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PORTUGAL 



How to go about creating or revamping your intranet

by Ana Neves

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GIRLS
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SPEAKERS DINNER

 **bindtuning**

BRONZE

LightningTools

MEDIA

 **PERSPECTIVE
DRAGON**



run events
Everything is under control.

ECS 2026 | 5-7 MAY 2026 | COLOGNE, GERMANY



EUROPEAN COLLABORATION
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THREE EVENTS. **ONE COMMUNITY.** #communityrocks



Ana Neves

Knowman / The Intranet Hub

(Intra)Net weaver

Founding partner of **Knowman**, a consultancy specialised in knowledge management, internal communication, collaboration, and the digital platforms that enable it all.

Host of **The Intranet Hub**.

Previously: Cultural Change Manager at a large British bank; Knowledge Network Manager at the NHS Modernisation Agency (UK).

Graduated in Computer Science.



Ana Neves

Knowman / The Intranet Hub

I am

Generous

Enthusiastic

Experienced

Knowledgeable



Ana Neves

Knowman / The Intranet Hub

As a consultant, I

Comprehend

Observe

Design

Execute and evaluate

Agenda

1. What's an intranet?
2. Build
3. Go live
4. Sustain



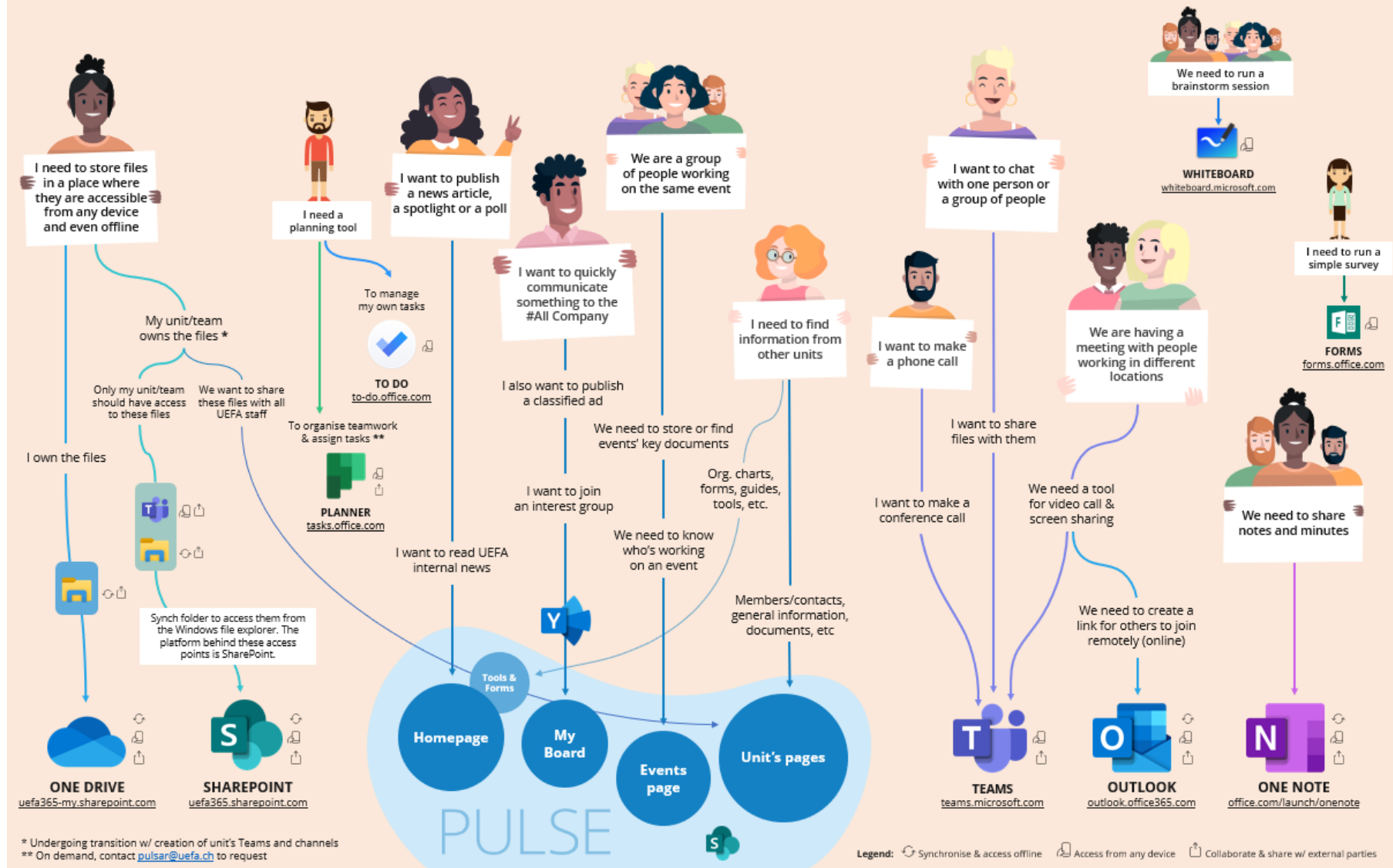
What is an intranet (for)?

