



Your guide to...

A white rectangular box with a thin border is positioned in the lower right quadrant of the page. Inside the box, in the upper right corner, is a white arrow pointing diagonally upwards and to the right. Below the arrow, the text 'How to Improve your Internal Communications' is written in a bold, white, sans-serif font.

**How to Improve
your Internal
Communications**



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Introduction



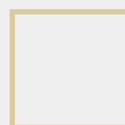
Good internal communications

How you communicate internally with your staff and other key stakeholders in your business is just as important as your external communications but can often get overlooked. Good internal business communications is vital and can affect a company's ability to operate effectively and efficiently, maintain and improve staff morale and should tie up with the external communications strategy.

A company will use many tools to communicate internally, from simple electronic messaging and emails to newsletters and face to face meetings. But as a business grows in terms of its number of staff and the complication of different sites or even countries, internal communication becomes a hindrance to the business and there is a growing need for a much more substantial internal communications tool such as a dedicated Intranet.

*“The less people know,
the more they yell”*

Seth Godwin



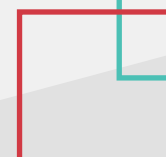
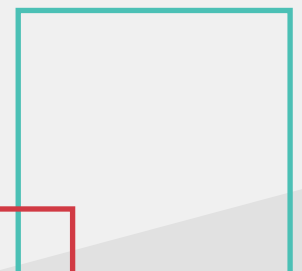
What is an Intranet?

An Intranet is an internal website or online central 'hub' that can be used to store repositories of information, indexed to be searchable so that your staff can access what they need quickly and easily. It can include directories to sign post people to, colleagues, documentation and suppliers a can even be a way for staff to communicate with each other and share knowledge and best practice.

Today an Intranet forms a crucial part of a digital workplace strategy and it should be easy to use, easy to access and easy to update.

What can an Intranet to be used for?

- A people directory or user profiles
- Search functionality
- Document storage
- Forums
- Discussion boards
- Instant messaging
- Calendars
- File sharing
- Galleries of videos and photographs
- How to guides for admin tasks or automated processes
- Central storage of HR procedures and policies
- Training and on boarding information



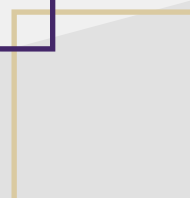
What are the benefits of an Intranet?



There are many benefits of building an Intranet for all of your internal communications:

- Lower cost of management
- Simple to use and access one system
- Bespoke system flexible for your needs
- Scalable system that will grow with your needs
- System can be tailored to your needs
- It will improve efficiency
- Increase productivity
- Drive employee engagement
- Increase knowledge management
- Reduce emails and the cost/burden of internal servers/emails
- Saving time as business information is in a central repository
- Improve engagement by keeping employees informed

“Effective internal communication is a powerful force that not only helps organisations to be more successful, but also helps enrich employees’ lives in meaningful ways.”



Sharepoint vs WordPress

Sharepoint

Sharepoint is a Microsoft product which needs to run on a Windows Server.

Pros

- Dedicated platform for collaboration between business users
- Includes document management, workflow and company search
- Actively used by many multimillion pound organisations
- SharePoint sites are a collection of lists and can include calendars, tasks, document organisation, links, announcements and more
- Focus is on collaboration, governance, document and list management
- Designed for interactivity

Cons

- It requires a lot of resources including two physical servers and multiple virtual machines
- With a complex licensing model it might not be cost effective for your companies requirements
- Not suited for a lot of customisation, the default look is utilitarian
- Not especially user friendly
- Has some third-party plug ins but not as widely
- Cost of management can be higher than alternatives

WordPress

Pros

- It's open source and small enough to work on any shared hosting
- It's functionality can be extended with plugins and themes
- Cost effective for all sized companies
- Has a very good user experience
- Can be customised easily to reflect the company's look and feel
- Can embed videos easily
- It is easy to use multi-language plugins to create multi-lingual site content

Cons

- For very large organisations the overly simple interface style may pose a challenge to publishers with a very large amount of content
- If you require more advanced processes to initiate workflows or perform in-depth project management, WordPress might struggle



A Case Study Example

Manchester Health & Care Commissioning Group (MHCC)



The 400+ strong NHS team at Manchester Health & Care Commissioning Group (MHCC) are responsible for planning and commissioning vital healthcare services for the entire population of the city's north, south and central regions.

