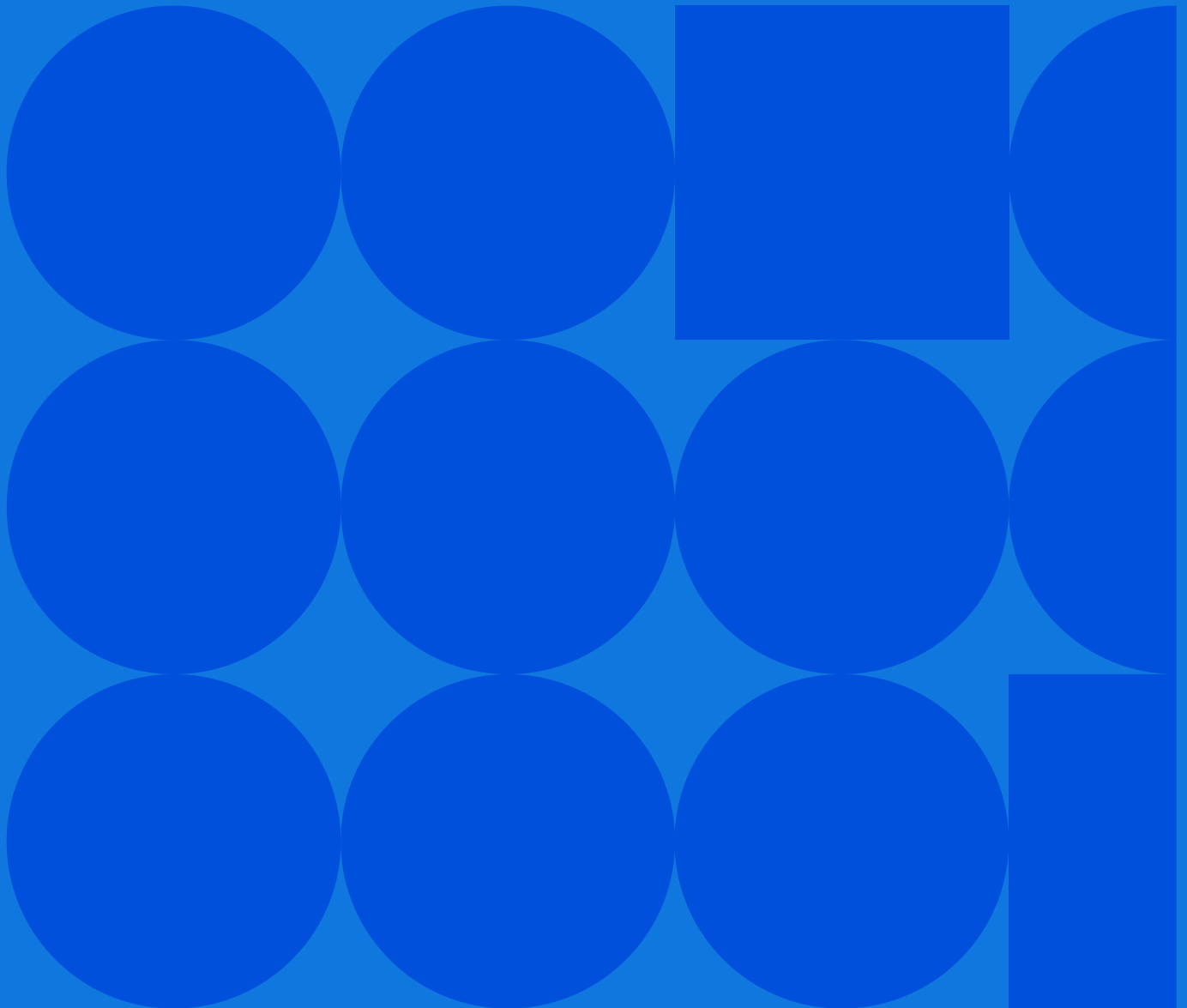


# The Definitive Intranet Content Playbook

Content ideas to align employees  
and executives



# Contents

---

Introduction	3
The Basics: 16 things every intranet needs	4
The Mechanics: The newsworthy mindset needed for engaging intranets	5
Aligning your content strategy with business objectives	7
Engaging your employees with fun content ideas	12
Conclusion	19
About Simplr	20

