

Intranet Adoption and Engagement Guide

From launch day to every day: proven ideas to build lasting engagement

Imagine this: your intranet isn't just a place employees *have* to visit—it's one they want to.

From day one, your launch went off without a hitch. Content? Always fresh, relevant, and easy to find. Navigation? So intuitive, even new hires feel like pros.

Every day, staff log in to find what they need, connect with fellow colleagues, and share their ideas. News posts spark real conversations. Updates feel personal. Wins are celebrated across the company—despite different time zones, departments, or branches. Your intranet has become the trusted digital home base for connection, collaboration, and culture.

Sound too good to be true? It's not. With the right mix of processes and intentional engagement-boosting tactics, your intranet can thrive long after launch day.

At [ThoughtFarmer](#), we've helped hundreds of organizations build intranets that truly engage their employees, and we've gathered our best insights here to help you do the same.

Keep reading for proven strategies and creative ideas to grow adoption and engagement, and turn your intranet into a vibrant digital workplace.

6 process improvements to grow intranet engagement

When setting out to improve engagement, it's important that you ensure you're doing the basic processes required for a thriving intranet.

We recommend making sure you're following each of these recommendations before adding new features and exploring fun tactics.

Why? Without these building blocks in place, you'll be fighting an uphill battle.

Let's begin!

1. Link to your intranet as the central source of truth

Documentation and communication spread across different locations, like cloud drives and email, can confuse staff who are seeking out important information.

To combat document sprawl:

- Ensure all documentation lives on your intranet as the central source of truth
- Always link back to your intranet from external sources
- Avoid lengthy email chains and private workplace chat channels by centralizing key discussion on your intranet instead. *(We recommend using email and chat as a way to point to your intranet, not as the actual host of information!)*

For example, if a staff member asks about your benefits policy in an email, instead of sending them the pdf as a file attachment or explaining it in the body of the email, provide a direct link to your intranet page that overviews the benefits policy.

To have long-term success, a genuine behavior change needs to happen. For the first few months, you may need to provide ongoing coaching to staff when you see documentation without a home. Identify champions across various departments who are both comfortable using your intranet and manage documentation as part of their regular responsibilities to help lead the change.

2. Regularly maintain content to keep it relevant and discoverable

Quality, up-to-date content is the (not so) secret sauce to a thriving intranet. Staff need to be able to trust that content is accurate and reliable, or they'll seek out information from other sources—and we don't want that!

Both remembering and finding the time to update content can be challenging. Using features that bring structure to how you manage existing content can help.

ThoughtFarmer's intranet platform allows you to:

