



# How to manage a successful intranet

SWOOP Analytics' 2024 SharePoint Intranet Benchmarking Report



# Acknowledgement of Country

I acknowledge that I am hosting this webinar from the lands of the Ngarigo people.

I also acknowledge the Traditional Custodians of the various lands on which you all work today and the Aboriginal and Torres Strait Islander people participating in this webinar.

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

# Presenters



**Dr Laurence Lock Lee**  
SWOOP Analytics  
Chief Scientist



**Sharon Dawson**  
SWOOP Analytics  
Director, External Relations  
and Communications



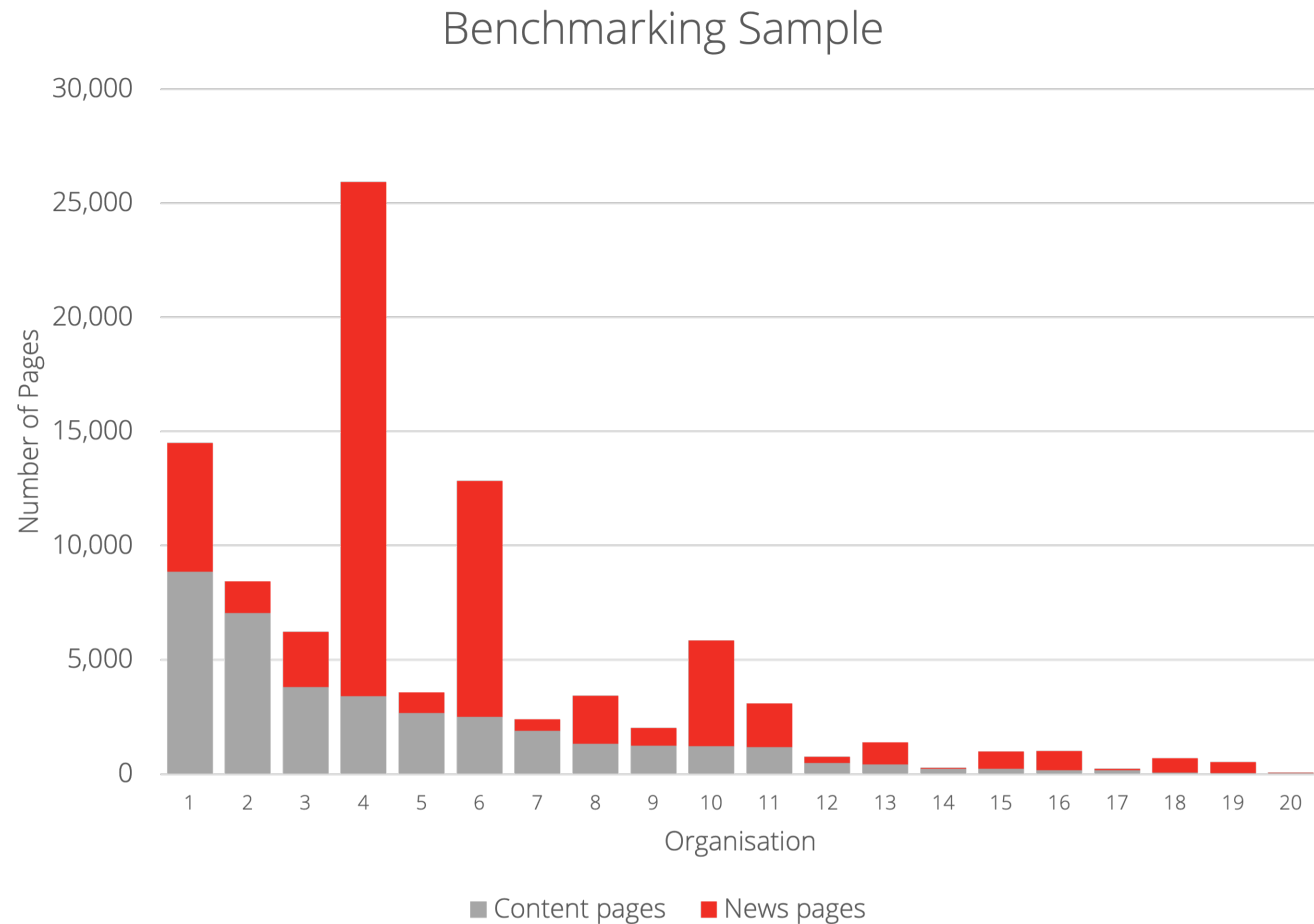
**Matt Dodd**  
SWOOP Analytics  
Product Director



## In SWOOP Analytics' 2024 SharePoint intranet benchmarking study we analysed:

- 177,000+ intranet readers
- 57,000+ intranet news pages
- 37,000+ content pages
- 822 SharePoint sites
- 20 organisations

# What's the purpose of your intranet?



- While one might expect the larger the organisation = the larger the intranet, this doesn't exactly hold true. The proportion of pages devoted to news varied significantly within our sample.



