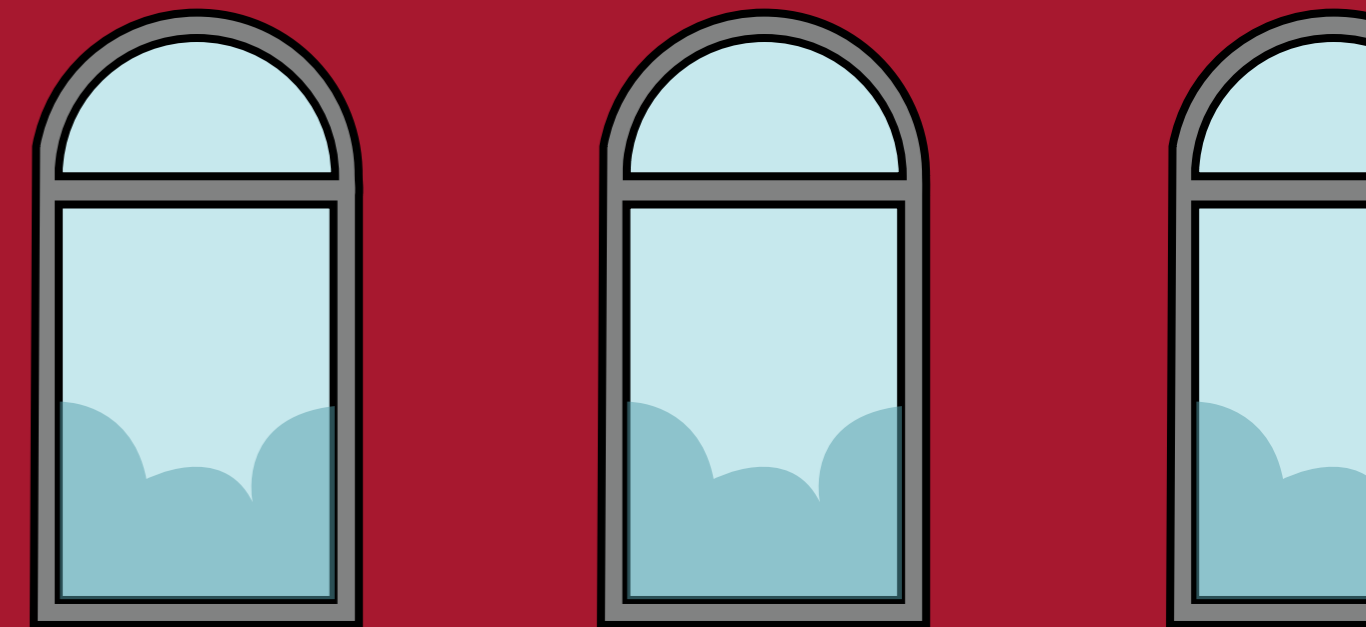


# Onboarding intranet content authors



## **The legal stuff.**

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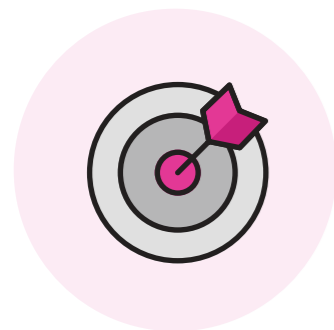


# Welcome to the content author onboarding roadmap!

This roadmap and checklist ensures that your content authors are not just passive participants in the intranet, but active, empowered agents of change.

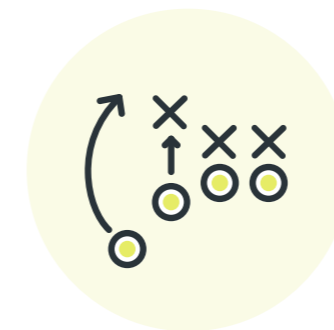
We provide recommending timing to help you understand when you'll need to get started on an activity and how much effort it could take. However, every organization is unique, so be sure to make adjustments to fit your organization's needs.

As you engage with the roadmap, keep these principles in mind:



## Align activities to vision

Every activity, whether it's training, feedback collection or content creation, should **connect to the overarching vision** for the intranet.



## Sense and respond

**Flexibility is key.** As you learn more about how authors are adapting to the new system, ensure you adjust your approach to better meet their needs.



## Engage early and often

Early engagement isn't just about providing information, it's about **co-creating and continuously involving content authors** in the process.



## Involve champions

**Identify and empower champions** who can advocate for the new intranet early to help build momentum and spread excitement.

# Discovery and alignment

Lay the foundation for author engagement by establishing a vision and setting expectations.

## Conduct interested party interviews

Meet with key individuals to understand business goals and intranet vision.

