

# Optimising Intranet Governance

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# Acknowledgment of Country

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I acknowledge the Traditional Custodians of the various lands on which we work today and any Aboriginal and Torres Strait Islander people participating in this meeting.

I pay my respects to Elders past and present, and recognise and celebrate the diversity of Aboriginal peoples and their ongoing cultures and connections to the lands and waters of NSW.

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Background

# Our journey

Department of Planning,  
Industry and Environment  
established

2019

- 4 Corporate Intranets
- 2000+ pages of content

Intranet redevelopment project  
established

2021

- 236 employee engaged
- Information Architecture
- Governance model
- Content principles
- Channel strategy
- Content consolidated and rewritten

Compass launched

2022

- SharePoint
- 20 sites
- 416 pages
- Content Owners and editors mapped

# Common pain points identified



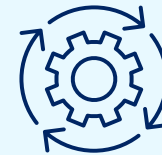
## Information

Many channels act as 'one-stop shops' which has created multiples sources of truth with no clear authority.



## Experience

Employees don't have the right tools, information and resources to self-serve and do their daily tasks effectively.



## Operations

Employees have resorted to leveraging their people networks to find the information they need.



## Governance

Content is often not assessed or maintained and left to languish on platforms due to limited resources.

# 2

## Collective ownership

# Roles and responsibilities

## Content Council

Responsible for the strategic oversight of governance, moderate content contributions, and empower content editors and approvers.

## Content Owners

Responsible for the long-term currency and accuracy of content on Compass.

## Content Approver

Responsible for the day-to-day management of content on Compass, including content approvals and requests.

## Content Editor

Responsible for the day-to-day delivery of content, including creating, updating, and retiring content.

## Community Contributors

Engage with content, provide feedback, flag required updates and information gaps to content editors.



# Content Council



## Purpose

Protect the employee experience, moderate content contributions and support content producers

## Frequency

Aim to meet every quarter and at least every 6 months

## Membership

Chaired by Internal Communications and Digital Directors

Membership is extended to representatives from key topic groups

## Responsibilities

Approve Information Architecture changes

Escalate organisational risks to leadership

Approve suggested changes to principles, standards, change criteria and best practice material

Approve requests for new channels



# Content lifecycle RACI



	ASSESS		DESIGN		DELIVER		ENHANCE	
	Find what needs to be communicated and where this should be placed		Draft content to align with user and organisation needs		Approve and publish content		Maintain and optimise the content	
	Trigger	Planning	Creation	Review	Load	Publish	Monitoring	Maintenance
	The cause behind why the content is created	Planning and envisioning new or improved content	Writing and formatting content	Quality and compliance check	Load content to Compass	Publish content to Compass	Ongoing monitoring and analytics of content	Post-publishing governance for content updates and improvements
<b>Content Editor</b>	Responsible	Responsible	Responsible	Informed	Responsible	Informed	Responsible	Responsible
<b>Content Approver</b>	Support	Support	Consulted	Responsible	Informed	Responsible	Support	Support
<b>Content Owner</b>	Consulted	Consulted	Informed	Consulted	N/A	Informed	Inform	Accountable
<b>Content Council</b>	N/A	Consulted*	N/A	N/A	N/A	N/A	Accountable (Platform)	

<b>Responsible</b>	The individual who actually carries out the task or activity. Responsible for getting the job done.
<b>Accountable</b>	The individual who is ultimately accountable for the task or activity being completed appropriately
<b>Consulted</b>	Individuals who are not directly involved with carrying out the task, but who are consulted. May be a stakeholder or subject matter expert
<b>Informed</b>	Individuals who receive output from the task or activity, or who have a need to stay informed.
<b>Support</b>	The individual who supports the individual responsible for carrying out the task or activity.

\* For changes which affect the employee experience, including the information architecture and Compass landing pages. This responsibility could sit with the Digital Change Manager to advise on process for change or make a decision.

