



How to manage a successful intranet

SWOOP Analytics' 2024 SharePoint Intranet Benchmarking Report

DR. LAURENCE LOCK LEE
Co-Founder & Chief Scientist

SHARON DAWSON
Director, External Relations & Communications

Contents

1	Executive summary	3
1.1	Key insights from SWOOP Analytics' 2024 SharePoint intranet benchmarking study	4
2	Introduction	7
3	Benchmarking methodology for SharePoint intranet	9
4	Terminology	10
5	Findings from SWOOP Analytics' SharePoint Intranet Benchmarking	11
5.1	How big are our intranets? Basic sizing statistics	11
5.1.1	Basic sizing	11
5.1.2	What percentage of employees access the intranet?	12
5.1.3	How often do employees visit the intranet?	12
5.1.4	Frequency of visitors	12
5.1.5	How much time do employees spend visiting and reading the intranet?	13
5.1.6	When are employees reading the news?	14
5.2	What devices do employees use to access the intranet?	16
5.3	Is there an optimal length for news articles?	17
5.4	What percentage of pages are accessed?	20
5.4.1	Percentage of pages being visited by employees	20
5.4.2	How popular are the most popular pages?	21
5.5	How much news should you publish?	28
5.5.1	Why is news important?	28
5.5.2	How recently have pages been visited?	29
5.5.3	What is the lifespan of a news article?	31
5.5.4	How evenly are intranet readers spread across departments?	33
5.5.5	Use of site/page structuring on the intranet	35
5.6	Editor statistics	41
5.7	What is the health of our intranet pages?	42
5.8	Readership and volume of news pages	45
5.9	How does the intranet fit in a multi-channel environment?	47
6	What does the future hold for intranet managers?	49
6.1	AI for content creators/editors	49
6.2	AI Co-Pilot for community facilitation	49
6.3	From megaphone to conversation facilitator	49
7	Join SWOOP Analytics' 2025 SharePoint intranet benchmarking study	51
8	About the authors	52

1 Executive summary

This is SWOOP Analytics' second SharePoint intranet benchmarking analysis report and continues to be, as far as we know, the world's only data-driven analysis of SharePoint intranet data based on the real-life behaviours of employees.

We're proud to report our data set in this report has nearly tripled from our inaugural SharePoint intranet benchmarking report published late in 2023. Interestingly, some of our initial insights garnered from our 2023 study have been reinforced with this larger sample size, while other findings have significantly changed.

Based on this data, combined with extensive research and interviews, we have shaped benchmarks on what good looks like for intranet usage and answered questions anyone involved in managing, or writing for, an intranet needs to know, including:

- Who accesses the intranet?
- How much time do employees spend visiting and reading the intranet?
- When do people read news on the intranet?
- What devices do employees use to access the intranet?
- Is there an optimal length for news articles?

And we've uncovered universal insights including:

- Less can be more when it comes to intranet news articles
- People who read the intranet are also active on Viva Engage, but those who rely on email to communicate rarely access the intranet.

We also explore how AI can help intranet managers, editors and content producers.

Our benchmarking data gives real-life insights into *when* people are reading the intranet, *what* they're reading on the intranet and for *how long*, how they're *accessing the intranet* and how you can *best shape content to get maximum engagement*.

In this report we analysed the behaviours of **more than 177,000 intranet readers across 57,000+ intranet news pages and 37,000+ content pages over 20 organisations**. This compares with seven organisations benchmarked in our inaugural 2023 report. As with all our benchmarking, we do not rely on surveys. Our analytics draw from real-life use and employee behaviours.

This report provides you with an insightful set of findings, along with tips, real-life case studies and advice from intranet experts to help you shape content to get maximum engagement. We hope you can use our findings and resources to boost intranet engagement amongst your colleagues. We'd love to [receive your feedback](#) on this report, and to offer you a free trial of [SWOOP Analytics for SharePoint intranet](#) so you can see how your colleagues are using your intranet.

1.1 Key insights from SWOOP Analytics' 2024 SharePoint intranet benchmarking study



Who accesses the intranet?

SWOOP Analytics' benchmarking of real-time SharePoint intranet data found **86% of employees** visit the intranet.

An average of 87% of those visiting the intranet over the three-month period analysed read content pages and 60% read news pages. However, they don't stay long, so it's important to showcase the news and content you need colleagues to see so you can make the most of their short visit.



How much time do employees spend visiting and reading the intranet?

The average time spent on the intranet each day, per employee, is **16 minutes**.

Average time reading news per day = 1 minute

Average time reading content pages per day = 15 minutes

While these are the average times spent on the intranet each day, it may be more useful to look at the median times spent on the intranet. The median time is the **middle** when all the times are arranged from smallest to largest. SWOOP Analytics' benchmarking of SharePoint intranets found the **median time reading intranet news per day is 18 seconds**, and the **median time reading intranet content pages per day is seven minutes**.

The challenge for those managing intranets is to tailor content to fit the brief time employees are willing to commit. For maximum impact, think about what key messages you would like to prioritise for the small window of attention available.



When do people read news on the intranet?

Peak reading times are **8-9am or 1-3pm on a weekday**, with **Tuesdays** just edging ahead as the most popular day, so this is when you have the biggest audience.

SWOOP Analytics' benchmarking of SharePoint intranets found employees tend to read news mostly at the beginning of the day (8-9am) and again in the early afternoon, at or after lunch (1-3pm). News is read liberally on each weekday. Tuesday is marginally a better day for news reading, and Friday the least. However, unless a news item is time sensitive, it is best to post earlier in the week to avoid the disrupted attention of a weekend.



What devices do employees use to access the intranet?

Their **desktop**.

SWOOP Analytics' benchmarking of SharePoint intranets found **98.37% of employees access the intranet via their desktop**. Another 1.45% of employees access the intranet on their phone and 0.15% on a tablet.



Less can be more when it comes to intranet news articles

When it comes to intranet news articles, SWOOP Analytics' benchmarking of SharePoint intranets found the **top 10% of news pages visited attracted 72% of all visit times**.

So a handful of the most popular news articles attract the most attention, and we found **most employees read, on average, just one news article a week**.

It seems employees allocate a finite time for reading news – a news reading “time budget”. If there are **more news articles, employees will just spend less time per article reading**, rather than spending more time overall reading more articles. This shows the importance of streamlining messaging to get more eyes on what is needed.

Interestingly, when it comes to intranet content pages, the **top 10% of content pages attract only 48% of all visit times**. Unlike news pages, there is a wider spread of content pages people visit.



Is there an optimal length for news articles?

It seems to be **between 300-600 words**, however, it mostly depends on the topic. The best performing news articles are, on average, 100 words longer than the average news article.

Based on our interviews with the editors of some of the top performing news pages, **human-interest stories, especially those about colleagues, receive the most engagement**, regardless of their length. But when it comes to corporate messaging, short and sweet is best.



People who read the intranet are also active on Viva Engage, but those who rely on email to communicate rarely access the intranet.

SWOOP Analytics' benchmarking of SharePoint intranets found **people who regularly use the intranet are some of the most engaged people on Viva Engage**. These people are also likely to attend Microsoft Teams meetings. People who are heavy email users are some of the least engaged intranet users.

It seems intranet and Viva Engage users are the collaborators, the colleagues who share what they do by working transparently, and nurture conversations for all to join. The importance of this finding is that employee engagement thrives on direct interactions rather than just content consumption.



Can AI help the non-professional editor produce quality content?

Internal communicators are usually the principal writers of news on the intranet. However, SWOOP Analytics' benchmarking of SharePoint intranets found **there is a growing number of content creators for news and content pages**, many of whom are not professional writers.

This is where AI can step in to help non-professional writers improve their content for the intranet, helping them adhere to organisational style guides and give guidance.

2 Introduction

This is SWOOP Analytics' second SharePoint intranet benchmarking analysis report, with our data set almost tripling from our inaugural report published late last year. Some of our initial insights garnered from our 2023 study have been reinforced with this larger sample size, while other findings have significantly changed.

In this report we analysed the behaviours of more than 177,000 intranet readers across 57,000+ intranet news pages and 37,000+ content pages over 20 organisations. This compares with seven organisations benchmarked in our 2023 report. Our analytics draw from real-life use and employee behaviours.

Our benchmarking privacy policies preclude contextual analysis. That said, the report does point to [SWOOP Analytics for SharePoint intranet](#) reports that for [SWOOP Analytics](#) users can be a simple matter to derive context-specific insights of your own. We have also conducted post study interviews that provide contextual insights into some of our measurement findings.

A foundation element of our [SWOOP Analytics for SharePoint intranet](#) product is the concept of an intranet [Health Score](#):

Each of the component parts are quantitatively measured to form the overall Health Score.

The detail of the component parts is shown below:

Table 1 – SWOOP Analytics' Health Score composition.

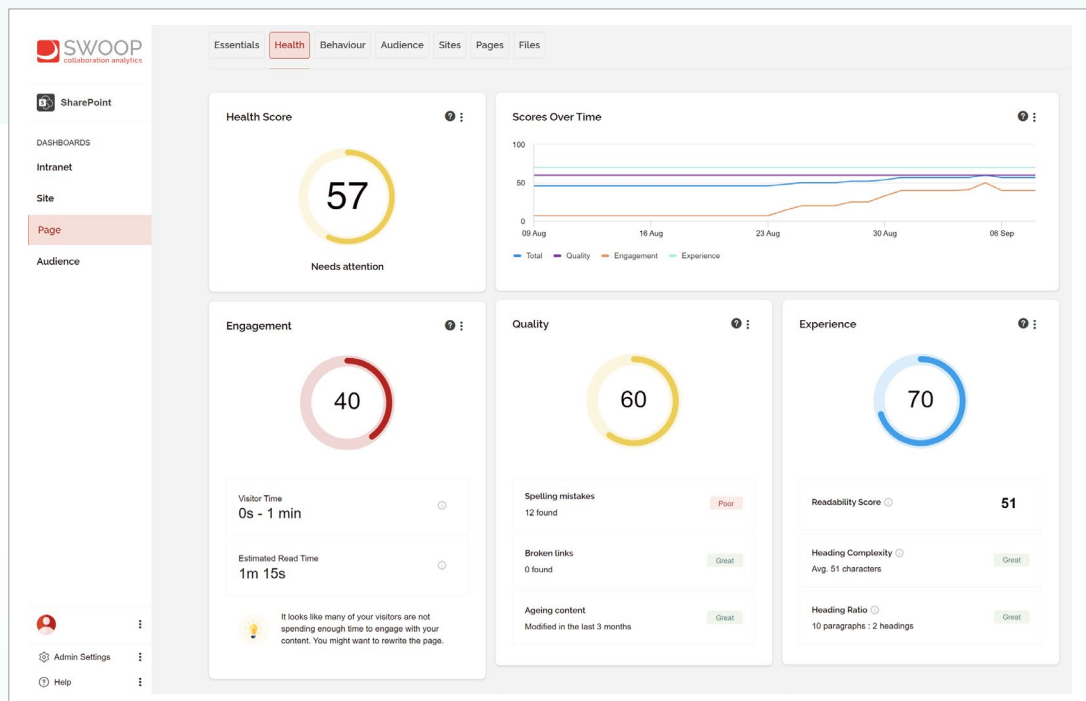
INTRANET HEALTH	Score created by combining three scores which have been defined as Quality, User Experience and Engagement
Quality Score	<ul style="list-style-type: none"> • Outdated content • Spelling, grammar • Broken links
User Experience Score	<ul style="list-style-type: none"> • Readability using the Lix readability score • Based on the length of sentences and number of words over six characters • Heading length • Heading to paragraph ratio
Engagement Score	<ul style="list-style-type: none"> • Ratio of time on page to reading time • Ratio of time on page to skim time • Ratio of time on page to scan time



Page Health

in SWOOP Analytics for SharePoint intranet

Within our [SWOOP Analytics for SharePoint intranet](#) product you can see how an intranet page performs for engagement, quality and experience by accessing the “Page” dashboard under the “Health” tab. It shows the overall health score, along with the “Scores Over Time” for each measure. The “Engagement” report compares the time visitors spend against the time it would take to read the page. The “Quality” report highlights spelling mistakes, broken links and how up-to-date the page is. Finally, the “Experience” report shows the readability score (the lower the better), along with the complexity of headings and how many paragraphs there are for each heading.



You can access the Health Score quickly by clicking on the page name from the “Top Pages”, “Pages to Fix” or “Page Listing” reports.

3 Benchmarking methodology for SharePoint intranet

In SWOOP Analytics' latest SharePoint benchmarking study we have analysed the behaviours of more than **177,000 intranet readers across 57,000+ intranet news pages and 37,000+ content pages over 20 organisations.**

This report focuses on SharePoint Online intranet sites that make up the participating organisations' intranets.

Each page was analysed for:

- Number of visitors
- Visit time
- *Health: Engagement
- *Health: Experience
- *Health: Quality
- Page creator/editors
- Date/time created/modified
- Page ID
- Site ID
- User ID
- Date/time viewed
- Page length, words, paragraphs*
- Device used to access

*Health scores are only available for pages that contain editable text. Pages that are compiled simply from components, with no customised text added, are not assessed.

Modern intranets are a mix of news pages and more persistent information pages. We treat news separately from content pages because of the special nature of news. News pages are identified by a page type in SharePoint Online and are typically text-based and are therefore assessed for their relative health.

4 Terminology

To help readers maximise their understanding of this section we are providing the following terminology guidance:

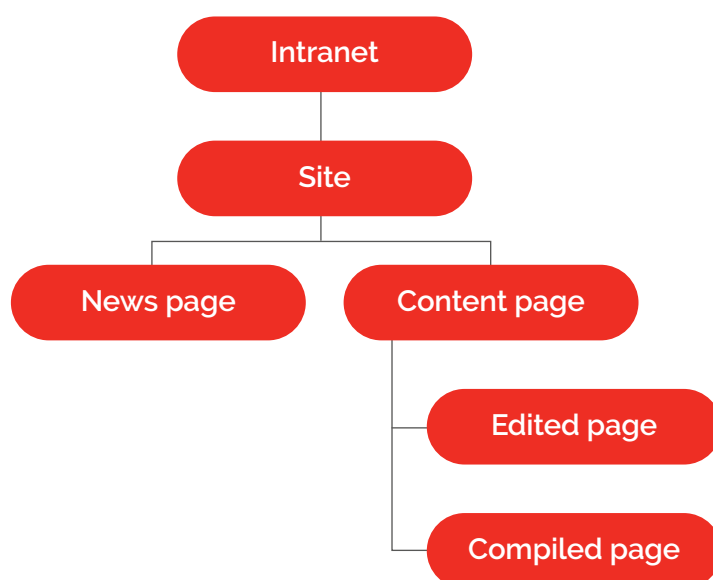


Figure 1 – SWOOP Analytics’ benchmarking report terminology for SharePoint intranets.