What's an intranet?

Any internal digital platform to enable:

- communication
- information and knowledge sharing
- team and project collaboration
- community and group activity
- ideation and innovation.

Digital workplace: what to use when



What's an intranet?



A single point of entry

What's an intranet for?



Let's get cracking

Steps to your new intranet

Build

Creating
the team

Writing
Governance

Piloting

Understanding

Setting up

Benchmarking

Defining Info
Architecture

Spec'ing

Wireframing

Choosing
platform

Templating

Go
Live

Sustain

Driving adoption

Monitoring

Build

Steps to a new intranet

Creating the team

Sponsors

Project manager

Project team

- Consultants, IT, designers, content creators

Champions





Understanding requirements

Interviews

Workshops

Surveys

Focus groups

Analysing data



Understanding opportunities

Open eyes and ears

Benchmarking

What are you looking for?

Search

Latest organisations

Capita

Business process outsourcing and professional services

England

Orsted

Gas station chain and energy company

Denmark

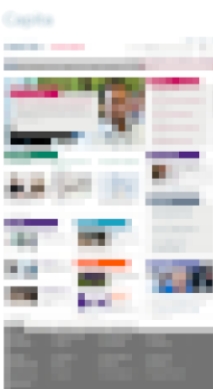
Region of Southern Denmark

Danish municipality

Denmark

Latest screenshots

Homepage



26 Oct 2017

colleague exchange

Game



09 Apr 2013

fun, gamification

