

Key factors:

Ease of use

Useful (user analysis of user groups)

Voting/Rating of content

Easty Extendable by API for read/create content.

Customisable notification subscription.

Create posts

Easy to write new posts anywhere/anytime.

Automaticly tag/classification based on preferences/profile and content in post.

Tag/classification also based on refering content like links and files.

Creator can override Tag/classification.

Support for adding related content as files.

Api support for generating posts from feeds, email, git-commits, ++

Views

Different views. Customisable for each screen.

List of posts.

List of posts can be customised by filters on tags. Personal preferences stored.

List of most commented, Highest voted or most viewed.

Customisable dashboard for Big Screens in office. Customisable with other kind of information....? Easy to have a glance while wating for coffee.

Statistics view for internal competition.

Reward for "most active user/team", "highest voted writer", "best newcommer" etc.