SharePoint Online is the name for the “intranet”; not to be confused with the SharePoint file store. **This report only refers to the use of SharePoint for an intranet.**

The intranet is comprised of SharePoint sites containing intranet pages. Microsoft separately classifies “news pages”. The remaining pages we are labelling “content pages”. These pages typically hold more persistent information like company policies and procedures, along with access pages to applications. Of the content pages, we have also divided them into “edited” and “compiled”. Edited pages contain custom text that the page owner has created. This text will attract a [SWOOP Analytics Health Score](#) assessment. Compiled pages are built of pre-made building blocks (aka webparts) that don’t have unique text which SWOOP can analyse, so these are not available to SWOOP Analytics’ Health Score assessment.

Intranet editors is the term used to refer to people who have either created or modified a page.

A “visit” to a page indicates a signal has been captured for an employee accessing a page. Visit time reflects the time spent on a page.

“Reading time” reflects the time spent on a page, i.e. we assume time spent on a page is for reading, though we accept that this could be inflated at times.

5 Findings from SWOOP Analytics' SharePoint Intranet Benchmarking

5.1 How big are our intranets? Basic sizing statistics

5.1.1 Basic sizing

Our 2024 SharePoint intranet benchmarking sample comprised 20 organisations from the Americas, United Kingdom, Europe and the APAC regions, across a range of industries and public administrations. As can be seen in the graph below, the largest intranet in the benchmarking study has more than 25,000 pages. Our full sample covered almost 100,000 pages, with 60% being news pages. The average organisation had 1,850 content pages and 2,860 news pages. More than 177,000 employees accessed the intranets, with an average of 8,800 intranet readers per organisation. All data in this report includes the three-month period analysed from December 4, 2023 to March 4, 2024.

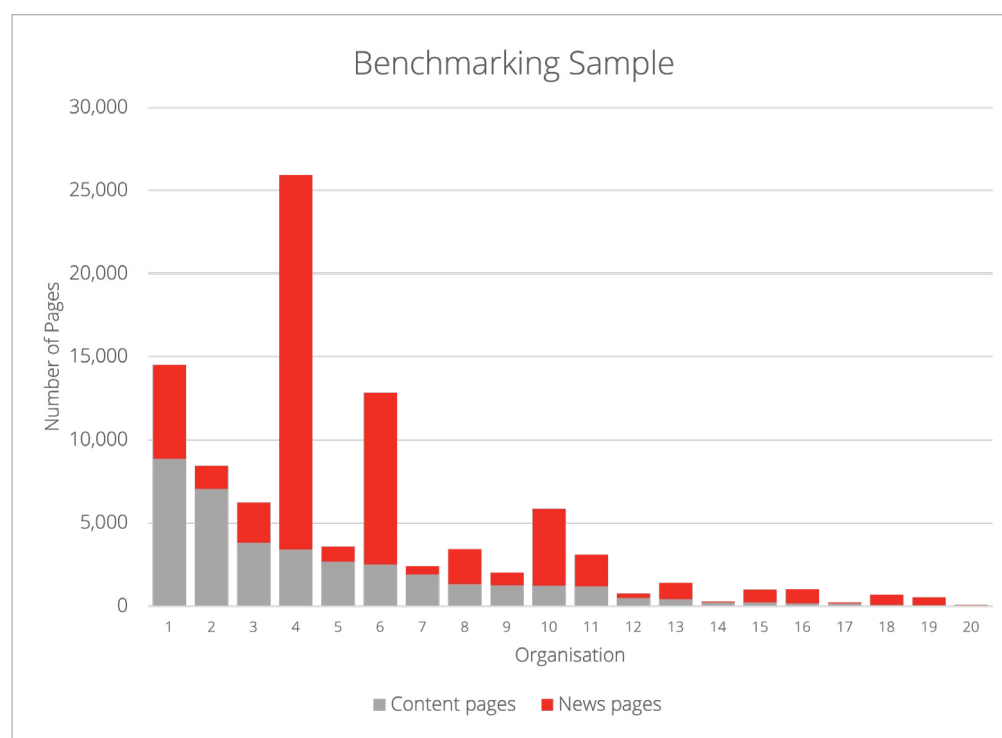


Figure 2- 2024 SharePoint intranet benchmarking sample.

While our benchmark sample size of 20 organisations is still insufficient to provide industry insights, the size and diversity is more than adequate for developing generic intranet insights. For those who read [SWOOP Analytics' 2023 report](#), you will find some of the insights and guidance is reinforced by this much larger sample. On the other hand, there are some movements that the larger sample affords that contrast with the smaller sample from our 2023 study.

5.1.2 What percentage of employees access the intranet?

Across the 20 organisations benchmarked, we used Microsoft licensing data to identify the percentage of employees accessing the intranet. An **average 86% of employees visited the intranet** over the three-month period analysed. Separating news and content page readers, an average of **87% of those visiting the intranet read content pages and 60% read news pages** over the three-month period analysed.

- **A good target for intranet readership should be around the 90% over a three-month period.**
- **Specifically for intranet news readership, a target of 60% per employee over a three-month period is a good starting point.**



Tip to get more employees visiting your intranet

If you send periodical all-company emails or newsletters wrapping up news or information for your colleagues, share only teasers of this news in the email, with links to the full story on your intranet. These teasers will pique interest and encourage people who would otherwise rely on email to continue to the intranet to read what they need to learn. This is especially effective if there is something that will result in a benefit for employees – the “what’s in it for me” approach. It could be access to exclusive employee benefits, a competition, or a message from their senior leader.

5.1.3 How often do employees visit the intranet?

About once a day, but only for a median time of less than 7.5 minutes, and when it comes to reading news articles, it’s less than 20 seconds a day.

Let’s break it down so you know exactly the figures we’re dealing with to guide you to best shape your content and news to capitalise on this small window of opportunity to get your colleagues’ eyes on what they need to know.

5.1.4 Frequency of visitors

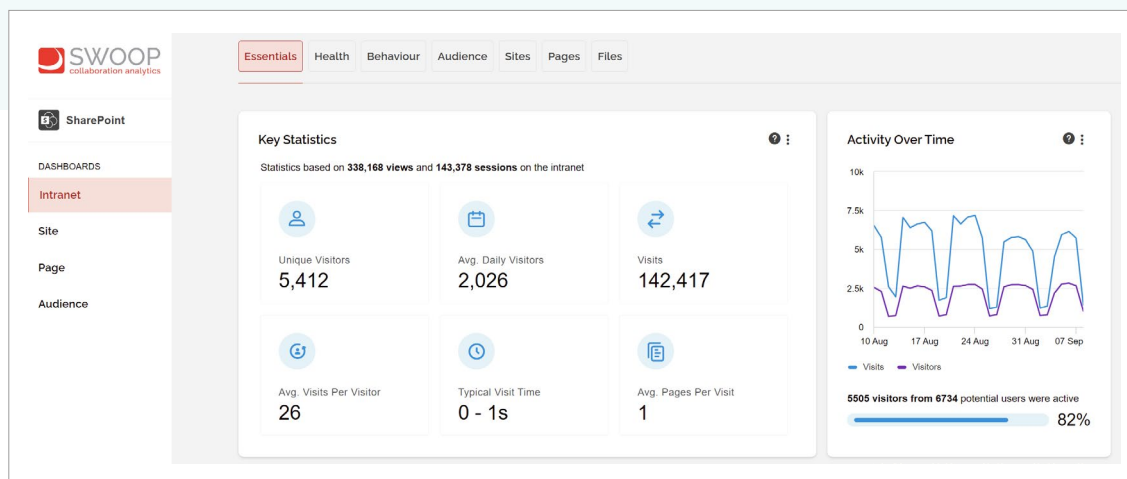
People who visit the intranet will read content pages, on average, once a day. Visits to news pages are much less frequent, closer to once a week, on average.

- **A healthy target for intranet visits is at least once a day for each employee, based on our data, or 31 visits per person each month.**



Key statistics and activity in SWOOP Analytics for SharePoint intranet

Head to the “Intranet” dashboard and the “Essentials” tab to see what percentage of employees visit your intranet. You’ll see it on the bottom of the “Activity Over Time” report.



You'll also find the average number of times each visitor visited the intranet in the past 30 days on the “Key Statistics” report, along with the daily number of visitors.

5.1.5 How much time do employees spend visiting and reading the intranet?

For those employees who have accessed the intranet:

Average time reading news per day = 1 minute

Average time reading content pages per day = 15 minutes

These times are averages, but the distribution, like real estate prices, are skewed and therefore the median values may be more useful. The median time is the **middle** when all the times are arranged from smallest to largest.

Median time reading news per day = 18 seconds

Median time reading content pages per day = 7 minutes

We found most **employees read, on average, just one news article a week**, highlighting the importance of getting the message right to make the most of those 18 seconds.

Also note that **news pages, on average, attract only 60% of all employees** at an organisation.



This was a big change to the findings in [SWOOP Analytics' initial benchmarking of SharePoint intranets in 2023](#) which found employees spend, on average, 17 minutes a day visiting the intranet, while the average time spent reading news pages ranged from 4-16 minutes a day. Based on these initial findings, we asked the world's premier intranet specialists and thought leaders for their advice on how to make the most of the average 10 minutes employees spend reading news on the intranet each day.



<https://www.swoopanalytics.com/blog/how-to-make-the-most-of-the-intranet>

5.1.6 When are employees reading the news?

Getting your news articles in front of employees can be as much about timing than the content alone. We analysed the time of day when employees preferred to read news:

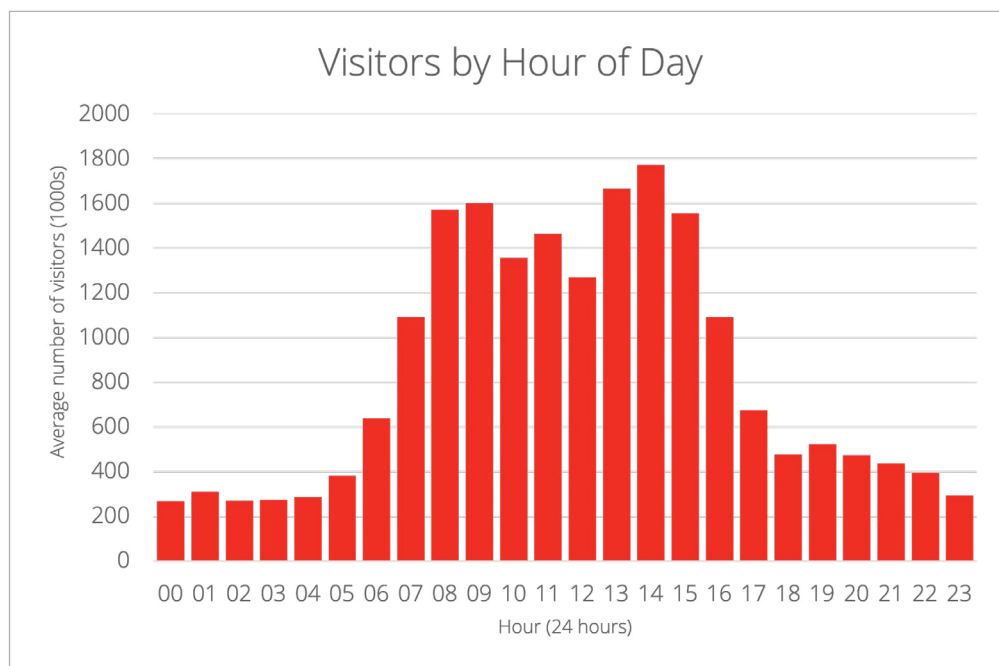


Figure 3 – Visitors to intranet news articles by time of day.

We see a “twin peaks” pattern for news reading, with the first occurring at a typical start of the workday, around 8-9am, and a second slightly larger peak in the post midday break, around 1-3pm.



Figure 4 – Visitors to intranet news articles by day of week.

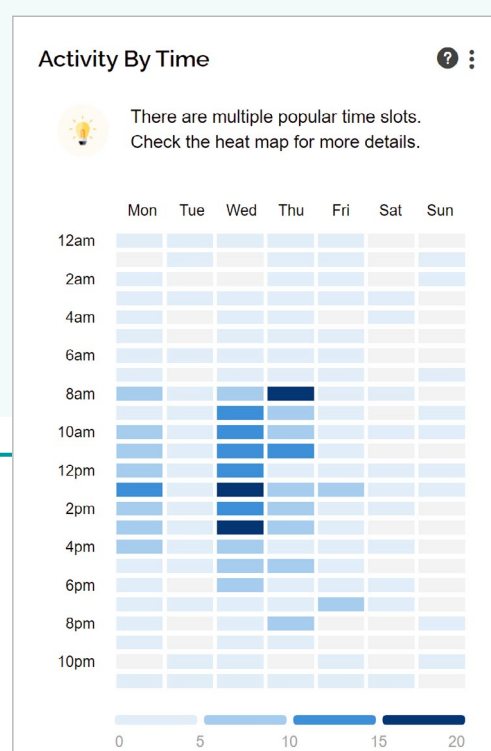
In terms of the days of the week, when people read intranet news, there is **little difference between Monday to Thursday, although Tuesday is the best**. Other than the weekend, **Friday should also be avoided if possible**.



When are people reading your news item? in [SWOOP Analytics for SharePoint intranet](#)

Within [SWOOP Analytics for SharePoint intranet](#) you'll find an "Activity By Time" report which shows the number of visits broken down by hour of the day. On the "Page" dashboard you can search for your news item and then go the "Behaviour" tab to find the report.

The times with the darkest shading are the most popular times for visitors.