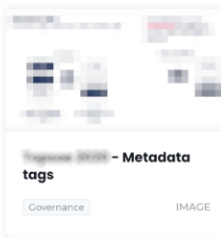
Latest assets



Governance model

Governance

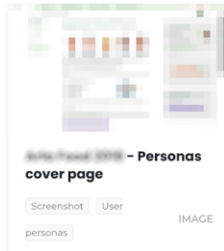
IMAGE



Metadata tags

Governance

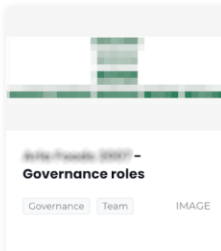
IMAGE



Personas cover page

Screenshot User

IMAGE

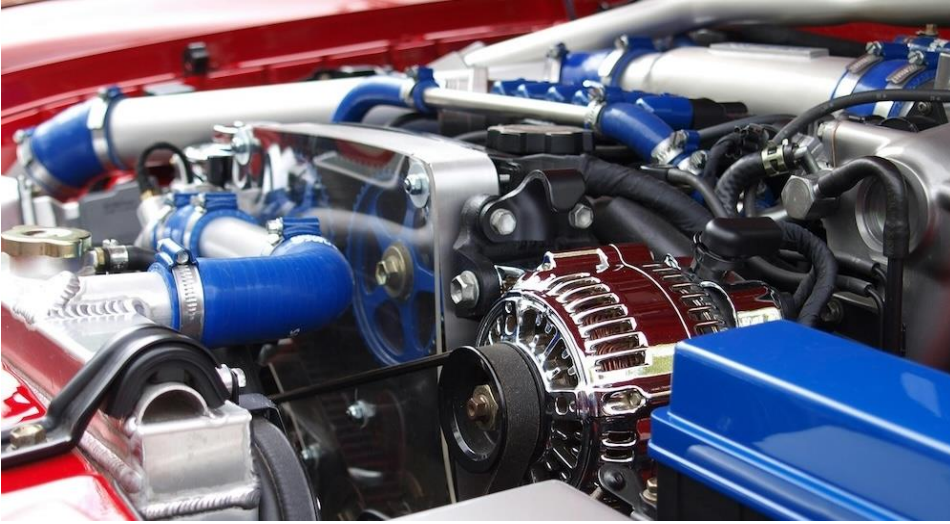


Governance roles

Governance Team

IMAGE

Writing specifications



Technical

What the intranet has
got to have and
respect



Functional

What the intranet has
to offer: functionality
and experience

Choosing the platform



Writing the Governance

- **Governance structure**
 - Roles and responsibilities, escalation paths
- **Site management**
 - Creation process, naming conventions, lifecycle, workflows
- **Content management**
 - Ownership and accountability, guidelines, review cycles, workflows, translation policies, targeting groups
- **Security & Permissions**
 - Permissions, external sharing, guest access, sensitive information, data classification guidelines
- **Compliance & Monitoring**
 - Risk management, auditing, evaluation, compliance checking, update cycle for governance

Setting up and development

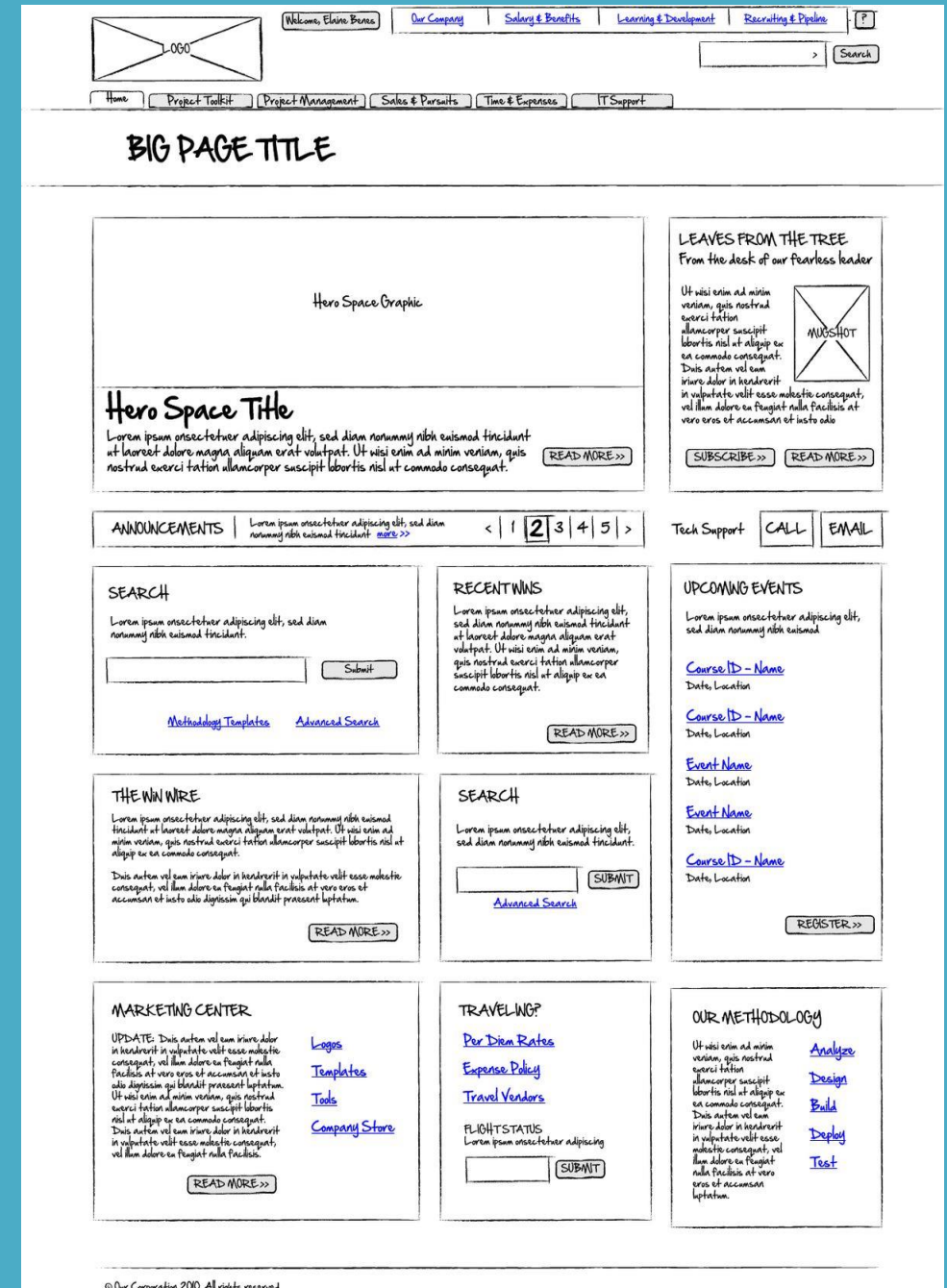
- Infrastructure setup
- Security and access configuration
- Technical architecture
- Integration and connectivity
- Customisation and development

