

# WHAT MAKES SOMEONE TRUST ONLINE CONTENT?

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@j05hpatel

#intranets2016

# 5 PURPOSES OF AN INTRANET



Five intranet purposes:

**COMMUNICATION**



Five intranet purposes:

**CONTENT**



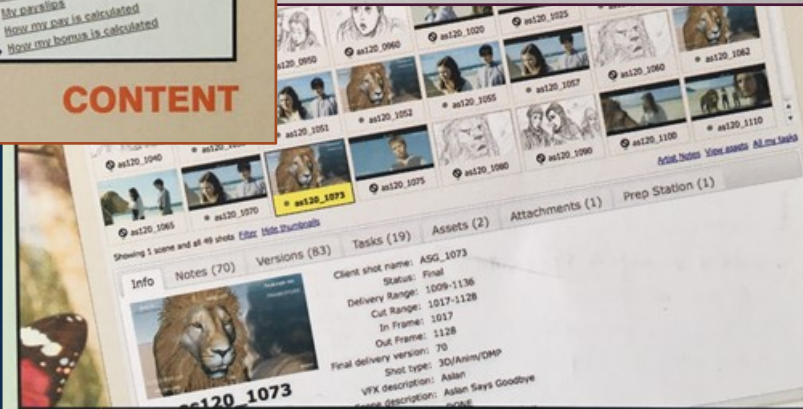
Intranet purposes:

**CULTURE**



Five intranet purposes:

**COLLABORATION**



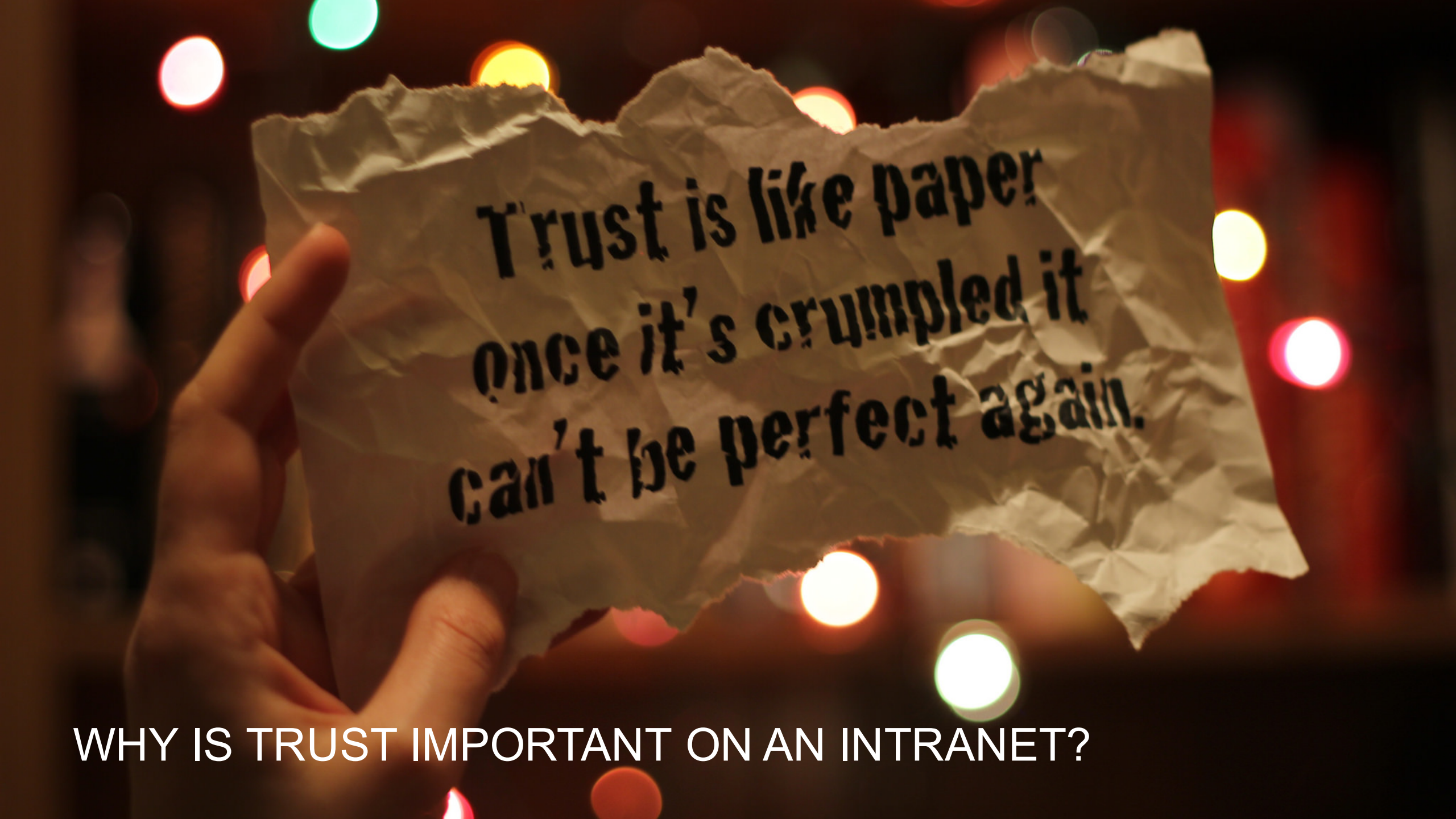
Five intranet purposes:

**ACTIVITY**

Screenshot courtesy of BAT

Screenshot courtesy of Canon Australia

Screenshot courtesy of France

A hand is holding a piece of white, crumpled paper with jagged edges. The paper is held against a dark background filled with out-of-focus, colorful bokeh lights in shades of red, yellow, green, and blue. The text on the paper is written in a bold, black, sans-serif font.