## 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.

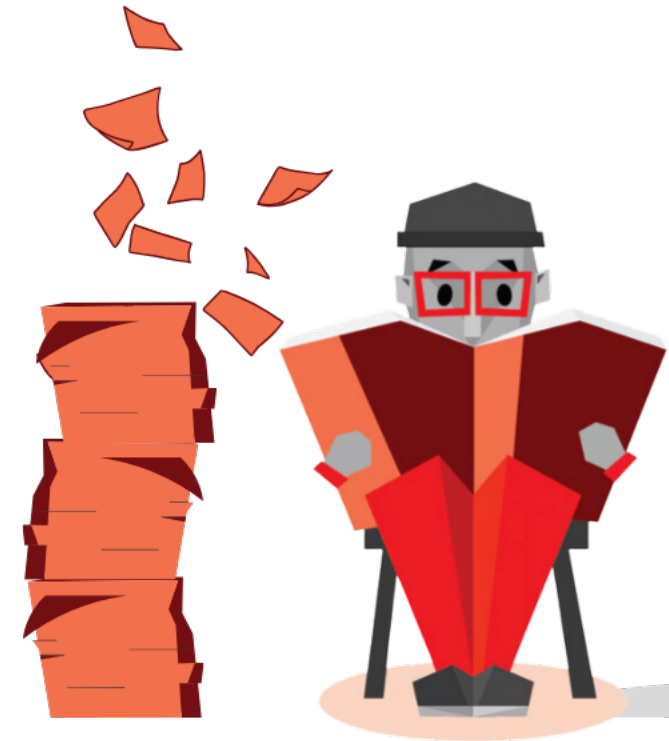
# How many people are accessing the intranet?

- A good target for **intranet readership should be around 90%** over a three-month period.
- For intranet news readership, a target of **60% 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.

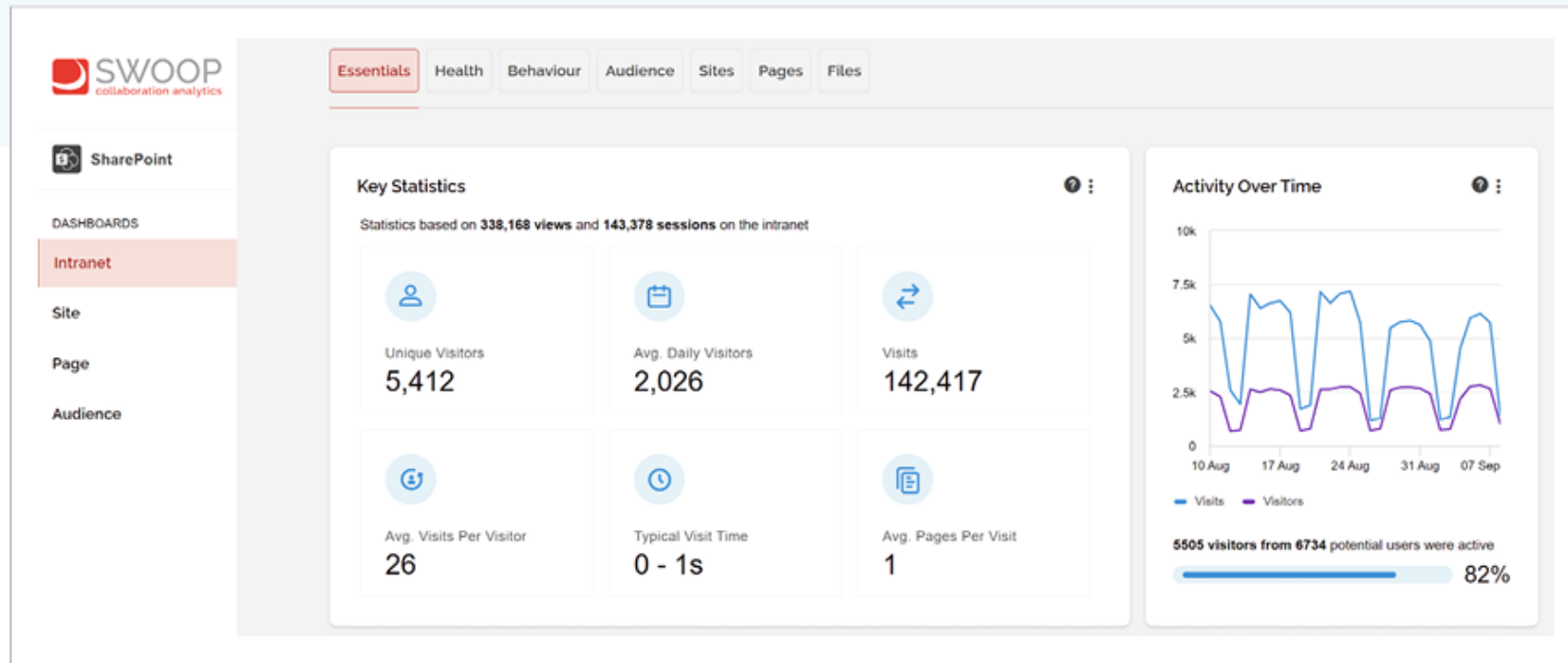
These teasers will pique interest and encourage people who would otherwise rely on email to continue to the intranet to read what they need to learn.





