

3. **Make it (dare we say) fun to use.** And why shouldn't it be? It should become a seamless extension of your other online tools; intuitive and easy to use. And it can also be a place to strengthen your communication, through engagement and ownership and, yes, fun.
4. **Keep updating it.** Or they'll ignore it. This can't be stressed enough. Today everyone is used to a constant stream of news in Facebook and Instagram. You need to establish your intranet/messaging center as the epicenter of all communications. It must be the place to get the very latest documents, files and schedules. If they can get it somewhere else faster, they'll defect.
5. **Use it from Day 1.** If new hires learn to find all information in your central communication hub, that's all they'll know. The habit will be established. An added bonus is that it can help simplify and standardize onboarding processes.
6. **It Can Be Turnkey.** There was a time when companies had to build their own. Not any longer. There are plenty of affordable cloud-based options. Decide what you need - integration, HIPAA compliance, multi-lingual, etc – and pick what's best for your organization.

Whether you call it an intranet or a message center or communications platform, it matters today more than ever. Don't underestimate its importance. Get it going now.



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