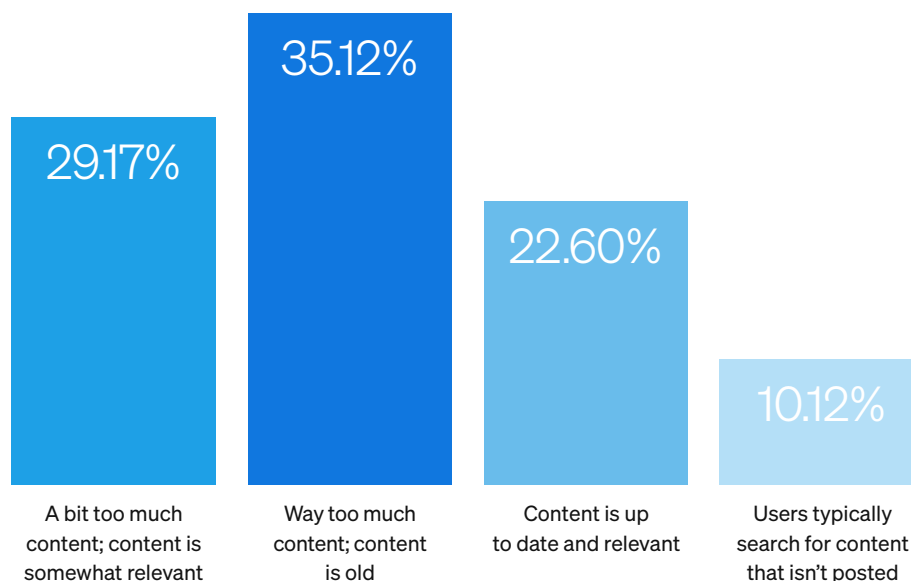
---

# Introduction

Managing content is a crucial part of an intranet's effectiveness and sustainability, and is a core responsibility of the intranet manager. Yet, many organizations struggle to maintain the information they have and eventually lose momentum to create fresh and engaging content. Part of the challenge is that the intranet content sits at the intersection between what senior management wants employees to know and what employees are entertained and engaged by.

Simplr Research uncovered that only 22% of surveyed intranet practitioners have relevant and up-to-date content on their intranet. Meanwhile, the rest of our respondents have not quite nailed down a content strategy that engages employees on a constant basis. While there are other factors that contribute to intranet success, such as a defined intranet purpose, a governance committee, and federated administration, content quality and consistency remains to be a challenge.

## Which best describes your existing intranet?



### About this eBook

For intranets, content is king! Without engaging content, users don't have an incentive to repeatedly return to your intranet. Thus, this eBook is focused on helping organizations consistently beat the drum with engaging, fresh content ideas.

To sum it up, this eBook helps guide you to:

- Find out what stories and features capture the interest of employees
- Create an ongoing content calendar that makes it easy to consistently add new content to your intranet
- Get senior leaders in your organization to contribute to your intranet in a meaningful way

# The Basics: 16 things every intranet needs

Whether you are launching an intranet re-design or a new platform, or working to improve your intranet, make sure to include a good intranet strategy. Without essential content, your intranet will proliferate beyond control, overwhelm or deter users from recurring usage, and will create a poor and unsatisfactory user experience. To start the research for this initiative, Simplr convened a roundtable of customers asking the question: “**What essential content should all intranets have?**” The group raised the following components:

<b>1</b> Strategic priorities	<b>2</b> A stated purpose	<b>3</b> Your leaders' voices	<b>4</b> Your company's ethos and values
<b>5</b> Branding guidelines	<b>6</b> Site details specific to all company locations	<b>7</b> Updated positioning, product documentation, and services descriptions	<b>8</b> Up-to-date policies and forms
<b>9</b> New hire onboarding sites	<b>10</b> All of that necessary HR stuff	<b>11</b> Training and how to's for the intranet itself	<b>12</b> Updated people directories
<b>13</b> Integrations: social and content management platforms	<b>14</b> Primal need clickbait: funny stuff, lunch menus, train schedules, and holiday calendars	<b>15</b> Affinity sites for people with shared interests	<b>16</b> Company news and news placements

This is a good starting place to audit your intranet, but the collective group-think of the panel lent one participant to acknowledge a flaw in what the team came up with, stating “**the problem is most of these types of content are static!**”

If we continue to perceive intranets as document repositories without understanding how to create compelling, recurring communications, employees have little incentive to engage with their intranets.

# The Mechanics: The newsworthy mindset needed for engaging intranets

To avoid static intranets, organizations should first buy into a series of principles about what intranets are for, how they should be used, and the level of investment necessary to make them successful. Here is a short list of important considerations:

## State your intranet's purpose

In a Simpplr Research survey, we found that over half of intranet programs (57%) don't have clearly defined goals. Organizations need to get buy-in on what they're trying to achieve and broadly communicate that charter to its users.

### Here's a good example of an illuminating purpose

One Simpplr customer termed their intranet as their "virtual company headquarters" — a place to beat the drum on company strategy and values and to improve overall transparency. Specifically, they provisioned their intranet to:

- 1 "Provide employees a Guiding Light" (an inspiring center-point for the vision and values of the company)
- 2 Build an enterprise-wide, cohesive sense of pride
- 3 Provide a means to show the "right" content and get to it quickly

## Distinguish the difference between knowledge and news documents

Intranet practitioners often muddle the two. It's important to understand the differences to have a better grasp of your content strategy, so your intranet doesn't get messy:

### Knowledge documents



Knowledge documents are the types of resources that employees need to source from time to time.