Recommended timing: **10 days**

- Establish a clear vision and goals
- Define the purpose of the new intranet and draft guiding principles to support
- Align the intranet goals with broader organizational strategies

**Timing tip:** Consider the lead time needed for scheduling your interested party interviews; they could be spread over several weeks.

## Categorize authors

Arrange your authors in to categories based on experience and departmental needs.

Recommended timing: **5 days**

- Identify key content authors across the organization
- Understand their current challenges and needs
- Categorize authors by experience and skill level, and identify any champions

## Send initial communication

Send out vision statement and high-level project overview to authors.

Recommended timing: **3 days**

- Develop a communication strategy to regularly update authors on progress
- Send out the initial “why” and “how” messages to pique interest
- Set clear expectations for content author involvement

**Timing tip:** Include time to get any necessary approvals for your communications strategy.

## Carry out a needs assessment and gather feedback

Conduct surveys or focus groups to understand author pain points and needs.

Recommended timing: **5 days**

- Identify potential barriers to adoption (e.g., time constraints, resistance to change)
- Create tailored messaging that addresses concerns
- Leverage existing champions within the organization to act as advocates

**Timing tip:** Consider the lead time needed to conduct a survey or recruit for a focus group. Include time to analyze and act on the feedback collected.

**Note:** If you're working with Habanero on an intranet project, these are our Strategic Leader Interviews that take place during research and discovery. Check this box off!

# Training and resource development

Prepare authors with the tools, resources, and training needed to succeed.

## Develop content guidelines

Create comprehensive document with design, style and topic-based guidelines.

Recommended timing:  
**5 days**

- Define content standards, structure and style guidelines
- Develop templates that align with the intranet's design and functionality
- Provide examples of both good and bad content
- Update intranet governance framework to include content guidelines

**Timing tip:** Include time for getting approvals from interested parties (e.g., brand approval on design and style guidelines).

## Create training materials

Develop training modules (e.g., videos, presentations, documents).

Recommended timing:  
**5 days**

- Create accessible, on-demand learning resources
- Plan interactive sessions such as webinars or lunch-and-learns
- Align the content strategy with the intranet's design
- Develop a plan for maintaining and updating the materials ongoing

**Timing tip:** Create a work-back schedule based on all the training materials you want to create.

## Kick-off

Host a virtual and/or in-person event to officially launch the intranet vision.

Recommended timing:  
**1 day**

- Organize an engaging launch meeting to introduce the new intranet features
- Emphasize the role authors will play in the success of the platform
- Reiterate content and resourcing expectations
- Provide a channel for authors to provide feedback or request support to meet expectations

## Host training sessions

Host initial training sessions (e.g. webinars, lunch-and-learns).

Recommended timing:  
**3 days**

- Offer detailed, content-specific training sessions
- Encourage peer learning and collaboration

**Timing tip:** To increase attendance, consider offering a few sessions per week over several weeks.

## Launch a resource portal

Create a centralized location for authors to access resources.

Recommended timing:  
**2 days**

- Co-create a space for authors to connect over conversations, ask questions and share resources
- Invite content authors to their one-stop-shop for all things related to creating content for the intranet

**Timing tip:** Include the lead time needed to create a digital space for your resource portal. You may need to engage IT for support!

# Author engagement and onboarding

Begin full-scale engagement with content authors and foster excitement.

## Host interactive Q&A sessions

Hold regular office hours for authors to ask questions and troubleshoot.

Recommended timing: **Ongoing**

- Provide drop-in office hours at accessible times for content authors
- Set up a help desk or intranet forum for authors to get real-time support

**Timing tip:** Consider offering 60-minute drop-in sessions a few times per week and adjusting based on demand.

## Organize a mentorship or peer support program

Connect experienced authors or content author “champions” with new authors for guidance and support.

Recommended timing: **Ongoing**

- Set up a program that encourages peer-to-peer support and collaboration

## Encourage early content submissions

Ask authors to submit initial content under new guidelines.

Recommended timing: **5 days**

- Recognize authors who adapt and create high-quality content
- Sense and respond to content authors who may be struggling to adjust
- Celebrate author engagement and progress

**Timing tip:** Once content creation is underway, spend some time poking around the new content. Consider setting aside a few days to explore the content your authors have created and a few more days to follow up with authors to celebrate or provide course correction.

## Monitor and support

Monitor content progress, evaluate against expected timelines and provide support as needed.

Recommended timing: **Ongoing**

- Check-in with content authors regularly
- Identify areas that require course correction early and swiftly address roadblocks
- Collaborate with content authors and adapt strategies to meet targets
- Sense and respond to the quality of content that is realistically achievable for launch

# Launch and continued engagement

Ensure content authors are set up for success post-launch, while maintaining momentum.

