

GUIDE

Moving on from Workplace by Meta:

**The Ultimate Guide
to Migrating Employee
Experience Platforms (EXPs)**



Moving from one platform to another feels like a nightmare waiting to happen, right?

Years of content, tons of groups, established processes—it's like trying to move an entire house, but worse. And now, Workplace by Meta is shutting down. Whether you're prepared or not, you've gotta make the leap.

The real pain? **Not having a plan.** That's when things go wrong, and everyone starts pointing fingers.

But it doesn't have to be a disaster. This guide will walk you through everything you need to know to pull off a smooth migration—whether you're switching because Workplace is being buried, or you're just ready for something better.



What's happening to Workplace by Meta?

If you're still hanging on to Workplace by Meta, you're officially on borrowed time. Meta's pulling the plug on **August 31, 2025**. After that, you've got until **May 31, 2026** to access your data in read-only mode. But once that date hits? Everything is wiped clean. Forever. No backup. No recovery.

Now, if you're feeling a little panicked about this, you're not alone. Thousands of businesses are scrambling to figure out what comes next. And if you're still in the "wait and see" mindset, well... here's your wake-up call.

Because let's be honest, Workplace has been good for some things, but it's never been perfect. It was a decent communication tool, but it's time to stop settling for decent and start aiming for **better**. Better communication. Better engagement. Better employee experience.

If you're just looking for a place to dump your old content, this guide isn't for you. But if you want to **level up your internal communication and employee experience**—and make the migration process as painless as possible—keep reading.

This guide will walk you through exactly why you need to act now, what happens if you don't, and why Speakap is the ideal replacement for Workplace. Plus, we'll break down Speakap's powerful Workplace Migration Kit and show you why this isn't just a migration—it's an upgrade.



So, why migrate? (aka, why bother?)

Okay, let's kick things off with the obvious question: **Why even bother migrating to a new platform?**

You've been using Workplace for years. It's familiar. Sure, it's not perfect, but it mostly gets the job done, right? Well, here's the harsh truth: the shutdown is happening, and there's no avoiding it.

But even if Workplace wasn't shutting down, it's worth asking yourself if your current setup is really working for you. Because just "getting the job done" isn't good enough anymore. If you're serious about employee engagement, productivity, and streamlined communication, you need a platform that can keep up.

Here are 3 things you need to consider:

#1

Are your employees genuinely engaged and connected?

Or are they just clicking "like" on posts and moving on without actually interacting?

#2

Does your platform offer the functionality you need?

Can it handle everything from communication to task management to analytics?

#3

Is it built for everyone in your organization, especially your deskless and frontline workers?

If they can't access the tools they need, it's game over.



The truth is, if you're reading this guide, you're probably already feeling the limitations of the current platform. Whether it's clunky navigation, lackluster features, or just plain old inefficiency, you know something needs to change.

And if you're not convinced yet, think about this: Migrating to a new platform is a chance to **upgrade your employee experience**. It's an opportunity to make things smoother, faster, and more engaging for everyone involved.

And let's be real, who doesn't want that?



Why you need to act now (not later)

Look, no one likes rushing into a major change. It's tempting to push things off until the very last minute and just hope it all works out. But when it comes to migrating your employee experience platform (EXP), **procrastination is a recipe for disaster.**

Here's why:

1 Rushed transitions lead to chaos

Leaving your migration until the last minute will leave you scrambling. Without a proper plan in place, you risk losing essential data, creating confusion among your employees, and setting yourself up for a messy transition.

2 Lost data = lost knowledge

Every day you wait to start your migration process is another day closer to potentially losing everything you've built on Workplace. Remember, once Workplace shuts down, there's no safety net.

3 Employee confusion & frustration

If you switch platforms without giving your employees enough time to adjust, you're setting them up for frustration. Poor communication and rushed training sessions will leave everyone feeling lost and irritated. And let's be real—unhappy employees are disengaged employees.



4 You're not the only one migrating

Everyone who's still on Workplace is going to be making the switch sooner or later. And when the last-minute rush hits, support teams from various platforms will be stretched thin. Want priority support? Start your migration early.

Need some hard stats?

According to Gartner, **70% of technology migrations fail due to inadequate planning and rushed implementation.**

And since thousands of businesses are in the same boat, waiting until the last minute could mean longer wait times for support and more potential for errors.