Defining the Information Architecture

- Sites and how they are connected
- Content types
- Metadata
- Taxonomies
- Navigation

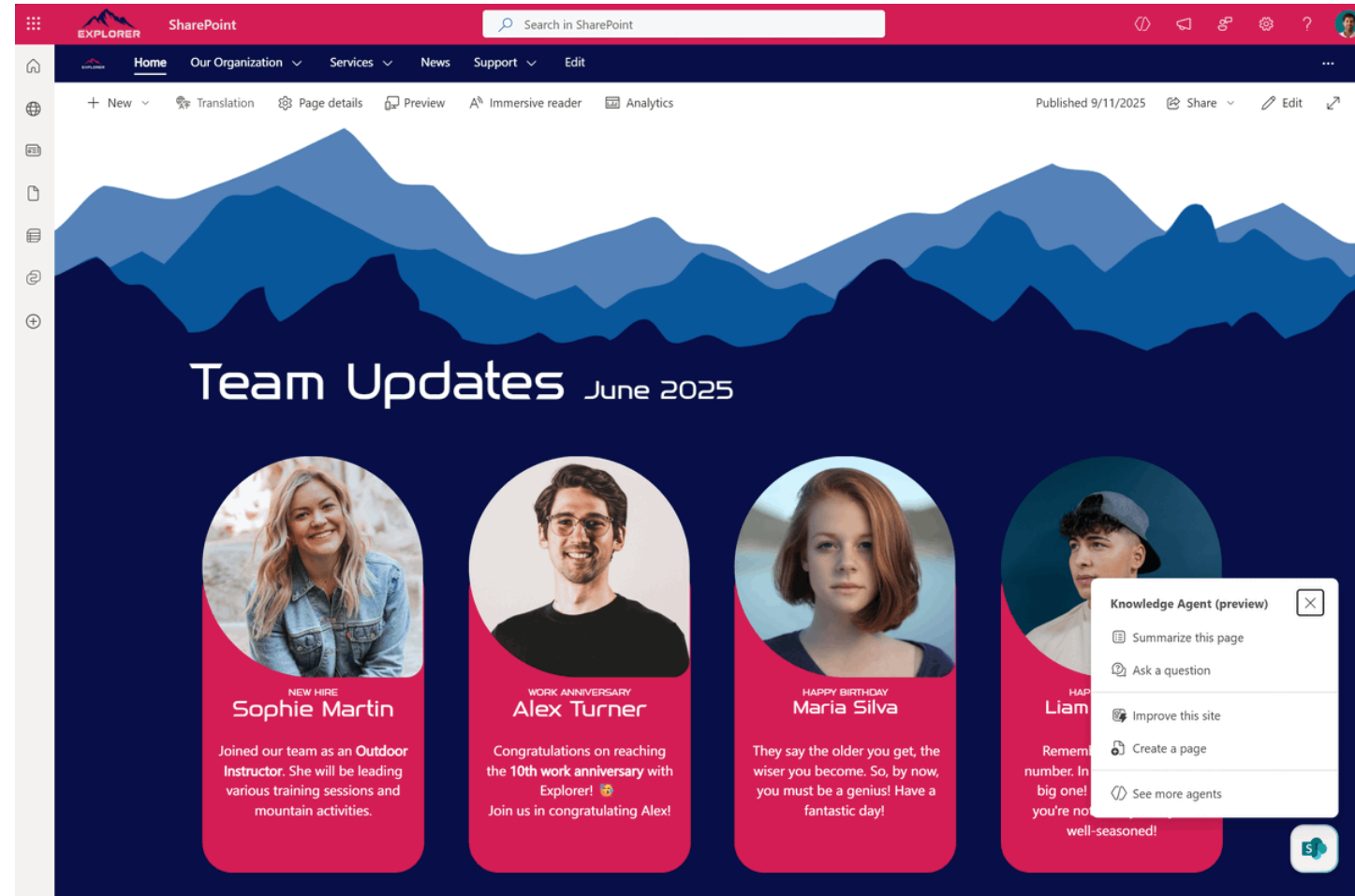
Wireframing

- What is on the page?
- Where?
- How big?



Templating

- Pages & other content types
- Site columns
- Design – theme, visual elements



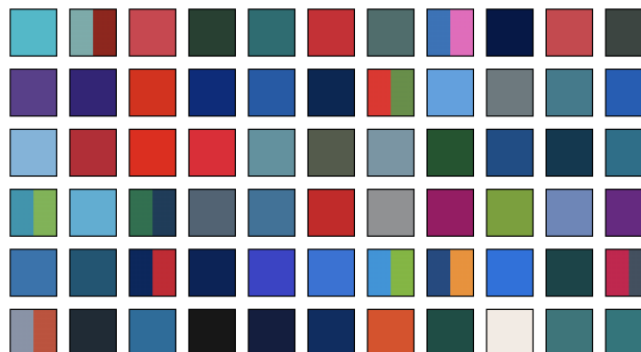


Explore The Intranet Hub

By page feature

AI (3) app (10) blog (46) campaign (3) chatbot (2)
clipping (56) collaboration (28)
colleague exchange (49) community (15)
data visualisation (20) dialogue (12) followers (2) forum (18)
fun (17) gamification (1) help (3) innovation (7) integrations (4)
knowledge management (24) multilingual (68)
navigation (5) **personalisation (145)** poll (4)
public (1) search (34) services (15) settings (1)
social network (100) spotlight (32)
targeted content (108) video (50) wiki (7)

By color



By page element

Aggregated content items (29) Alerts (18) Ask questions (11)
Background (38) Banners (149) Birthdays (24)
Bottom menu (33) Breadcrumb (151) Buttons (60)
Cafeteria menu (29) Calendar (6) Comments (166)
Content ranking (31) Email (6) External feeds (20) Filters (35)
Focused search (237) Give feedback (38)
Header image (98) Highlighted content items (18)
Highlighted news (143) Icons (116) Internal feeds (54)
KPI (47) Latest content items (231)
Latest news (359) Like (133) Location (7)
Metadata (57) Organisational chart (9) Pending tasks (9)
People contact (145) Personal activity (67)
Personal favorites (123) Personal to read later (2) Photos (20)
Poll / Quiz (14) Public holidays (6) Related links (14)
Search box (492) Search icon (64)
Secondary menu (191) Shortcuts (328)
Side menu (185) Slider (95) Stock market (25)
Tall footer (69) **Top menu (512)**
Upcoming events (102) Vector images (8) Waffle (4)



Testing / Piloting

- Editors

- Creating content
- Workflows

- Users

- Navigating
- Accessing the content
- Notifications

Go live

Options for the launch

Launching

Make it big.
Or not.



