



10 Things to Think About

Your quick guide to the key areas on your Hub

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Starting Your Hub Journey

When it comes to launching a new employee intranet or client portal, some organisations make the mistake of thinking, ‘*build it and they will come*’.

What they tend to forget, is that the content and promotion of your shiny new intranet or portal needs a lot of forethought and planning, plus a lot of love and attention post-launch, in order for it to be a continued success.

Ultimately, the success of your new Hub lies in your end-users. If they don't find the content appealing or useful, if they don't *need* to use it for their daily tasks, or if they can't find anything when they do go to use it, then you may discover that your Hub never really takes off after its initial launch.

Your Success is Our Goal

We want your Hub to be a resounding success that sees your users logging in regularly to checkout the amazing new content you've added. Your Hub needs to be at the heart of everything in your organisation, resonating your company culture and delivering the news, tools and resources to keep your users engaged, informed and productive. That's why we've put together this quick guide to help you on your Hub journey.

Our Top Ten Tips for Success

We've focused on 10 key areas of your Hub, that will hopefully help you focus your efforts in the planning, building and launching of new intranet, with some best practice advice for its continued success.



10 Things to Think About:

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1. Hub Communities



Create Unique Environments for Brands

Make your Hub resonate with every user.

You have the option to create unlimited private environments (Communities) within your one Hub, each with unique branding, navigation, content & users. This is perfect if your organisation consists of multiple brands or partners, as you might consider setting up a unique Community for each of them to deliver their users a **more personalised experience**, with a Hub environment tailored to their specific needs, branded to their business, with content that's directly relevant to them. This ensures each of your Hub's environments resonates more strongly with the users of each brand, thus promoting greater engagement and sense of ownership.

Harness Communities for Other Uses

Make the most of multi-site environments.

Even if you don't have multiple brands, Hub Communities are still useful. Many of our single organisation customers create unique Hub Communities for dedicated purposes. They include Communities for **Employee Onboarding** or **Learning and Development**, allowing them to create a site with dedicated content for a particular purpose, and makes the core content relevant to i.e. onboarding or training, front and centre on the homepage and main navigation, without the 'clutter' of your other company resources.

2. Navigation & Site Structure



Get the Navigation Right

Make things easy to find.

Your navigation and site structure determine how your users find and experience the content on your Hub, and can greatly impact site usage and the ongoing success of your intranet – invariably making them some of the most important elements on your Hub to get right. **Poor navigation makes things difficult to find** and leads to a lack of engagement, so think carefully about what items go in your main and sub navigation menus – what will your users need quick access to?

Customise Your Nav Menus

Make different nav bars for different communities.

Hub Nav Menus are fully customisable, and you can **add a link to any Hub page** or external third party site. There's no limit to the number of bespoke navigation menus you can create, so if you're utilising multi-site Hub Communities, think about creating different navigation experiences for your different Community users.

Consider Your Page Hierarchy

Make the user journey straightforward.

Think about how your users are likely to use your Hub, and what information they might need or want access to. Build your page hierarchy logically, thinking about your user journey all the time and making things easy to find. Plus, make use of **Sub-Folder Icons** to add style and easy access CTAs for the pages on your Hub.

3. Branding & Design



Go Beyond Logos & Colour Palettes

Make it look amazing & deliver real value.

The look and feel of your intranet greatly impacts how users engage with your content, and can influence whether they actually *want* to visit and use your Hub. A **visually-appealing intranet makes employees feel valued**, because you've taken the time to create them a digital workplace that looks amazing. So consider styling your Hub, add header images, CTA carousels, and design a Hub that delivers value.

Think About The Images You Use

Make it look modern.

People have high expectations when it comes to web design, and a surefire way of turning people off of your shiny new intranet is to use images that are dated, low quality or even, dare we say it – clipart! Consider using **slick, modern imagery and illustrations** that not only look great, but will help elevate the design of your Hub, and give your users a great experience that keeps them interacting with content.

Consider Creating A Unique Identity

Make your intranet part of your culture.

Adding your company logo and colours is fine, but can be uninspiring and lead to everyone just calling it “*the intranet*”. **Think about giving your Hub a name** (perhaps let your users pick one), and its own visual identity that reflects your company and employee culture. Users will feel a greater sense of ownership, and it will make your company intranet apart from the other ‘boring’ systems.

4. User Permissions



Create Bespoke Permission Levels

Make tailored access levels for admins and editors.

Think about the different tasks you'll want certain users to perform on your Hub and build bespoke permission levels to match the role. For instance, you might want 'Content Editors' who can only edit news and pages, 'HR Users' who can only manage vacancies and forms, or 'Board-level' access where certain users can only view Hub Management Reports. Your Hub allows you to create an unlimited array of access levels (User Types), with **Viewing, Editing and Management permissions** tailored to the exact actions you want specific roles to perform across your Hub, giving you full control over who can do what.

Consider Page-Level Permissions

Make departments manage their own content.

The above User Types allow you to assign global Viewing, Editing and Management permissions across your Hub, but perhaps you want to give certain users within departments the ability to manage their own content, without granting them blanket permission to edit all content across your Hub? Not a problem! Every page has individual permission settings, allowing you to add specific users (who might be on a 'Read-Only' User Type) as **Owners or Editors of specific pages**, giving them the ability to create, edit and manage the content on those pages, and no others. So its worth considering, if you want departments to have more ownership over their own content.

5. Tags



Use Tags to Control Access & Experiences

Make controlling content visibility a breeze.

Tags are one of the most powerful tools on your Hub. These keywords can be associated with content and users, and power features like News Alerts, Search Filters, and most importantly, Content Visibility. **Consider using Tags to personalise user experiences** and control who can see what on your Hub, by changing the Viewing Permissions on Pages so that content is only visible to users with a specific Tag/s in their profile, allowing you to deliver relevant content to the right users.