For example, you'll see documents such as benefits, policies, how to's, etc. The key here is: less is more. Only the latest versions suffice. You want to curate the intranet to ensure that it doesn't become a dumping ground and use analytics to inform which documents are in-demand (and relevant) while removing those that are unpopular.

### News content



These are the engaging content articles that keep people coming back to the intranet. News content needs to be timely and frequent. You'd never check your CNN app if there wasn't current news. A big part of the internal communications manager's job is to develop a content calendar that drives engagement and adoption.

---

## Success starts with a “newsworthy” mindset

Now that we’ve discussed the distinction between real news and knowledge documents, it’s important to start thinking about what it takes to turn your intranet into a news outlet. Imagine the handful of apps that you check on your phone every day. What do they have in common? A fresh reason to go back! Most often these apps are either your news apps or they’re a social and/or communication app. Your goal is to transform your intranet into an addictive news and social source for company information.

With this mindset, consider the compelling aspects that encourage this repetitive and intrinsic engagement. News needs to be current and plentiful. Regular and timely. Short and useful. Relevant and interesting. And where applicable, unique, clear, and inspiring.

## Intranets need to balance business and fun

Balance is key for intranets. If your intranet is solely a place where you see the lunch menu and coworkers share happy hour photos, eventually someone important will question the benefit and it may get shut down. But conversely, if it’s used only for stale policy updates and strategic updates, you’ll have a difficult time incentivizing employees to habitually use the platform. This paper will share pragmatic tips to enforce this balance.

## Intranet content needs strict foresight and content calendar discipline

Again, for intranets, fresh content is king! A big part of internal communications planning involves managing an editorial calendar and keeping engaging content coming. Just like your CNN app needs to keep the news fresh, so does your intranet. Many practitioners quite often fall behind, lose momentum, or run out of ideas. This can’t happen. We will repeatedly touch on ways to serialize and map out content, sometimes months in advance. Without this planning and repetition, you’re not giving employees incentive to incorporate internal communications into their daily habits.

# Aligning your content strategy with business objectives

Now that we've aligned on a newsworthy point-of-view, this section returns to pragmatic content tips for your intranet. First, it touches on how to keep executive voices active (a critical component of a successful intranet program). Second, it outlines recurring operational approaches to business-as-usual type news.

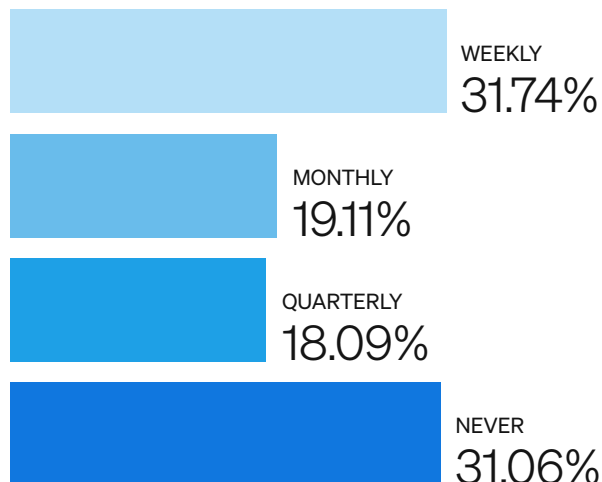
## A content playbook for leaders to beat the drum

Leadership involvement in your internal communications strategy is critical. Simply put, lack of leadership engagement is one of the most common reasons intranets fail. Since most executives aren't communications professionals, the playbook below attempts to make it as easy as possible.

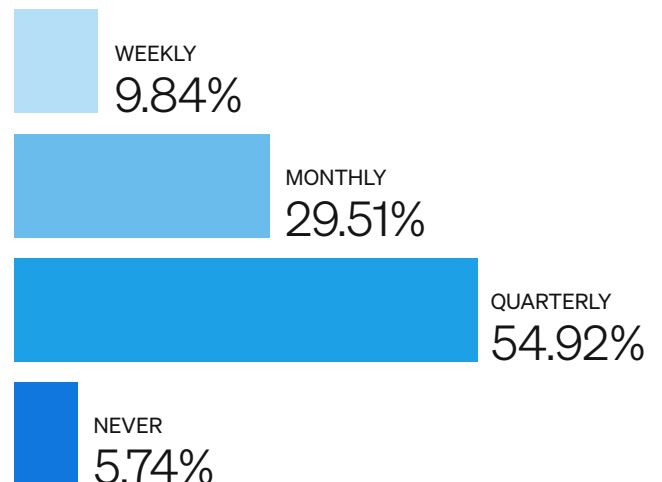
### The CEO's Intranet Goal: Beat the drum

A big problem most companies encounter is the low frequency of strategic communications. According to Simplr Research, two-thirds of leaders aren't communicating about vision and strategy more frequently than once a quarter. But we can do better.

