

Brilliant Ink in Action

Yahoo! Intranet Communications: Serving Up Fresh, Relevant Content to Employees – Right to Their Own Backyard

The challenge

We love a good yodel as much as anyone, so we jumped at the chance to partner with beloved internet company Yahoo! to deliver interesting, compelling internal communications to its 15,000 global employees. As an internet company, Yahoo! knows one of the best, most effective methods for reaching employees is – not surprisingly – online. That’s why the internal communications team built a robust publishing schedule for Backyard, the company intranet, to deliver news and information to employees about company priorities, business strategy, and happenings around the Yahoo! network. The only problem: employees and leaders are so hungry for the content that the small internal communications team had trouble meeting the demand on their own. That’s where Brilliant Ink stepped in.

What we did

Got smart

- Learned all about the company priorities, business strategy and internal communications goals so that we could hit the ground running.
- Mastered the Yahoo! voice – as one of the most popular consumer brands in the world, Yahoo! has a distinct personality. We wanted to make sure we knew it inside and out before writing a single word.

Got trained

- Underwent training on Yahoo!’s intranet publishing tool so we could not only aid in story development but also in publishing content directly to Backyard.

Got cranking

- Began writing! Our work involves interviewing and coordinating with employees around the world, developing relevant and interesting content, securing stakeholder approvals and publishing stories on a daily basis.
- In partnership with internal communications team, developed new intranet content series, including “Patent Profiles,” a closer look at some of the many Yahoo! patent holders around the company, and an executive interview series.

The results

We’re serving up as many as 30 stories in a week, and employees keep coming back for more. We’ve also expanded our work to aid in building a comprehensive strategy for future Backyard content, including content themes based on company priorities and a checklist for determining whether stories make the cut for the intranet.

