

# About CoLab?

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CoLab is social collaboration solution that connects people and purpose to results.

CoLab's goal is to provide an environment that positively impacts members and their stakeholder's lives.

First, what is an intranet?

A website that helps people get stuff done.

Next, what is "social"?

Social is really just about people interacting with each other. "Social software" is software that enables users to interact with each other. "Social media" is content ("media") published by a bunch of people who can interact with each other and the content.

Definition of "social intranet"

So, to the point. The definitive explanation of a "social intranet":

An intranet where all people can author content and connect easily

It takes two things to make an intranet social:

1. Authorship: The ability for people to create content
2. Connections: The ability to see the people behind the content and to connect with them in some meaningful way

A social intranet allows all members to author rich content, connects every piece of content to a specific, living and breathing person, and helps people connect with each other. On a social intranet the "people layer" permeates the entire site and makes every page more personal and more human.

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