## 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.





# 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**

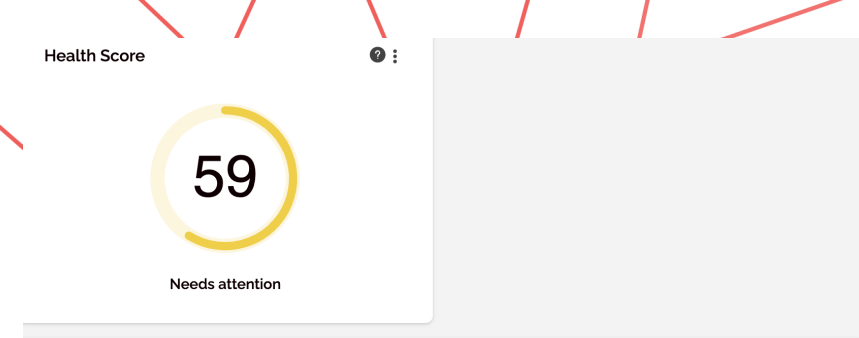
**Average time reading content pages per day = 15 minutes**

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**.

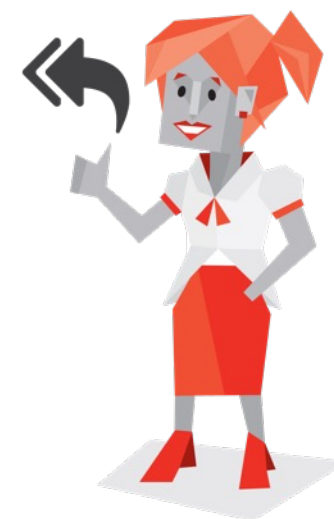
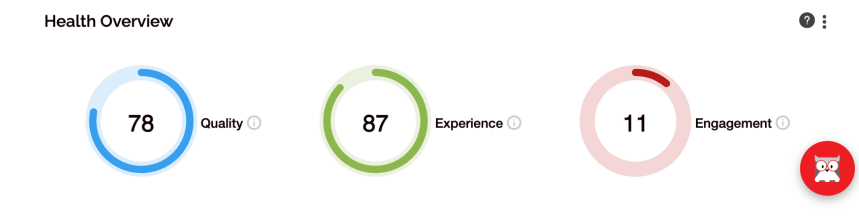