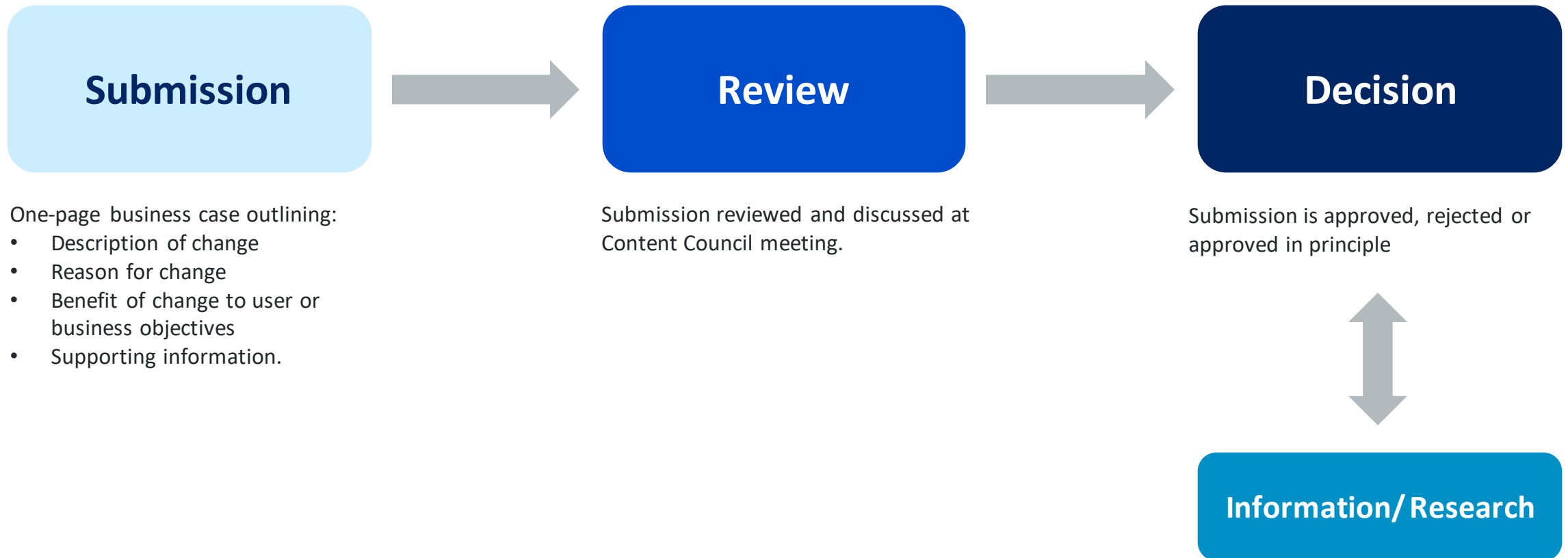
Creation and maintenance of the content is performed by Content Approver and Content Editor.

Content Owner and Content council are escalation points for issues and decisions.

# 4

## Employee experience changes

# Request for change



# Using UX to inform decisions - Example

## Request

Information architecture change

Combine content across  
2 topics areas

Topic rename

## Research

11 staff members engaged

Develop new Information  
Architecture

Prototype new landing page

## Results

A/B testing to validate  
improvements

### Task success rate

Current 80%  
Prototype 88%

### Task time

Current 22 mins  
Prototype 11 minutes

# 4

## Support



Intranet was launched with a clear intent to provide trustworthy content for our employees



Intranet is audited every 6 months



Content owners, approvers and editors are reviewed as part of the audit



Maintained an average page number of 480 (originally launched with 416)