**How frequently do your leaders (e.g., C-Levels or business unit managers), or their ghostwriters communicate on the intranet?**



**Outside of the intranet, how frequently do your leaders communicate with employees about vision and strategy?**



SOURCE: State of the Intranet 2019, Simplr Research.

This has deeper implications than intranet adoption. Because so little time is spent reinforcing strategic priorities, organizations struggle to align. According to MIT research, only 13% of front line managers can confidently recite strategic priorities. This obviously has a negative impact on employee productivity, but it also hurts employee engagement. Research shows that focused employees are considerably more engaged.

To combat that trend, we want to set up an intranet content calendar where the voice of your management is consistently iterated over the course of the quarter. For example, strive to have at least two CEO content posts per week. You'll want to proactively plan this calendar out weeks in advance, align the strategy with your management, and consistently have a "loaded gun." The good news there should be no shortage of things to talk about. The next page gives you ideas to start filling your calendar out.



---

Good leadership is like exercise. We do not see any improvement to our bodies with day-to-day comparisons. In fact, if we only compare the way our bodies look on a given day to how they looked the previous day, we would think our efforts had been wasted. It's only when we compare pictures of ourselves over a period of weeks or months that we can see a stark difference. The impact of leadership is best judged over time.

**Simon Sinek**



#### **Pro Tip**

Strive to have at least two CEO content posts per week



## Types of content for your CEO intranet content calendar

---

**Talk about the strategic roadmap and your vision for the company.** Goals, metrics, and KPIs are great but an inspiring vision needs more context and storytelling. Periodically, have your CEO or leadership team write about the great new world your organization is building and what it should look like down the road.

**Take time to reflect on the company's history.** Throwback Thursdays never get old. And it works in the workplace as well! Have leadership share their perspective on a critical point in the company history. Use old photos. Remind employees that you've persevered through challenges before or use the company origin as a means to remind everyone why the organization is special.

**Refocus on the company mission.** Make your company mission, vision, and values more than a break room poster by revisiting, reiterating, and reinforcing what the words actually mean. Double-click on various company values. For each of the company values, have management explain what they are and more importantly what the values truly mean to them. Keep these ones pithy and story-based.

**Simply share what they've been working on recently.** Writing quick periodic posts about your senior executive's day-to-day priorities will be enough to drive engagement. So share a few of the pressing priorities from raising capital to helping out with strategic accounts.

**Recap board meeting or earnings call highlights.** To the average employee, these activities can be seen as a black box. Management can build rapport and dispel rumors by proactively sharing their perspectives.

**Squash fake news and company rumors.** No, we aren't closing that office or selling out to a competitor. Executives are often motivated to fight fake news. These posts make for engaging content and are critically important to set the record straight.

**Reiterate strategy and what we are trying to do.** Again, once a quarter is not enough for leadership to focus on strategic goals. Get in a cadence of reiterating priorities and communicating.

**Simply post progress toward company goals and metrics.** This is what we call "beating the drum." Short reviews of goals and metrics help remind us of what we're working toward.

**Share perspective on interesting industry/competitive news.** Many employees are curious to know where the industry is going and why your company is well-positioned. Plus, a great way to keep employees on message is to have management reiterate your messaging within an industry context.

**Highlight letters from customer.** Customer letters are the perfect executive engagement tool: they remind everyone of why you're in business, can easily share implicit teachable moments, and usually provide kudos to well-deserved employees.

**Recap onsite customer visits.** Have management share feedback they received directly from customers and anything else they learned—it builds the sense of transparency and gives your leaders street-cred outside of the ivory tower.

**Call-out how the {X} department is contributing to the overall plan.** Contribution posts acknowledge employees while reminding the rest of the organization how everyone is working toward common goals.

**Recap departmental highlights.** Whether it's the CEO or departmental heads, each major department should proactively communicate what they're accomplishing and working toward. This public approach keeps transparency and forces leaders to think more strategically beyond their KPIs.

**Give shoutouts, congratulations, and kudos to users or departments.** These don't need to be long but they should be frequent. So that management is dialed-in and appreciates a job well done. Be sure to emphasize why they matter and connect them to the bigger picture.

**Share something(s) leaders learned the hard way.** Share a story about something they openly messed up and then what they've learned from it. It can provide a teachable moment and it shows everyone your leaders are human too.

**Share highlights from books they're reading.** Leaders read. And it's a subtle way to show employees how they're trying to improve. Many executives encourage book clubs at work and use it as a means to challenge their current way of business.

**Talk about what the CEO is like outside of work.** Take some time to have your CEO talk about their family, upbringing, or important time in their life. Employees are curious and want to connect.