Create Unlimited Tag Categories

Make things more organised.

Think about what Tags you want to associate with your users and content, and how those Tags will be used to control alerts, content visibility and search on your Hub. **Organise your Tags into Tag Groups**, and control where on your Hub those Tags can be utilised, e.g. on User Profiles, News, Events, Pages, Offices, etc.

Keep 'Search' in Mind When Creating Tags

Make content quicker to find for users.

Tags help your users find what they are looking for on your Hub. They appear as filters in Hub Searches to help user's refine results, and 'quick Tag searches' enables users to discover related content simply by clicking a Tag word on any page or news article, so bear that in mind when considering what Tags to create.



6. User Data & Importing



How will You Import User Data?

Make a plan.

Think about how you plan on importing your user data. Are you planning on syncing with your Active Directory or other HR system? Do you plan to utilise single sign-on? Or are you looking for a simple file upload? Whichever way you choose, our team will help you onboard your user data seamlessly.

Thinking of a File Upload?

Make use of our templates.

For companies without a dedicated HR system or internal employee database, a **simple CSV file upload of your user data** should do the trick. We have templates to utilise your Hub, but if you provide us with your user data in a spreadsheet, we'll build the import on your behalf to ensure everything aligns properly with your Hub fields, guaranteeing users are tagged correctly, assigned to the right office, etc.

Thinking of an Automated Import?

Make use of our single sign-on integrations.

For sophisticated user imports, **we can sync with your Active Directory, OneLogin, OKTA** or other HR system to automatically import your user data on a continuous basis, ensuring your Hub user data is always up-to-date with your internal systems. If you plan on going down this route, let us know so we can liaise with your team to hook up your systems correctly.

7. Integrations



Do You Want to Connect Your Systems?

Make a list and let us know.

If you plan on hooking your Hub up to external systems, **start thinking about what those systems are**, and how exactly you want your users to utilise them. 'Integration' can mean a lot of things, and some systems are more complicated than others to set up, so it's always useful if we know your plans early on.

Add Links to Your External Sites

Make them quick and easy for users to access.

When some people say 'integration', what they actually mean is they want links to their external systems, so it's easy to access everything from one central space. While this isn't technically an 'integration', **this is super easy to do**. Add links to your Nav Menu, create Quick Link containers, or even get creative and design custom buttons for homepage image containers. To make things even quicker, setup single sign-on so that users are auto-logged these external sites directly from your Hub.

Hook Your Systems into Your Hub

Make your intranet better connected.

If you want third-party integrations setup to embed content in your Hub, i.e. Slack, Teams, Sharepoint, etc, **we can set these up for you**, just let us know what systems and what you want to display. For complex API integrations, our team are happy to investigate their feasibility.



8. Content

Add Rich-Media & Social Features

Make your content interactive.

When it comes to your Hub, content is King! Take the time to create a knowledge management centre that has real depth and features a wealth of useful, relevant content for users to access. Help drive proactive engagement and productivity by utilising the rich features on your Hub, including FAQ accordion menus, videos, polls, smart forms, surveys etc. Turn Likes and Comments on for News Articles to drive engagement and gain greater insights into what content your users find appealing.

Survey Your Users

Make your intranet employee-centric.

Consider running a survey or setting up a steering group to find out what content your employees actually want on your new intranet, or will need in order to do their jobs more efficiently. Speak to all departments and levels to get a holistic view of the needs of your end-users, and create content accordingly.

Promote Two-Way Content

Make employee voices heard.

Top-down comms can be informative, but it can also prove to be uninspiring and unengaging. By focusing on the promotion of two-way comms, you can create content that focuses on your employees as individuals, such as news articles that celebrate employee successes. Ask them for their feedback, opinions and ideas, and make them feel valued and heard as people, not just employees.



9. User Alerts



Consider Setting Up Global Alerts

Make sure all your users are kept informed.

You might want to think about setting up Hub Alerts for all your users right from the start, to ensure everyone gets notified about important content. Setup alerts to cover key content areas, such as Company News, Training Events, or certain Tags. By setting up company-wide user alerts about core company content, you'll help **drive user traffic back into your intranet** and keeping users engaged and informed.

Keep An Eye on Your Alerts Report

Make sure users are subscribing.

Hub Alerts aren't mandatory, and even if you do setup all your users to be subscribed to a particular topic, i.e. Company News, users still have the capability to unsubscribe themselves or turn alerts off completely. While you can't force users to read your content, we think it's useful to check your Hub Alerts Report occasionally to **ensure all your users have alerts turned on** (whether Nightly or Weekly), and that everyone is subscribed to important topics like Company News.



10. Launching



Don't Rush Getting It Live

Make sure your Hub is ready before launching.

Having a deadline to work towards is a great motivator, but rushing to 'just get something live' can mean your usage levels drop off quickly after launching, especially if your users' first impressions are a lack of content that fails to be useful or engaging. Consider everything you need to get ready in order to **go live with a content-rich intranet** to give your Hub a strong head start from Day One.

Create a Buzz Pre-Launch

Make a big deal that your intranet is coming.

Not promoting your Hub to users prior to launch can greatly impact the uptake of your new intranet. If you don't communicate effectively to teams why your company is implementing a new intranet, or how employees are supposed to use it, then your intranet could get lacklustre engagement, and people might stick to using old systems and processes. Make a big deal! **Why not run an internal email campaign**, put posters up, etc letting people know what's happening, what's changing and what the benefits are for your teams. If you build excitement, then we're sure your intranet will see high usage long after launching.

Don't Rest On Your Laurels

Make sure you keep adding content.

Once your Hub's live, you need to **keep updating and adding content** to keep your users coming back to your site.



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