Sustain

Ways to making it a success

Driving adoption

Give people

- A reason to visit
- A reason to stay
- A reason to come back every day

From my partners at OrangeTrail

Driving adoption

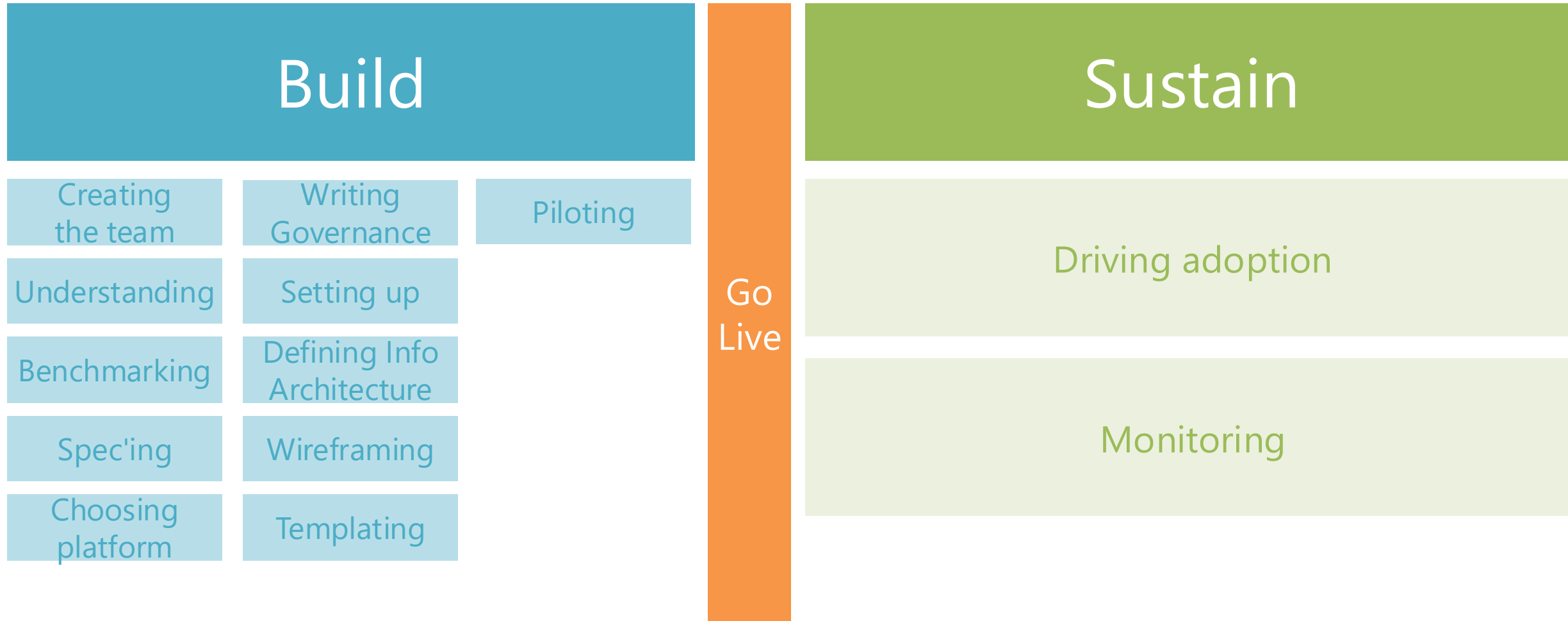
- Communication
 - Campaigns, town halls, no other channels ;)
- "Training"
 - The what, the how and the why
- Initiatives and content that people value
 - Including FOMO
- Community of champions / ambassadors

Monitoring

- Activity
 - # of visits, # of comments, # of pages
- Impact
 - Time saved, level of employee engagement