**Videotape your leaders learning new things.** GoDaddy's CEO would take challenges from employees wanting to teach him a new skill. So he would try to learn roller-derby from a frontline employee or solve a Rubik's cube in under a minute. If your leadership is open, these photos and videos are intranet gold.

**Build out your leader's personality.** Interview the CEO on things they're passionate about or stuff employees don't know. For example, have them share their passion for kiteboarding or get them to talk about how hard it was to drop their daughter off at college.

**Share company (or personal) philanthropic efforts.** Show that your leaders are the good one-percenters. Share the softer side of what they care about and how they're the types to put their money where their mouths are — after all, they are humans too.

---

Admittedly, this is a lot, but your intranet's CEO Corner should never be short of content. If you don't have one already, you should also set up a realistic ghostwriting capacity. In a perfect world, you get management started with a Mad Libs approach that can be largely ghostwritten and they lean in more once they feel the engagement.



#### How to post CEO intranet content

Executives often struggle with intranet communications. This content can be boring and long-winded.

Employees want the information to be regular, timely, short, useful, relevant to their job, interesting, unique, clear, and inspiring.

## Serializing more critical business as usual content

Many intranet administrators and content creators struggle with continuity. Without fresh engaging content, employees have no recurring reason to use the intranet. That is why so many internal communications departments are beginning to treat their intranet more as an internal news app than solely as the stale, document repository of yesteryear.

With this “news” oriented mindset, a lot of care and planning needs to take place. News needs to be frequent, relevant, consumable, and time-bound. Realistically, internal communicators need a rigid content calendar to stay ahead of the constant demands to keep material coming. That is why we’re such big proponents of operationalizing serial content and content series.

Another subtle benefit of focusing on these recurring themes such as departmental updates is that instead of merely posting articles or relaying information, you start to embed operational communications processes within your intranet. For example, having a cross-departmental weekly update on your intranet brings the organization together, around the intranet, to repeatedly align on what’s going on.

### Standard business-as-usual ideas that can be operationalized on a recurring basis

- |  |  |
|--|--|
| ✓ New customer wins  | ✓ Customer success stories and wins  |
| ✓ Earnings reports summaries   | ✓ Periodic goal and metrics updates  |
| ✓ Weekly updates across departments (sharing progress across major initiatives)  | ✓ Org changes (new hires, internal transfer announcements, promotions, etc.)   |
| ✓ Industry intelligence and updates  | ✓ Product and solution updates   |
| ✓ Internal project wins (especially with cross-functional teams) survey results  | ✓ Summary updates aggregating and repromoting all of your recent intranet news |
| ✓ External news placements   | ✓ HR deadlines   |
| ✓ Employee feedback summaries and employee   | ✓ IT and systems updates   |
| ✓ Departmental briefs and executive round-robins (periodically highlighting executive interviews and departmental goals) | ✓ Marketing events and activities calendars                                    |
|  | ✓ Major company events and internal meetings                                   |

As you start scheduling recurring updates, you’ll begin to notice it’s much easier to drum up intranet content. Even if you’re only able to incorporate a few of these, your users will have compelling reasons to return more frequently. The secret lies in loading the content calendar, bringing these operational processes into the intranet, and maintaining the momentum.



### Pro Tip

Embed operational communications processes within your intranet to keep content engaging and strategic!

# Engaging your employees with fun content ideas

Now that we've gotten all of that serious stuff out of the way, we'll discuss fun and engaging tactics to get employees more addicted to their intranet.

It's important for you to understand and defend this mindset: fun content is not a waste of the business's time. It builds up the company culture and gives employees icebreakers to network and connect with their coworkers.

This section is split into 4 content areas:

## 1 Crowd-sourced content and competitions

A calendar of activities to encourage social participation through your intranet

## 2 Me-first content

Content and resources that respect employees' innate needs to take care of themselves first

## 3 State-sponsored distractions

Clever, structured ways to encourage intranet usage when employees need to take a break

## 4 Engaging videos

Examples to incorporate media into your intranet without costly overhead

Once all of this "business-as-usual" content is merged with executive-voiced content, fun activities, and social engagement from your employees, your employee intranet will become an engaging vibrant community!

## Crowd-sourced content and competitions

To get started, all you need is to provide a little bit of structure, incentive, and kindling for this engagement to take off.

### Tips to get employees engaged

- Communicate the program before launching. Bring it up at a company meeting and promote it in your newsletters so people understand the program and know where to go. This is an effective way to gain momentum.
- Get the buy-in from your governance committee to ensure everyone is on board
- Have incentives in place so people can win prizes. Prizes are fun and it will spur engagement and help you recognize and congratulate the winners.
- Get all employees involved! Have employees vote on submissions through polling capabilities or the simple "Like" button.
- Media (such as posting photos) is your friend! The more interactive and media-rich the content, the better. Videos? Even better.
- Name the initiative: e.g., The Great Company Cook-off
- Plan out the full year and preview to employees next month's theme to keep the momentum.