When is the best time to post a news item on your intranet?
The answer to this question could be the silver bullet for anyone involved in internal communications. Based on our findings in 2023, which vary slightly from these latest findings, we asked a panel of the world's top intranet experts for their advice.

<https://www.swoopanalytics.com/blog/when-should-you-post-news-on-your-intranet>



5.2 What devices do employees use to access the intranet?

Almost everyone uses their desktop computer to access the intranet. Our latest results confirm the findings in our [2023 analysis of SharePoint intranets](#), which found 99.76% of employees access the intranet via their desktops. With a larger sample in this year's study, we expected that percentage may drop, but it has done so only marginally.

Desktop	98.37%
Other	0.03%
Phone	1.45%
Tablet	0.15%

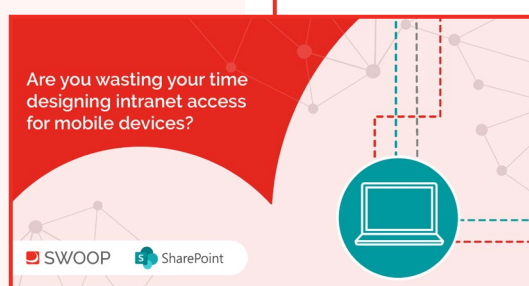
2024 results for devices used to access the intranet.

One factor that could contribute to the desktop being so dominant is if the intranet is the default web browser page. In talking to intranet practitioners, it seems this practice is not unusual for desktops, but is rarely the case for mobile devices.



We did hear an example where an intranet was being optimised for frontline mobile usage, but even in this organisation, mobile usage still constituted less than 10% of all employees. It begs the question, are we wasting our time trying to design intranet access for mobile devices? Or it is the chicken and the egg scenario – intranets are not designed for mobile devices so therefore only a minority access them this way? It's a question we put to the world's premier intranet thought leaders and specialists, based on our 2023 data. You may be surprised by their responses

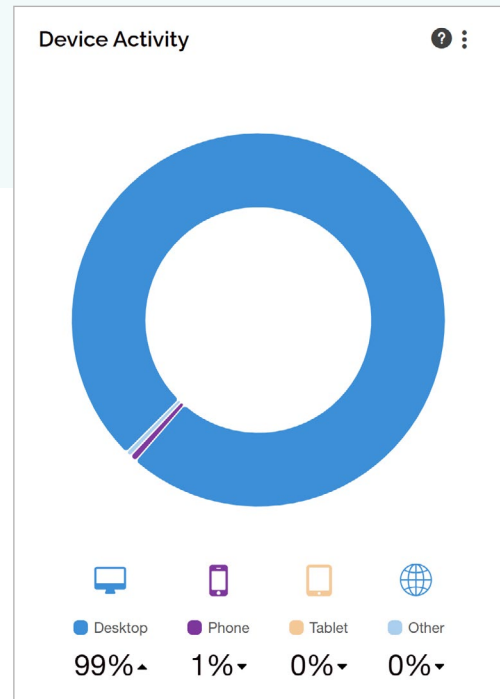
<https://www.swoopanalytics.com/blog/designing-intranet-access-for-mobile-devices>





Device breakdown in SWOOP Analytics for SharePoint intranet

In [SWOOP Analytics for SharePoint intranet](#), our Device Activity report shows what percentage of visitors are using a computer, tablet or mobile device to access your intranet.



5.3 Is there an optimal length for news articles?

We analysed the word counts for more than 50,000 news pages across 15 of the 20 organisations. We chose to analyse only the 15 organisations that use the intranet as a primary source for publishing news across their organisations. Firstly, we looked at the average visits across a range of word count categories:

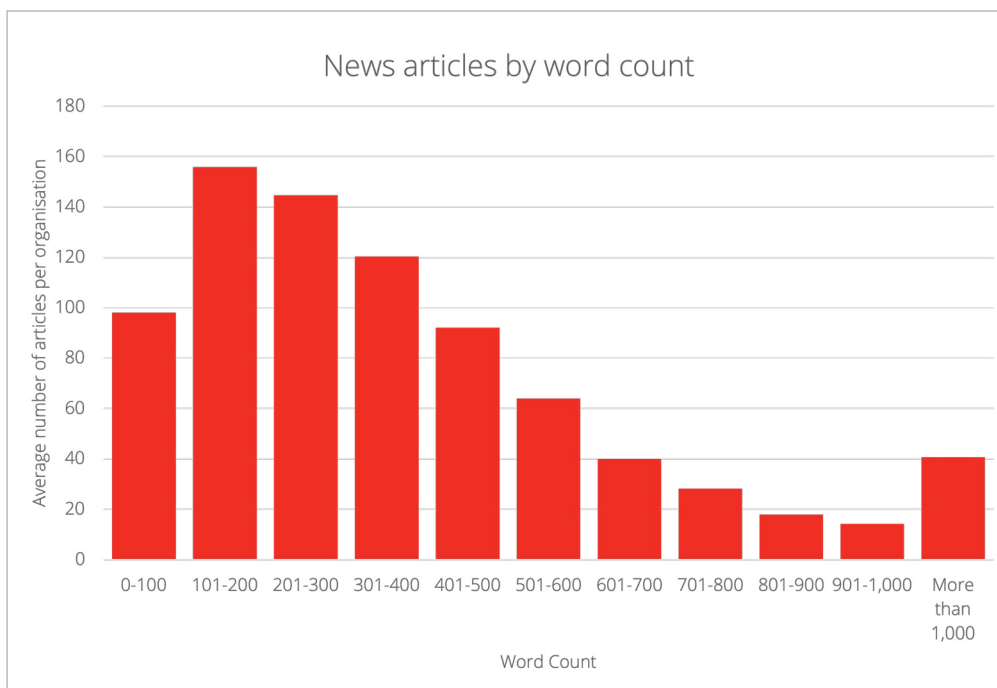


Figure 5 – News articles published by news article word count.

Looking at word count averaged across the 15 organisations using the intranet to publish news, we can see the most common word count for news articles published is between 100 and 400 words.

To identify whether the favoured length of articles is matched by their popularity, we looked at the word count distribution for the most popular (top 10%) of news articles published by each organisation.

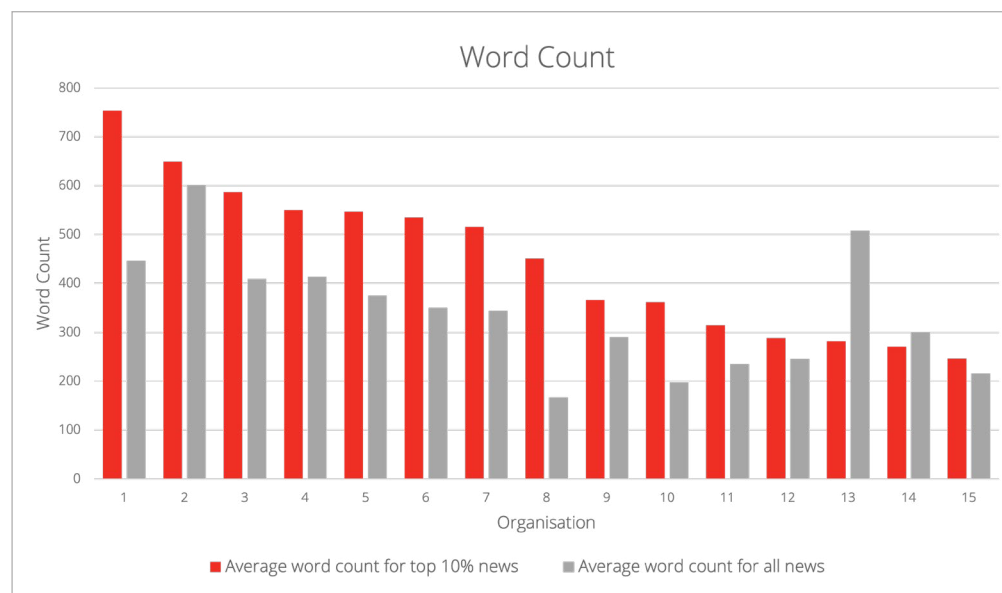


Figure 6 – Most popular versus average news article length for each organisation benchmarked.

We can see that article lengths for the most popular news articles can vary across organisations. However, when comparing with the average lengths of all news articles published, in 13 of the 15 organisations their most popular news articles were longer than their average news articles. **The most popular news articles were on average 448 words. The average of all published news was 340 words.**

Based on our interviews with the editors of some of the top performing news pages, it seems human-interest stories, especially those about colleagues, receive the most engagement, regardless of their length. But when it comes to corporate communications, short and sweet is best.

Key takeaway: All things being equal, a **news article length of between 300 to 600 words appears appropriate**. In general, articles should be longer than what is currently being published (on average around 100 words longer). A good predictor for visitor success, however, is people-centred stories. These stories can achieve high readership, independent of length.

During our post-study interviews with intranet managers, we heard time and again that when it comes to intranet news stories, it's the human-interest stories that colleagues want to read.

Sarah Larsen, Senior Corporate Communications Channels Advisor at Victoria Police, agreed the optimal length of a news article is dependant on the topic.



"That (word count) measure really can't be used in isolation," Sarah said.

"It really depends on the category, the type of information we push out. We have recently categorised our news articles between operational updates, organisational updates and celebrating policing.

"There's three categories we're grouping for reporting purposes to see what's working for us.

"Operational updates are definitely the most engaged because people are interested in what they need to know to get their daily duties done. And celebrating policing is generally very closely following, and that's where we can afford to be a bit lengthier. That's more of an editorial story, they're human-interest stories."

We heard the same from this manager from a government agency.

"We have found that **stories that feature our people perform the best.**" - Anonymous External Communications Manager.

And again from another internal communications professional.

"We have looked into whether short stories perform better than long stories and it is actually just the topic. So, some of the people stories can be quite long but **because they're about our people, people are quite happy to read a longer form story.**" - Anonymous Senior Communications Advisor.

5.4 What percentage of pages are accessed?

5.4.1 Percentage of pages being visited by employees

We looked at what percentage of all published news and content pages that had been visited by at least one person during our three-month study period:

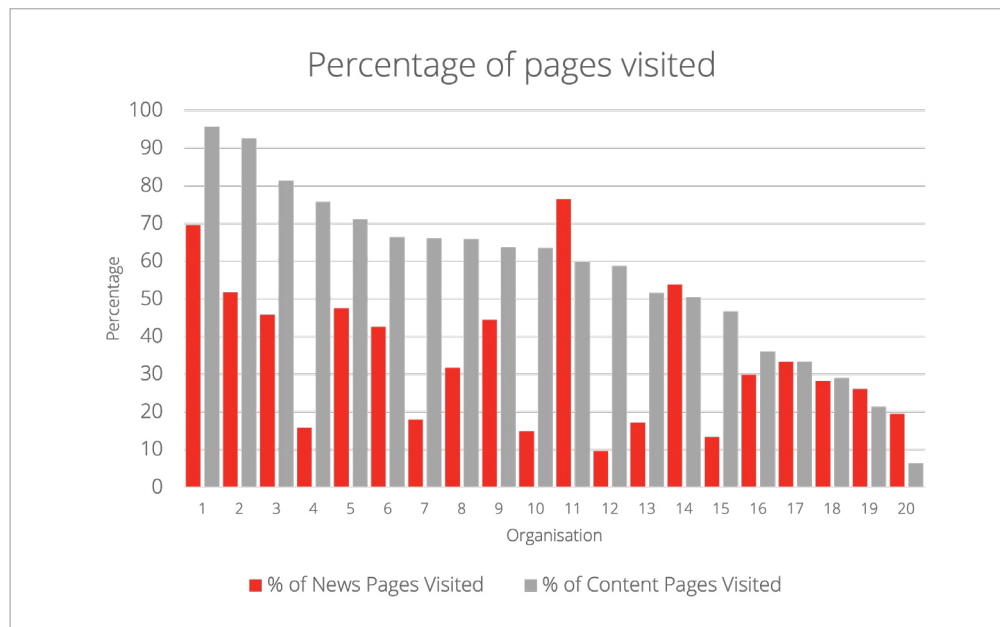


Figure 7 – Percentage of news and content pages visited during the three-month study period.

If we focus our attention on the percentage of content pages, we can see that for the majority of organisations, 50-90% of these evergreen content pages were visited over the three-month study period (all grey bars exceeding 50%).

Across all organisations, an average of 57% of content pages were accessed. This demonstrates that intranets are undoubtedly a popular, and therefore an important, information source that must be governed well. It also means these pages must be kept up-to-date so employees are not provided incorrect information, or lose valuable time having to go elsewhere to find it.

News pages are of interest for a much shorter period, so it is not a surprise that for most organisations the percentage of articles read is significantly lower than ever-green pages. However, it might still be a surprise that, on average, 34% of all published news articles stored on the intranet were accessed during the three-month study period. This suggests employees still access previously posted news articles even after the news cycle has ended. Given the high proportion (66%) of news pages that were not visited in our three month study period, it might also be worth culling old news. Should a news article become regularly referenced, perhaps it should be migrated onto an appropriate content page.

Key takeaway: Evergreen content pages are heavily accessed, and to avoid employees taking action based on outdated content, intranet content pages must be kept up-to-date.

- Our data suggests a good target for the **average number of intranet pages viewed per visit is 1.6 pages.**

5.4.2 How popular are the most popular pages?

In terms of news pages, performance mimics general news media in that **a smaller proportion of articles attract a high proportion of attention.**

Across all news pages, **the top 10% of news pages by visit time attracted 72% of all visit times.**

The “blockbuster” effect is less evident with content pages, with the top 10% of content pages attracted 48% of all visit times.

For news pages it is clearly important **to identify the types of news articles that are attracting stronger engagement.** Our post-study interviews point to employee human interest themes as the most attractive. Anecdotally, these human-interest stories perform well no matter the word count, and often, longer articles get more readership than shorter ones.



Identifying your popular content in [SWOOP Analytics for SharePoint intranet](#)

Head to the Essentials Tab in [SWOOP Analytics for SharePoint intranet](#) to find the Top News and Top Pages reports.