## Launch the intranet

Officially launch the new intranet platform for the organization.

Recommended timing: **1 day**

- Monitor and support authors to meet content requirements for launch
- Celebrate all the hard work authors put into the successful launch of the new intranet content
- Update intranet governance framework to include any learnings

## Provide ongoing training and support

Continue to offer training sessions and ad-hoc support.

Recommended timing: **Ongoing**

- Provide drop-in office hours at accessible times for content authors
- Provide additional training opportunities
- Socialize the intranet forum as a place for authors to get real-time support

## Collect feedback

Conduct post-launch surveys to collect feedback from authors.

Recommended timing: **5 days**

- Collect feedback through surveys, focus groups or informal check-ins
- Adjust training or guidelines based on the feedback

**Timing tip:** Consider the lead time needed to conduct a survey or recruit for a focus group. Include time to analyze and respond to the feedback collected.

## Celebrate successes

Recognize authors who have embraced the new platform and contributed.

Recommended timing: **Ongoing**

- Reinforce the value of the new intranet experience
- Recognize the authors who are contributing positively

# Reflect, adjust and scale

Assess progress, celebrate successes, and fine-tune the author experience for long-term success.

## Analyze feedback and iterate

Review feedback and make any necessary adjustments to training or resources.

Recommended timing: **5 days**

- Continually refine and adjust the onboarding process based on findings
- Adapt resources and support based on feedback and content quality
- Update intranet governance framework to reflect new learnings

**Timing tip:** Set aside time to regularly assess and adapt to feedback on a regular basis (e.g., 5 days of effort spread over 2 weeks every first quarter).

## Share success stories

Highlight top-performing authors and content creators.

Recommended timing: **Ongoing**

- Share success stories with the broader organization
- Reinforce the value of the new intranet experience
- Recognize the authors who are contributing positively

## Support ongoing community engagement

Keep authors involved through regular check-ins and workshops.

Recommended timing: **Ongoing**

- Plan ongoing engagements with your content author community

**Timing tip:** To keep your authors engaged, consider scheduling recurring check-ins with additional workshops as needed.



# Get in touch

If you have questions about preparing for a new intranet or want to see GO Intranet in action, get in touch. We'd love to help.

**1-866-841-6201**

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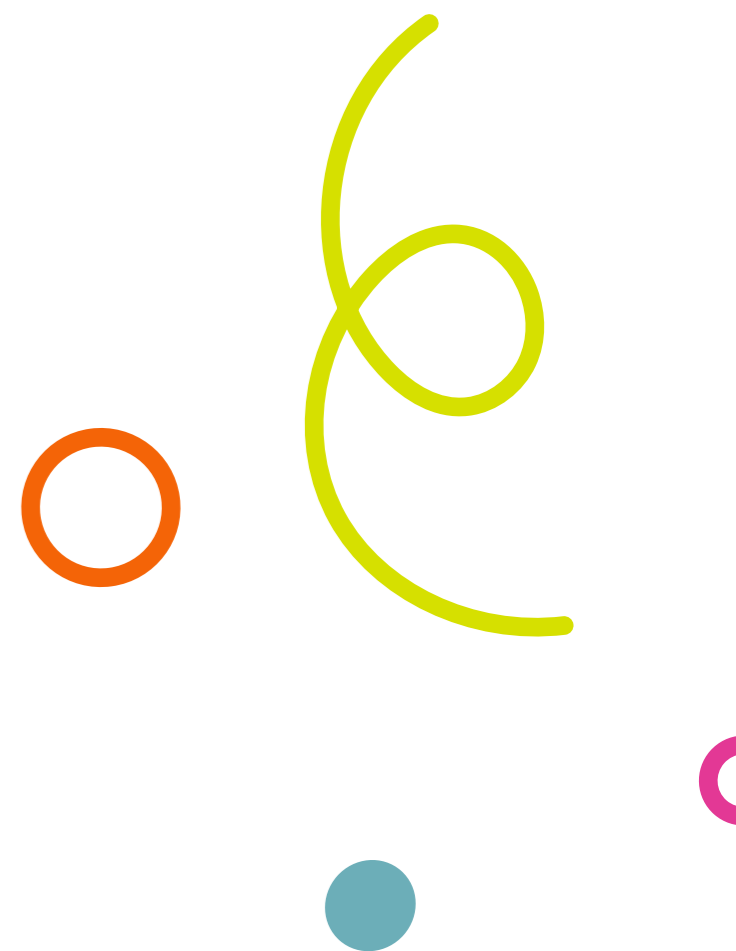
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