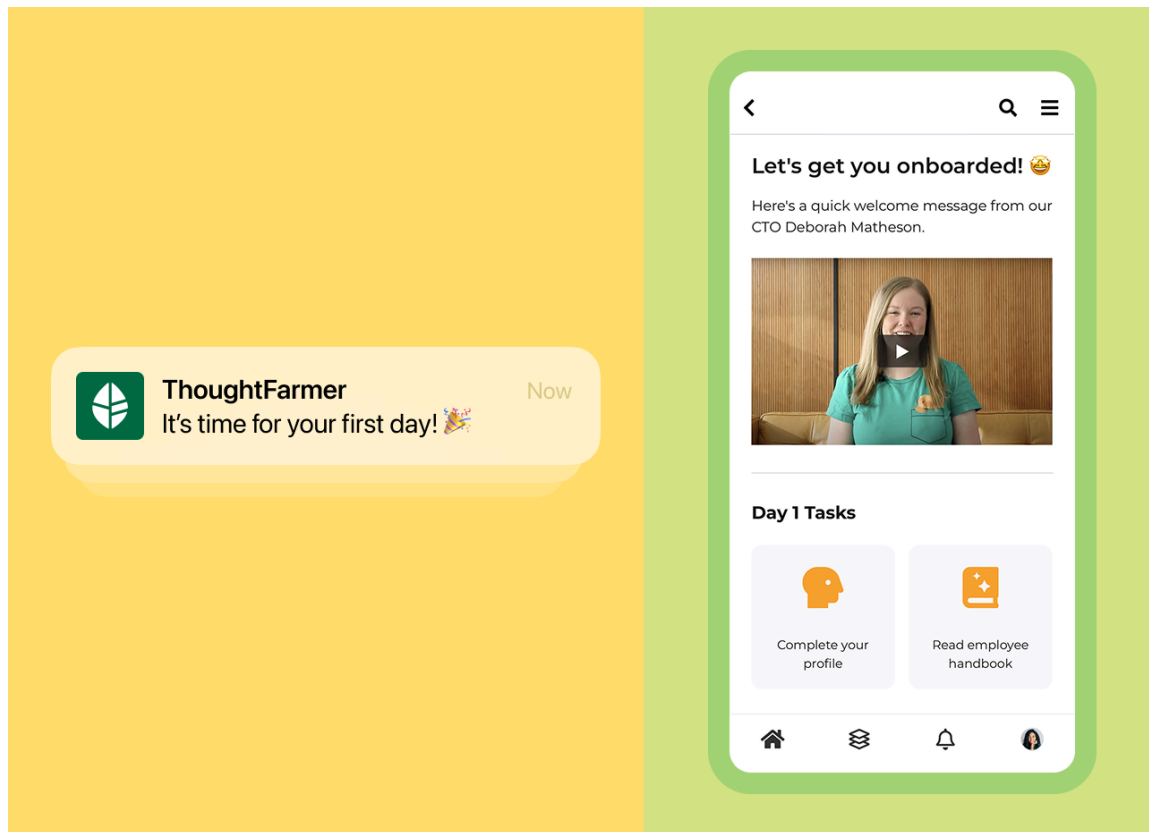
- **Auto-archive content:** Automatically set an archive date for content that is timebound and can become outdated fast, like old meeting notes, project planning documentation, or event pages
- **Schedule content reviews:** Creates a clear process for content ownership, making sure important content is reviewed for accuracy on a regular basis. This is great for information that requires regular updating, like RACI (Responsible, Accountable, Consulted, and Informed) charts, company goals/objectives, annual bonus information, and holiday schedules
- **Reference search analytics:** Your content is no good if staff can't find it. Regularly take a peek at your [search analytics](#) to see what terms employees are searching for. Add the most commonly-searched for pages to your navigation or homepage quicklinks for easier access.

3. Manage all new hire onboarding on your intranet

Bringing your employee onboarding program onto your intranet offers a multitude of benefits. Not only does it familiarize new employees with your intranet right from the get go, it also allows you to build an organized, industry-leading welcome experience, reinforcing your employer brand.

Create an onboarding section on your intranet that features:

- Links to essential documentation, like your brand guide and employee handbook, with clearly marked [required reading](#) to help new hires understand what's most critical to review
- Training on how to use and navigate the intranet
- Helpful content, like an office guide, transit or parking options, your team's favourite local lunch spots, and introductions of the friendly office dogs.



Remember, you only have one chance to make a positive first impression with new staff. Don't underestimate the power of a great onboarding section to get them hooked on your intranet!

