

Intranet Portal in internal corporate communications

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The Internet serves as a universal means of communication in a modern society. An internal Intranet Portal (an internal private network of organization), aimed at creating a single information field within the company, in such circumstances becomes a powerful tool of corporate communications management. The Intranet Portal seamlessly provides the foundation for the information transferring and support of corporate values. This fact from the use of the Intranet Portal within the company is crucial. In addition, intranet systems are especially relevant due to the increasing importance of storing and processing large amounts of information in order to avoid communicatory "collapse".

Intranet is a synthesis of all the resources used by staff, including social networks, databases and document repositories. Great Intranet Portal consists of 3 strategic elements: design, navigation and content. For effective functioning every Intranet Portal should have its own solution of the structure, design and content to satisfy needs of all staff members. But Intranet Portal cannot exist without constant support of internal teams/leaders from one side and active but unforced participation of employees from the other. «Great intranets begin with people - in fact, great intranets are obsessed with the people they serve. Technology is just an enabler» [Ward 2014: 1].

The trend now is that most Intranet Portals focus on providing a limited range of opportunities. Many of them are badly-structured and quite nominal. According to the Social Intranet Survey, less than 30% of respondents (employees) rate their intranet tools' ease, quality of content and functionality as good or very good. In addition, less than 20% of them are satisfied with their intranet solution in the company [Ward 2013: 5]. Hence, companies miss potential benefits of using the corporate Intranet Portal despite the fact they already have it in the possession.

The lack of systematic information and fundamental theoretical approaches to the study of corporate Intranet Portal leads to a distorted understanding of its essence and, as a consequence, incorrect definition, exploration and the use in internal PR. Notwithstanding, there is a chain of steps in creation of an Intranet Portal (or improving an already existing one) in order to increase business efficiency:

- 1) Understanding the landscape of the organization;
- 2) Analyzing business needs of the organization;
- 3) Considering the strategy of the organization;
- 4) Understanding staff needs;
- 5) Defining priorities;
- 6) Defining possible barriers;
- 7) Preparing the project in accordance to all factors;
- 8) Going live the project;
- 9) Checking the results.

When the all steps are passed, the company may see significant improvements that allow intranet portal to function as:

- a great mean of communication;
- business value agent;
- internal and external resources guide;
- space for sharing files, documents, media, etc.;
- database;
- search engine of information.

Источники и литература

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