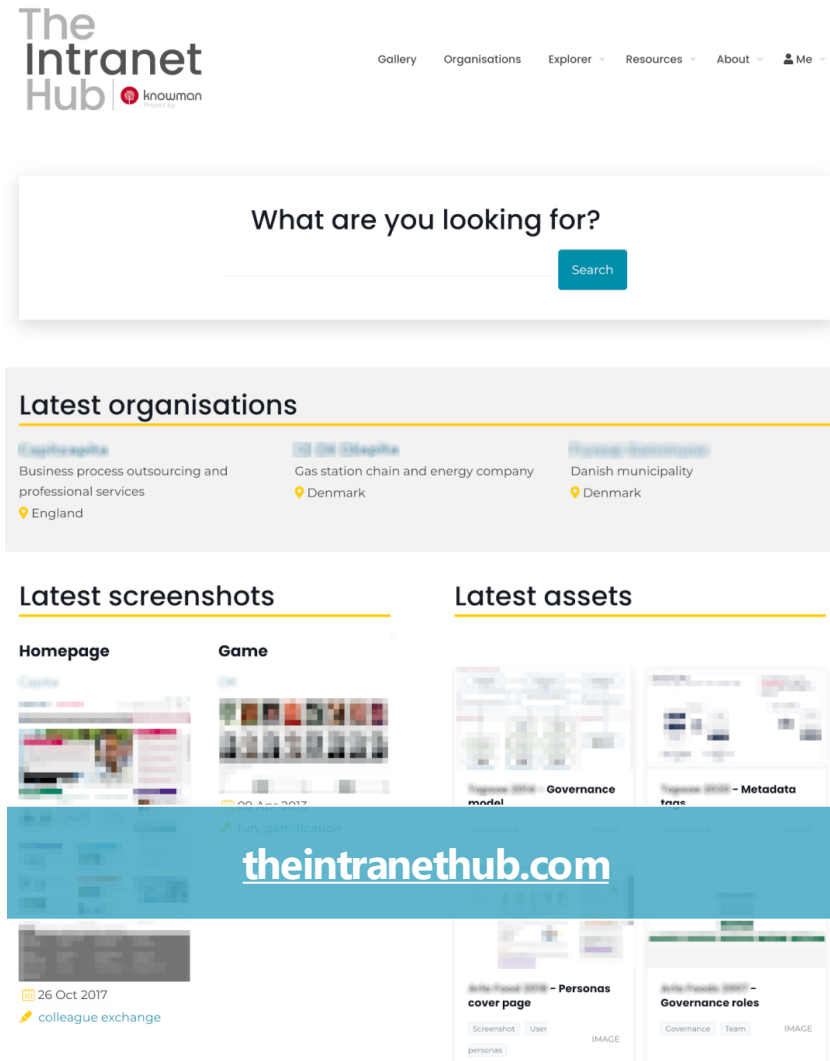


Steps to your new intranet



Extra

The Intranet Hub



A safe place for member organisations to share, view and learn from each other's intranets



Members

Any organisation which is not a vendor and does not offer technical or consulting services



Becoming a member

No fee
Share your intranet:
2 screenshots +
a few words

Podcast KMOL (série A)



Podcast KMOL

kmol.pt/podcast

1. Intranets e plataformas sociais corporativas
2. Cenários de utilização
3. Plataformas sociais corporativas para melhorar o trabalho de equipa
4. Impulsionar e alimentar comunidades de prática
5. Como escolher o software da sua intranet
6. Conteúdo de qualidade na sua intranet
7. Quem deve estar na equipa de criação e gestão de uma intranet
8. Como avaliar a sua plataforma social corporativa
9. Liderança, cultura organizacional e plataformas sociais corporativas
10. Fatores críticos de sucesso

Credits

White Crochet: Photo by *moi-même*

Blue Silver Black Car Engine: Photo by Pixabay: <https://www.pexels.com/photo/blue-silver-black-car-engine-65623/>

Car With Red Interior: Photo by Pixabay: <https://www.pexels.com/photo/car-with-red-interior-326259/>

Other photos: either part of the template or from Office 365 stock

Thanks to Claude (AI) for helping me find better words to put my experience across.

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