Bottom line? Waiting isn't saving you time. It's costing you **time, resources, and peace of mind.**



How do you decide which EXP is actually worth migrating to?

Here are 6 crucial things you need to consider.

The market is flooded with options, all claiming to be the perfect solution. But let's be real, not all platforms are built the same. And if you're not careful, you could end up with a shiny new tool that doesn't actually solve your problems.

Choosing the right EXP isn't just about swapping tools. It's about finding a **long-term partner** that actually supports your business, empowers your people, and grows with your evolving needs. So, if you're still weighing your options, here are **six crucial things you need to consider**.

#1

Avoid building your own (seriously, don't do it)

Sure, building your own custom EXP sounds tempting. It's like building a dream house—complete control, perfectly tailored to your needs, and the satisfaction of creating something that feels uniquely yours.

But here's the harsh reality:

- **It's expensive.** A LOT more expensive than using a ready-made solution.
- **It's painfully slow.** Development timelines are unpredictable and often get stretched, causing endless delays.
- **It's a maintenance nightmare.** Once it's built, you're stuck with ongoing updates, bug fixes, and constant troubleshooting.
- **Adoption is usually terrible.** Asking your employees to adapt to something that's still a work-in-progress? Yeah, not great.



#2

Identify your real needs—and choose a platform that solves them

Before you make any decisions, you need to figure out what you actually need from your new EXP. Ask yourself:

Are your employees mostly at desks, or are they working on factory floors, delivering packages, or greeting hotel guests?

Do they need mobile access to stay connected?

- Are your employees mostly at desks, or are they working on factory floors, delivering packages, or greeting hotel guests?
- Do they need mobile access to stay connected?
- Are you looking for structured knowledge bases, two-way communication tools, or advanced analytics?

Your EXP should fit **into your world—not the other way around**. And that means looking for a platform that meets your unique needs.

Things to consider:

- **Frontline Engagement:** Is the platform built with deskless and frontline workers in mind? Can it be accessed on-the-go, on mobile devices, and in areas with limited connectivity?
- **Security:** Does it meet enterprise-grade security standards? Consider ISO certifications, data encryption, and other compliance requirements specific to your industry.
- **Scalability and Control:** Can you publish content to multiple groups at once? How easily can you organize and segment your audience?
- **Customization:** Does the platform allow you to tailor branding, structure, and language to fit your organization's unique culture and needs?



#3

Don't underestimate the power of proper support

If you've ever struggled to get decent support from a platform provider, you know how frustrating it can be. When you're migrating to a new system, you need a support team that's responsive, knowledgeable, and genuinely invested in your success.

Here's what to look for:

- **Dedicated Support Managers:** Having a go-to person who understands your business can make all the difference. Look for platforms that offer dedicated account managers or success managers, rather than generic ticketing systems.
- **Onboarding and Training:** A great platform is only effective if your employees know how to use it. Check if training and onboarding resources are included—and if they're actually helpful.
- **Proactive Support:** Does the platform provider help you identify potential issues before they become major problems? Look for partners who are proactive, not just reactive.
- **Migration Assistance:** Moving platforms is complex. Make sure the platform provider offers hands-on guidance throughout the migration process.

#4

Understand your timeline—and avoid last-minute chaos

Here's a friendly reminder: **The clock is ticking.** Workplace's shutdown timeline is already in motion:

- **Until August 31, 2025:** You can use it like normal.
- **September 1, 2025 – May 31, 2026:** Read-only mode. No new posts or collaboration allowed.
- **June 1, 2026:** Everything is deleted. Permanently.

If you wait too long to make your move, you're setting yourself up for:

- **Rushed implementations**
- **Communication disruptions**
- **Overwhelmed IT teams**
- **Missed deadlines and lost data**

The key is to plan early and ensure your migration process is **methodical, structured, and stress-free**. Create a realistic timeline and stick to it.



#5

Look at what's actually included

When evaluating platforms, focus on the features that will actually make your life easier. Flashy marketing promises are nice, but functionality matters most.