**Trust is like paper  
once it's crumpled it  
can't be perfect again.**

**WHY IS TRUST IMPORTANT ON AN INTRANET?**



HOW DO WE BUILD TRUST?

# PROPHET

## PINTEREST

The Pinterest board is titled "Proposals Showcase" and contains several pins:

- TRENDING**: A list of pins including "BIRTHDAY celebrates a birthday", "ANNIVERSARY celebrates 15 years with", "ANNIVERSARY celebrates 1 year with", "POST Deliverables", and "POST Proposal - Brand Purpose Exploration".
- NAME THAT PROPHETEER**: A portrait of a woman with long dark hair.
- ASK PROPHET**: A green pin titled "What's next in Social Media Innovation?" with the text "Jill Steele wants to know. Respond by March 11." and a "LAST CALL" badge.
- NEW BLOG POST**: A pin titled "Datacoup - Reclaim your personal data" from "Digital Pulse" posted 1 day ago.
- POWERPOINT**: Several pins showcasing proposals:
  - "Propheet is a strategic brand and marketing agency" (57 PAGES)
  - "PROPOSAL FOR [REDACTED] DEFINING A COMPELLING BRAND POSITIONING" (14 PAGES)
  - "Propheet" (30 PAGES) titled "DEFINING A COMPELLING DIGITAL STRATEGY FOR DKSH" featuring a hand holding a tablet.
  - "MEVIUS EXPANSION Asian footprint - 2<sup>nd</sup> & 3<sup>rd</sup> steps" (8 PAGES) featuring a globe.
  - "Developing a brand assessment framework to support M&A decisions" (19 PAGES) titled "Revised proposal following feedback".
  - "Creating a strong brand story for BCI Lamps" (27 PAGES).

## TUMBLR

The Tumblr post features a photograph of a pair of black sunglasses with red-tinted lenses resting on a wooden surface. The text on the image reads "AHEAD CONSUMER TREND PERSPECTIVE".

Below the image, the text reads:

?!?

what?!?

in XYZ?!?

stay ahead of competition?!?

what?!?

g what?!?

tions we ask ourselves often in business, but it is hard to pin point an answer. Well to ring in 2014, we are pulling together some macro consumer trends that will define the next few years and have significant impact. A small team of us uncovered 70+ emerging trends, fads, and patterns, big and small, from the last 10 years. We also spent some time codifying our (Prophet) definition