### Pro Tip

Fun content is necessary to build and foster company culture!

Planning takes up a lot of time, but we've got you covered. Here's a list of engaging intranet topics we've compiled for you throughout the year:

### Engaging intranet topics for every month

#### **JAN** Share your New Year's resolutions

They say social accountability the best way to get people to modify their behavior. What better way than pressure people to commit than to share with all of your coworkers?

#### **FEB** Encourage employees to share wedding and anniversary photos

February is Valentine's month. Get to know coworkers a little bit better by sharing your significant others. Cute long-tenured couples can be celebrated with nostalgia and newlyweds can live in the limelight for a bit longer.

#### **MAR** Promote volunteer opportunities

We put this here because March seems like a time when organizations need more volunteers. Many people want to help but don't know where to go. Others want to rally their cause. It's a perfect opportunity to bring people together for a great cause.

#### **APR** Best April Fools' jokes

It could be risky to introduce this in an office setting. But admit it—it would be fun and you know engagement would be through the roof!

#### **MAY** Share the cutest (or ugliest) pet photos and videos

May is National Pet Month. And you know there's nothing else pet owners would rather talk about.

#### **JUN** Appreciation for cancer fighters

Cancer Survivor Appreciation Day is June 7. We've all been affected one way or another and have stories that deserve to be shared. Use this month for people to write short tributes and encouraging victories. Skip the votes and focus on bringing employees closer together.

#### **JUL**

##### **Great company cook-off**

Have you ever noticed that any food in the break room will get eaten no matter how disgusting it is? Let's operationalize this behavior! People can cook, post, encourage people to come by their desk, and swap recipes. Or you can formalize company events around the idea.

#### **AUG** Most epic vacation videos or photos

By the end of August, many of us are physically back in the office but mentally still thinking about our vacation. Get everyone to share and make other employees jealous.

#### **SEP**

##### **Kids' first day of school photos**

You let the pet people have their time earlier in the year, now you can encourage people to post those cute pictures of their kids!

#### **OCT** Halloween photos

This is one of the easiest to pull off. People are already dressing up and showing off their best costumes. Take advantage of this and use this to drive intranet traffic.

#### **NOV** Support for veterans

Veterans Day is in November and it's a good time to appreciate everyone's sacrifice. Encourage them to share a photo and a little write-up about what they're comfortable sharing. Every participant deserves a prize for this one!

#### **DEC** Looking back...share what are you most proud of accomplishing?

Here we would expect participation from everyone all the way to the top of the organization. And remember those New Year's resolutions? Time to see if anyone delivered!

### It's really about engaging and connecting your coworkers

Want to swap some ideas out? Try an office workspace decoration competition, a skills exchange program, gardening tips, an ugly sweater competition, or an outright fitness challenge. The ideas are endless! The important things are putting some structure to your content planning and using your intranet for its true purpose: connecting your coworkers.

## Me-first content

At Simpplr, we have a love-hate relationship with the lunch menu. We've seen too many intranets on the verge of being shut down because it was the only thing employees valued. But there is no denying that content like this drives engagement. We don't always admit it, but humans are selfish beasts.

#### Here are some examples of "Me-First Content" that will help drive users to the intranet:

- Food and lunch menus
- Snacks in the breakroom
- Train schedules
- Office maps and seating charts
- Photo albums (especially from social events, activities)
- Temporary perks (promote timebound events such as onsite back massages, free car washes, cholesterol screening, onsite financial planning seminars, etc.)
- Ongoing perks (periodically promote less obvious benefits details such as discounted gym membership, restaurant offers, chiropractic care, etc.)
- Internal job postings
- Promotions/transfer announcements
- Work anniversaries
- Employee spotlights
- A buy/sell exchange (like a Craigslist for employees)
- Client shoutouts of employees
- Coworker shoutouts
- New hire introductions
- Employee "letters to the editor"
- Office tours: About "X" office (a look into aspect of the culture of the country/city one of the offices is in)

An intranet that gets used solely for this type of content is in trouble. But when balanced with the other approaches outlined in this paper, they're a great way to drive engagement.

Note: Many of the activities outlined here will require partnership with other operations, facilities, and HR functions. Set up some time with these functions and market your intranet as a resource to improve their respective initiatives.



### Pro Tip

Have fun planning these initiatives, but don't forget the most important thing: structure.

Remember to balance me-first content with strategic content!

## State-sponsored distractions

Different companies may brand these differently (such as Digital Coffee Breaks), but the premise is simple: we all need to take occasional breaks during our workday to recharge. Why not have a place within the intranet specifically for these moments?

Essentially, this section of your intranet is carved out for interesting or helpful distractions, which should drive more frequent intranet engagement and help create the same sort of addictive muscle memory we get in our personal lives. For instance, we habitually check the same apps multiple times a day even though we don't need to.