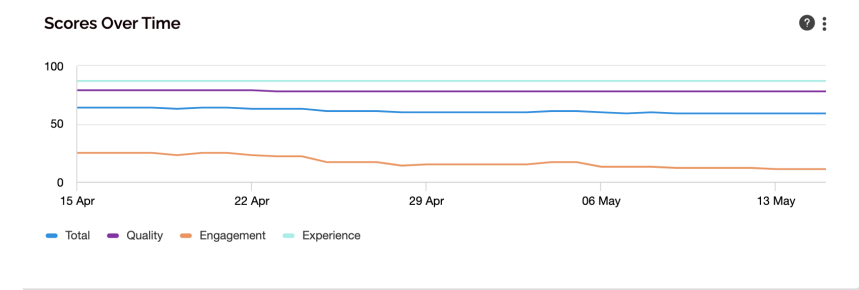
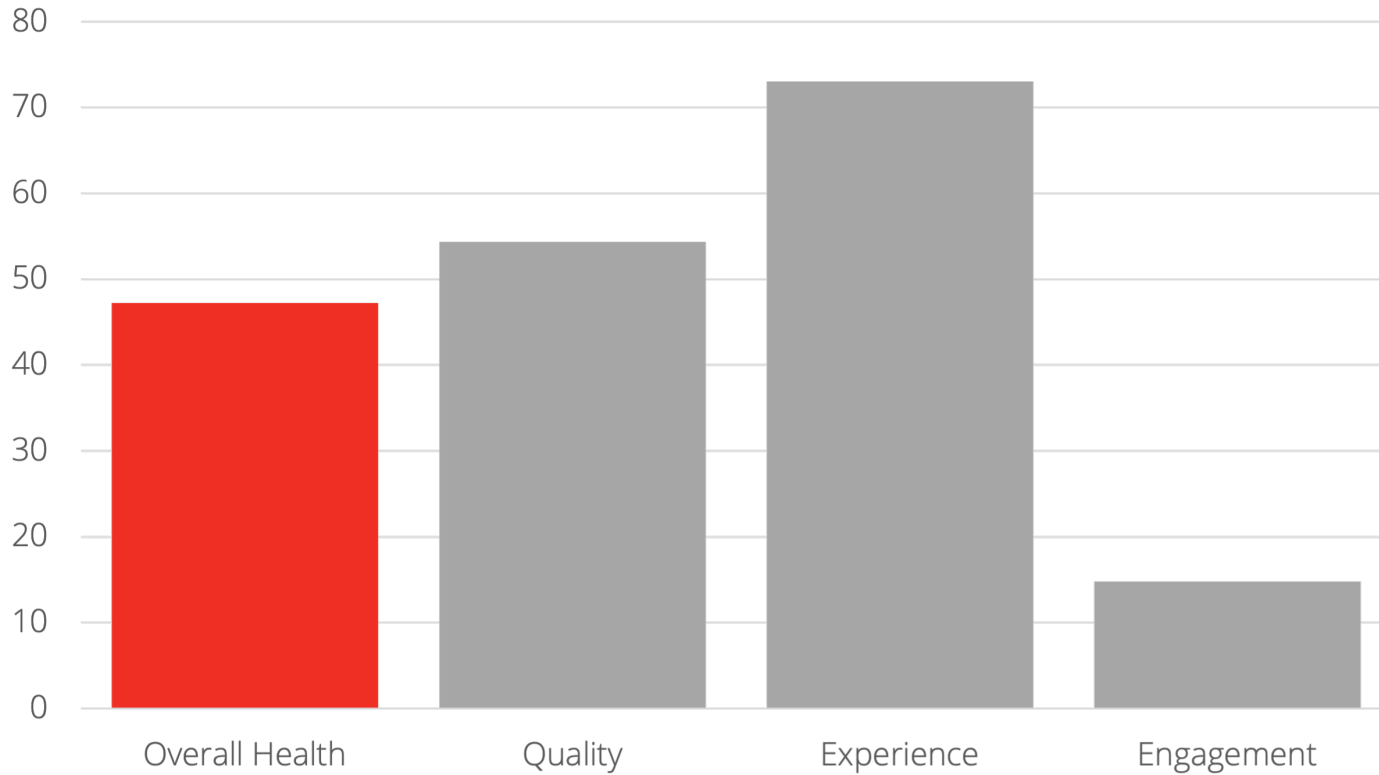
The challenge for those managing intranets is to tailor content to fit the brief time employees are willing to commit. For maximum impact, think about what key messages you would like to prioritise for the small window of attention available.

