

Using Office 365 & modern SharePoint to Tell Your Story



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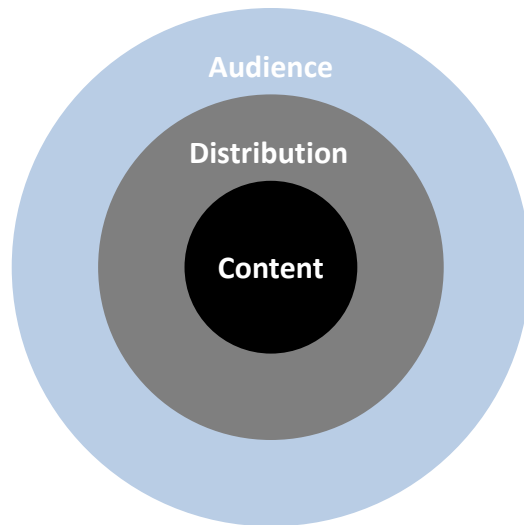
<https://www.linkedin.com/in/ndrojas/>

My Grandfather...



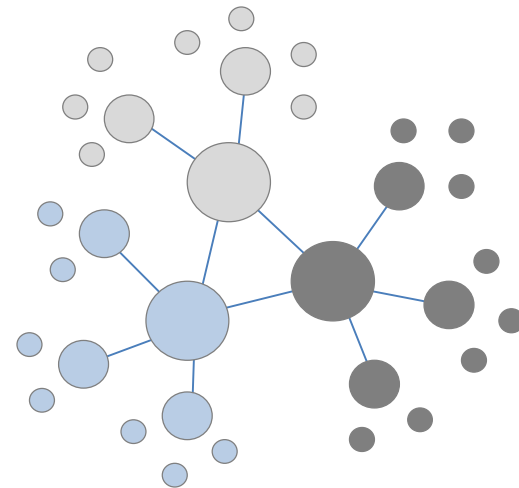
Evolve the Communications Model

From a Traditional Channel
“Broadcast” Model



- + Multiple audiences receiving the same information
- + Not engaging and doesn't reflect modern life
- + No “right to reply”