Top News				
Article	Visitors	Visits	Score	Last Updated
One SWOOP update February...	2	5	62	Mar 14 2024
Contoso Mark 8: See the worl...	2	3	73	Apr 08 2024
The importance of branding at...	1	1	55	Jan 19 2021
Big Title Block	1	1	79	Jul 14 2022
SWOOP for SharePoint	0	0	50	Dec 05 2023
View all news >				

Each report lists the most visited news items or pages, as well as showing the number of unique visitors and the Health Score.

While content pages can justify their presence on the intranet for policy or compliance reasons, it is worth ensuring those pages that are regularly accessed have high [SWOOP Analytics Health Scores](#) for maximum effect.



Victoria Police

How internal communications helps catch crooks

Copyright Victoria. Not to be used or reproduced without permission.

It's the human-interest stories about colleagues that grab their co-workers' attention. Like this one about **Victoria Police** officers Priyank Vakharia and Asif Shamim, and their remarkable ability to identify potential suspects.

Whenever police officers circulate photos or footage internally of a person of interest following a crime, Protective Services Officer (PSO) Acting Sergeant Priyank Vakharia and Supervising Police Custody Officer (SPCO) Asif Shamim can frequently name them, almost immediately, often leading to apprehensions.

In the past two years, PSO A/Sgt Vakharia has nominated 86 names after seeing images of persons of interest, with 84 of those identifications being correct. In one month alone, he accurately identified 11 persons of interest. It's very likely SPCO Shamim has a photographic memory, and his record for identifying persons of interest is 60 in a single month. He's even identified suspects based purely on a mole he spotted on a man's arm, a tattoo he spied on someone else, and from the body shape of a woman.



Supervising Police Custody Officer Asif Shamim, Victoria Police.

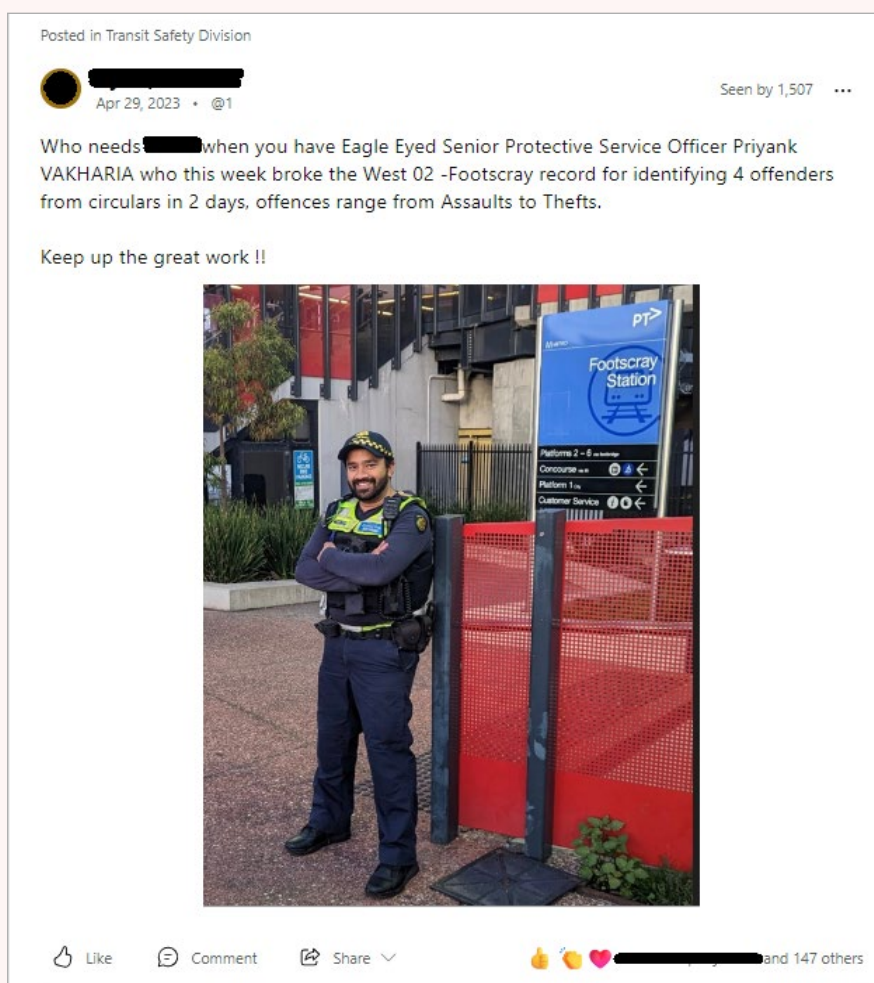
Copyright Victoria. Not to be used or reproduced without permission.

It's these sorts of stories fellow police officers across the state want to hear more about, want to engage with, and learn how to tap into this remarkable resource. Victoria Police's internal communications team knows these are the yarns colleagues love – it has the data from [SWOOP Analytics](#) to prove it - but how do you find them, and how do you share them?

At Victoria Police, the answer to finding these stories is Viva Engage, and the answer to sharing these stories is SharePoint intranet.

These are exactly the sorts of stories people will share in their local Viva Engage communities. They receive great engagement within the community, but the rest of the police force would probably never hear about it. That's where the internal communications team comes in, scanning these local Viva Engage communities looking for stories with a broader appeal.

Once a story is identified, the internal comms team can learn more and write an in-depth story to be shared on Victoria Police's intranet, for everyone to read. Sarah Larsen, Senior Corporate Communications Channels Advisor at Victoria Police, said the intranet and Viva Engage are two channels that cannot be used in isolation, they work together.



The initial Viva Engage post about Protective Services Officer Acting Sergeant Priyank Vakharia. When the internal communications team spied this story, they dug deeper for a full story to be shared on the intranet for all to see.

When the full story is published on the intranet, Victoria Police has enabled a webpart to be added at the bottom of the intranet news story, allowing access to the original Viva Engage post so anyone can comment. It's a case of coming full circle, from Viva Engage to the intranet and back to Viva Engage.



*Sarah Larsen,
Senior Corporate
Communications Channels
Advisor, Victoria Police.*



A screenshot of the bottom of the intranet story about Protective Services Officer Acting Sergeant Priyank Vakharia and Supervising Police Custody Officer Asif Shamim, with the webpart linking to the original Viva Engage post.

This is a customised webpart built by consulting company **Engage Squared** to feature a specific conversation from Viva Engage on a SharePoint Online news page.

"We embedded that at the bottom of our news article so then people could comment from the SharePoint page, or click to go over to Viva Engage," Sarah said.

"We've turned off the comments on SharePoint, so all interaction is on Viva Engage. If we have a news article, we'll embed the webpart at the bottom and encourage people to join the conversation, and that conversation is always on Viva Engage."

Intranet = information; Viva Engage = conversation

At Victoria Police, SharePoint Online is mostly an information repository, with the exception of news articles, while Viva Engage is a dynamic platform for conversation and knowledge sharing, Sarah said.

“The two rely on each other and you can't really have one without the other,” she said.

“We're just finding a way to make them work well together.”

One of those ways is to bring the local stories on Viva Engage to life as more in-depth intranet news articles, like the example of officers Vakharia and Shamim.

“The very localised – the regional, the divisional, the police station – communities on Viva Engage, that's where we will pick up content from employees and then we'll help them promote it and feature it and spread it further and/or we will take it and repurpose it and turn it into a news piece, or we'll leave it alone and let it do its thing organically,” Sarah said.

“That's how we approach the non-professional news writers where all of that localised content comes from. It's very much a centralised approach for news and organisational updates.

“You can interact with it, so you can give it a reaction, or you can actually comment on it (via the webpart). It doesn't automatically take you over to a new site, people can write their comments and interact with the post externally to Viva Engage.”



Victoria Police.

Using multiple communication channels for true employee engagement

This is a best practice example of using multiple internal communications channels to achieve true employee engagement across Victoria Police.

It's not something that's happened overnight though.

The intranet has been in place at Victoria Police for many years, while Viva Engage was launched during the COVID-19 pandemic. Sarah said Viva Engage started as a social tool, and because of that it also attracted its share of criticism, but it's now become a true operational tool. She shared examples like the one above where photos and CCTV footage have been shared on Viva Engage, and suspects have been identified as a result.

"Viva Engage has increasingly become an operational tool," Sarah said.

"It's actually used for work purposes and daily duties, rather than just having the Pets of VicPol and other nice-to-have communities. Then we link the two (intranet and Viva Engage), particularly with news and project and organisational announcements as well.

"So if the source is on one, we generally try and share it on the other, and vice versa.

"If a news article is posted on SharePoint news, then we would generally encourage a relevant member from that team to then post about it in Viva Engage and then direct the traffic that way. So they work together."

Governing an intranet for 22,000 employees

In [SWOOP Analytics' 2024 benchmarking of SharePoint intranets](#), Victoria Police was among the highest ranking organisations for [Health Scores](#), meaning most intranet pages have good readability, few spelling errors or broken links, and strong engagement.

Victoria Police has about 40 different sites on its intranet, with the internal communications team being the content owner of the entire intranet. Sarah said the way these sites are governed to ensure a good health score is to give access and training to a small group of site managers for each site. Each intranet site will have two to five managers from within the actual department. There will also be approvers, those with the ability to publish, and editors, with the ability to edit but not publish.

"Those groups are all nominated and managed and granted and revoked within their own teams or departments. It's kind of self-managed," Sarah said, adding that the internal communications team steps in to help whenever necessary.

"We have yearly formalised training for the site managers and then separate training for the approvers and editors. We record those sessions and have them on our help page, along with various user guides, and we've started to do a yearly audit on the site managers to make sure they can opt in or opt out of that role, it reminds them of their responsibilities and just refreshes the list."

Sarah said for some departments the site managers are IT coordinators or executive assistants, while for others it might be a regional superintendent. "It's good to see a bit of diversity. We don't generally want it to come from the one team," she said.

"We would like various teams across the department to be represented, if possible. It's really up to them as to who it suits and who has time."

Sarah said one of the biggest challenges when it comes to intranet site managers is the movement of staff, which is part of the nature of a police force, as people move across departments and across the state.

"The major issue that we have is the turnover and movement of people," she said.

"So you're constantly having to train and retrain, and introduce yourself to new people.

"The structure of having site managers is designed to mitigate that a little bit. If people have general enquires, or general questions, we can start sending them to the site managers to handle that."

Finding gold in Viva Engage communities

While the site managers are focused on keeping content up to date, it remains the function of the internal communications team to share news, including corporate updates.

"So members in single stations out in regional Victoria feel like they're up to date and they can land on our home page and know what's going on," Sarah said.

"Not just feeling informed about operational updates but one of our strategies is to celebrate policing. We want pride in what we do. A lot of things come to us in terms of operational updates or organisational updates but celebrating policing, that's usually where we scan Viva Engage to get those kinds of stories because there's gold in some of these communities and they don't think to utilise comms channels, they're just telling their station mates about a beautiful letter they got from a resident to thank them for their job, or a really good case that they've solved, or even just identifying offenders on Viva Engage.

"It's part of our job to create news and content so Viva Engage is generally where we'll go."

5.5 How much news should you publish?

5.5.1 Why is news important?

Over the years we have witnessed the intranet becoming a source for organisational “news” to the point that there are more news pages on intranets than the traditional content pages. That said, this has not diminished the importance of the intranet as the go-to place for organisational information, e.g. policies and procedures. Almost 100% of all employees that access the intranet access content pages (99.4% or 176,000 of the 177,000 users assessed), whereas 60% read news pages, from our benchmarking sample.

Intranet content pages are designed to meet the basic information needs of employees. They are therefore responding to employee demand. For example, how much leave am I entitled to? What is the company policy on hybrid working? Employee readership is therefore measured in how efficiently employees can access the content pages they are looking for. News, however, is more of an information “push”. **60% of all employees read news and spend, on average, a minute a day reading it.** News, however, plays an important role in building employee engagement¹ with the organisation.

Content pages may be considered by employees as a basic requirement nowadays. News has the potential for energising employees, providing a means for them to feel proud about who they are working for. News can be a vehicle for morphing the role of internal communications staff from simply a mouthpiece for the executive, to a facilitator of employee experience and engagement overall.

¹ We have chosen to use the term “employee engagement” to describe when observable interactions are taking place e.g. comments, replies, reactions etc. Otherwise, we use the term “employee readership” to describe when people are consuming SharePoint intranet content.

In our benchmarking sample, there was one organisation that stood out when it comes to news articles. This organisation had by far the most read news articles on its intranet, **with almost four news articles read per week per employee**, on average. The next best organisation was 1.4 news articles per week per employee, and the average for the 20 organisations benchmarked was less than one per week.

We carried out interviews with this organisation to learn what it did to get colleagues so engaged.



The decision was made at this organisation to have a fresh intranet news story every day, and if there's some big news, there could be two fresh news stories a day. As a result, the intranet home page effectively looks like an external internet home page, in that news is updated at least daily.

Once a week, a news story on staff movements - who is joining, who has moved to a different role, and anyone who is leaving - is published as a list. It's a simple list rather than a wordy story, and yet it's the weekly news item that consistently gets the highest readership. Once on the homepage, people tend to stay a bit longer to read more organisational news - something that can be measured with [SWOOP Analytics for SharePoint intranet](#)'s typical visit time.

Other daily news items include a weekly executive leadership team update, stories on leaders attending events, and a few series of topics for slow news days, like "Ask an expert", tapping into questions asked of experts across the organisation.

While a fresh daily news story might seem like a lot, the data proves this is a successful method for engaging employees on the intranet.

5.5.2 How recently have pages been visited?

Ensuring that content is up-to-date is a common concern for intranet managers, but how often do you need to review it? If your content is accessed every day it needs to be frequently reviewed, but the less regularly it is visited, the less frequently you need to review it.

To uncover how recently pages have been visited we looked at all pages (content pages and news pages) which had been visited during the three-month study period. We then analysed each of these pages for the most recent visit.