Here are some essential features to look for:

- **Advanced Task Management:** Can you assign tasks, track progress, and monitor completion rates?
- **Customizable Employee Journeys:** Does the platform support structured onboarding and training paths that can be tailored to fit your organization's processes?
- **Real-Time Analytics:** Can you measure engagement and understand what's working (and what's not)?
- **Multi-Group Publishing:** How easy is it to reach different teams or departments with tailored messages?
- **Structured Knowledge Base:** Is information organized and accessible? Can employees find what they need without hunting for it?
- **Multilingual Support:** If you operate globally, does the platform offer translation tools or multilingual interfaces?
- **Role-Based Permissions:** Can you control who sees what, and who has access to specific features?

#6

Migration shouldn't be your problem—and it doesn't have to be

Moving everything from one platform to another is a massive task. And if you're trying to do it all by yourself, it's going to be a nightmare.

Make sure the platform you choose offers:

- **Comprehensive Migration Support:** From content audits to final launch, the right provider should be with you every step of the way.
- **Zero Disruption Guarantee:** Your day-to-day operations shouldn't suffer while you're making the switch.
- **Continual Optimization:** After the migration, you need ongoing support and the ability to continuously improve the platform's effectiveness.



Migration planning checklist:

your no-stress roadmap

Step	Task	Checklist Items
1. Pre-migration preparation	Audit current platform	○ Identify all existing content, groups, processes, and user permissions. ○ Categorize content: essential, outdated, nice-to-have. Decide what to keep, update, or discard.
	Set goals & objectives	○ Define what success looks like (e.g., improved engagement, better analytics). ○ Outline specific functionalities and improvements needed.
	Assign roles & responsibilities	○ Appoint migration leads, project managers, and support team members. ○ Clarify individual responsibilities throughout the migration process.
2. Create a migration timeline	Set milestones	○ Content audit & cleanup: [Deadline]. ○ Platform selection & configuration: [Deadline]. ○ Data migration & testing: [Deadline]. ○ Employee training & onboarding: [Deadline]. ○ Full launch & optimization: [Deadline].
	Build in buffer time	○ Allow for troubleshooting, adjustments, and unexpected delays.
	Schedule regular check-ins	○ Weekly or bi-weekly progress reviews to stay on track.
3. Communication plan	Announce migration early	○ Explain why the migration is happening and expected benefits. ○ Share key dates and milestones.
	Provide regular updates	○ Keep everyone informed during testing and launch phases. ○ Use newsletters, meetings, or dedicated announcement channels.
	Offer support channels	○ Set up a help desk or dedicated chat for migration-related questions and issues.



Step	Task	Checklist Items
4. Testing & feedback	Pilot testing	○ Roll out the new platform to a small test group (representative of different departments). ○ Identify bugs, usability issues, and areas for improvement.
	Gather feedback	○ Conduct surveys, interviews, or feedback sessions with test group members. ○ Use feedback to refine and improve the platform before full launch.
5. Launch & optimization	Official launch	○ Transition everyone to the new platform on a predetermined date. ○ Ensure previous content, groups, and permissions are properly transferred.
	Training & onboarding	○ Provide guides, tutorials, and training sessions for all users. ○ Highlight new features and their benefits.
	Monitor & optimize	○ Track engagement, feedback, and usage analytics. ○ Continuously refine the platform based on user feedback and performance metrics.
6. Post-migration follow-up	Collect comprehensive feedback	○ Check in with employees a few weeks post-launch to gauge satisfaction. ○ Identify pain points or areas that still need improvement.
	Implement improvements	○ Make adjustments as necessary. ○ Keep communication open and encourage ongoing feedback.
	Celebrate wins	○ Acknowledge team members who contributed to a smooth migration. ○ Share success stories and highlight improvements made.