# PROPHET

VINE

## Why you should work at Prophet

DOWNLOAD LIKE 12 people like this



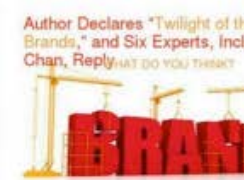
Comments

INSTAGRAM

## Promo Archive

Articles & IP

vi Clients



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TITLE

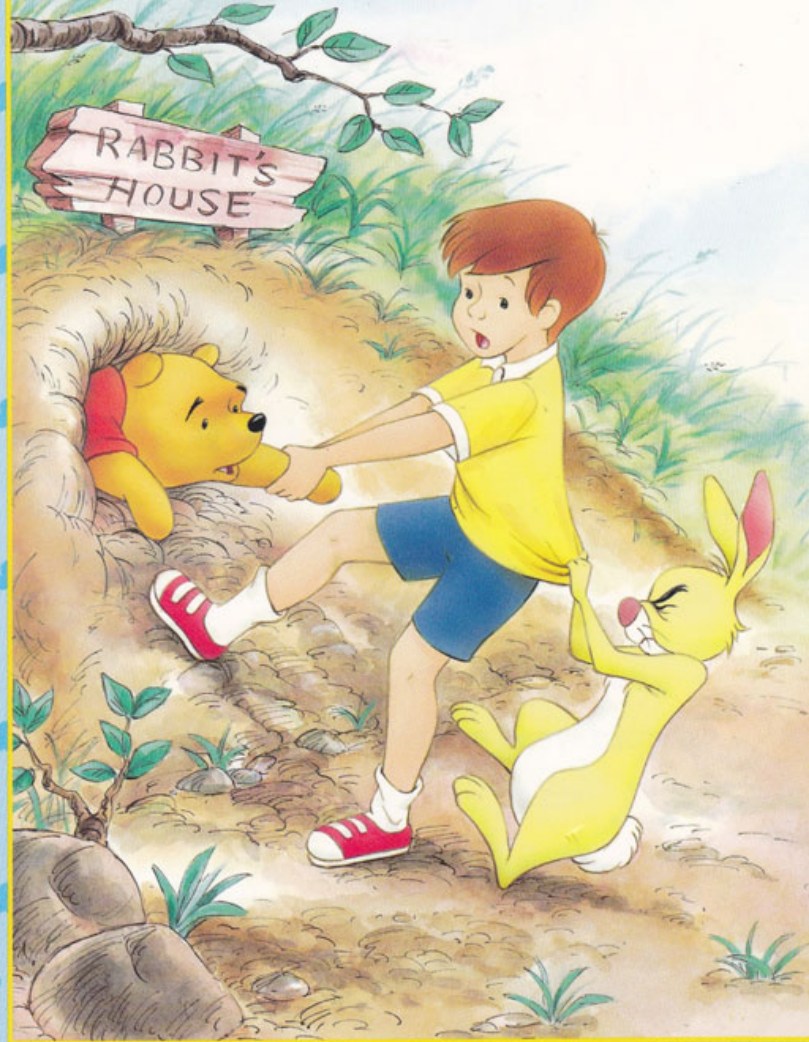


HUMOUR



A Winnie the Pooh First Reader

# Pooh Gets Stuck



Isabel Gaines Illustrated by Nancy Stevenson



# CLICK BAIT



Amazing

**What These Pilots Do With Dogs Is One Of The Most Brilliant Things I've Ever Seen!**



Amazing

**A Stranger Approaches Grandma's Hospital Bed. When He Pulls This Out, I'm Destroyed.**



Amazing

**She Picks This Tiny Egg Off The Ground, But Watch What Happens When It Starts To Hatch...**



Amazing

**She Was Bullied For Being Born Different, So She Did This And Stunned Everyone...**



Amazing

**They're Selling This 1875 Mansion For Nearly Nothing. When I Saw Why, I Got Chills!**



Amazing

**The Judges Have No Explanation For What He Does. By 4:05, I Was SPEECHLESS, Too...**

# TITLE EXAMPLES



7 free apps that can make planning your next vacation easy



Lose 8 Pounds in 2 Weeks



How Many of These Italian Foods Have You Tried?



More Than Half of Medical Advice on 'Dr. Oz' Lacks Proof or Contradicts Best Available Science



The Importance of the Legal Aspects of Business Correspondence



Weight Loss Shakes Lose Weight Today



60 Photos From the Past That Will Blow Your Mind



This Stick Of Butter Is Left Out At Room Temperature; You Won't Believe What Happens Next

# TIPS - TITLES



Reflect the need



Be specific



Reference the audience



Keywords & findability



Keep it simple



Add a summary

---

# ACCREDIT



# the habits you develop in your twenties will make you better off for life

APRIL 21, 2013 8:16AM

David and Libby Koch, News Corp Australia Network



Recommended by Outbrain

**LIFE in your twenties is a simultaneously scary and exciting time.**

It's a decade of firsts ... first serious relationship, first time living out of home, first time buying a car ... and of course, your first proper job.

When that first pay cheque (or these days it's more likely a bank transfer) rolls in, it's tempting to get out there and start spending your new-found wealth.

For a while you can probably even get away with some careless spending ... you've earned it after all.

But once the dust settles, it's important to get serious about how you handle your money, because the habits you develop now will stick with you for life.

Here are five money habits you, or your kids, can form in your twenties that will guarantee you'll be rich by 40.



## FINANCE BREAKING NEWS

- 10:35 | [Vicinity sells retail centres for \\$841.4m](#)
- 10:18 | [Fairfax downplays NZ spin-off talk](#)
- 10:08 | [Air NZ to pay \\$US35m to settle US law...](#)
- 09:59 | [US companies hope to do business wit...](#)
- 09:57 | [UK building society ups mortgage age t...](#)

Ubank Home Loan

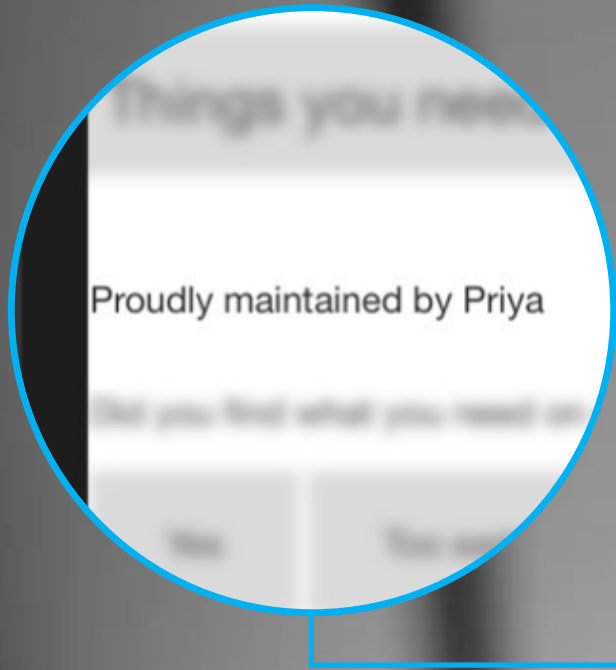
**UBank** UHomeLoan - Value Offer (Owner Occupier, Principal & Interest)