To a Multi-Channel
“Engagement” Model

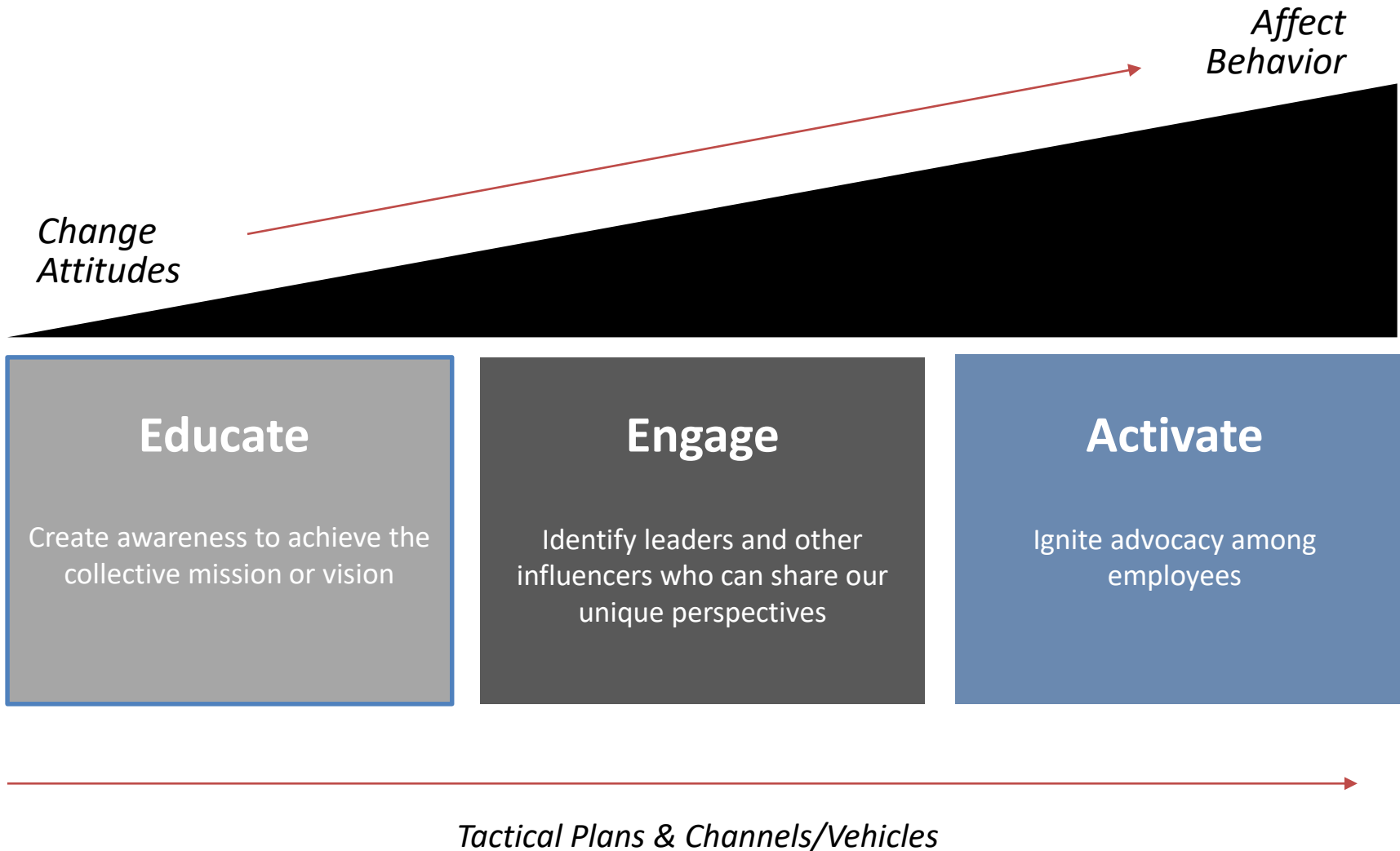


- + Targeted audiences and content
- + Active engagement
- + Leverage advocates & partners
- + Chance to establish a valued voice