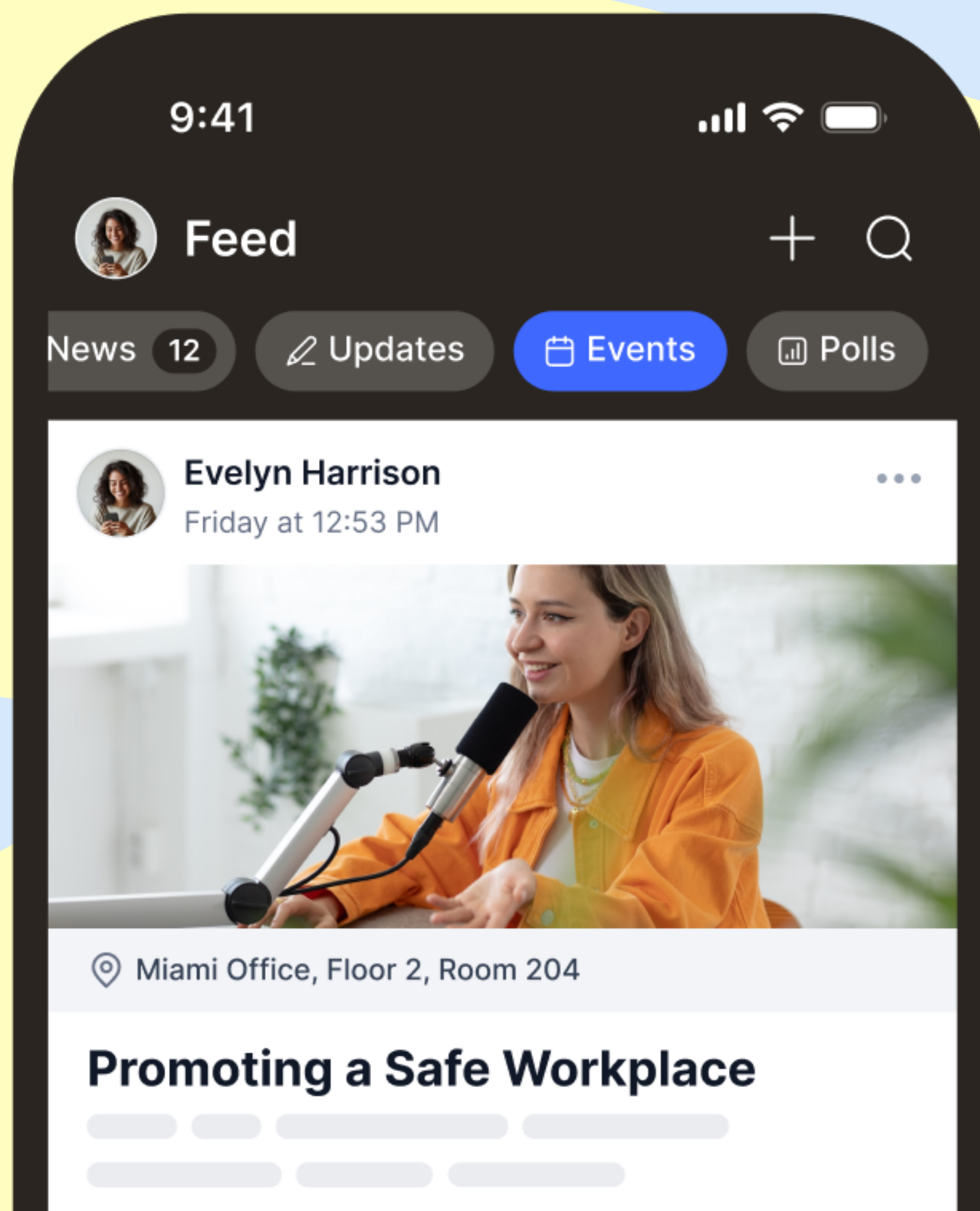


The smart alternative to Workplace:

Why Speakap is your best choice

Now that you know what to look for in a new Employee Experience Platform, let's talk about why Speakap is the smart choice for your migration. Unlike other platforms that only offer the basics, Speakap delivers a fully-rounded, customizable experience designed to enhance communication, engagement, and productivity.

What sets Speakap apart? It's not just about replicating what you had with Workplace—it's about building something better. Speakap is designed to not only replace Workplace's functionality but to improve upon it in every way that matters.



