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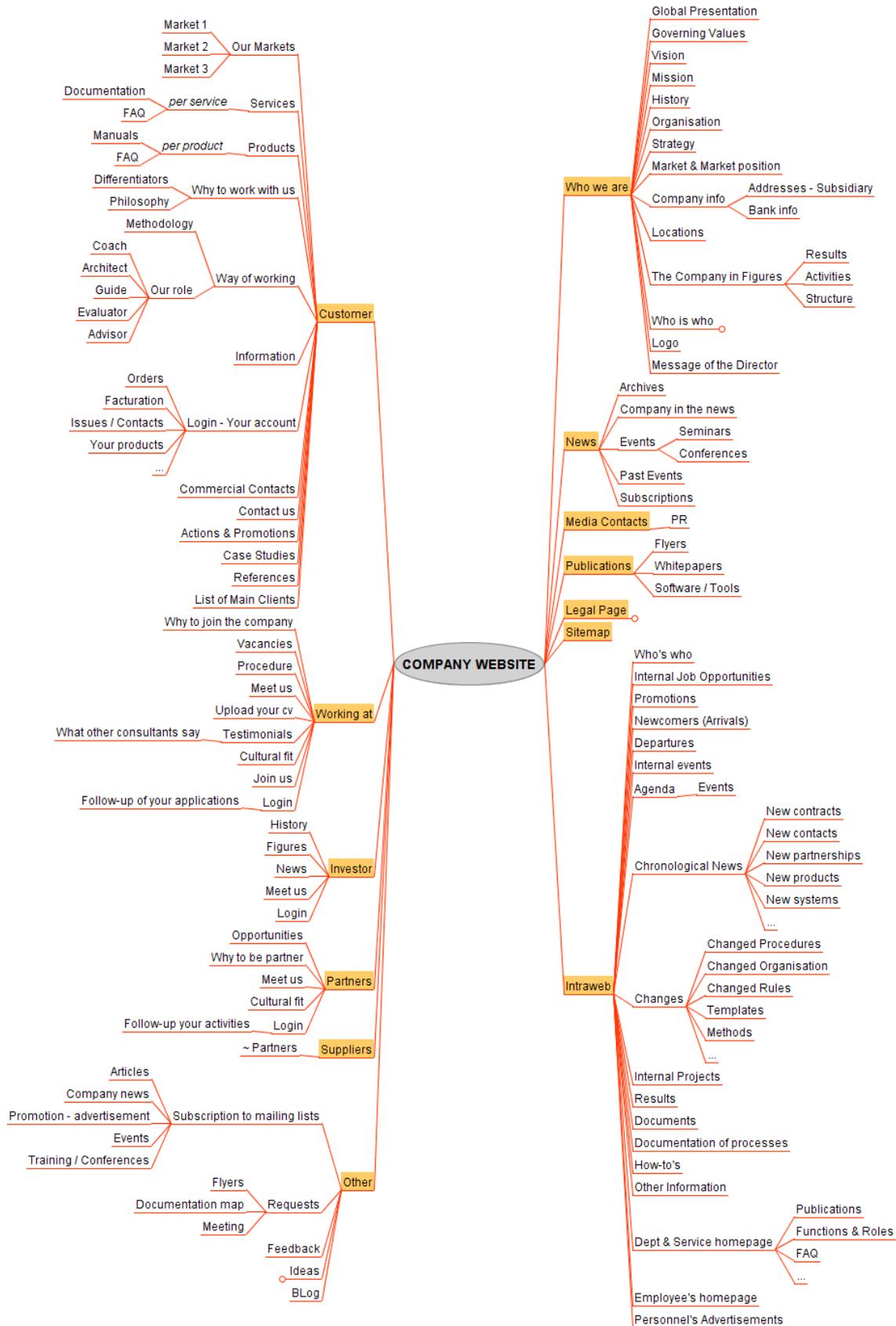# A Mindmap for Company Website Content Organisation and Social Features

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1   Mindmap : Company's Website Information Structure

2 Additional Ideas of Social Features

Obviously, larger companies can develop more elaborated websites. Intrawebs often support the formal organisation and processes, with process description, standards, online forms to gather some information, system documentation and software manuals. But they may also play an important role in supporting the informal and social counterpart of the formal organisation. It may bring people together and allow them to build a social network within the company. Some of these features may serve as "oil" for the company. Here are some ideas :

Navigation through the company

> The intraweb can be organised as a virtual image of the company. It can be interesting to structure the intrawebsites of internal departments and services accordingly to logical processes, accordingly to the place of their function within the company or accordingly to their geographical location (building, floor, room(s)).

Idea & Polls

> Creativity can be stimulated by gathering ideas in a virtual idea box. Good ideas won't be lost anymore. The web is a very good tool for this. Ideas can be posted with an option to be published and openly discussed or to be directly transmitted via the back office to the concerned department or person. Possibly, an idea can be posted anonymously. And rewards can be attributed to winning ideas.

> Polls can be organised among the personnel on various topics.

Feedback

> The intranet may also serve to gather feedback from personnel. Although, it may be more appropriate to organise feedback at a more local level, like within the intrawebsite of departments and services.

Competence Forums

> The company may set up forums that allows people to discuss specific subjects.

Competence Group

> It can be interesting to have persons with similar field of knowledge, business domain, competence, role or function to join each other. They can exchange their knowledge or discuss topics. Employees can submit their questions to specialists. The difference with the forum is that these pages are more structured. It may support a virtual group as well as a group that is more formally defined and that has its own gatherings and events in the real world.

Company's Clubs

> Some companies have their own clubs, e.g. a chess club. They can have a place on the intraweb (description, organisation and members, meetings, agenda, events, subscriptions, announcements, feedback,...). This web can also provide the tool for the creation of new clubs.

Initiatives

The website may allow the personnel to organise special activities or take initiatives, e.g. course, presentation, debate, brain storming session, city trip, ...

Courses

Most companies organise courses. Course requests, agenda of planned courses with their description, a subscription, a 'course account' per employee, feedback on the course, and a similar set of features for the examinations can be useful to promote and manage courses within a company. Methods and techniques can be shared.

Daily or random messages

Citations and daily or well chosen random (philosophical) messages published on the intraweb may support the governing values of the company, its strategy, the company's culture or simply serve to improve interpersonal relations, cooperation and quality of work.

Restaurant

If the company has an internal restaurant, it may publish the menus, announcements, buying meal tickets, subscriptions and feedback.

A few other possibilities: room and material reservation, company's library management, communicating defects, request purchase of new material, role/job descriptions, standards, intrawebsite per (important) internal project or per (important) information systems, ...

And there are probably plenty of other ideas that can make the intraweb a very useful tool for the company.