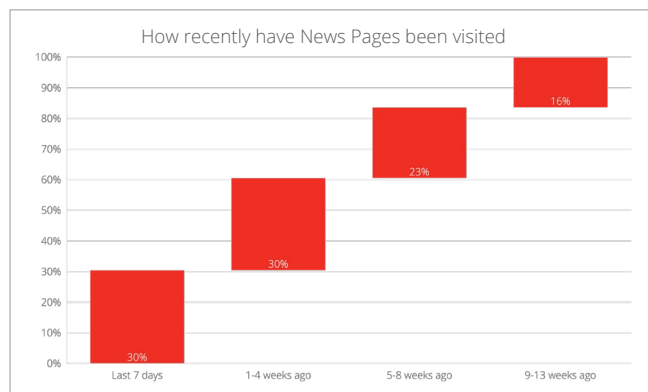
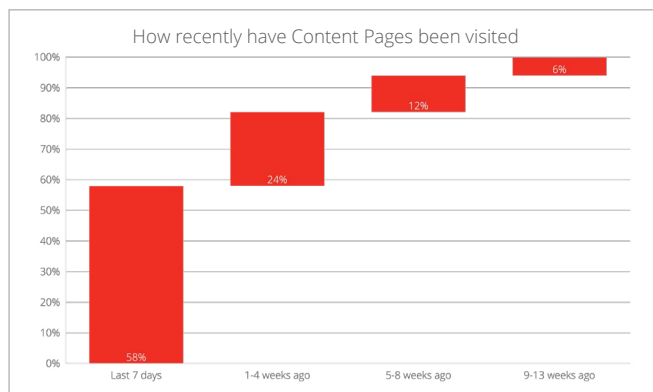


Figure 8 - Proportion of pages being visited most recently.

We can see the majority (58%) of content pages were visited during the most recent week. 82% of content pages had been viewed over the most recent four-week period. Since such a high proportion of content pages were visited within the last week (58%), the content owners need to be sure their content is up-to-date and ready to be consumed. The attitude of “we’ll update that next week” simply isn’t workable, as colleagues read it regularly, and therefore are at risk of reading incorrect content.

The relevance of news articles will by nature decay faster than content pages, so it is not a surprise that a smaller percentage (30%) of the visited news articles were visited in the last seven days.



A beautifully designed intranet page looks great, but the reality is, it’s useless – and an expensive time waster – if it doesn’t clearly provide the information employees are looking for.

For an intranet to be successful – that is, for it to work for employees – pages need to be up-to-date, easy to use and capable of driving an action.

We asked the world’s premier intranet thought leaders and specialists how intranet managers can ensure their content is high quality and up to date.



<https://www.swoopanalytics.com/blog/intranet-pages-need-to-work>

5.5.3 What is the lifespan of a news article?

To identify what the average “life” of a news article might be, we analysed more than 12,000 news pages that had been visited for more than five days. Interestingly, peak viewing happened on the day after the news post was originally published. From day two, the visits drop off rapidly, though still attracting a reasonable number of visits a week later. Around 10% of visits were made to articles more than one month old. A small number of news articles were still being visited three months after being published. Perhaps these articles have attained evergreen status and could be archived to a content page?

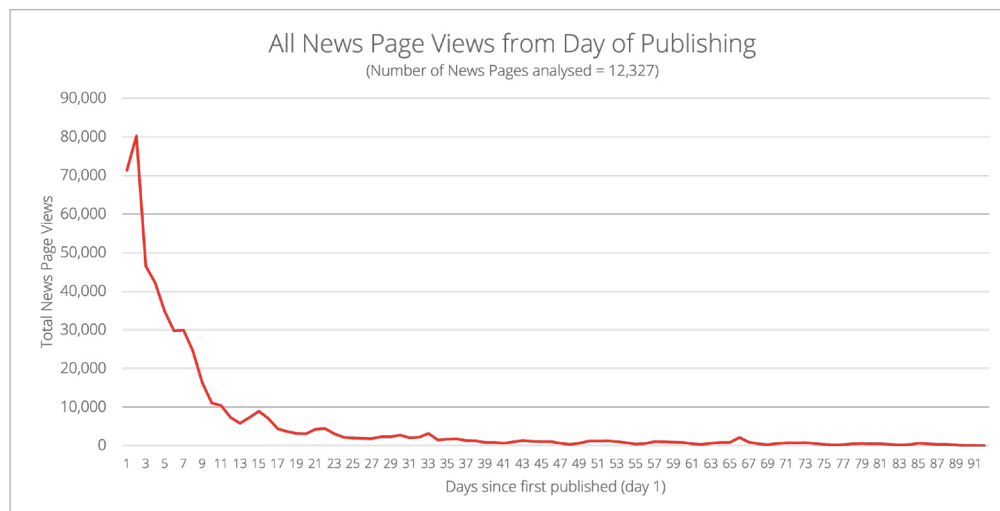


Figure 9 – Life of an intranet news article.

While keeping old news articles may appear to be relatively harmless, it could result in unintended “noise” when intranet searches are initiated; unless explicitly excluded from the search function.

Of course, identifying when content becomes outdated will be context specific. Product companies using the intranet to store product specifications for reference would justify having an ageing profile favouring more static information profiles. In contrast, industries like media and entertainment, transportation and financial markets would have quite different information management profiles.

Key takeaway: Assess your information freshness. Does it align with the needs of your business? Effective curation of your content will become increasingly critical to not only your intranet search, but also your ability to exploit AI in the future.



When does “news” on your intranet become “old news”? We found it takes about a week before news starts to decay. So, what do you do with this “old” news?

We reached out to the world’s premier intranet thought leaders and specialists to ask their advice on how to keep intranet news pages relevant, and when to archive “old” news.

Most suggest **archiving old news after about 12 months, otherwise it will keep appearing in searches, and chances are, it will contain outdated information.** The most important thing to remember about searchable old news is to ensure it’s updated if information has changed, or mark it as being old/outdated news.



<https://www.swoopanalytics.com/blog/what-to-do-when-intranet-news-becomes-old-news>

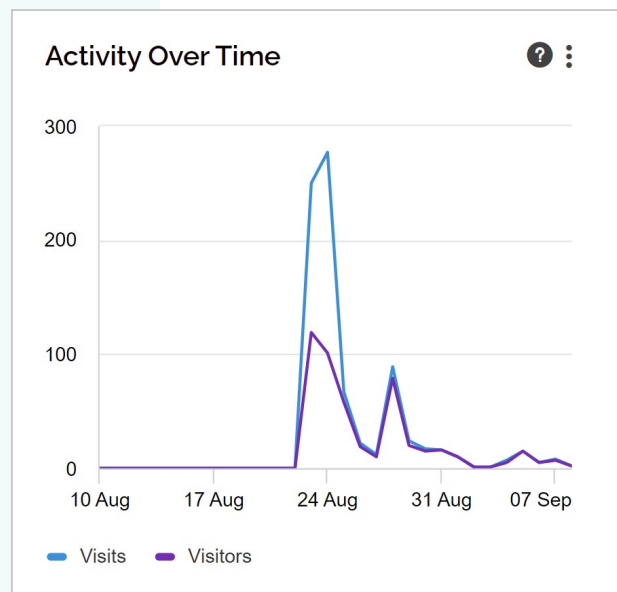


Checking your news item’s active life in SWOOP Analytics for SharePoint intranet

In [SWOOP Analytics for SharePoint intranet](#), our Activity Over Time report can help you understand how long visitors are interested in your news item.

Either select a news item from the “Top News” report, or search for it in the “Page” dashboard and then head to the “Essentials” or “Behaviour” tab.

The report shows both the total visits each day and the number of visitors. If there is a large gap between the two lines it suggests people are returning to re-read the news. However, if the lines are close together then it’s more likely that visitors are only reading the news item once.



5.5.4 How evenly are intranet readers spread across departments?

It is not unusual for adoption practices to vary across formal organisational boundaries. For example, for digital initiatives, we will often see the IT, engineering and sometimes even sales and marketing departments leading the way, with perhaps some administrative or frontline functions being slower to adopt. For intranets, however, we anticipate the readership and adoption should be spread more evenly across the organisation. A good proportion of intranet content is designed with the whole organisation in mind.

Aiming to answer this question we relied on the Microsoft Active Directory “department” attribute. To start with, we developed a “readership index” comprising the percentage of active views per member, and the membership size for each department². We then used this index to assess the variation of readership across all departments. We hypothesised that organisations with a high average readership across departments, and a low variation in readership between departments, were achieving the best results for employee reach.

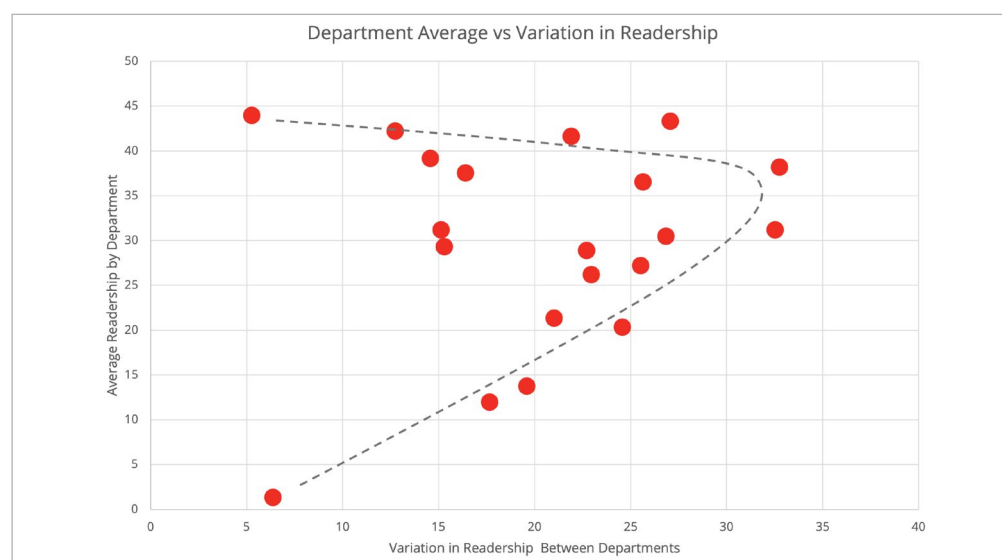


Figure 10 – Cross-department internet readership.

How you read the diagram:

- Lower left corner: we have an organisation where few people are reading content on the intranet, and it is consistent across all departments (i.e. no one is paying much attention to the intranet content).
- Upper left corner: we have organisations where close to 50% of employees are reading intranet content, and this is consistently high across all departments.
- Upper right corner: we have organisations where the readership levels are very mixed. Some departments have very high levels of readership and some low but, as a whole, they have strong readership levels.
- Lower right: this is mostly empty, but here you'd find organisations where readership levels are mostly very low, but with a few exceptions their intranet readership levels are high.
- The “boomerang pattern” (see the broken line) infers a turning point occurs where a critical mass of departments achieve a given level of readership (which looks like around the 35-point mark), with a more universal adoption.

² The index is calculated like this: Readership Index = 0.4 * %Active Member + 0.4 * Views per Member + 0.2 * department size.

We interviewed the top performing organisation in the above graph to learn what it does to get so many eyes from multiple departments on its intranet pages. The organisation chose to remain anonymous but was happy to share some of its key points:



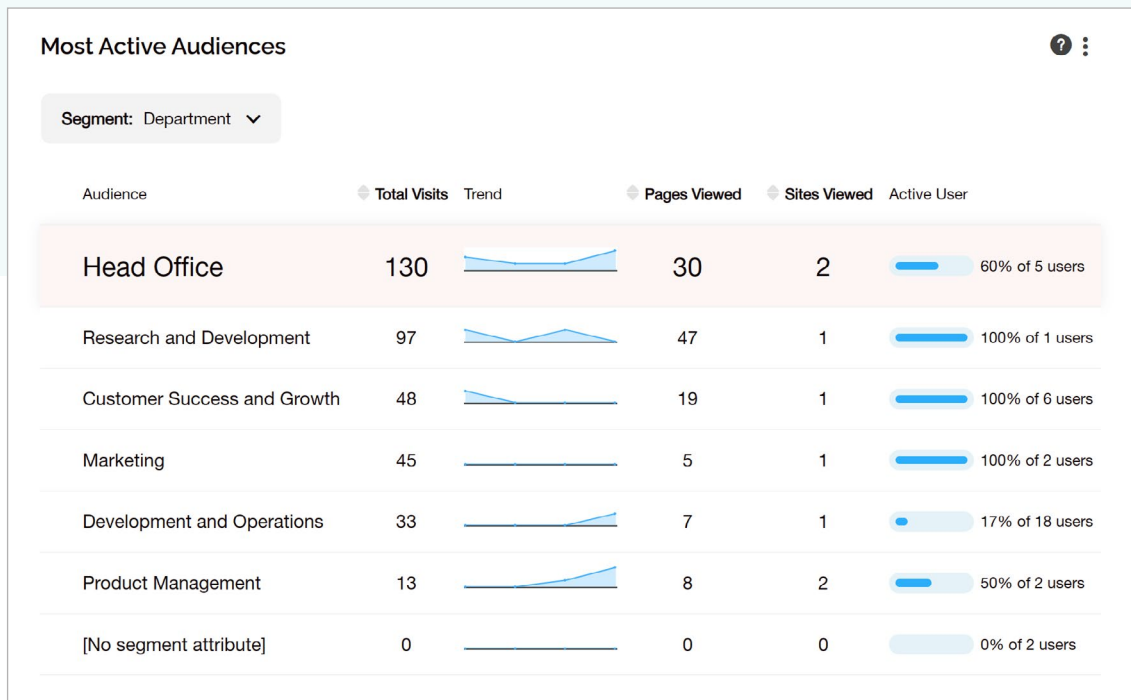
- This US-based organisation has all its HR pages on the intranet, meaning everyone must go to the intranet to access benefits pages etc.
- Every Monday, every employee is emailed a company newsletter. The newsletter features snippets of news stories, but the full news story is on the intranet, so to read them employees must follow the link to take them to the relevant intranet page.
- To continue conversations from intranet news articles, links are included directing employees to Viva Engage to add their comments and join the conversation.
- The weekly newsletter, and most news articles, deliberately don't target a single audience. They are targeted towards every employee, hence more chance of high cross-department readership.

Key takeaway: Using average readership numbers is fraught with risk as these figures hide significant differences in how different departments read content on the intranet. Ensure you have an audience readership goal in mind, and then use data to see if the adoption levels are aligned to this.



Tracking your audience activity in SWOOP Analytics for SharePoint intranet

In [SWOOP Analytics for SharePoint intranet](#) we have a Most Active Audience report. Here you can pick an attribute to segment your audience and see how many visits each segment has made, and even the percentage of people within that segment that have visited.