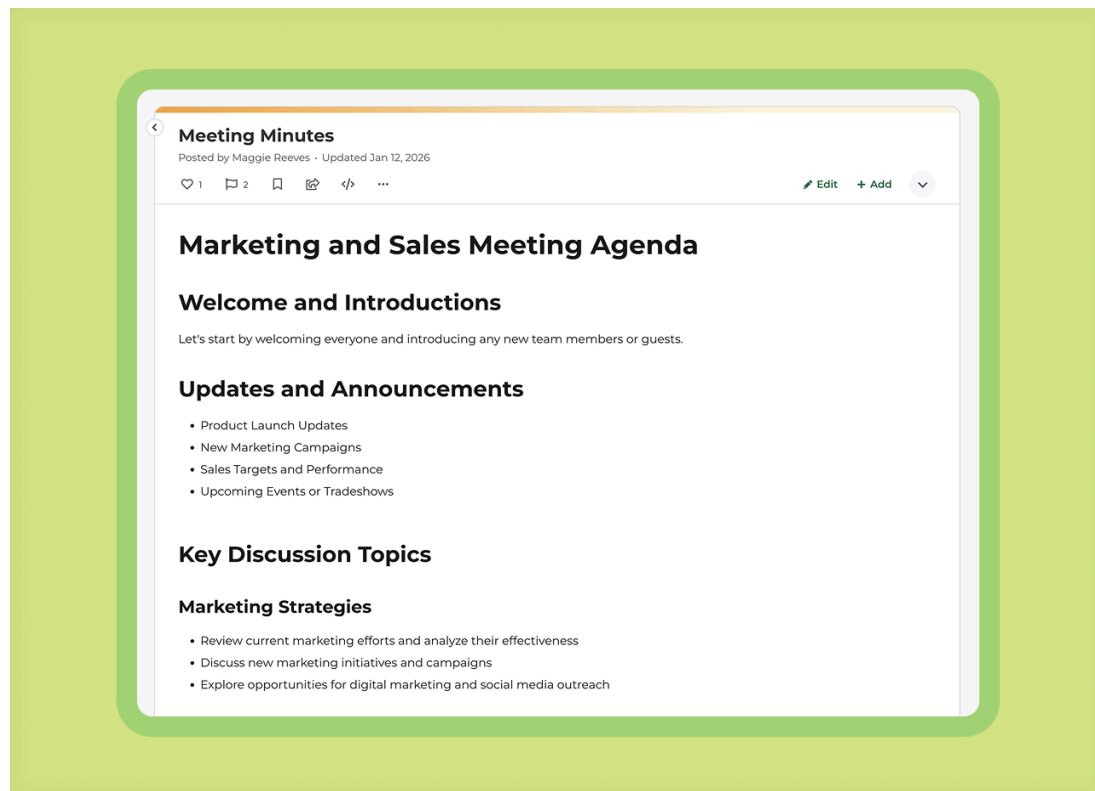
4. Host meeting agendas and notes on your intranet to drive visits

Consider making your intranet a core part of your standards for meeting hygiene. Meeting hygiene is your accepted norms around agendas, meeting notes, and timekeeping.

Keep everything centralized by creating a designated intranet section to house meeting agendas and notes. We've found that this can work really well nestled within each department or team's page.

Making your intranet the home for meeting agendas and notes encourages your team to log on each time they have a meeting and also when they want to refer back to previous conversations, increasing long-term adoption and engagement. Plus, it keeps everything organized and well-documented.

In ThoughtFarmer, you can use News Feeds as a creative way to surface meeting notes, allowing you to show relevant meeting notes in chronological order on your staff's homepages. Plus, our auto-archive feed rule helps make sure everything's current and relevant. You can @ mention people directly, link to important documents hosted on or off your intranet, and add to-dos using checklists.



5. Incorporate your intranet into your existing workflows for easier adoption

Think of your intranet as the ‘launchpad’ for everyone’s work day. It’s where staff log on first thing in the morning—no matter where they’re working from—to check in on company news, key updates, and access anything else important to their role.

To make this vision a reality, we recommend working with your IT team to set **your intranet homepage as the default browser start page**. This gentle nudge will ensure it’s the first thing your staff sees when they log on. Additionally, you can add quick links to all your most-used systems and tools right on the homepage, so your intranet serves as the central jumping off point for their workday.

It’s important to remember that while it’s best practice to move everything onto your intranet, the reality is that your team may still need to perform tasks with other tools and store documents and files in other locations. And that’s okay.

Choosing an intranet platform with a variety of **integrations** can help your intranet stay at the core of your processes and fit more naturally within existing workflows. [Integrations](#) allow you to do all sorts of handy tasks, such as embedding links within your intranet to external files, unifying search by combining intranet and cloud drive search results, and more.

You can also use **online forms**, like [ThoughtFarmer FormFlow](#), to bring important company processes onto your intranet. This will help encourage staff to always navigate to your intranet first for any tasks they’re trying to complete. Ideas for processes you can build out using online forms or FormFlow include:

- Submitting expenses
- Time off requests
- IT support tickets
- Employee NPS surveys
- Business card requests

Vacation request

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Request information

Full name *

Work email *

Has this already been approved by your manager?