Challenge

In order to enable this large and sophisticated organisation to run efficiently, it requires a user-friendly intranet to allow staff quick and easy access to a variety of information and functions. MHCC had received feedback from its team that its current site was opaque and difficult both to navigate and update.

The communications and engagement team decided that its new intranet needed to be better than that: accessible to all staff, facilitating the easy location of the information, document or team member required, and easy to update.

It also needed to be delivered quickly, as the old intranet was to cease operation on the 1st April 2018.

Solution

MHCC commissioned FIG to build the new intranet, as the agency had previously successfully delivered two websites for the organisation and Manchester Clinical Commissioning Group.

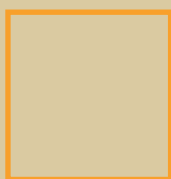
Adhering to the brand guidelines used in the earlier sites, FIG designed an intranet featuring a series of distinct icons to promote familiarity with the different areas of the site.

A search function and vertical navigation allowed the easy location of the information and documents required.

It introduced a team directory including a personal profile section, highlighting to which department each staff member belonged and with the facility for them to easily log in and update their profiles.

The intranet was built in WordPress, promoting easy access and update by all staff in the fast-moving organisation.

Individual forms were user-friendly and featured a variety of fields.



“With such a tight deadline, it was a relief to leave the project in such safe hands. The team at FIG were a delight to work with and their technical knowledge was a great asset to this project.”

Helen Robinson , Communications Manager
on working with FIG

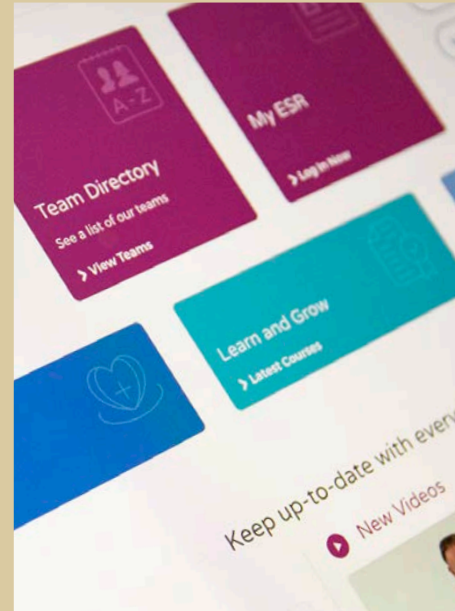
Benefits

Delivered to the customer’s complete satisfaction and within the demanding timeframe, the accessible new MHCC intranet is now playing a pivotal role in ensuring staff members are kept up to date with relevant information and documents.

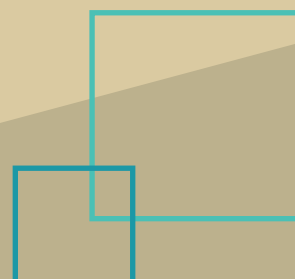
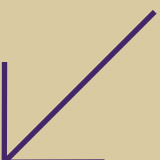
Staff can find and access everything - and everyone - they need quickly and easily. The visual, friendly and icon-led intranet also ensures that staff are not over-faced with the large volume of material that can be accessed by the site. Updates can be easily made. FIG’s staff intranet was an immediate success with MHCC staff, who, thanks to their new facility, are now better-able to perform to their upmost efficiency in the planning and commissioning of essential healthcare services for the people of Manchester.

“The new intranet has been extremely well-received and we look forward to developing it further in the second phase of the project.”

Helen Robinson, Communications Manager



Manchester
Health & Care
Commissioning





About FIG

FIG is a B2B marketing and communications agency.

Our story started back in 1996, delivering corporate communications across a portfolio of blue-chip businesses with added creative design to inform and engage key stakeholders.

Since then, we've evolved into a 20-strong team of marketing and PR professionals providing strategic direction and tactical support across all communication channels, helping to ensure the future growth of B2B companies throughout the UK.

With honesty, insight and creativity, our clients trust us to start conversations, enhance their brands and generate opportunities.

www.fig.agency
hello@fig.agency