# Health Score

- Much scope for improvement
- Low engagement reflects the “attention” challenge



## Intranet Page Health Analysis





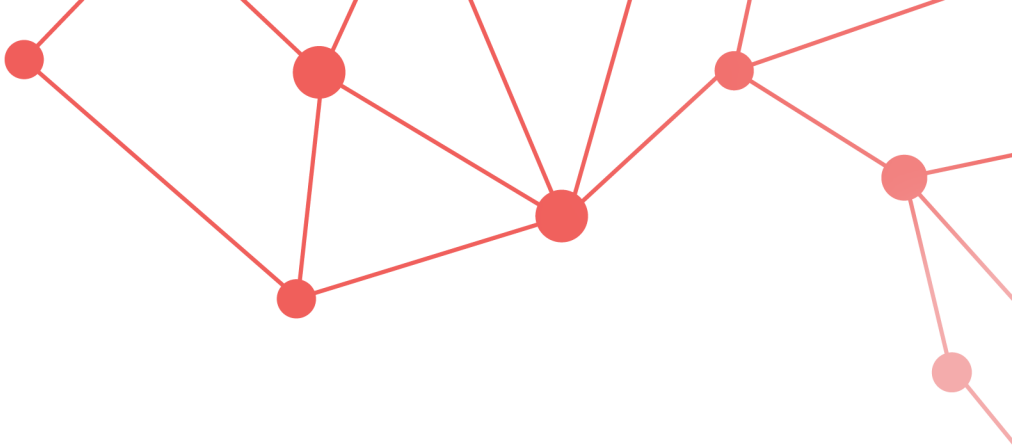
## When do people read news on the intranet?

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.

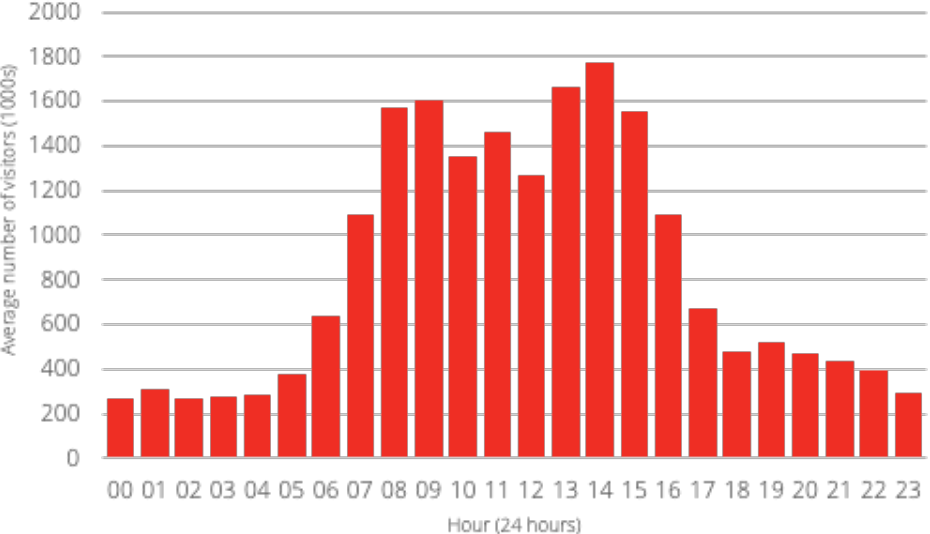
SWOOP Analytics' benchmarking of SharePoint intranets found employees tend to read news mostly at the beginning of the day (8-9am) and again in the early afternoon, at or after lunch (1-3pm).

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.

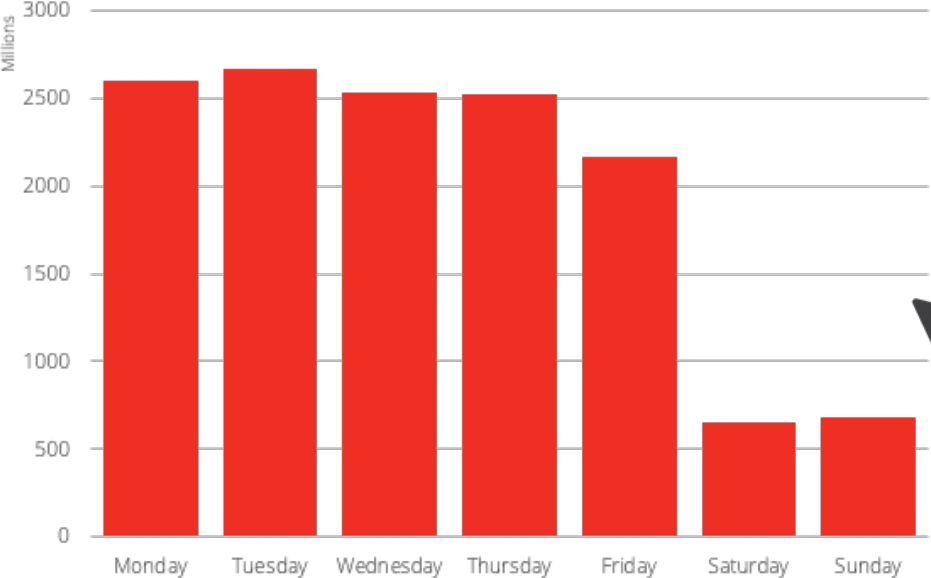
# When to publish a news article on the intranet?