### Pro Tip

Humans are creatures of habit. Take advantage of that!

Don't hesitate to include clickbait! It's necessary in content planning.

Here are some intranet engagement content ideas that help recharge employees:

**An intranet can be a place to post articles that help boost employee productivity in the workplace:**

- Ways to improve your presentation skills
- Tips to show appreciation in the workplace
- Clever lifehacker style tips, like how to get on top of your email
- Tips to become more productive in the workplace

**Share articles that may help you become a better person:**

- Various TED talks that challenge you personally and professionally
- How to keep your work-life balance in check
- Exercise tips for busy travelers
- Tips to tackle procrastination

**While others are just interesting, classic clickbait never gets old:**

- Quizzes that guess where you're from based on whether you say "soda" or "pop"
- Polls on whether you see a blue dress or a gold dress (and the psychology of why we're different)
- Communal events (ugly sweater day, sports gear day, college pride day, etc.)
- #TBT (Throwback Thursdays) of old posts, plans, photos of an old office or a simpler time, etc.

Ultimately, if you're open to using social feeds in your intranet, the crowd can use it as a forum to share their own articles, funny musings, jokes, or life advice. This is where we see these sites really take off.

None of the content ideas are specifically unique. The beauty is in internal branding. Much like the Seinfeld generation loved the concept of a show about nothing, employees are encouraged to hear about a place built for them to take a break and recharge.

### Here are some components needed to make these distraction sites thrive:

#### Unique and company specific content

It's not enough to solely repost tips that are readily accessible on the web. Content needs to be unique or contextual with your organization's priorities.

#### People to curate content

Someone needs to get the ball rolling and source interesting content every day.

#### Promotion

You can't simply build it and expect them to come. Market this site to your organization and explain this is built to offer stress relief, provide helpful tips, and forge connections across the workplace.

#### Cultural willingness

Foster the social aspect and show that it's better for employees to connect here than on their personal Instagram (or other social media) accounts.

#### Moderators

Choose excited employees with intrinsic motivation to ensure the crowdsourced content stays appropriate and doesn't go off the rails.

When done well, these sites can help achieve all of the major benefits of an intranet: connecting distributed employees, boosting culture and employee engagement, bolstering a stronger sense of community, and encouraging employees to take on a growth mindset. And, it's a great tool to drive people back to the intranet on an ongoing basis.

## Engaging videos

Time and time again, intranet usage analytics show that videos are more widely consumed than any other form of content. Among Simpplr customers, we see videos get consumed up to 4 times more than standard news articles. With numbers like this, every organization should think about how video is incorporated to internal communications. The secret lies in being able to produce multiple compelling videos without having to staff an entire team or sink thousands in budget. Here are a couple of series that organizations can run to produce engaging videos effectively.

### Employee spotlight videos

Employee spotlight-themed content, modeled after Humans of New York, is very popular among internal communicators. In case you don't know, Humans of New York started years ago as a photo blog and street portraits and interviews collected on the streets of New York. The rawness and authenticity of the stories drove this to become viral and developed a tremendous following on social media.

Internal communications teams have borrowed the idea and began to profile company employees. This is a great way to learn more about our coworkers and drive engagement to the corporate intranet.



Here are 12 monthly engaging intranet content ideas to connect and engage your employees:

**JAN Highlight one of your employee athletes**

Get all of those coworkers with resolutions motivated, by following your resident triathlete through some of their training. It will pique interest — even if some of us are motivated by jealousy.

**FEB Your business leader's (or employee's) career pivot**

Did you know YouTube used to be a video dating site in 2005? Since its pivot, YouTube has become one of the biggest video-sharing websites. Sharing someone's career pivot story can be inspiring and help those who are interested to finally take the first step.

**MAR Valuable lessons learned from soon-to-be retirees**

Have a retiree share their lessons learned and some of the triumphs over their career. Everyone is sure to have some lessons, regrets, accomplishments, and humor to share along the way.

**APR Share a cancer survivor's story**

Cancer is terrible and we've all been affected in some way. These stories put work and life into perspective. They help us appreciate our coworkers more.

**MAY A day in the life of a working supermom**

May is about Mother's Day. Every organization is full of supermoms who deserve a bit of praise. It's the least you could do given their perpetual run of 18-hour days.

**JUN A day in the life of a working superdad**

Dads work hard, too. They also deserve to have their story told. So go find a Cub Scout pack leader that is also a part-time referee and share their story.

**JUL The day in the life of a remote employee**

Have you ever worked from home? Sure, you can do laundry and occasionally sneak out, but data shows these employees actually get more work done and need social support. Build some empathy and help connect remote employees.

**AUG A parent who just dropped a child off at college**

Employee interest stories build community and help pockets of the organization come together. An event like this and other life moments will resonate with others who are also there or see it on the horizon.

