



ENGAGE

From Workplace to what's next:

A guide to smarter
colleague engagement



Foreword

For years, Meta Workplace has helped businesses keep colleagues connected, engaged, and informed. But with its sunset by September 2025, organisations are now faced with an urgent decision: what comes next?

Change often feels disruptive. But this transition is an opportunity. Rather than simply finding the easiest replacement, businesses need to rethink how they engage with their people, choosing a solution that goes beyond communication to drive culture, collaboration and productivity. The right platform won't just fill the gap left by Meta Workplace, it will unlock new ways to bring teams together, keep them motivated, and support business growth.

This guide will walk you through everything you need to know about Meta Workplace's shutdown, how to find the best alternative, and the steps to make a smooth transition. By approaching this change strategically, businesses can create a stronger, more connected workforce.

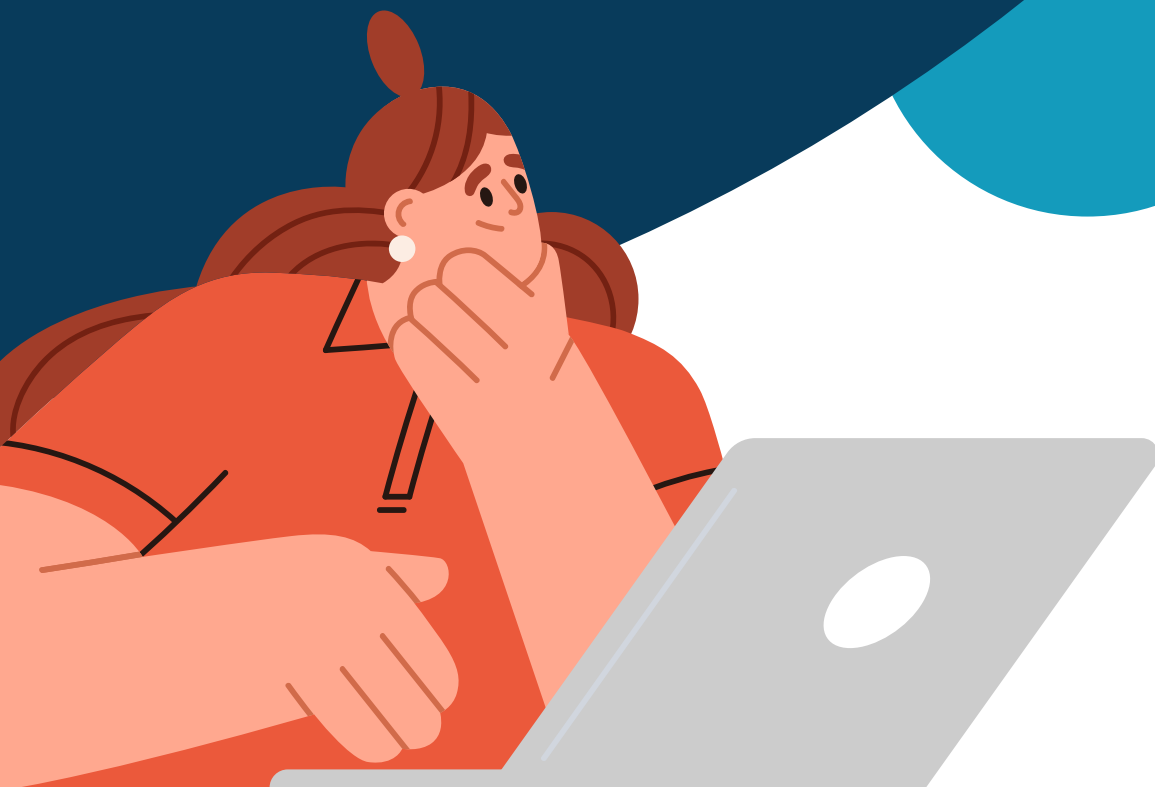


Chapter 1

Why Meta Workplace is shutting down and what it means for businesses

In June 2023, Meta confirmed that Workplace will be shutting down by September 2025. The decision wasn't entirely unexpected — Meta has been shifting its focus towards AI and the metaverse for a while now — but for businesses that rely on Workplace, it still raises big questions.

Businesses now have a few months to find a new solution. While Workplace will continue running until then, companies need to start thinking ahead, because the sooner you plan, the smoother the transition.