Feature comparison:

Workplace vs. Speakap

Feature	Workplace by Meta	Speakap
Communication Tools	Basic News Feed	Customizable News Feed, Multi-Group Publishing
Task Management	Non-Existent	Communication isn’t just about talking—it’s about taking action. With built-in task assignment and tracking, Speakap ensures nothing gets lost or forgotten. Whether it’s a high-priority project or daily to-dos, you have the tools to keep everything on track.
Knowledge Base	Unstructured	Keep your content organized and accessible. No more endless searching or outdated files. Speakap’s structured, searchable knowledge base ensures everyone can find what they need, when they need it.
Mobile-First Design	Basic	Speakap was built with deskless and frontline workers in mind. Whether your teams are in the office, on the road, or out in the field, Speakap keeps everyone connected and engaged.
Analytics & Reporting	Limited	Understand what’s working and what’s not. With real-time insights into engagement, communication effectiveness, and productivity, you can continuously improve your strategy. No more flying blind.
Customization Options	Minimal	Branding, structure, language—you name it. Speakap gives you the power to make your platform feel like a natural part of your company’s ecosystem. No more feeling like you’re borrowing someone else’s tool.
Integration Capabilities	Limited to Meta Tools	Extensive Integrations Across HR, Ops, Payroll
Support & Onboarding	Basic Help Resources	Speakap doesn’t leave you stranded. From migration assistance to ongoing optimization, Speakap’s customer success team is with you every step of the way.

The bottom line? **Speakap offers everything you loved about Workplace—plus the features you always wished it had.**



The Workplace Migration Kit:

How we make moving effortless

Let's be real. Migrating platforms sounds like a massive headache. Years of content, multiple groups, established processes—it's like moving an entire house, but worse.

But with Speakap's **Workplace Migration Kit**, the process is streamlined, structured, and surprisingly painless. No chaos, no confusion, just a smooth transition that leaves you feeling like you've upgraded, not just migrated.

Fully managed process

You're not left to figure things out on your own. Speakap's team handles the migration from start to finish.

Zero downtime

Your employees won't experience a single moment of downtime. Workplace remains functional until Speakap is fully up and running.

Strategic migration plan

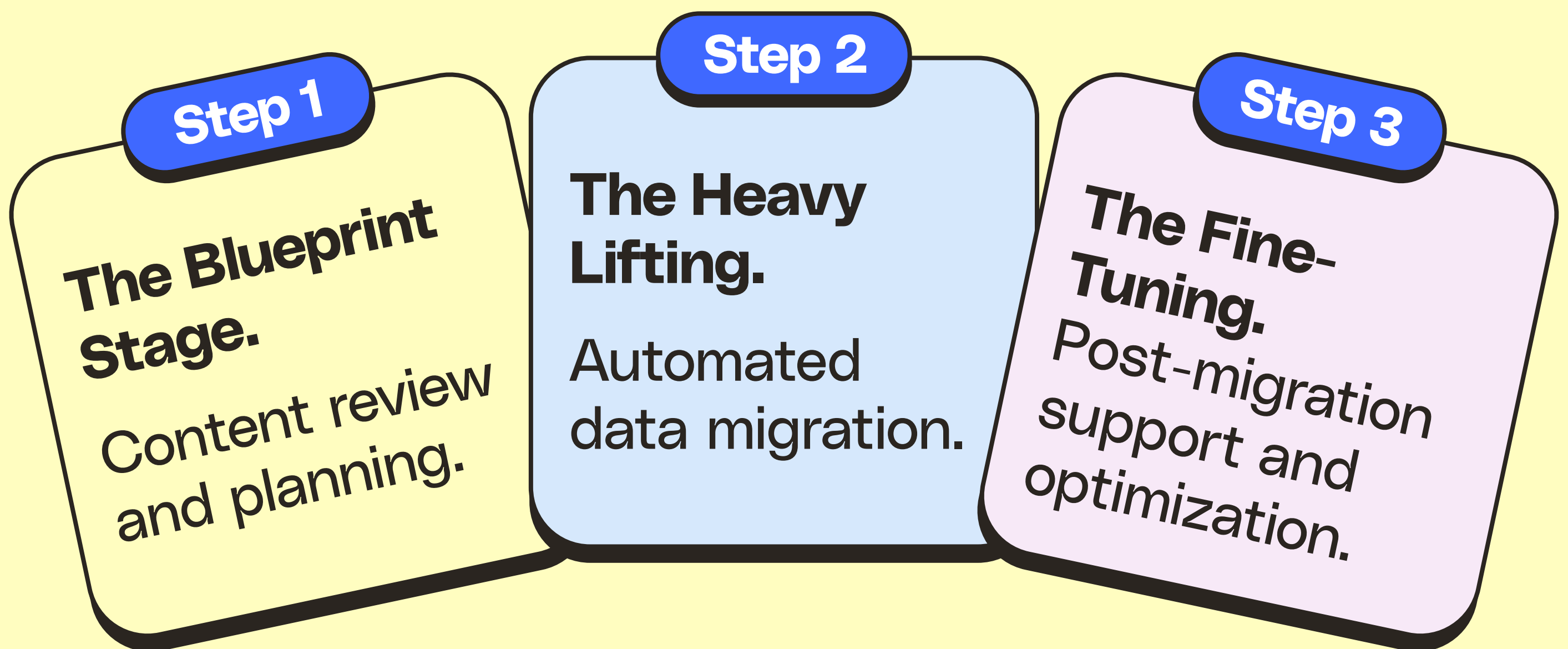
Every step is carefully planned, from content review to post-migration optimization. No chaos. No confusion. Just a smooth, efficient transition.