☐ Yes

☐ No

Departure date *

Select date

Return date *

Select date

Quick links

Insurance coverage

Vacation notice policy

Travel FAQ's

Company News

Travel insurance updates

6. Adopt a culture of continuous improvement by asking for feedback

At the end of the day, your intranet is for enabling your staff to do their best work. Keeping your staff at the center of your efforts is the key to long-term intranet adoption and engagement.

Regularly taking a pulse check by asking for feedback can help you continuously improve and show your employees their needs are considered and heard.

Forms are a great way to do this. In ThoughtFarmer specifically, you can use FormFlow to create quick and simple intranet surveys.

Here are some ideas of intranet feedback questions you can ask:

- What intranet page could you not live without?
 - Is there anything important that is hard to find on the intranet?
 - What type of content would you like to see more of?
 - On a scale of 1-10, how valuable is the intranet to your daily work?
 - What's one thing that would make you use the intranet more often?
 - What motivates you to log onto the intranet?
 - Would you recommend the intranet to a new employee as a useful tool?
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5 fun ways to drive employee engagement

More than a place to find documents, your intranet should feel like the heart of your workplace community.

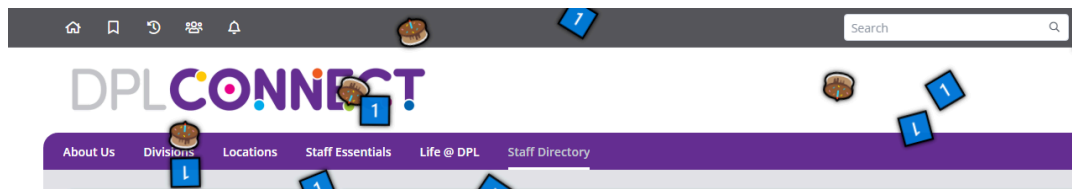
These five fun tactics, inspired by real ThoughtFarmer customers, show how a little creativity can spark engagement, connection, and participation across your organization.

1. Host a relaunch or birthday party

A successful first launch is important for long-term intranet success. You can only make that precious first impression once! However, if you didn't quite nail it on your first try, all is not lost. At ThoughtFarmer, we've seen our customers have great success throwing a relaunch celebration or intranet birthday party.

For example, Denver Public Library threw their intranet, DPLConnect, a fun one-year-anniversary party. It was a multi-day, multi-channel event that brought together over 800 staff from across departments and branches.

They hosted an in-person event with strong ties to the intranet, including instructions on how to download the mobile app and contests. On DPLConnect, they added celebratory interactions like falling cake emojis.



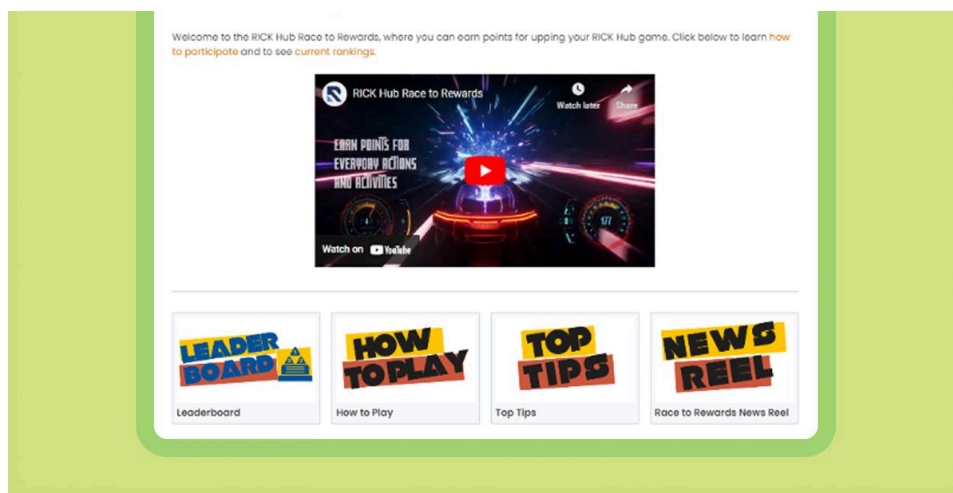
The event was a resounding success, with significant traffic spikes to the intranet. [Read more about Denver Public Library's intranet party success here.](#)

2. Host activities and contests

While your intranet can deliver some pretty meaningful, strategic business results, it doesn't have to be 100% serious! Encourage staff to use the intranet by hosting entertaining activities and contests on the platform.