Visitors by Hour of Day



Visitors by Day of Week

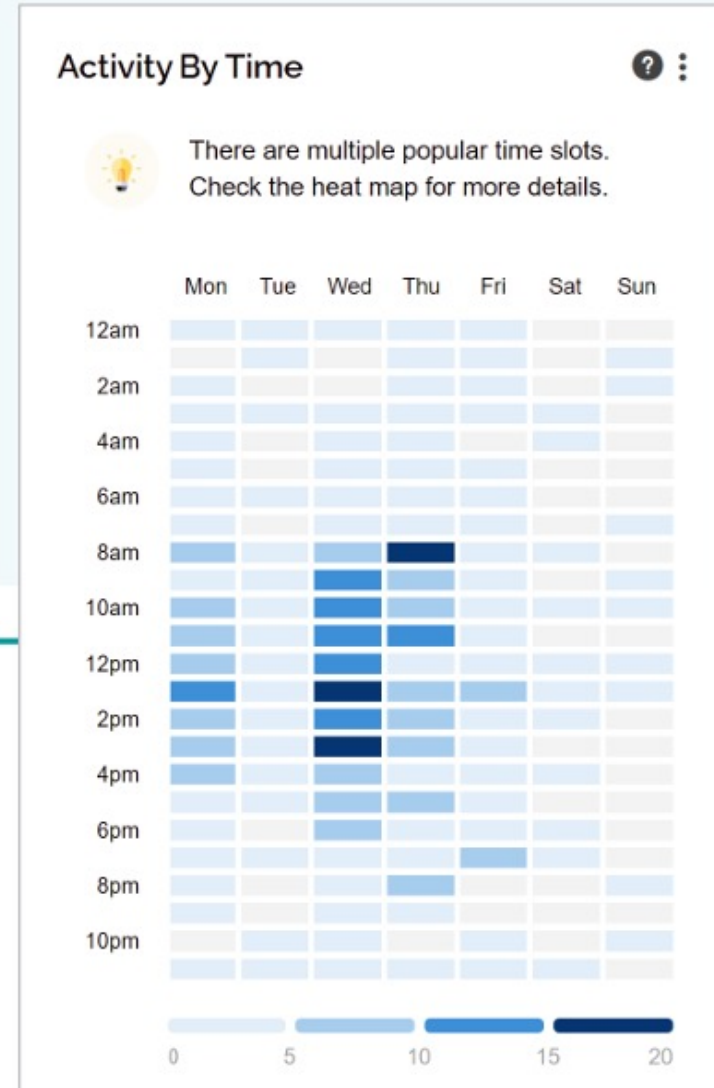




## When are people reading your news item? in [SWOOP Analytics for SharePoint intranet](#)

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.