We also display the trend so you can see if numbers are growing over time – handy when you are monitoring the adoption levels of a particular audience.

5.5.5 Use of site/page structuring on the intranet

Intranet designers look to group content pages to better facilitate efficient navigation to desired pages. Categorising information is as old as the librarian profession, so one might expect mature experiences in categorising content pages.

To explore this space, we analysed how organisations were using SharePoint sites to structure pages. We excluded news pages as they are often posted in a single site and, given the volume of articles, could skew the results.

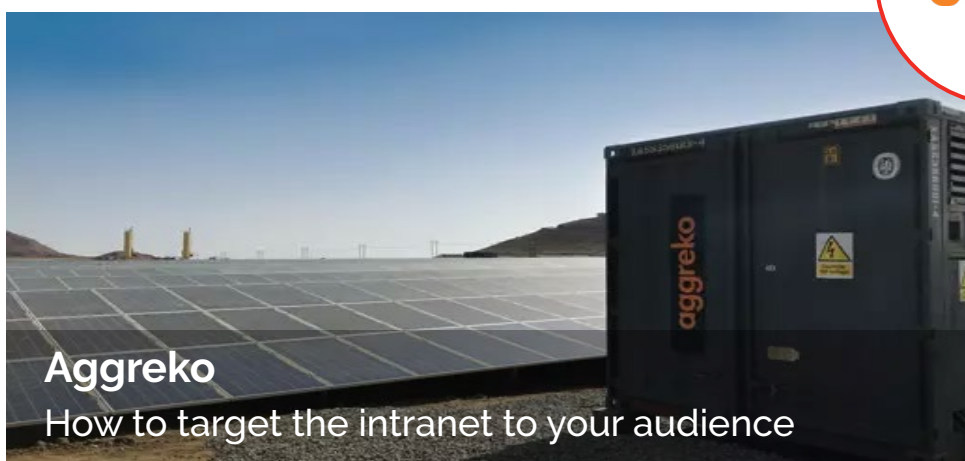
We discovered 90% of content pages are stored in 10% of the SharePoint sites. Potentially, this could create a governance challenge, as only a small group of editors are likely to have the right to maintain this content, and it is a substantial maintenance task. There are arguments for centralising these content maintenance tasks in terms of more consistency but, on the flip side, it does also mean it is a time-consuming task, especially without supporting analytics.

Also, the very uneven distribution of content across sites could mean an aspiration of a flat structure has not materialised. Could it be that the business functions that could benefit from creating more content for special segments are not comfortable doing so? Is it due to a lack of training or lack of commitment and effort in creating and maintaining good quality local content?

The average number of pages per site is a little more than 30, but with a large variance between organisations. This again suggests varying practices in governing sites and content.

We also discovered that just under 10% of content pages were visited for less than one second. This could potentially suggest a good proportion of pages are simply “noise” to the readers, perhaps forcing them to undertake longer than necessary intranet journeys to their ultimate target pages.

Global energy solutions provider **Aggreko** uses audience targeting to personalise the intranet to each and every employee, thereby encouraging colleagues to engage with the content that is meaningful to them.

The Aggreko logo, consisting of the word "aggreko" in a bold, orange, sans-serif font, is enclosed within a thin red circular border.

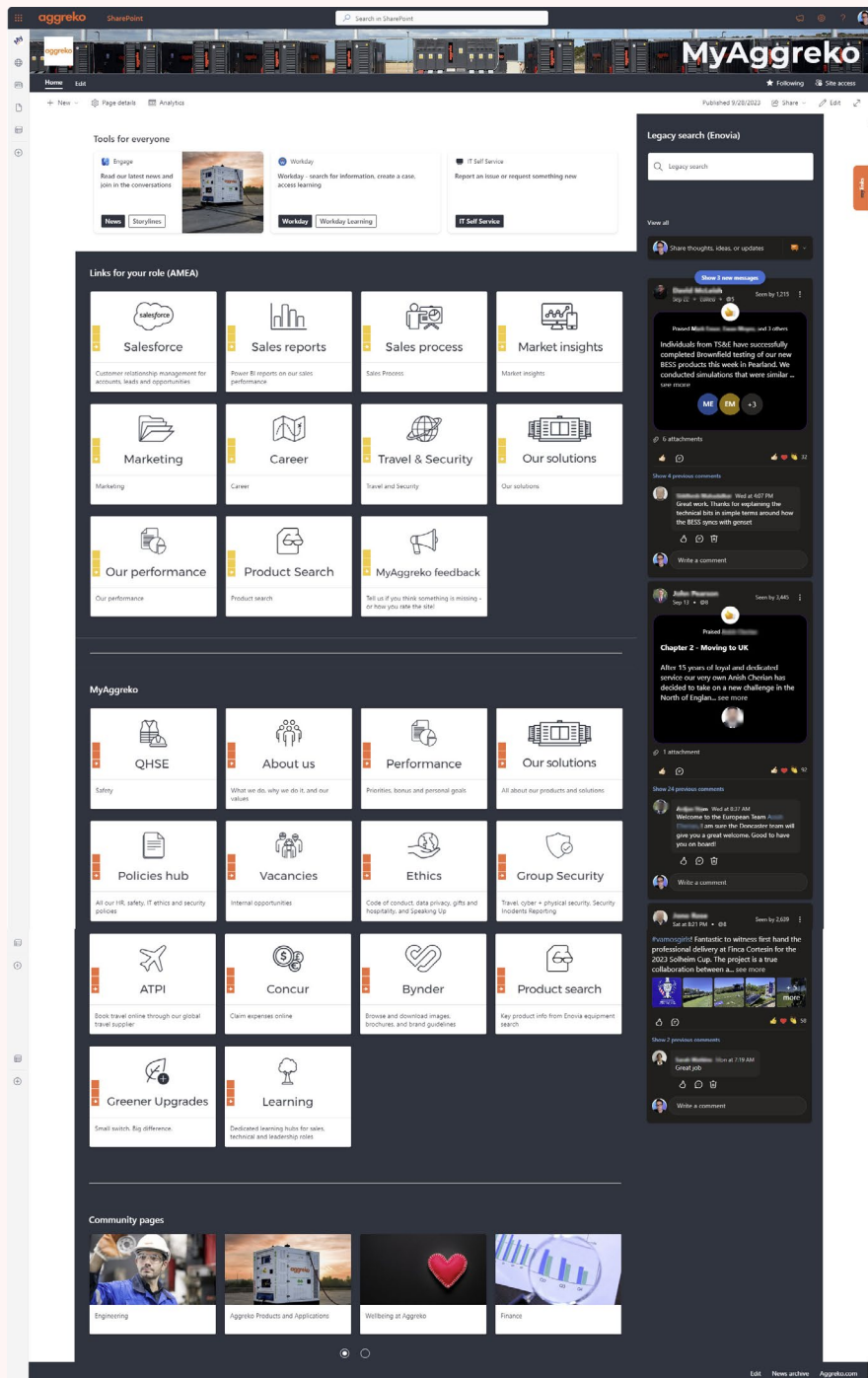
Sometimes a “one size fits all” approach fails to fit anyone.

When it comes to company intranets, the “one size fits all” approach could result in alienating many employees.

For example, how is news about a new keycard entry to head office in London relevant to field workers in South America? Or a US leave application form relevant to an office worker in Malaysia?

At **Aggreko**, the global leader in providing energy solutions, the intranet is targeted to each and every audience. Aggreko does so by using **SharePoint Online's out of the box functionality for audience targeting**. By enabling audience targeting, specific content is prioritised to specific audiences through SharePoint web parts, page libraries, and navigational links.

If you're in the Asia, Middle East and Africa (AMEA) region, your intranet home page would be targeted to the region, with relevant links to tools associated with your job role, like Salesforce.



A screenshot of Aggreko's intranet homepage for AMEA colleagues with audience-specific content tiles and the Viva Engage All Company feed, renamed Aggreko News, on the right-hand side.

Paul Brereton, Head of Digital Communications at Aggreko, said targeting audiences on the SharePoint intranet homepage has been a huge game changer in getting employees more engaged on the intranet.



*Paul Brereton,
Head of Digital
Communications, Aggreko.*

"It's given the home page a really personal feel whereas before it was a one size fits all that didn't fit all, particularly when 80% of our audience are technicians/operations and they have a very different need of an intranet than someone in support function in head office," Paul said.

"We wanted to give them a flavour of the home page to give them links to the tools they use the most. It's not rocket science, but it's made a real difference."

Replacing the intranet news feed with the All Company Viva Engage community

Another way Aggreko has personalised the intranet is by replacing the intranet news feed with the All Company community on Viva Engage. The end result is that people are talking about what interests them, and every employee has the ability to add to the company news, or share their thoughts and perspectives on each and every topic.

The All Company Viva Engage feed was renamed "Aggreko News" when it was added to the intranet news feed, and all 5,500 employees now have editorial access to share their news with everyone in the business – on Viva Engage and via the intranet homepage.

Paul said the decision to scrap the traditional approach of sharing corporate news front and centre on the intranet homepage and replace it with Viva Engage was made so every employee could be involved with sharing news.

"The problem we found was everything (on the intranet) was posted by internal comms so no one else was able to share news," he said.

"So we moved it to (Viva) Engage in the hope that everyone would share news because there's lots of great news stories happening across Aggreko.

"If we kept the news on the intranet, it meant that unless we opened up editorial permissions to everybody in the organisation, it was limited to just corporate stories. We wanted to devolve editorial ownership back to the business.

"Now we've got 5,500 news editors because everyone is able to post in Aggreko News on Engage."

This approach to sharing news on Viva Engage helped Aggreko take out top honours for medium-size organisations in the EMEA region in [**SWOOP Analytics' 2023/24 Viva Engage benchmarking analysis**](#).

Every time someone logs onto the Aggreko intranet homepage, they will see the latest posts on the All Company Viva Engage community, and can navigate directly to Viva Engage to join in the conversation.

"We wanted everyone to be empowered to share their own news whether that be a leadership update, or really great customer stories, or just something cool going on in the business," Paul said.

Posted in Aggreko news



George White

May 3

Seen by 4,692

Hi all

Just wanted to take this opportunity to give a shout out to someone who many of you will know, [Steve Leslie](#)

For those who may not be familiar, [Steve](#) has been with the business for 24 years, with a career that has seen him travelling across the globe.

He started with establishing our Aberdeen Service Centre in a growing and fast-paced oil & gas industry, then moved to Houston after being a key member of the Movex implementation team.

[Steve](#) settled in Texas for 12 years as the Area Operations Manager in the largest service centre in Aggreko.

In 2018, he moved to Australia as the Area Operations Manager responsible for Perth and Kalgoorlie and has established strong operational foundations in an extremely demanding market.

Please join me in wishing [Steve](#) the best in his new endeavours as he takes the life-changing step towards retirement.



Celebrate



Comment



Share



You and 174 others

Show 38 previous comments



May 10

Congratulations and best wishes [Steve](#)!



May 11

Enjoy [Steve](#)!! Thanks for everything you gave to Aggreko!!! Great mentor to a lot of us!!!



2

An example of a post in the Aggreko News Viva Engage community, which is also shared on the intranet homepage.

Not once has Paul had to remove or edit a post on the Viva Engage feed, and sharing news this way has uncovered so many otherwise unheard stories.

"Since we've done it, I've not had to take down or suggest an edit to a single post. It's really lifted the lid on the business," Paul said.

"We knew there was lots of great things going on but it never really made it anywhere because there was nowhere to post it.

"We only had corporate news on the home page. Now we've empowered everybody and people are sharing more and more things and I would say 99.9% of it is business related."

Paul said there is an occasional social post; "but even then, there's a hook back to Aggreko in some way or other".

Aggreko has continually been amongst the top performers in SWOOP Analytics' annual Viva Engage benchmarking, and has a healthy culture of sharing and conversing on the platform. The old intranet didn't allow for two-way conversations, hence the deliberate move to substitute news on the intranet for the Viva Engage All Company community.

"We wanted it to be two-way and we wanted people to interact and react to the news but also we were just bored of putting the same old corporate messages up on the home page," Paul said.

"It's dull. Whereas we knew by going out and speaking to the business there's some fantastic stuff going on across the Aggreko world, so we wanted to put the spotlight on it and what better way than to make news social."

The combination of audience targeting and replacing the news feed with Viva Engage on the intranet has resulted in increased engagement across the intranet and Viva Engage at Aggreko, which is measured with [SWOOP Analytics for SharePoint intranet](#) and [SWOOP Analytics for Viva Engage](#).

"Now we've moved news (news feed) off the home page, we've made the home page much more audience focussed," Paul said.

"Now everything is audience targeted and it's made a difference."

In [SWOOP Analytics' latest Viva Engage benchmarking](#), the Aggreko News community ranked amongst the top 5% of the almost 5,000 active communities (those with significant activity over a three-month period) analysed. It was the top ranked community at Aggreko based on SWOOP Analytics' in-depth measures.

5.6 Editor statistics

The number of employees with creator/editor responsibilities varies between organisations. We can see from the chart in Figure 11 below that for many organisations this task can be distributed amongst many people. One organisation had more than 1,800 editors, the majority responsible for content pages. The number of news editors varied from one to more than 86, with on average 26% of all editors publishing news, which also means 74% of the editors publish or edit content pages.