Here are some ideas:

- Host a digital “scavenger hunt” to encourage staff to explore every nook and cranny of your intranet
- Provide rewards and contest entries for earning badges using Gamification in ThoughtFarmer
- Play intranet “bingo” allowing your staff to cross off activities on a bingo card as they complete them for a chance to win a prize
- Run monthly draws that staff can earn entries for by participating in social areas of your intranet

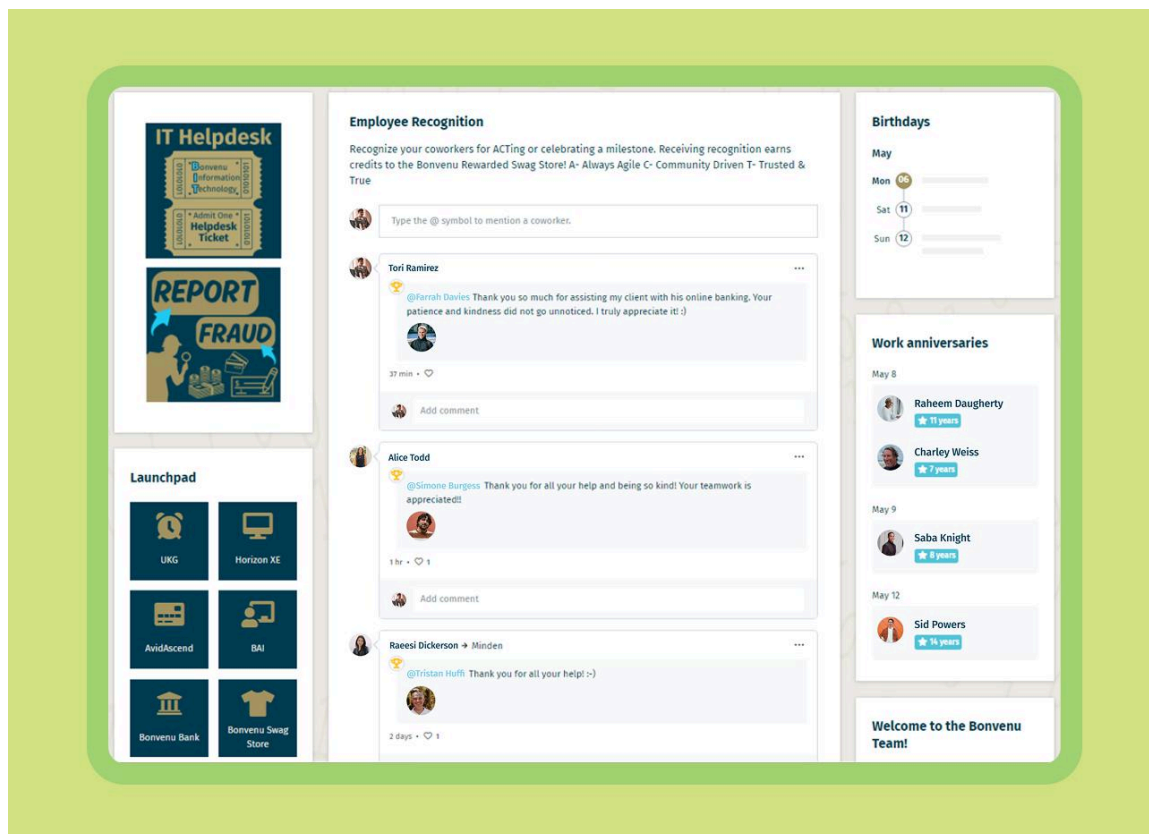


3. Regularly recognize employees on your intranet

Celebrating and recognizing staff is something everyone can get behind.