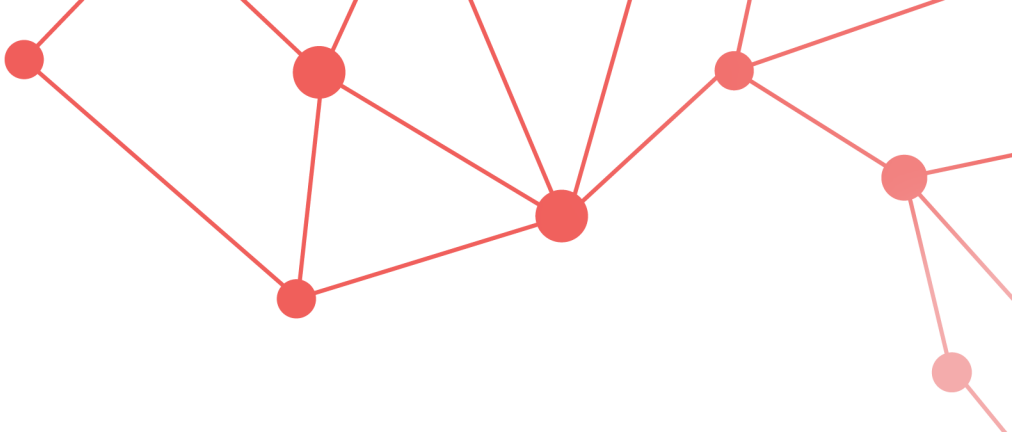


## Is there an optimal length for news articles?

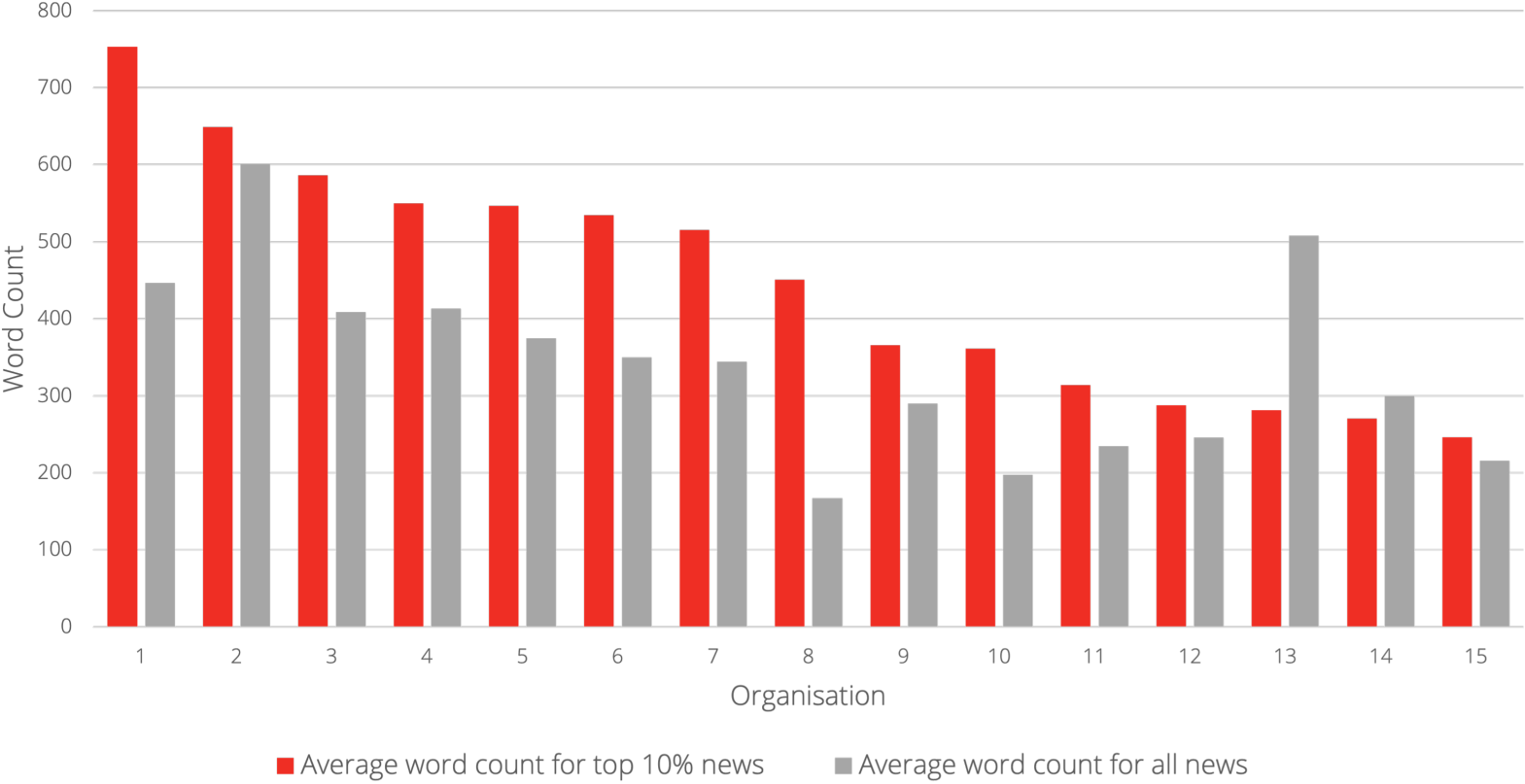
It seems to be **between 300-600 words**, however, it mostly depends on the topic. The best performing news articles are, on average, 100 words longer than the average news article.