**U BANK** Comparison rate **3.99%** p.a.

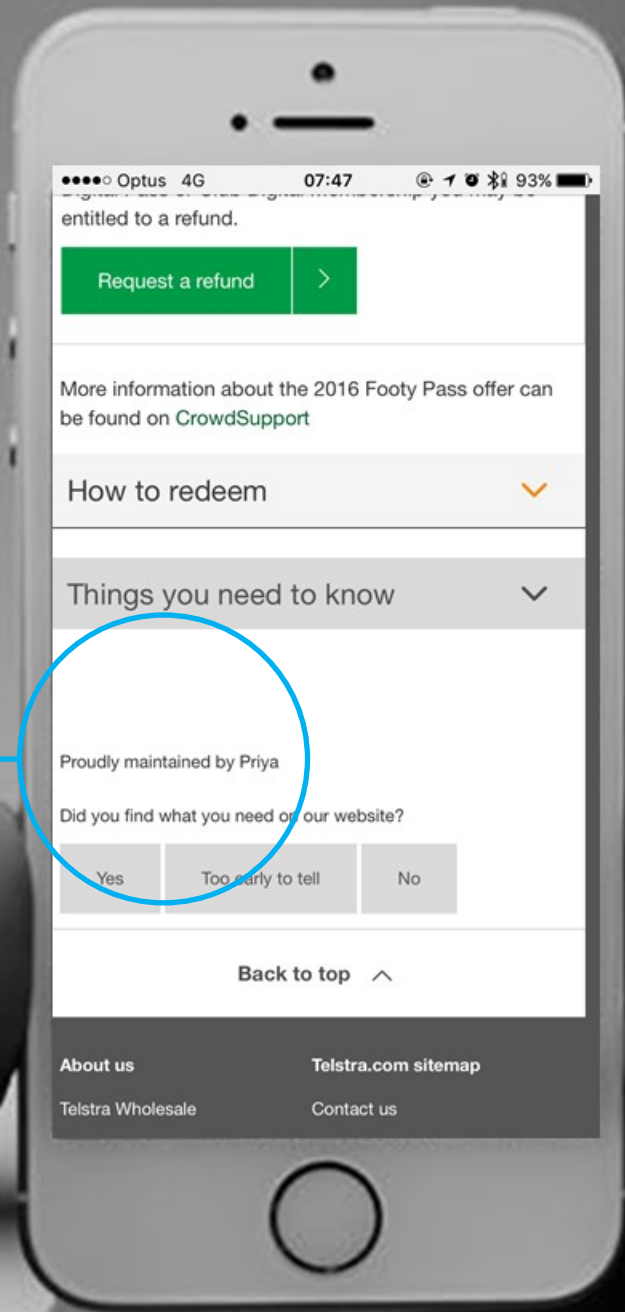
✓ Experts Choice Winner - Best Value Variable Home Loan

[Go to site](#)

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Optus 4G 07:47 93%

entitled to a refund.

[Request a refund](#)

More information about the 2016 Footy Pass offer can be found on [CrowdSupport](#)

[How to redeem](#)

[Things you need to know](#)

Proudly maintained by Priya

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Yes  Too early to tell  No

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# the habits you develop in your twenties will make you better off for life

APRIL 21, 2016 8:16AM



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Ubank Home Loan

UBank UHomeLoan - Value Offer (Owner Occupier, Principal & Interest)

U BANK *Comparison rate* **3.99%** p.a.

✓ Experts Choice Winner - Best Value Variable Home Loan

[Go to site](#)

# TIPS - ACCREDIT



Name



Photo



Department/  
Area of expertise



Date stamp





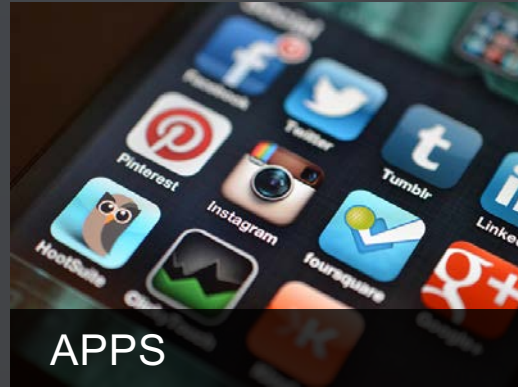
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FORMAT





VIDEOS



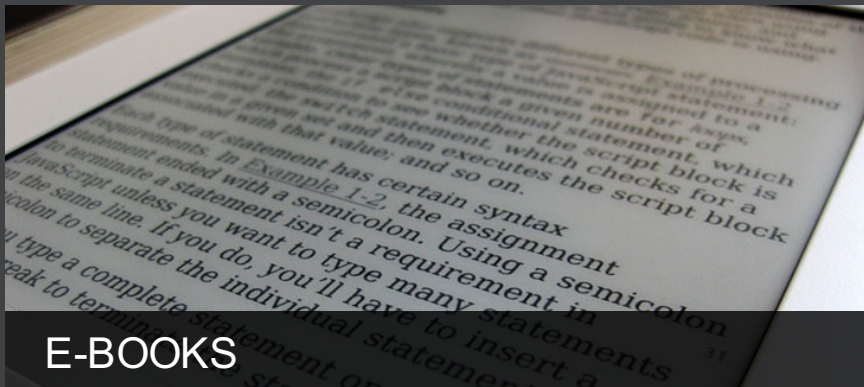
APPS



DIGITAL MAGAZINES



MICROSITES



E-BOOKS



PODCASTS



GAMES



ILLUSTRATIONS



INFOGRAPHICS



WEBINARS

# DILBERT



# THE BOX

MY MOTHER WAS DIAGNOSED WITH BREAST CANCER WHEN I WAS 13. I HAD TO WITNESS HER GO THROUGH CHEMOTHERAPY AND RADIATION TREATMENT. SO MY MOTHER LOST ALL HER HAIR, ALL OF THAT STUFF.