**SEP A day in the life of a new employee (fresh out of college)**

Wide-eyed with dreams and ambitions allow all employees to channel our 22-year-old selves and line the individual up with wannabe mentors.

**OCT Highlight the career of one of your executives**

Didn't realize your suave head of marketing once detasseled corn and shampooed carpets during college? Have them share their journey with career advice along the way.

**NOV Recognize a veteran**

Don't just go through the pleasantries of Veterans Day. Find out their story and share the parts they're comfortable with.

**DEC Employee submitted nomination: The story of a crowd-sourced employee**

Every organization has that naturally interesting employee that we just want to know more about: the custodian who is always smiling. The person who always brings treats. The storyteller that everyone wants to be around. Have employees find these people and get them to share their broader story.

### “Person on the street” videos

Late night talk show hosts have made a killing interviewing normal people on the street about current events, history, and geography. Why? Because they’re entertaining! So to boost your intranet’s engagement, today we’re introducing the concept of “street videos”.

#### So what is a “street video”?

You and your team are going to choose a topic, show up unannounced at various coworkers’ desks, ask the question while a camera is rolling, and piece footage from various interviews together.

#### How to create “person on the street” videos for engagement:

##### THE RULES

**Brand the series.** These will build on each other and when successful, your coworkers will look forward to new installments.

**Keep a regular cadence.** Do one every month. Set a calendar and stick to a rhythm. This cadence along with your other programmatic series will help drive continuous intranet adoption.

**Keep it low-tech and timely.** You should be comfortably filming with your smartphone and editing content together in something easy like iMovie. The whole thing shouldn’t take more than a few hours of work.

**Develop a personality.** Identify someone to be your interviewing personality. The consistency will help enforce the content and the publicity will call attention to your internal communications function. *Pro Tip: Pick someone who’s fun!*

**Coach the interviewees to be brief.** Start a question with, “In ten seconds or less...” Attention spans are short.

**Consciously alternate interviewees.** Over time, you want to be sensitive to who participates. Make sure you cover different locations and departments.

**Keep the videos short.** 1-2 minutes is the goal here. You don’t want these things to drag on.



### Content ideas are endless!

Publishing doesn’t have to fall on a single individual. A modern intranet should have federated administration, enabling multiple people to publish content on your intranet.

Having the ability to federate publishing eliminates all the burden off one person, and distributes responsibility and accountability. A team of two (or more if you’re lucky) is always better than a team of one!

### Ready to go? Here are some ideas to get you started:

- Show up at a company event, like a sales kickoff and ask what employees are excited about
- If you were a superhero who would you be?
- Tell me one thing about you that your coworkers don't know
- What was your five minutes of fame?
- What does [holiday] mean to you?
- If you could bring back one person from the past, who would it be? And why?
- Where was the favorite place you traveled to and why?
- What is your favorite customer story?
- Series of binary questions followed by "How come?" (Coke or Pepsi, Ocean or the Alps, Would you rather save a friend or a village, etc.)
- Quiz people on the company's products
- Jeopardy style
- Recite your favorite quote
- What was the last thing you did on the company intranet?
- Who is your role model?
- Tell me a joke!
- What was the best advice you got from a previous boss?
- Tell me about a life-changing experience
- What are your proudest accomplishments?
- What advice would you tell your 18-year-old self?
- Who do you want to win the Super Bowl?

We're sure you'll come up with even better ideas, but give this a try! You'll have a lot of fun and you're sure to get people viewing this sort of content. With all intranet content, planning is critical. You'll want to do these efficiently and stay ahead of the content calendar so you can try different topics and gain momentum.

## Conclusion

Hopefully these hundreds of ideas will help you shape a content calendar that drives employee engagement and keeps your intranet flourishing for years to come. A company should never be short of topics to discuss. The biggest challenges are maintaining your momentum, keeping a consistent content calendar, and aligning your broader organization around your intranet strategy. Typically, organizations that transform their internal communications (and their intranets) into a critical news outlet can boast a thriving employee community with immeasurable gains in employee engagement, productivity, and corporate cohesion.

# About Simpplr

## Who We Are

Simpplr is the leading AI-powered employee experience platform. Organizations use our forward-looking, adaptable products to deliver personalized experiences that inspire and engage their employees. Wherever people work, Simpplr enables them to flourish.

Trusted by more than 500+ leading brands, including Zoom, Snowflake, Moderna, Eurostar, and AAA, our customers are achieving measurable productivity gains, increased employee engagement, and accelerated business performance.

Simpplr is headquartered in Silicon Valley, CA with offices in the UK, Canada, and India, and is backed by Norwest Venture Partners, Salesforce Ventures, and Tola Capital. Learn more at [simpplr.com](https://simpplr.com)

## Benefits

- Designed for the way you work
- Ready to use in weeks, not months
- Built for business users
- Unified, engaging experience across mobile and the web
- Powerful integrations
- Secure and scalable platform

## Trusted By