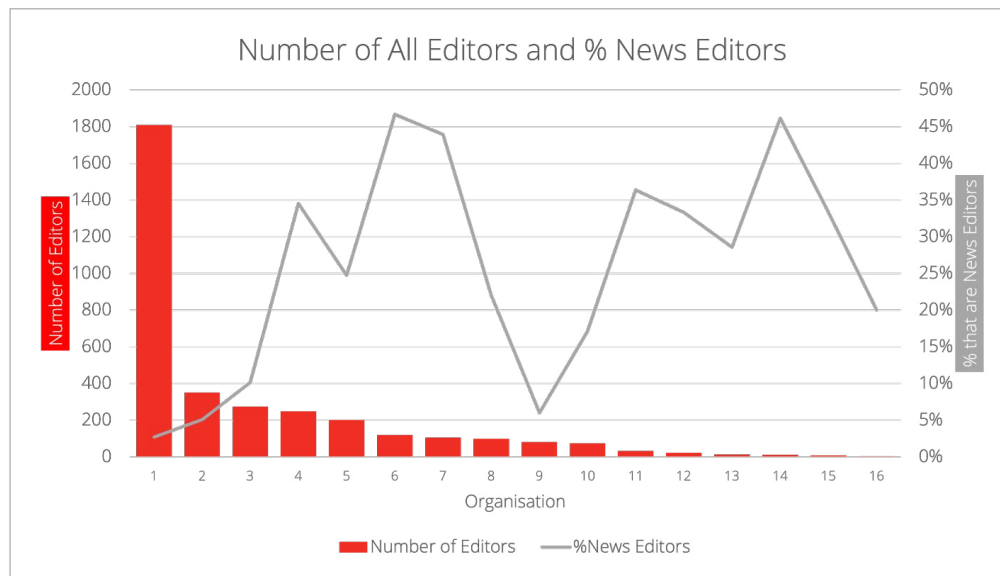


Figure 11 - Editor statistics for SharePoint intranet pages.

The data suggests that the number of employees responsible for creating/editing far exceeds the number of professional writers in the internal communications function. For news in particular, the importance of creating succinct and targeted news will require the internal communications function to take the lead in assisting all content creators/editors to work at the highest levels possible.

We found news editors, on average, published/edited four news pages during the three-month period. Content page editors published/edited, on average, 2.5 pages. The challenge, and opportunity, for the IC function is therefore to help a large number of colleagues improve their intranet content. .

Key takeaway: The takeaway for creator/editors within the internal communications function is the need to take a leadership role in coaching/mentoring other intranet content creator/editors, to ensure intranet users gain the maximum benefit from their short readership time.



Identifying your top editors in [SWOOP Analytics for SharePoint intranet](#)

Head to the Top Editors report in [SWOOP Analytics for SharePoint intranet](#) and you'll get a list of those editors that are modifying pages most often.

You can see how many pages they have edited and how many people they are reaching with the pages they look after.

Top Editors			
Editor	Reach	Pages	Edits
User	5,950	3	55
User	3	40	40
User	12	36	38
User	2	36	37
User	3	35	35
User	2	32	32
User	5	26	28
User	6	14	14
User	5,944	3	11
User	1	5	5
Load more >			

5.7 What is the health of our intranet pages?

At [SWOOP Analytics](#) we have made a unique undertaking to measure the [health of intranet pages](#). Each page, or news item, is assessed on three criteria and a score is assigned out of 100. The criteria is:

- **Quality** – age of content, spelling errors, broken links.
- **Experience** – readability, heading lengths, text structure.
- **Engagement** – read time.

The Health Score for a page represents the average of the three components and is given a score out of 100.

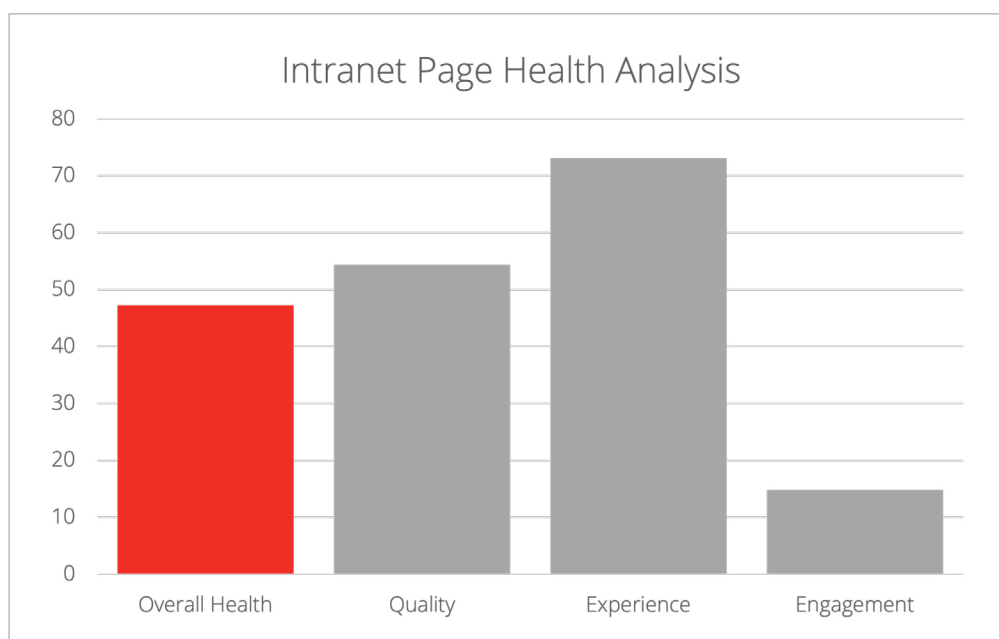


Figure 12 - Intranet page Health Scores from the 20 organisations analysed.

Across the 20 organisations analysed, we can see page health is best for “experience” and poorest for “engagement”. The experience score includes an assessment of how easy it is to read a page. A great page is easy to read as it isn’t full of complex language, has a good balance of text and headings and the headings aren’t too long.

The engagement score assesses how much time people spend on the page against the estimated time it takes to read a page, based on an average reading speed. The low average engagement score suggests employees are not spending sufficient time on pages to effectively consume the information being provided. For page creator/editors, the message is the need to be succinct, or ensuring that the most important bits are at the top. Employees are not extending their reading time to accommodate lengthy pages. This is perhaps a place where AI can help in shortening text that is only as long as it needs to be.

With an overall average health score of 47, there is still much scope for improvement. The best performing organisation scored 58. We have taken the opportunity to establish health score goals set at the top 20% threshold from the current benchmarked cohort:

Table 2 - Page Health Score benchmark goals.

Health factor	Benchmark health goal (100 max)
Quality	63
Experience	76
Engagement	25
Overall Health	52

Specifically, addressing the “Engagement” dimension, **SWOOP Analytics has developed behavioural personas** that are attached to pages based on the pattern of visit times the page has experienced:

- **Glancers** –spend so little time on a page they are unlikely to get any relevant information from the page. They see the visit to the page as a mistake and immediately leave.
- **Scanners** - spend enough time on a page to look for a particular word or link. They are not reading the page to understand it but to find a particular thing.
- **Speed-readers** - spend enough time on a page to get the main points from the content. They are skim reading the content so can miss the full details of the page.
- **Readers** - spend enough time on a page to read and fully understand the content.
- **Campers** typically spend more time than is needed to read a page.



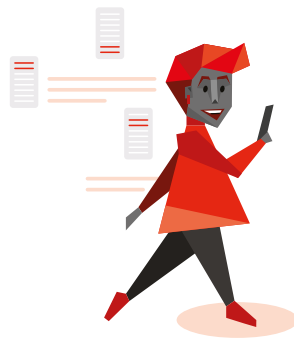
Glancers

Typically spend so little time on a page they are unlikely to get any relevant information



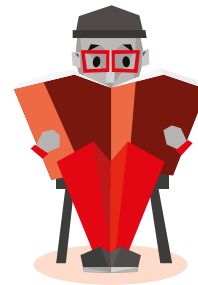
Scanners

Only looking for a particular word or link but not reading the page to understand it



Speed-readers

Spend enough time on a page to get the main points from the content



Readers

Spend enough time on a page to read and fully understand the content



Campers

Spend more time than is needed to read a page

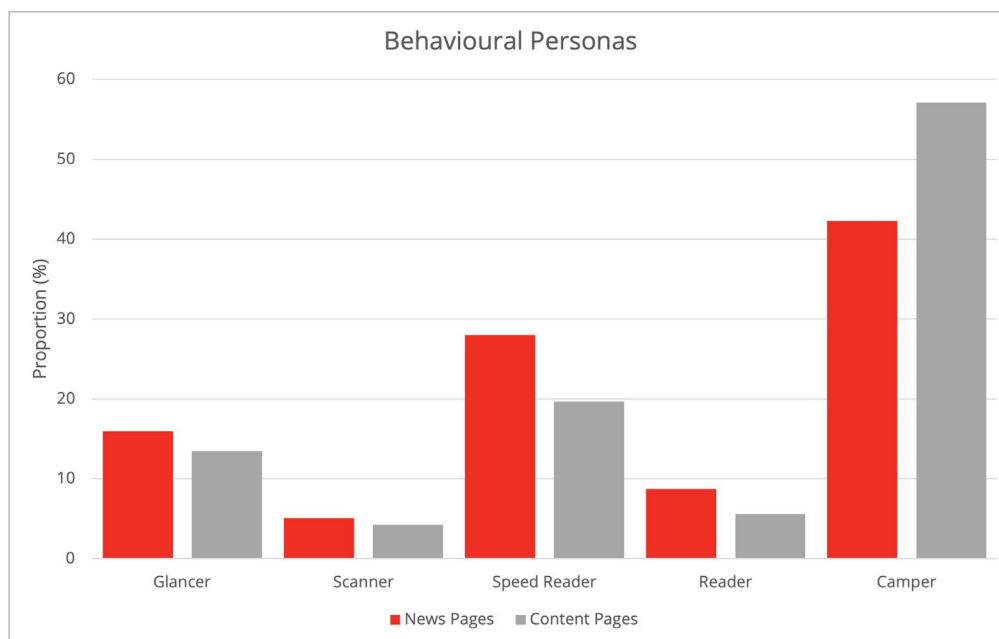


Figure 13 – The distribution of SWOOP Analytics behavioural personas across the 20 organisations benchmarked.

Averaging across all organisations, we can see a “camper” is the most dominant persona, especially for content pages. We should point out that pages left open at the end of a browsing session, i.e. not specifically closed; will be classified as a “camping” page. We are therefore not concluding too much from this result.

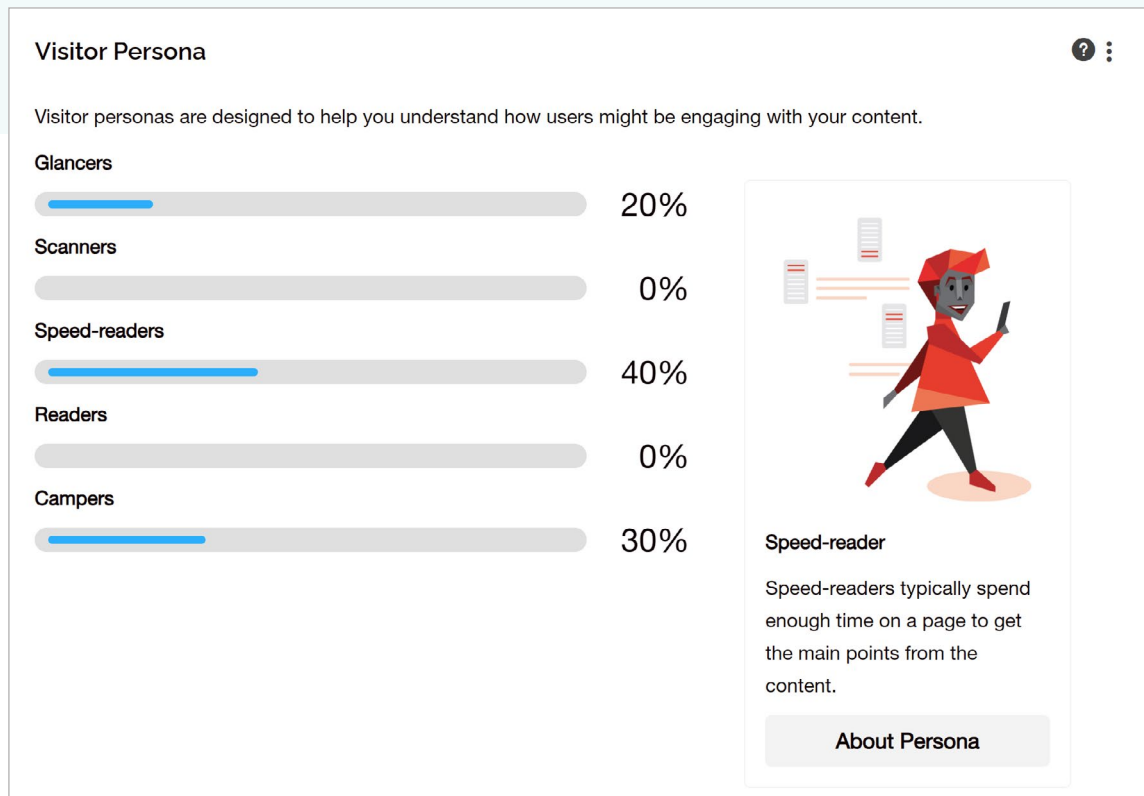
The sweet spot “reader” was less than 10% of pages for both news and content pages. This result reinforces the need for succinct text to better match the visit times employees are prepared to invest with the intranet.

Key takeaway: If we want employees to benefit most from intranet content, the content needs to be sized to meet the time employees are prepared to spend on the intranet.



Finding the Visitor Personas for your intranet in [SWOOP Analytics for SharePoint intranet](#)

Head to the “Behaviour” tab in [SWOOP Analytics for SharePoint intranet](#) and you’ll be able to see the breakdown of visitor personas at an intranet, site or content level.



The split between the personas that your visitors make up is shown, along with the details of the main persona, to help you understand what your visitors might be doing.

5.8 Readership and volume of news pages

Time is finite, so we assume that publishing more news will not lead to people reading it. However, some communicators are being driven to publish a lot of news, so we wanted to have a closer look at the relationship between the volume of news published and how many of the news pages are being visited.

The chart below shows how many news pages have been published by each organisation (grey line), and how many of these news pages were visited.

If our hypothesis that “less is more” is correct, then the percentage of news pages visited would have been going in the exact opposite direction as the number of news pages published. The percentage of news pages visited does appear to be trending upwards, but there are some exceptions, so while we cannot make a firm conclusion that “less is more”, we can say that “less can be more”. In other words, news publishers should be carefully monitoring the consumption of their news content and hit the pause button as they see the readership numbers plateau.