Here are some ways to do that:

- Create a forum as a celebration thread for staff to shoutout other employees who have gone the extra mile
- Shout out your staff (use the [Shout-outs card](#) built right into ThoughtFarmer!)
- Conduct quarterly employee awards and recognition, collect nominations using a form (ThoughtFarmer's FormFlow works perfect for this!) and share the winners on your homepage (p.s. We love nostalgic yearbook-style awards, like 'Most Likely to Lend a Hand' and Office Comedian)

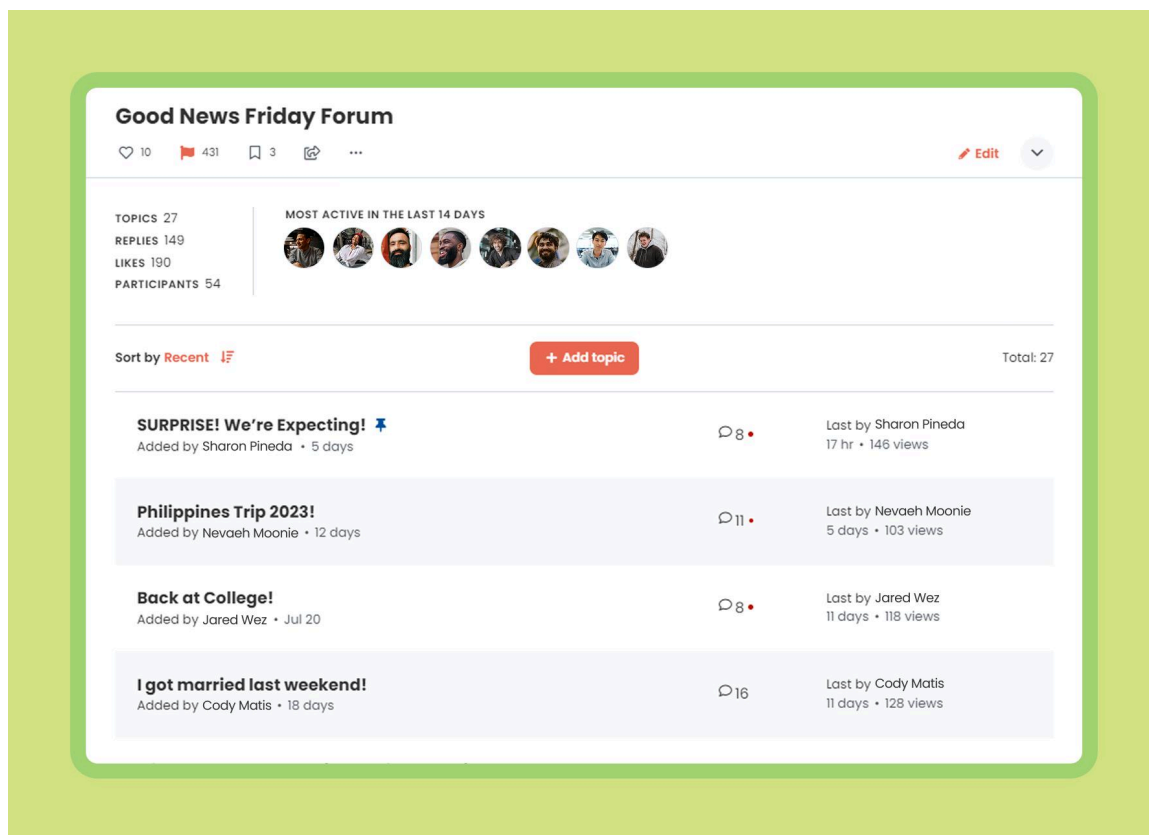


4. Include social content opportunities

Encourage engagement by creating meaningful social content on your intranet. Go beyond pet photos and dining out pictures, and allow staff to share what they're passionate about.

