guide: Business thinking and strategies behind successful Web 2.0 implementations.**

By Amy Shuen

**Collaboration: How Leaders Avoid the Traps, Create Unity, and Reap Big Results**

By Morten T. Hansen

# More resources

## **The Intranet Benchmarking Forum**

The world's leading confidential, members-only intranet and portal benchmarking group.

<http://www.ibforum.com/>

## **Intranet Journal**

Comprehensive portal on 'Building the Corporate Enterprise'

<http://www.intranetjournal.com/>

## **The Gartner Portals, Content & Collaboration Summit**

Focused on finding better ways to deliver resources, streamline content delivery and storage, and bring people together for greater efficiency.

<http://www.gartner.com/it/products/events/events.jsp>

## **The Enterprise 2.0 Conference**

The event for enterprise-class collaboration and productivity.

<http://www.e2conf.com/>

## **10 Best Intranets of 2009**

JakobNielsen's latest award-winners.

[http://www.useit.com/alertbox/intranet\\_design.html](http://www.useit.com/alertbox/intranet_design.html)

## **Intranet Design Annual 2009: Year's Ten Best Intranets**

Nielsen Norman Group's 473-page report on the ten winners of the Best Intranets of 2009 Awards.

<http://www.nngroup.com/reports/intranet/design/>

## **Enterprise 2.0 Blog**

Dion Hinchcliffe's blog on ZDNet

<http://blogs.zdnet.com/Hinchcliffe>

## **EPiServer Screencasts**

A growing video library of how-to videos.

<http://www.episerver.com/en/Products/EPiServer-CMS-5/Screencasts/>

## About EPiServer

EPiServer AB is a privately owned company, founded in 1994 and a leader in Content Management for the Engaged Web.

EPiServer AB is situated in Stockholm, Sweden, where the main development center is focused. We also have teams in Norway, Denmark, the United Kingdom and the United States.

We deliver our Content Management platform, EPiServer, through a network of blue-chip partners who implement complete solutions with services such as design, development, support and training.

The company is a Microsoft Gold Certified Partner and the EPiServer CMS is based on Microsoft .NET technology.

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## ABOUT EPISERVER

*EPiServer AB is the world's fastest growing provider of Web Content Management (WCM) and online social community platforms. More than 2,500 customers worldwide use EPiServer CMS to create collaborative and engaging websites. The platform EPiServer CMS is the foundation of more than 8,500 Web sites and is used on a daily basis by more than 130,000 web editors. EPiServer delivers its Web Content Management platform through an extensive network of more than 300 competent partner companies in 25 countries. EPiServer is a Microsoft Gold Certified Partner, with an AAA-ranking by Dun & Bradstreet since 2000. The company was founded in 1994 and has offices in Sweden, Denmark, Norway, Finland, the Netherlands, Australia, South Africa, the United Kingdom and in the US. For more information, please visit [www.episerver.com](http://www.episerver.com)*