



# 38 Intranet Content Ideas You Should Try



# Why Use Our Intranet Ideas Checklist?

Coming up with engaging content ideas for your intranet can be difficult. It's even harder to drive results with your intranet content. But we're here to help!

This checklist includes 38 ideas that are not only engaging, but also focused on driving outcomes—like improved retention, employee productivity, and culture. It includes ideas for:

- **Communication Essentials:** These ideas will help you cover your bases and communicate the basics—things like surveys, company events, weekly updates, and more.
- **Storytelling:** One of the best ways to drive engagement and reinforce company culture is to tell stories. These ideas will help you share your “why” and recognize your teams at the same time.
- **Gamification:** Want more engagement? Try gamifying your intranet to get employees more involved in a meaningful way.
- **Employee Voice:** Internal communication is the function that should control the strategy behind communication being shared with employees, but that doesn't mean they have to be the only one speaking. Amplifying other voices across the company is a great engagement driver.
- **Employee Advocacy:** Hoping to use your intranet to drive more employee advocacy? These ideas have you covered.



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## The Essentials

1. **Employee Pay.** Don't forget that a paycheck matters to your workforce. Why would you make them search for their pay information? Make your payroll/time clock a quick link on your intranet. This is a great way to guarantee increased daily and weekly active users.
2. **Schedules.** Just like pay information, employees need access to their schedules. BONUS if you have a forum that let's employees swap shifts if that applies to your business.
3. **Cafeteria Menus.** If you have an employee cafeteria (or maybe you're super cool and have Food Truck Fridays) share that menu! This is one of the most popular post types on our platform.
4. **Employee Surveys.** Sharing surveys on your intranet is a great way to gather employee feedback. Then use the intranet as one of the places you share the results and action plan!
5. **Employee Handbook.** Make the handbook and other policies easily accessible. We also recommend a "New Hire" folder to streamline onboarding. Although this might not draw a ton of engagement from more tenured employees, your new teammates will thank you for being so organized!
6. **Weekly Operational Updates.** At the end of the day, your employees (especially deskless workers) need access to the things they need to do that day/week. Make it available!
7. **FAQs.** Your IT, Internal Comms, and HR have probably fielded A LOT of questions over time. Gather the most common ones and put together a FAQ folder with the answers to those questions. This can include things like: IT equipment requests, benefits information, company holidays, etc.
8. **Upcoming Events.** Engaged employees want to find more ways to be involved. Sharing upcoming regional and virtual events on your intranet is a great way to make all employees feel included.



# Intranet Ideas

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### Storytelling

9. **Product (or project) Announcements.** Whether you're launching a new product or project, this is a great opportunity to share the story behind it. Why launch the product? How are you going to get there? Why is it exciting?
10. **Customer Feedback.** Everyone loves getting positive feedback from your customers/partners. Shout it from the rooftops so everyone can feel the love.
11. **Employee Anniversaries.** Shouting out employee anniversaries is a great recognition strategy...but only if you can be consistent without being too repetitive.
12. **Retirements.** Announce when an employee is retiring. And when you do, share the story of how they joined the company, what they achieved in their time there, and what's next for them.
13. **Philanthropy.** Are you giving back to the community? Your employees will want to know.
14. **Company Milestones.** Whether it's hitting your 25th anniversary as a company or just hitting your goals for the quarter, share these wins!
15. **New Employee Announcements.** Share when you have new team members, including where they're coming from and what they are looking forward to.
16. **Company News & Announcements.** In the news lately? Have an important update about the future of the company? Share it and tell the story behind it so employees understand the significance.
17. **Company Fun Facts.** Your company has a history that many employees might not know about. Share a fun fact each month!



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### Gamification

- 18. Engagement Contests.** Trying to get the engagement train going? Run a contest rewarding employees for high engagement in the app.
- 19. Raffles.** We love creating a post that asks a question (e.g. what is your dream vacation this year?). Then put all the names of the employees who commented into a drawing and give the winner a prize (e.g. \$200 towards their vacation).
- 20. Microlearning.** Employees want to learn. Make that easy by sharing short-form video content. Our favorite is giving managers tips on how to be better leaders and communicators.
- 21. Peer Nominations.** Create a peer recognition program where employees can nominate their peers to be recognized at the next Town Hall.
- 22. Values Awards.** Reinforce your culture by recognizing employees who live each of your core values.
- 23. Polls.** Create a question of the week (or month) poll to learn more about your teams! Bonus if you can figure out how that helps you develop personas.
- 24. Trivia Tuesday.** Host a virtual trivia game (accessed through the intranet). Just change up the time so your shift workers can play too.
- 25. Photo Contest.** Ask employees to share pictures and pick your favorites for the newsletter. This can be favorite work views or pet photos. Sky's the limit!
- 26. Scavenger Hunt.** If your intranet is new, help employees get used to the new channel by having them compete in a scavenger hunt. First 10 people to finish win!



# Intranet Ideas

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### Employee Voice

27. **Employee Interviews.** Record video interviews with employees across the company and ask that employee to share what they do and what they're proud of.
28. **Employee Takeover.** Tap a leader or manager to "take over" the intranet for a day. Ask them to share pictures throughout the day, team recognition, and a general day in their life. Just coach them beforehand and be on speed dial to help!
29. **C-Suite Coffee Chats.** The C-suite can be intimidating. Bring it down a notch with casual, monthly coffee chats. These should be informal meeting times where employees can drop in to ask questions and get to know their executive leaders.
30. **Leadership Videos.** Get your execs in front of the camera regularly to share business updates and wins.
31. **Monday Motivation (With HR).** Empower HR to share motivational messages (preferably via video) on Mondays.
32. **Wellness Wednesdays (With Wellness).** Tap your Wellness or HR team to share wellness tips, resources, and benefits on the intranet.
33. **Safety Tips (From Ops).** Safety is so important. Start a regular cadence of tips from the operations team regarding workplace safety.
34. **Employee Quotes.** Collect quotes from employees to share in a Quote of the Day (QOTD) campaign. This could be quotes about why they love their job, advice for new hires, or even general wisdom.



# Intranet Ideas

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### Advocacy

- 35. Volunteering Opportunities.** A great way to improve advocacy is to create more opportunities for your employees to participate in giving back to the community. This not only is a great way to bring more meaning into the workplace, but it also is a feel-good activity for your teams.
- 36. Job Openings.** Have open positions? Don't forget to share them internally. You never know when the right person for the job already works for you.
- 37. Employee Referral Bonus.** Turn your employees into advocates by offering a bonus if they refer a candidate who gets an open position. Communicate about the program and open positions on your intranet regularly. We even love spotlighting a role of the month for positions you want filled faster.
- 38. Training Opportunities.** The best way to create lifelong employee advocates is to invest in your employees. Give them training and development opportunities through the intranet and let them know about ways they can advance their career with your company.





# About theEMPLOYEEapp

theEMPLOYEEapp was created by communications and HR professionals to address the challenges organizations face communicating with a dispersed and deskless workforce. theEMPLOYEEapp is an internal communication and engagement solution that allows workers to have fast and easy access to the information, documents, and resources they need to succeed in their work.

Our app and employee intranet allow you to target information to your employees when and where they need it on their smartphone, tablet, or computer, and empower leaders and frontline managers to engage and activate employees across the organization. Unlike most traditional communications channels, theEMPLOYEEapp creates a customized experience for employees, encouraging your workforce to join together on a suite of mobile-first channels.

**Our Mission is to enable the effortless flow of meaningful information for organizations driven by frontline workers.**

Request a Demo