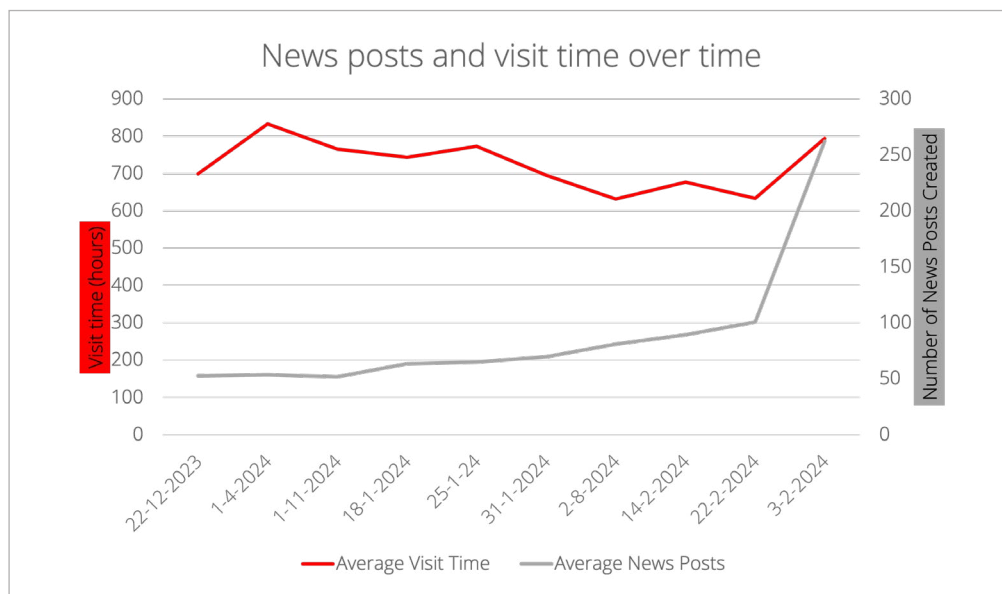


Figure 14 - News performance by organisation.

To assess employee readership with news pages over time, we divided the three months (91 days) into one-week periods. Plotting the number of news pages over time against the total visit we can see in Figure 15 below that the total visit time was moving against the decreasing trend of news posts from week six onwards. This reinforces the insight that **more news does not mean more views**.

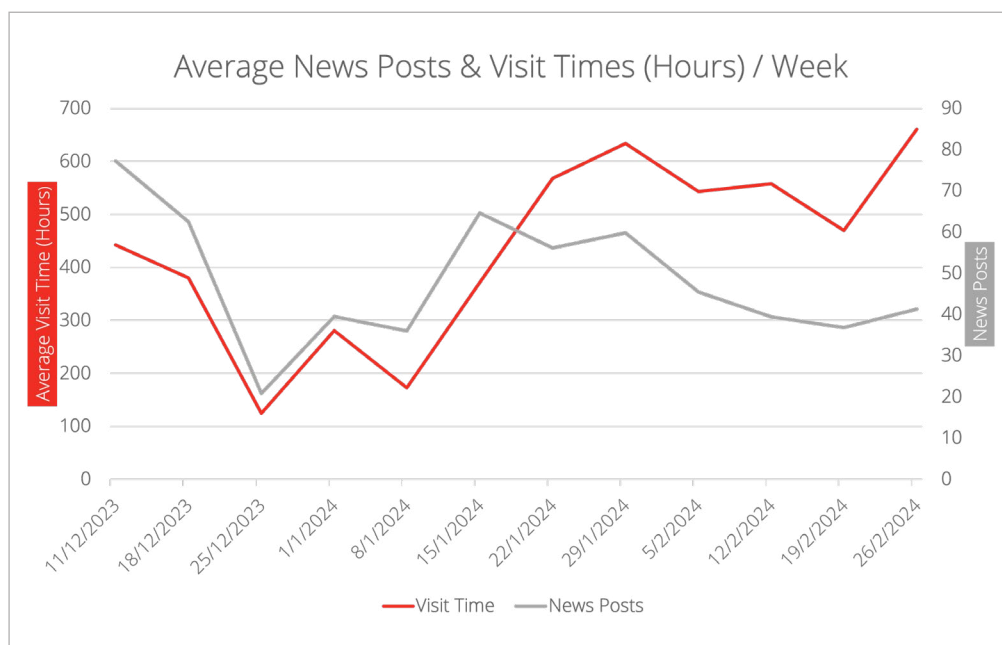


Figure 15 - News posts versus visit time over time.

How many news articles do employees read? We looked at those employees that had made at least one visit to the intranet during our study period (around 60% of all staff). This cohort read, on average, **one news article per week**.

Key takeaway: For news, less can be more. It appears that employees allocate a finite time for reading news i.e. their news reading time budget. If there are more articles, they will just spend less time per article reading them and vice versa.

This was a finding supported anecdotally by [Victoria Police](#).

Sarah Larsen, Senior Corporate Communications Channels Advisor at Victoria Police, shared the example of news stories published on Victoria Police's intranet in January, February and March 2024.

"We do a monthly review and use SWOOP to report on that," Sarah said.

"In January and February we published 11 and 12, respectively, news articles on our homepage on SharePoint, and in March we published 21 articles. The average (engagement per article) went down (in March). While our overall site visit increased, and traffic had generally increased, it had reached its threshold in terms of individual news article reads, and our average went down.

"It identified for us that there is a happy median, and it wasn't by design we had so many news articles in March. A lot of things came up that we had to push out.

"By the looks of it, we do well when we do a certain number of articles and when it reaches that, we've reached saturation."



5.9 How does the intranet fit in a multi-channel environment?

Intranet content has historically not attracted long discussion threads. Employee interactions tend to be concentrated on Viva Engage and Microsoft Teams discussions. "Socialisation" of information posted on the intranet, however, can be a critical contribution to employee engagement. A good example was when organisations were rapidly looking to introduce working from home (WFH) policies. Socialisation of these emerging policies was a key process in their eventual release. Not surprisingly, much of this discussion occurred in the social channel, being Viva Engage, and not on SharePoint intranets.

To explore the potential overlap between the different digital communication channels employees engage with, we evaluated the use of SharePoint intranet, Outlook email, Viva Engage and Microsoft Teams meeting participation. Specifically, we looked at five organisations from our benchmarking sample for which we had Microsoft 365 usage data.

We looked at the correlation³ between people who were active readers of the intranet and their relative activity on Outlook email, Viva Engage and Microsoft Teams meetings. For example, if a person is very active on email, and very active on the intranet, then we record that as a correlation.

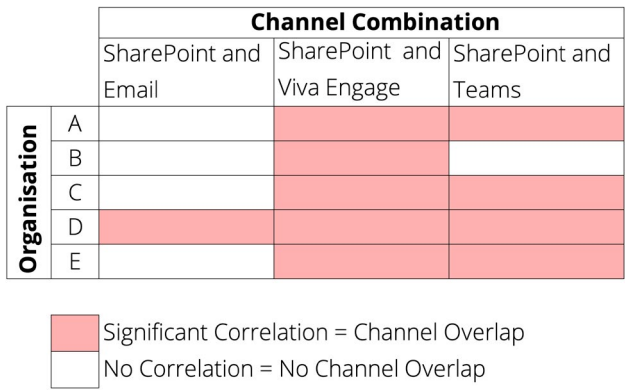


Figure 16 - Channel overlaps with SharePoint intranet usage.

The above correlation matrix shows that people who are using SharePoint intranet are also active on Viva Engage, and attend Microsoft Teams meetings. The strongest correlations were between SharePoint intranet and Viva Engage (both reading and writing). While we are unable to map content topics across from SharePoint intranet to conversations on Viva Engage, we have plenty of anecdotal evidence that employees participating in active discussions on Viva Engage are, at least some of the time, discussing content sourced from the intranet. The above case studies from Aggreko and Victoria Police are good examples.

A common question internal communicators ask relates to how they can use digital communication channels together. If we were to follow the external communications lead for “omni-channel” approaches, we acknowledge that employees will have different “favourite” digital spaces. Many are comfortable living in their email inbox. Others may start with the intranet, Microsoft Teams or Viva Engage. For the internal communications specialist, these are all potential channels through which they have an opportunity to engage with an employee. In this report we are interested in what part the intranet plays in an omni-channel communication strategy.

As we showed in the matrix above, there is a lack of correlation between people reading the intranet and those reading email, so there are many people who are active on email, but only use the intranet sparingly. This would mean an audience exists that is not using the intranet. For four of the five organisations analysed, the Outlook email channel provides the most prospective new audience. For one organisation, meeting attendees was a potential new audience.

Key takeaway: People who use SharePoint intranet also use Viva Engage, and these appear to be working together to build employee engagement. Internal communicators should use email to either share intranet content, or use it to direct people to the intranet.

3 We used a **ranked correlations** approach which essentially ranks participants by their activity levels on each channel and then looks to correlate the ranked lists.

6 What does the future hold for intranet managers?

As we see it, there are two major trends that might affect the future direction of intranets. The first is the ubiquitous disruption, being generative AI. The second is the expansion of the internal communications function evolving from the mouthpiece (the town crier) for the executive, to employee engagement facilitators (town community liaison).

6.1 AI for content creators/editors

One aspect we have noted in this report is the potential to help content creator/editors provide more engaging and readable content. Given our findings that the majority of creator/editors are not professionally trained writers, the potential benefit from AI can be substantial. Think about a news post you have drafted that runs to 900 words that you would like to reduce to a succinct 450 words? It's not easy to "hack" something you may have spent hours creating. AI can suggest a shortened version dispassionately in a matter of seconds, with no hard feelings if the "editing" had come from a human editor. AI can also be used to suggest simplified language and structure text under headings etc.

6.2 AI Co-Pilot for community facilitation

There is a growing number of intranet content creators and editors, the majority of whom are not professional communicators. Yet superior writing skills are precisely what is needed to gain the attention of time-poor employees. The internal communications (IC) function is seen as centre of excellence for business communication, and IC can therefore become the hub for an enterprise "professional writing" community.

To help the IC function efficiently perform such a hub function, AI could offer "office tasks" assistance with activities like scheduling meetings for a writers' community, following up on actions, summarising discussions etc. These have all been identified as "early wins" when using AI co-pilots, and should therefore be considered by the IC function.

6.3 From megaphone to conversation facilitator

It would be fair to say that IC has historically largely operated as one-way communication; crafting messages for senior executives and being responsible for their distribution. If IC wants to have a stronger impact on the organisation, two-way communication, leading to a more vibrant and engaged employee base, is the big opportunity.

For many IC practitioners this transition might appear confronting. In essence, “crafting and sending” the message is no longer the end of the job, but the start. Two-way communication happens after the initial message is sent; and the link between the SharePoint intranet and Viva Engage becomes even stronger.

Internal communications expert Jenni Fields, founder of Redefining Communications, suggested the following **responsibilities for internal communications staff to include:**

- Helping employees stay aware of the company's values and mission
- Promoting transparency and employee engagement
- Encouraging collaboration between teams and departments
- Making sure all team members know about company changes, executive decisions, and the reasons behind new ways forward.

The intranet and enterprise social platforms are increasingly becoming under the purview of IC. The intranet has been, and remains, the place employees go for enterprise information. Together with the social channels like Viva Engage and Microsoft Teams, IC will have the primary toolsets for impacting employee engagement. As our workplaces become increasingly remote and/or hybrid, IC will have the opportunity to not only be the trigger for meaningful conversations, but the key driver for enterprise-wide employee engagement.

7 Join SWOOP Analytics' 2025 SharePoint intranet benchmarking study

After reading this report, we're sure you'd love to know how your SharePoint intranet compares with others, whether you're achieving the benchmarks we suggest, and how your organisation's intranet measures up. We'd love to help by having you trial [SWOOP Analytics for SharePoint intranet](#) for free and participating in our 2025 SharePoint intranet benchmarking study.

SWOOP Analytics benchmarking is free, and your data remains anonymous. We'll alert you to the SharePoint intranet pages that need to be cleaned up, or are out of date, and show you which pages are being accessed by whom, at what times and what are your most popular pages and how long people visit them.

You must be **trialling SWOOP Analytics for SharePoint intranet by March 1, 2025** to be included in the 2025 benchmarking study. You will have free access to [SWOOP Analytics for SharePoint intranet](#) for a limited time and your SWOOP customer success manager will walk you through the measures so you can see exactly how your intranet is performing to know if it is fit for purpose.

Your data is 100% confidential

SWOOP Analytics does not store any page content, names or email addresses. Your company name is kept confidential and your participation is not disclosed, unless you agree to be named as an intranet champion.

Want to find out more? Just [fill in this form](#) and our Customer Success Team will be in touch to walk you through all the details. We're looking forward to you being a part of SWOOP's next SharePoint intranet Benchmarking Report!



To see SWOOP Analytics live in action using your own data on [Viva Engage](#), [Workplace from Meta](#), [SharePoint Online](#), [Microsoft 365](#) or [Microsoft Teams](#), [request a demo today](#).

<https://www.swoopanalytics.com/get-demo>

BOOK A FREE DEMO

Try SWOOP for free on your own data.

Get a free demo

8 About the authors

Dr. Laurence Lock Lee is the Co-founder and Chief Scientist at SWOOP Analytics.

He is an experienced professional, with over 40 years' experience as a researcher, technology leader, educator and management consultant. Dr Lock Lee is one of world's leading practitioners in Social Network Analysis for organisational change, having conducted more than 100 consulting assignments for clients around the world. He holds a PhD on corporate social capital from the University of Sydney. In the 1980s, at BHP Research, he led the largest private sector Artificial Intelligence laboratory in Australia. He also previously led the national Knowledge Management consulting practices at BHP Information Technology (BHPIT) and at Computer Sciences Corporation (CSC). Dr Lock Lee has published two books and numerous journal and industry articles. He is a regular contributor to Reworked, Forbes and blogs at SWOOP Blog.



Sharon Dawson is SWOOP's Director, External Relationships & External Communication.

She is experienced in media and communications, having spent more than a decade working for Australian Associated Press (AAP) in the Sydney, Canberra and London bureaux. Sharon has covered Olympic and Commonwealth Games, worked in the Australian federal press gallery, reported on federal elections and been a sports correspondent for many years. Sharon joined the SWOOP team in 2017 as it expanded into the United States. Sharon holds a Bachelor of Arts (Communication Studies) from The University of Newcastle.





WWW.SWOOPANALYTICS.COM



SWOOP Analytics

© SWOOP Analytics 2024. All rights reserved. SWOOP Analytics is a registered trademark.