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.

# When to publish a news article on the intranet?



Word Count



- Variation between organisations (250-750 words)
- On average the most popular articles are 100 words longer than the average.





## 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.

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.





## 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 <span>?</span> <span>⋮</span>				
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.



## What devices do employees use to access the intranet?

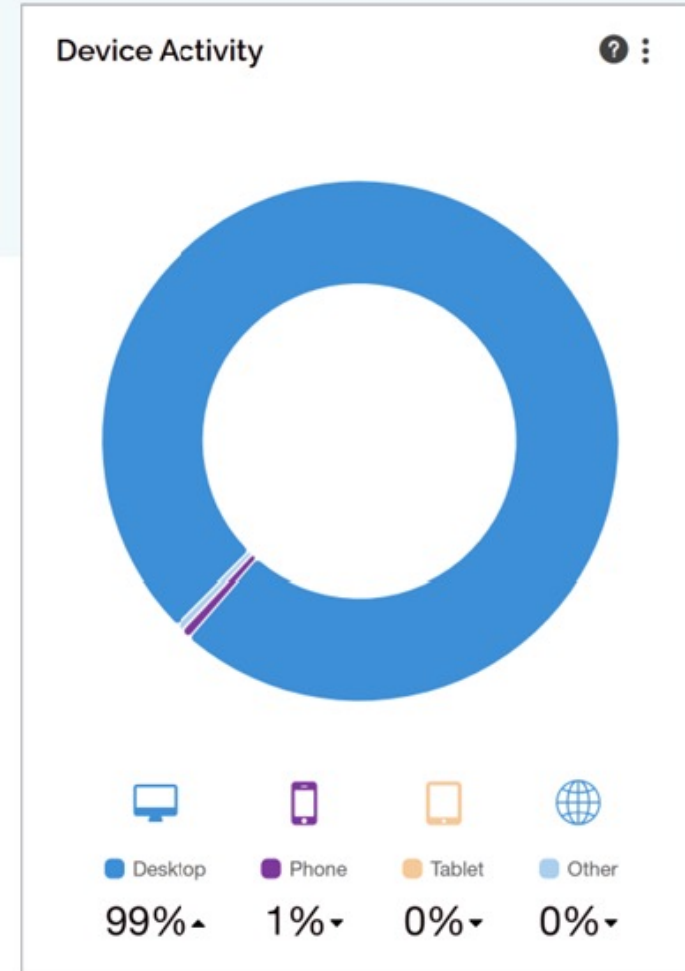
Their **desktop**.

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.



## 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.





## 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.

# Download the 2024 SharePoint intranet Benchmarking Report today!



- It's **free** to receive the report and is available to download now.
- If you're involved in **managing**, or **writing** for, an intranet but have little idea about what "good" looks like – we've got you covered!
- Our benchmarking data will give you real-life insights into **when** people are reading the intranet, **what** they're reading on the intranet, **how they're accessing** the intranet and how you can **best shape your content** to get maximum engagement.



<https://www.swoopanalytics.com/sharepoint-bm-24>

# Our next SharePoint Benchmarking Report is coming in 2025



## Get benchmarked!

- Participating in our benchmarking study means you'll get the latest insights into what a healthy SharePoint intranet looks like and see how your intranet compares with others.
- Swoop Analytics benchmarking is free and your data remains anonymous.
- You must be connected to [Swoop Analytics for SharePoint intranet](https://www.swoopanalytics.com/participate-sharepoint-2025) by March 1, 2025 to be part of our next intranet benchmarking analysis.



<https://www.swoopanalytics.com/participate-sharepoint-2025>

# Join our 2024/25 Viva Engage benchmarking study!



Available November 2024

- If you're using Viva Engage, we want you to join our Viva Engage Benchmarking analysis.
- Participating in our benchmarking study means you will see exactly how your Viva Engage network compares with the rest of the world.
- SWOOP Analytics benchmarking is free and your data remains anonymous.
- You must be connected to SWOOP Analytics for Viva Engage by August 1, 2024 to be part of our 2024/25 benchmarking analysis.



<https://www.swoopanalytics.com/participate-viva-engage>





Thank you!