SO, YOU KNOW, AT THE AGE OF 13, THAT TOOK A TOLL ON ME.



MY GRADES STARTED TO DECREASE. GUESS YOU COULD SAY I LINKED UP WITH THE WRONG CROWD.



AT THE AGE OF 15 WAS THE FIRST TIME I WAS ACTUALLY PUT IN HAND-CUFFS.



WHEN THE BUS CAME, THEY HAD TO SHACKLE YOU. SO THAT RIDE WAS JUST A LOT TO TAKE IN.

DRIVING PAST PLACES, LIKE, I USED TO HANG OUT. SO I'M LOOKING AT THE PLACES AND I'M JUST LIKE,

"OH MY GOD."



IT AIN'T HIT ME YET UNTIL WE STARTED GOING ACROSS THAT BRIDGE TO RIKERS ISLAND. SOON AS WE STARTED GOING ACROSS THAT BRIDGE I WAS LIKE,

"WHAT DID I GET MYSELF INTO? I'M REALLY GOING TO RIKERS ISLAND."



Rikers Island houses about 12,000 adults and hundreds of teenagers.



Rikers is a city jail, where, on any given day, about 85 percent of inmates await the resolution of their cases.

Most of the teenagers there are locked up because they can't afford bail.

JUST BEING IN THERE, YOUR MIND BECOMES YOUR OWN WORST ENEMY. YOU KNOW, YOU START TO FEEL BAD ABOUT YOURSELF LIKE, "OH, I'M IN THIS BOX. I'M IN HERE ALL DAY EVERY DAY."

# STORYBOARD



## TIPS - FORMAT



Understand the different forms available



Don't be afraid to try them



Weigh up the time/cost vs benefit

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# SUPPORTING IMAGERY

A gallery of photographs hanging from a string with clips. On the left, a large, close-up portrait of a woman with a colorful headscarf is visible. The rest of the gallery consists of numerous smaller photographs of various subjects, including people, landscapes, and abstract scenes, all displayed in a curved arrangement.







# Start Your Adventure

We've chosen locations you'll love, all around the world.



Dubai Marina - Dubai - United Arab Emirates

Become a Host

Help

Sign Up

Log In

Filters

300+ Rentals · Dubai Marina - Dubai - United Arab Emirates

Price shown is the total trip price, excluding taxes.



\$ 667 AUD Total

Super Deluxe Apartment, iconic V...

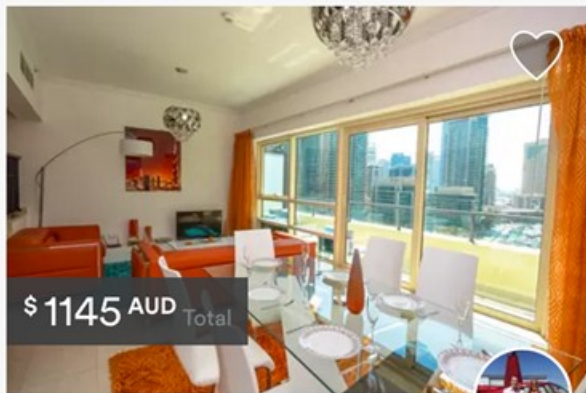
Entire home/apt · ★★★★★ · 6 reviews



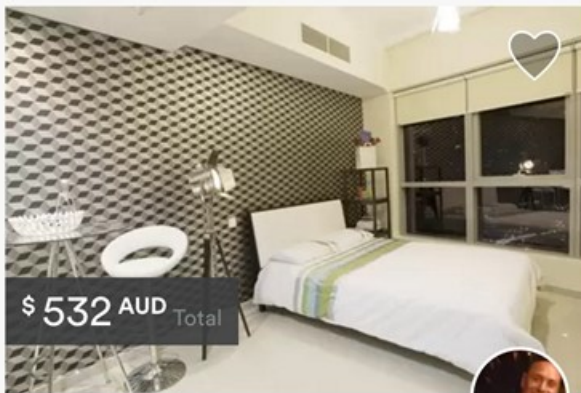
\$ 937 AUD Total

Amazing 1 BR Full Marina view...