Create avenues (like a forum or page) for staff to discuss and share:

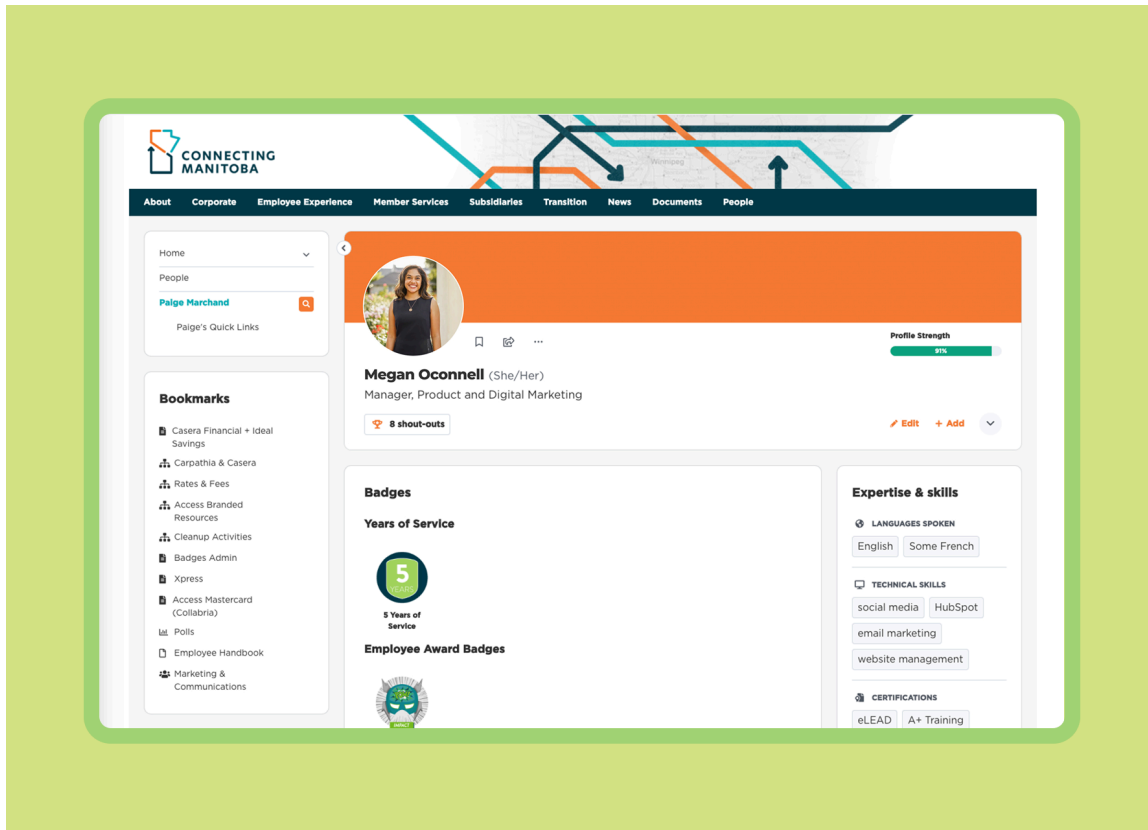
- Goals they're working towards (marathons, education, etc.)
- Causes that are close to their heart (fundraising, events, volunteer opportunities, etc.)
- Show and tell or did you know articles on special topics, hobbies, or interests



5. Ask employees to enhance their online profiles

Don't underestimate the power of a user profile! The more complete and accurate staff profiles are, the more useful they become to other staff, compelling them to reference your intranet employee directory more often.

Encourage every staff member to complete their profile. You can add custom fields that prompt staff to share fun and relatable facts about themselves that other staff can relate to. ThoughtFarmer's Profile Strength Indicator helps your staff see how well they've completed their profile.



Final words on intranet engagement

A thriving intranet isn't about a single moment—it's about creating a digital space employees turn to every day.

Focusing on relevant content, seamless workflows, and meaningful connections, will position your intranet to be a driving force in your workplace culture.

ThoughtFarmer provides a full suite of solutions and features that make it easier than ever to build an intranet that employees love to use.

[Explore ThoughtFarmer's intranet platform](#) with features designed to increase engagement and adoption, or [book a demo](#) to see it in action.

www.thoughtfarmer.com