Why is Meta shutting down Workplace?

The decision comes down to priorities. Meta has been investing heavily in AI, virtual reality, and the metaverse, leaving Workplace lower on its list. With fewer resources being put into the platform, it was only a matter of time before Meta decided to retire it altogether.

For Workplace users, this means no last-minute U-turn — Meta is moving on, and businesses need to do the same. The challenge now is finding a platform that doesn't just replace Workplace but improves the way people communicate and collaborate.

What does this mean for businesses?

If Workplace is at the heart of your internal communication, its closure could cause disruption. Without a proper plan in place, businesses risk:

- **Fragmented communication:** Employees turning to different tools, creating silos and missed updates.
- **Reduced engagement:** A lack of a central hub means fewer interactions, leading to a disengaged workforce.
- **Lost knowledge:** Important discussions, files, and shared insights disappearing if not properly migrated.

But this isn't just a challenge. It's an opportunity. Instead of simply replacing Workplace, businesses can upgrade to a better solution, one that offers more than just a news feed and chat function. This is a chance to find a platform that works for your business, helping you build a stronger, more engaged team.

The challenges of moving on

Switching platforms isn't just about signing up for a new tool. Businesses need to think about:

- **Transferring data and conversations:** Making sure nothing important gets lost in the transition.
- **Bringing employees on board:** Helping teams adapt to a new system without resistance.
- **Keeping engagement high:** Making sure communication stays strong, rather than fading into the background.

With the right plan, these challenges can be tackled head-on. The key is not leaving it until the last minute. Start early, choose wisely, and ensure the new platform makes things easier — not harder — for your people.



Chapter 2

Finding the right alternative:

What to look for in an engagement platform

Now is the time to find your perfect replacement for Workplace by Meta. But where do you start in the search for a new system?

You need an engagement platform that not only provides the features you use in Workplace, but one offering extras that will elevate how you engage with your people. This is your opportunity to find a system tailored to your business' communication and engagement needs.



Consumer-grade technology

While Meta has devoted its time and money to exciting projects like extended reality, Workplace has missed out on the latest technological developments and fell behind competitors.

Your ideal colleague platform should embrace consumer-grade technology to provide the best user experience. By making your platform available as an app, your people can access everything they need, from anywhere in the world and at any time of day. After all, we use state-of-the-art technology every day in our personal lives — from the phones in our pockets to the laptops on our tables. So, why wouldn't we use the best technology possible in business, too?

Too many companies rely on old-fashioned intranets that aren't optimised to how they work, which can be detrimental to colleague productivity and engagement. If your colleague platform is easy to use, people are more likely to use it. It's common sense.

And a consumer-grade platform allows you to explore the latest technological advancements. Colleague platforms can use features like AI to provide personalised content feeds for all your people, meaning they can stay in the loop, receive the updates most relevant to them, and be shown the content they're most interested in. Customising the colleague experience in this way means that your people receive the information they need most, and that they are most likely to engage with.

Custom branding

Customisation is a great way to stimulate engagement. A significant feature of Workplace was its design emulating Facebook, another Meta platform. While this made Workplace's user interface seem familiar to users, it meant companies were limited in their ability to tailor Workplace to their unique communication and collaboration needs. They couldn't really make it their own.

The ideal colleague platform should let you truly make your mark by offering advanced flexibility and customisation capabilities. You can tailor your app or website to your business with personalised dashboards for all your people, creating workflows corresponding with how your team works best. To help your team feel more connected to your business, you can customise your platform to include your brand's colours, icons, and images.



Secure social networking

To build real engagement, it's not enough for your people to interact with corporate updates: they need to connect and engage with each other.

The ideal platform empowers colleagues to create profiles, join group discussions, participate in topic-based chats, and connect through private messaging. Customisation should be at your system's core, allowing you to boost morale with peer-to-peer recognition and celebrate achievements unique to your company. These features let businesses foster vibrant, engaged communities — all within a secure, trusted space.

Easy integration

Nowadays, colleagues can connect in various ways, often across multiple apps. However, when essential documents and conversations are scattered across different platforms, the risk of important information getting lost or misplaced increases significantly.

The best colleague platforms allow you to seamlessly integrate the apps and websites your people use most — another example of the advanced capabilities in platform customisation and flexibility that you should be searching for. By integrating all your people's key tools, your platform becomes a powerful, centralised resource and communication hub that is unique to your business.