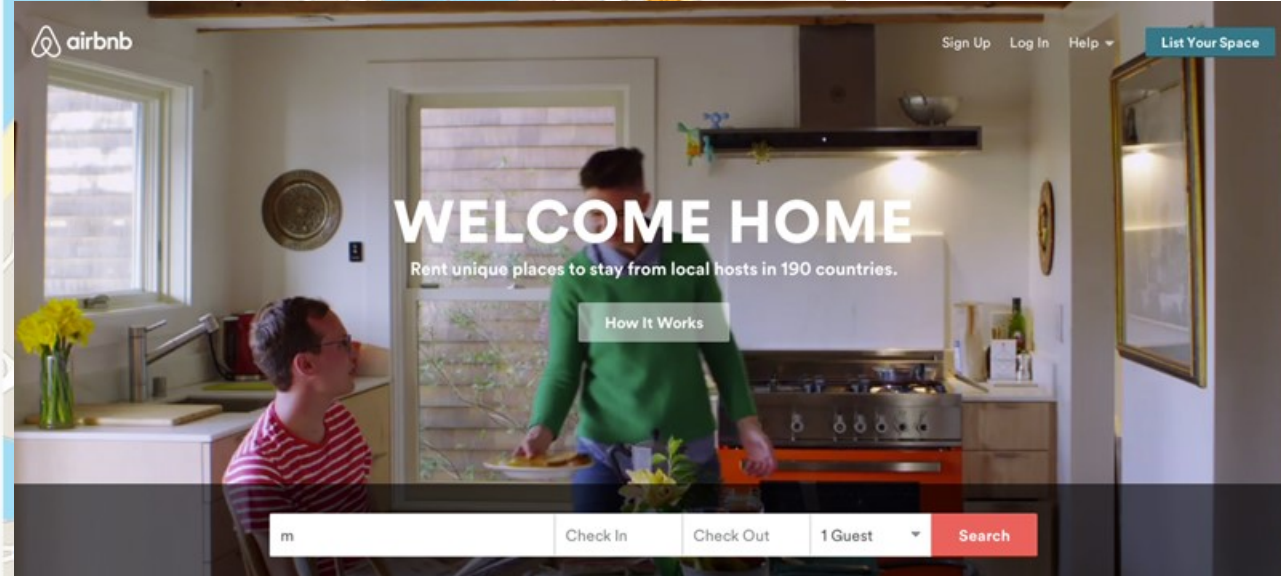
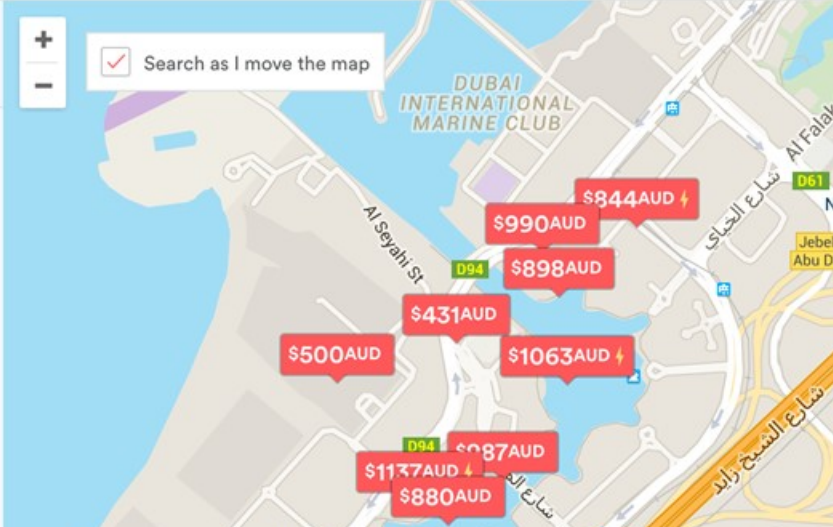
Entire home/apt · ★★★★★ · 30 reviews



\$ 1145 AUD Total



\$ 532 AUD Total



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PEOPLE

- Berit Herstad
- Ashok Kuppusamy
- Fredrik Holm
- Helge Solheim
- Oleg Melnychuk

Delve

Monica Iacob  
Modified July 1 2014

QR3 Planning and strategy

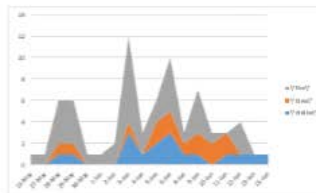


PowerPoint | Insights  
1 4 12 4 views

+ ADD A TAG

Josh Stickler  
Modified July 1 2014

June Test results



Excel | Erit's drafts  
2 6 12 9 views

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Robin Miller  
Modified July 1 2014

Fabricam City Plan



PowerPoint | Design  
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Greenfield budget 2014



