

What is Intranet Governance?

Introduction

The role of Intranet Governance is to ensure that the intranet operates in the way intended by the business. Part of this is about specifying how it is managed and who is responsible. However, it is also there to reinforce activities that support the overall strategy and set boundaries. This ensures that the intranet does not become unmanageable or contravene other company policies. Governance can also be used to set expectations about the remit of the intranet and the criteria for making changes.

Scope

Typically, intranet governance covers the following areas:

- Principles
- Strategy
- People
- Quality, Design & Usability
- Processes
- System
- Legal

Principles

- Summary of governance boundaries
- Split between central and local decisions
- Scope of what is in/out of the 'Intranet'
- How governance is implemented (reinforcement and consequences)
- Management and escalation process (how governance is managed and changed)

Strategy

- What does the business want to achieve with the intranet
- What goals does it support and what problems does it solve
- Development and \ or rollout roadmap
- Who owns overall strategy
- What metrics and KPIs will track execution
- ROI

People

- Steering group composition and remit
- Composition and remit of other groups such as a working group, customer-forum or local steering groups
- Links to related groups such as Group IT
- Intranet core team structure and roles (e.g. centralized, federated or hybrid)
- Intranet extended team structure and roles: site owners, content owners, IT

Quality, Design & Usability

- Branding, templates, look and feel standards
- Information architecture (including site hierarchy, personalization and navigation)



- Writing and other content standards
- Search

Processes

- Criteria for creating, maintaining and removing sites
- Approval and monitoring processes to ensure adherence to standards
- Security standards and authentication
- Risk
- Training, marketing and adoption

System

- Technical standards e.g. permitted technologies and architecture
- Development and testing standards
- Service Level Agreements and objectives (including performance and reliability)
- Change request process
- Permissions and administrator roles
- Interfaces with other systems and data

Legal

- Data protection
- Information retention
- Copyright
- Employment law (including Accessibility)
- Trade regulations (e.g. insider trading, Chinese walls)