Dedicated support

Speakap provides a dedicated success manager who's there to answer questions, provide training, and make sure everything is running smoothly.



3 step Workplace Migration Kit



Step 1

The Blueprint Stage. Content review and planning

Every good migration starts with a solid plan. Before any migration begins, Speakap's team helps you **take stock of your current setup**. Think of it as decluttering before you move—sorting through what's valuable, what's outdated, and what's just plain clutter.

During this phase, we'll:

- **Audit your content:** Review your existing data and communication history to identify what matters and what doesn't.
- **Define relevance:** Determine which groups, teams, and departments need to be migrated and how to best organize them.
- **Create a structured plan:** Map out your transition process to ensure minimal disruption to your daily operations.

Why this matters: Migrating everything is a recipe for clutter and confusion. This step ensures you only bring over what's essential, making your new platform clean, organized, and ready to thrive.

Step 2

The Heavy Lifting. Automated data migration

Now it's time for the heavy lifting. Instead of dragging and dropping everything manually, Speakap's migration script **automatically transfers your data**. It's fast, efficient, and eliminates the risk of human error.

Here's what gets transferred:

- **Knowledge base articles:** All your essential information, ready to be accessed from day one.
- **Posts and comments:** Keep your communication history intact so nothing important gets lost.
- **Group structures and permissions:** So you don't have to rebuild your organizational setup from scratch.

The goal? A seamless, disruption-free transfer that leaves your IT team with nothing to worry about.

Step 3

The Fine-Tuning. Post-migration support and optimization

Once your content is transferred, Speakap doesn't just disappear. The **Post-Migration Support and Optimization** phase ensures your new platform is running smoothly and continues to improve over time.

Here's what happens during this phase:

- **Content organization:** Refining your setup based on employee feedback and actual usage.
- **Engagement optimization:** Making sure all employees are comfortable with the new platform and using it effectively.
- **Ongoing support:** Dedicated customer success managers are always available to help you optimize and improve.

This isn't just about getting you moved over—it's about making sure your team thrives on the new platform.



Stop worrying about losing your data. Stop stressing about a messy migration. With Speakap, you're covered.

Workplace by Meta is going away. And sure, you could try to limp along with a generic platform that sort of does the job. Or you could build something from scratch and spend months trying to make it work. But let's be honest—you deserve better. And so do your employees.

What our clients are saying:

”

We had an extensive onboarding and setup process in which the Speakap team played a pivotal role. Speakap provided several online training sessions with all stakeholders. To this day, our dedicated Customer Success Manager is still very involved and easily approachable.

Simone Meesters
Communications Officer at Viggo

Viggo 



Right from the outset, the team took the time to thoroughly understand our business needs and provided expert guidance at every stage, ensuring the final solution was perfectly tailored to our requirements.

Serina Donkin

Head of Communications and
Engagement at Rank Group



The support from Speakap is fantastic. New ideas are adopted, issues are resolved quickly, and the platform continues to evolve based on our feedback.

Jill Gielen

CCO at Jacobs Transport





Ready to make the switch?

We're ready when you are.

If you're coming from Workplace by Meta, there are loads (trust us, loads) of reasons to seriously consider Speakap as your new home.

And if you're thinking of migrating from another platform, or browsing for your first-ever employee experience solution, we can give you plenty more reasons to keep us at the top of your list. All you have to do is **book a demo** and we'll handle the rest.

[**Book a Demo**](#)[**Learn More**](#)