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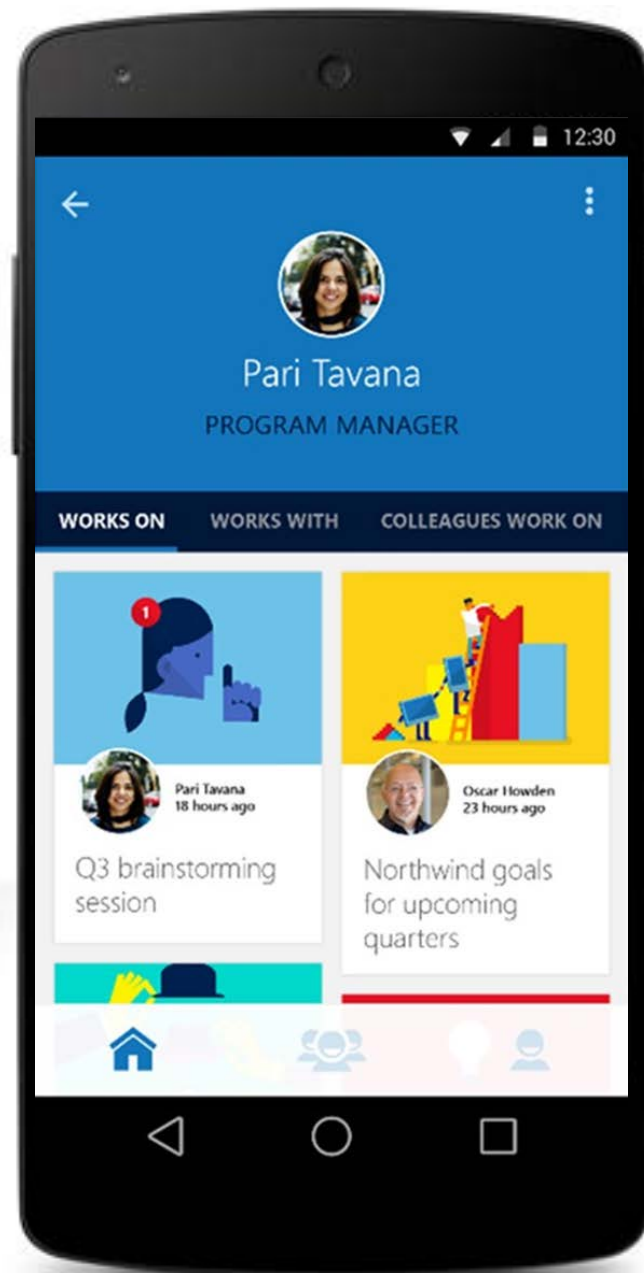
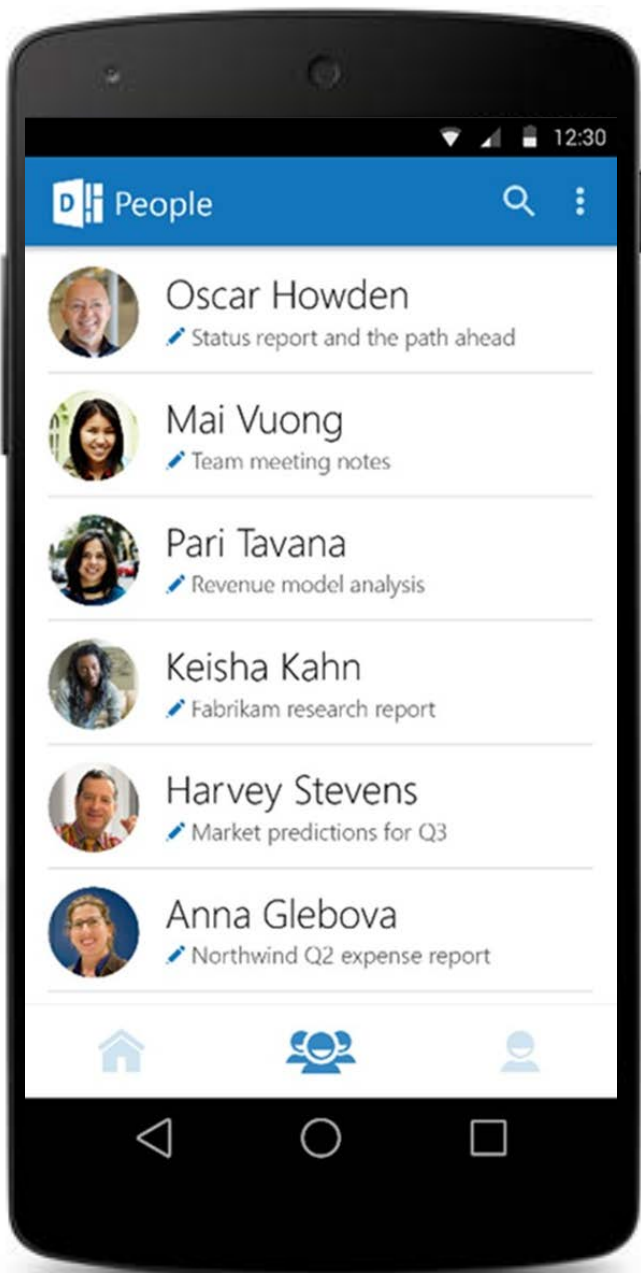
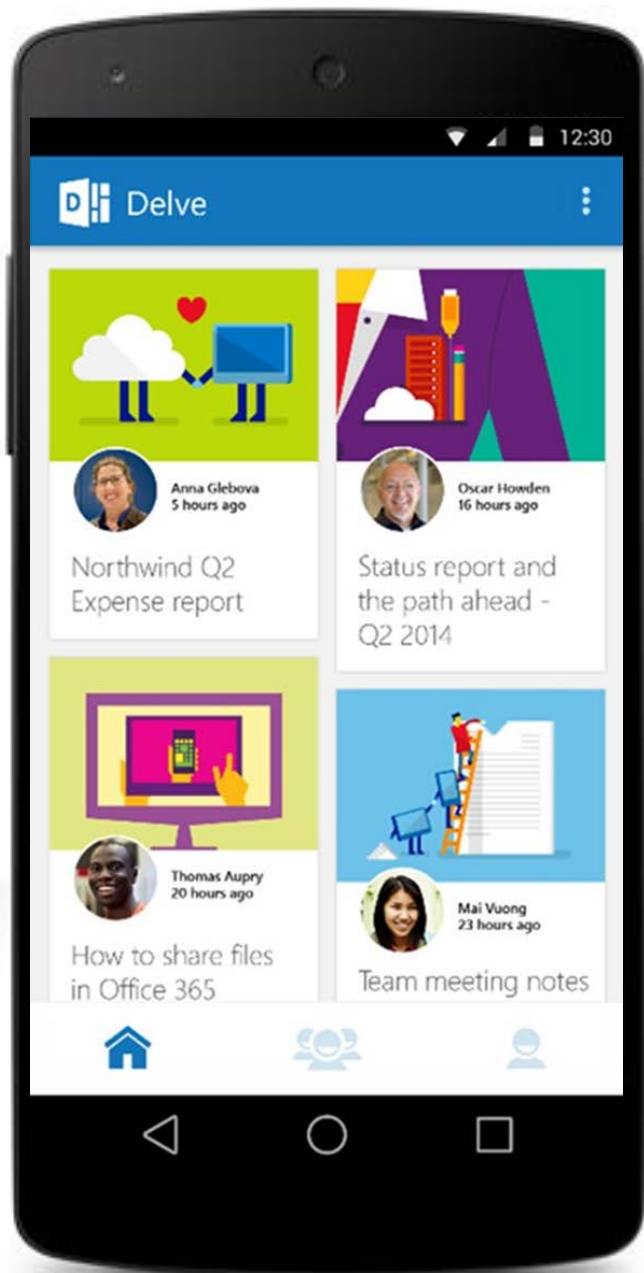
All Documents