This integration streamlines workflows, making work more efficient and boosting team productivity by reducing time spent hunting down important files. With less time wasted, your people can focus more on engaging with your business and with each other.



Chapter 3

Preparing for the transition: Steps to a seamless migration

Workplace is Going — Now What?

Businesses need to start planning their transition now. The good news? There's still plenty of time to make the switch. The challenge is ensuring the process is smooth, with minimal disruption to employees, communication, and workflows.

A rushed transition can lead to disengagement, lost knowledge, and frustration. But with the right approach, this shift can strengthen internal communications — giving you a platform that better supports your business long-term. That's where solutions like Engage can help, providing a seamless alternative that goes beyond just replacing Workplace.



Here's how to make it happen:

Step 1

Take stock of what you have

Before jumping into a new platform, take time to assess how your organisation has been using Workplace. This will help you understand what needs to be replaced, what can be improved, and what your teams need.

Ask yourself:

- What features do employees use the most? Are they engaging with news feeds, chat, groups, or video calls?
- What's missing? Were there any limitations or frustrations with Workplace?
- Where is critical information stored? Are key conversations, files, or workflows currently housed in Workplace?

By mapping out how Workplace has been used, you'll have a clearer picture of what your new platform should offer — and avoid migrating unnecessary clutter.

Step 2

Set a clear timeline

While September 2025 might seem a long way off, a structured migration plan will prevent a last-minute rush. A good approach is to work backwards from the sunset date and break the process down into manageable stages:

- **Phase 1:** Research and selection: Explore and test alternatives, ensuring they meet your organisation's needs.
- **Phase 2:** Data Backup and migration: Save critical files, discussions, and content to ensure a smooth transfer.
- **Phase 3:** Rollout and adoption: Start introducing the new platform gradually, allowing teams to adjust before Workplace disappears.

This gives businesses enough time to make a considered choice rather than scrambling to find a quick fix. A platform like Engage offers an easy transition, helping teams stay connected without losing momentum.

Step 3

Communicate the change clearly

Change can feel overwhelming for employees, especially when it involves technology they use daily. A sudden switch with no explanation will lead to confusion, frustration, and disengagement. Instead, bring your teams into the process early. The key is making employees feel part of the transition, rather than something that's happening to them.



Step 4

Make adoption easy

Once you've chosen a new platform, adoption is where success or failure happens. If employees don't use it, engagement will drop, and communication will suffer.

Platforms like Engage are designed to make this process easier, with an intuitive interface that feels familiar while offering more powerful ways to connect people and teams. The goal is to make the switch as seamless as possible — so employees feel empowered, not disrupted.



Say goodbye to Workplace and hello to Engage

A well-planned transition won't just help you replace Workplace. It will help you upgrade your internal communications. With the right platform and a structured rollout, businesses can move forward with a system that makes collaboration easier, keeps employees engaged, and strengthens workplace culture.

Step 5

Track engagement & refine

Launching the new platform isn't the final step — it's just the beginning. Keep an eye on how employees are using it, track engagement levels, and gather feedback. If adoption is low, look at what's holding people back.

Are employees struggling to use key features? Offer additional support. Are certain teams engaging less? Find out why and address any blockers. Are old habits creeping in? Encourage leaders to reinforce best practices.

By refining your approach and making adjustments based on real-world use, you'll set your organisation up for long-term success.

Summary

The end of Meta Workplace, the start of something better

The closure of Workplace by Meta is a fresh opportunity for thousands of businesses to enhance their engagement platform. As a vital tool for communication, collaboration, and document sharing, finding the right replacement is essential.

But there's no need to rush. By understanding what Meta's closure means for your business, identifying the key features of a new platform, and planning a smooth transition, you can choose the best solution for your people — and Engage is here to help.

By combining an unmatched understanding of engagement in business with consumer-grade technology, our specialists help create thriving communities using a platform that seamlessly integrates all the tools businesses and their teams rely on.

We're committed to putting colleague engagement at the heart of global business by helping businesses connect with their workforce to fuel positive colleague experiences and happier, more productive people.

If you're ready to move on from Meta, and you'd like to join internationally renowned brands like **Liverpool FC, Itsu, and B&M** in using Engage, speak to one of our engagement experts or visit our website: engagesolutionsgroup.com