Archived 143 pages across 3 audits

## Makes sure content meets 4 key criteria

### Accurate

Content is factually correct, up-to-date and trustworthy

### Purposeful

Content serves a specific purpose and is regularly visited

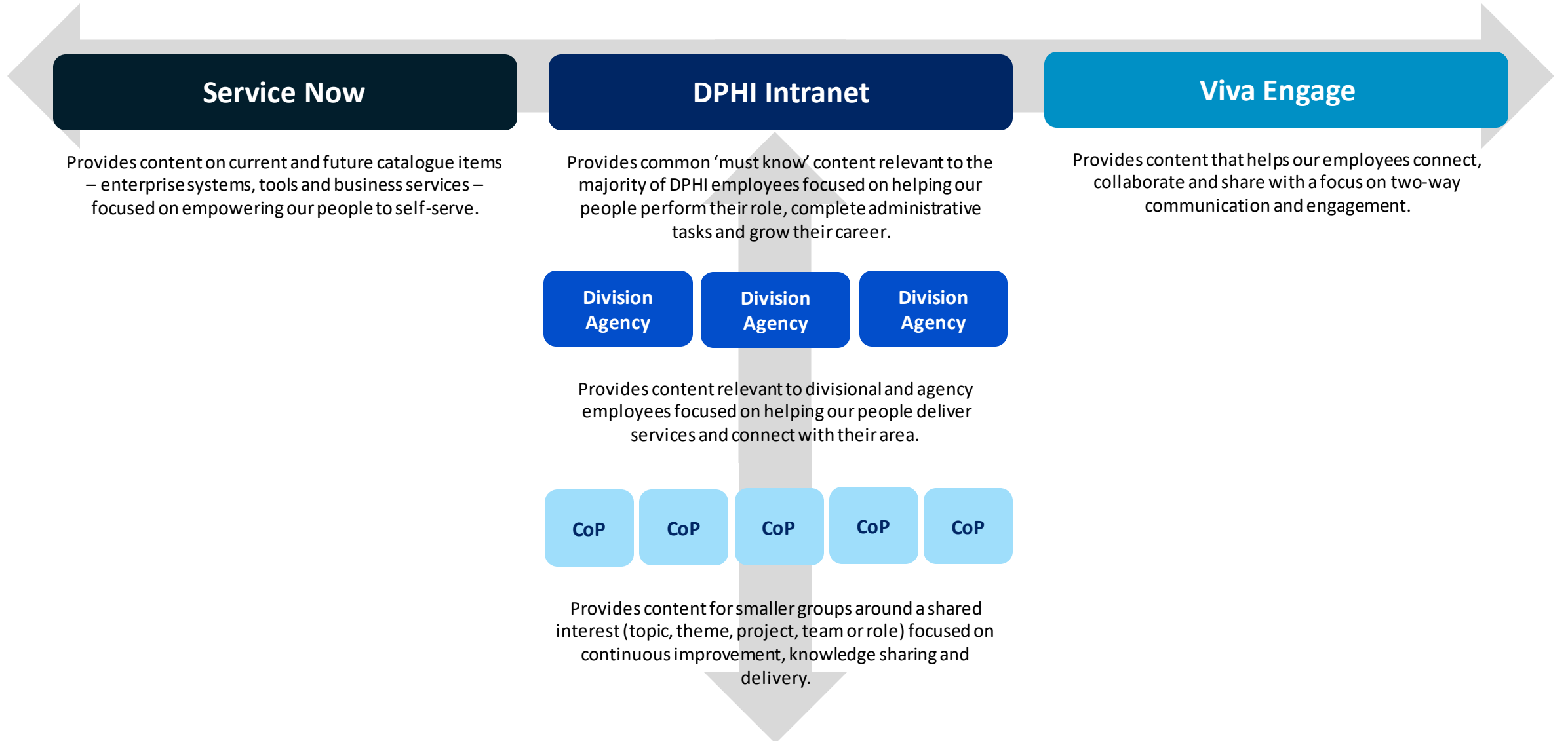
### Clear

Content uses plain English

### People-first

Content is created for our people and meets their needs

# Channel strategy



# Content strategy



## **People first**

Content is created for our people and meets their needs



## **Purposeful**

Content serves a specific purpose



## **Accurate**

Content is factually correct, up-to-date and trustworthy



## **Accessible**

Content is easy for everybody to consume and is checked for accessibility



## **Clear**

Content uses plain English, avoids jargon and prioritises what really matters



## **Connected**

Content is easy to find and we maintain a single source of truth, avoiding and retiring duplicate content.



# 5

## Final thoughts

# Key takeaways

Regular audits uphold the content experience

Change requests are managed effectively and equally

Organisational changes are easier to manage

Clear roles and responsibilities help share ownership

Internal Communications and Digital teams continue to play an important role

Content workflows help embed the different roles

Keeping the user at the centre of decisions supports a great experience

Consider adding a Content Council to your governance model