Find a file



✓		Name		Airway Bill Number	Sender	Recipient
		8063285496900210 ✱		8063285496900210	Shorebank Advisory Services	SAS
		8063285501570210 ✱		8063285501570210	Shorebank Advisory Services	Lotus Hotel
		8071393438680200 ✱		8071393438680200	Chicago Meat Authority	Hacienda Mexican Restaurant
		8099435373390210 ✱		8099435373390210	Heater Specialist	Lavaca Bay RV Park
		8099435373400210 ✱		8099435373400210	Heater Specialist	ABB Lummus Heat Transfer
		8099435373500210 ✱		8099435373500210	Heater Specialist	Marsulex Environmental Technologies
		8111035264390210 ✱		8111035264390210	Chicago Meat Authority	Concept Foods



# TIPS – SUPPORTING IMAGERY



Include images and showcase them



Images of your workplace



Use people/employees



Reflect culture and brand



Position them well



They should add value



# USEFULNESS



🚚 FREE NEXT DAY DELIVERY OVER \$50

🔄 FREE RETURNS FOR 100 DAYS

WOMEN / CLOTHING / COATS & JACKETS



Glory 1

\$399.00

● Black

Pick a size...

Size Guide

Add to Bag

Delivery & Returns

Your delivery location: MELBOURNE, VIC (3000) [change](#)

✓ **Monday night** – 5:30pm to 9:30pm  
If ordered today

\$14.95

✓ **Tuesday** – 9am to 5pm  
If ordered today

Free

Please select your size to confirm availability

This product qualifies for 100 day free returns. [Find out more](#) about our return policy.

Details, Size & Fit

The **Glory 1** Jacket by **Freaky Nation** is crafted from the brands signature butter-soft leather. The biker style silhouette is taken up a notch with matte silver button embellishments and leather zipper pulls.

Our model is wearing a size 8 jacket. She usually takes a Standard AU8 size, is 5'9" (175cm) tall and has a 65cm waist.

- Length: 52cm

- Craft: 100% Genuine Leather. Standard length with snap buttons

You may also like



Freaky Nation  
Breeze Leather Jacket  
\$399.00

Freaky Nation  
Princess Biker Jacket  
\$399.00

Atmos&Here  
Olsen Oversized Coat  
\$119.95

Atmos&Here  
Clover PU Biker Jacket  
\$99.95





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Glory 1

\$399.00

● Black

UK 8



Guide

UK 8  
(AU 8)

1 item left

UK 12  
(AU 12)

UK 14  
(AU 14)

\$14.95

Free

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- Length: 52cm
- Slim fit- 100% Genuine leather- Standard lapels with snap button fastening- Zip through front - Twin waist pockets with zip

You may also like



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\$399.00

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- Length: 52cm  
- Craft: 100% Genuine leather. Standard length with open button

# TIPS/CHECKLIST - USEFUL CONTENT



Know your audience



Define the purpose



What are the next steps



Writing for the web

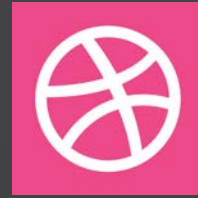


What will help them  
make a decision

---

# SOCIAL SUBSTANCE





# TIPS/CONSIDERATIONS - SOCIAL SUBSTANCE



Change management



Is there any value add?



Close the loop



Make it simple

# SUMMARY – SIX WAYS TO BUILD TRUST





QUESTIONS?

COMMENTS?

THOUGHTS?

@j05hpatel

#intranets2016



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THANKS

ENJOY THE REST OF THE CONFERENCE

@j05hpatel

#intranets2016