COLIBO®

Improve User Engagement

Unlock your intranet

Introduction

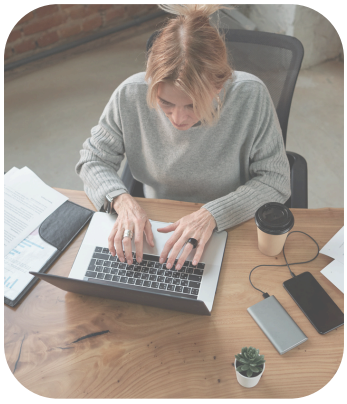
User engagement is the foundation of a successful intranet. A well-designed intranet is more than just where you store information. It's a tool to foster collaboration, streamline workflows, and create a sense of community within your organisation.

Unfortunately many intranets never reach their full potential due lack of user engagement. The key to unlocking your Intranet, is determining the type of culture you want to foster and creating a user engagement strategy that will set you up to reach your goals.

This white paper outlines the key elements of user engagement for your intranet solution, and highlights how these strategies can transform your intranet into an indispensable tool for your organisation.



The Importance of User Engagement



Key Elements of a Highly Engaging Intranet



Getting Started with Your Engagement Strategy

The Importance of User Engagement

A high level of user engagement leads to:



- **Improved Productivity:**

  Teams are set up for success by being able to quickly find the information they need in order to achieve their goals.

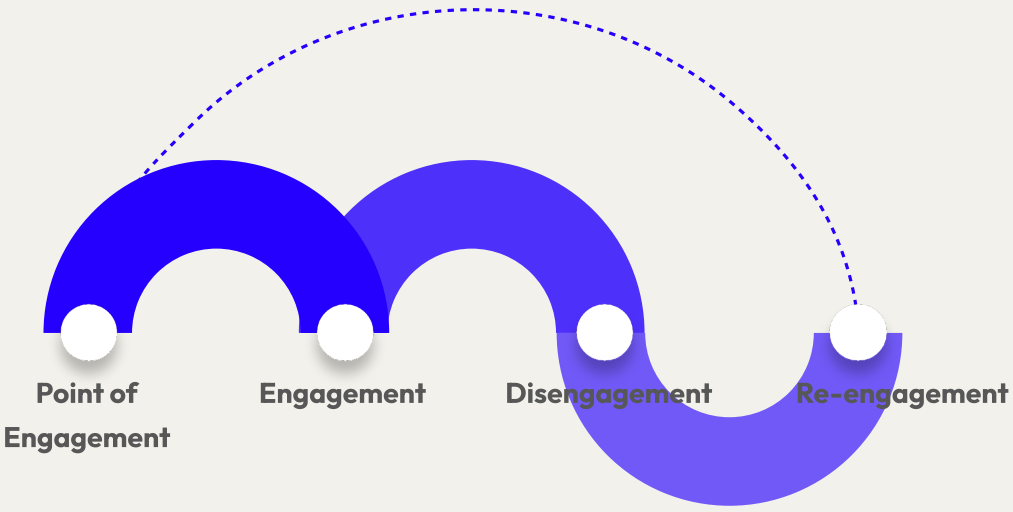
- **Stronger Collaboration:**

  Seamless knowledge sharing and tools to encourage engagement help teams to share ideas and initiatives across your organisation.

- **Enhanced Employee Satisfaction:**

  A well-used intranet fosters belonging and connection within your organisation.

Four Stages Of Engagement



Point of engagement the user invests in the interaction
Engagement the user is actively engaged in completing actions or tasks
Disengagement the user stops activity
Re-engagement the user returns to the activity

Defining and Measuring User Engagement:

A Dynamic Process

No matter who your users are, or where they are in their User Journey, User Engagement is typically measured in terms of frequency and intensity of specific activity and interactions. The point of User Engagement is to understand how to make your product an indispensable part of their workday.

Exactly what User Engagement looks like will vary from case to case. It's all about understanding how your specific platform is intended to create value for users at any given time during their journey. This is why it's important to also be aware of the fact that how a user gains value from your platform will change over time - which makes User Engagement an ongoing topic which requires consistent attention.

Did you know?

You can track the basics of your User Engagement in Colibo using the following metrics:

Visitors
Total users and those who have interacted with the solution each month, as well as those who haven't accessed it at all

Social Interaction
See how users engage with posts, news, events, and pages, and identify the most active departments.

Contributions
Track the number of posts, news articles, and events created monthly and the users actively contributing.



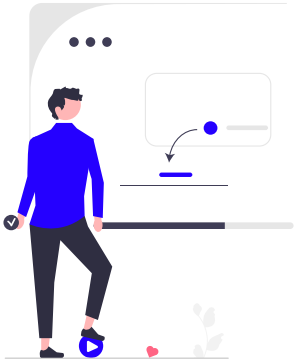
Key Elements of a Highly Engaging Intranet

Make sure your User Engagement Strategy covers these 6 points:



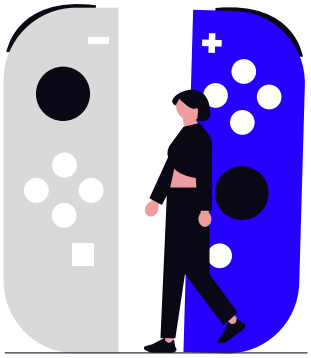
Leadership Involvement

Encourage your leaders to actively contribute by posting updates and news.



Compelling content

Enable your teams to create regular and relevant updates, such as news, blogs, and success stories.



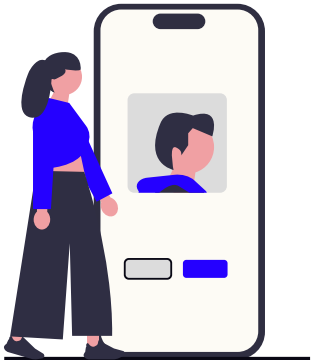
Gamification

Engage teams through gamification: create challenges, leaderboards and more.



Integration with Daily Tools

Make sure to integrate your intranet with the tools your team uses on a daily basis.



User Centric Design

Keep your user in mind when designing your intranet. Think of simple, intuitive navigation.



Track and ask for Feedback

Use the available analytics tools and reports to track user engagement and gather user input regularly.

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Get Started With Your Strategy

Review your Strategy and Plan your next steps.

Next Steps

Now you know the basics to boost your User Engagement.
Here are the next steps to take:

- [ ] Review your current User Engagement metrics and strategy. Identify quick wins, such as improving navigation or adding relevant content.
- [ ] Implement your User Engagement strategy initiatives and request feedback and track.
- [ ] Pilot engagement initiatives like a gamified challenge or a content refresh.





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Let us help you achieve your User Engagement goals.

User Engagement is not a one-time project but an ongoing commitment.

At Colibo, we can guide your team in creating a tailored User Engagement strategy for your organisation - making your intranet an indispensable part of your organisation's workday.

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