Key Point

Communication has to occur at all levels of an organization

Communications Objectives





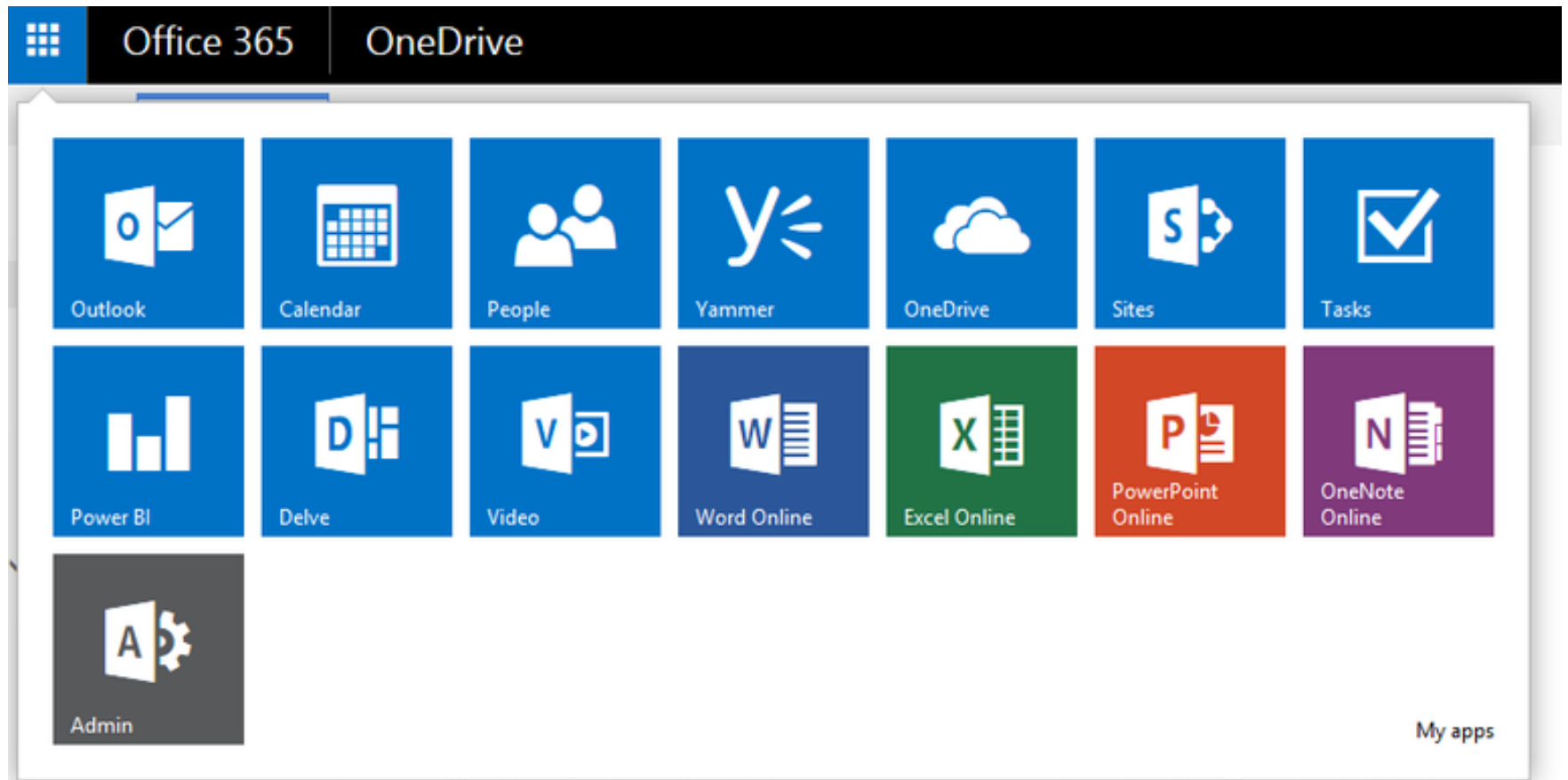
Office 365



SharePoint

The Vision & Reality

Lots of Options



SharePoint: The building blocks

your sites

Team sites

Department

Team

Project

Extranet (Partner, Customer)

Committee (Planning, Executive)

Connect, Create & Collaborate

Communication sites

Initiative, campaign or event

Share work with organization

Community of practice or interest

Training and policies

Updates and reports

Story, Showcase & Engage

Telling your Story

The screenshot shows a SharePoint page for the 'Contoso Adventure Travel Program'. The top navigation bar includes 'Office 365', 'SharePoint', and the 'contoso adventure' logo. The user 'Mark Kashman' is logged in. The page title is 'Contoso Adventure Travel Program' with a search bar and 'Following' and 'Share' options. Below the title are navigation links: 'Home', 'Program Overview', 'Summer Campaign Launch', 'FAQ', 'Current Promotions', and 'Edit'. The main content area features a large hero image of hot air balloons with the text 'Contoso adventure travel overview' and a 'LEARN MORE >' link. To the right are four tiles: 'Program guidelines', 'Frequently asked questions', 'Where we travel', and 'Current promotions'. A 'News + Add' section at the bottom displays three news items: 'Make Your Customer Dream Come True!', 'Monthly Update - Contoso Adventure Travel', and 'Alaska - Adventure Travel Opportunity'. A 'Feedback' button is in the bottom right corner.

Office 365 | SharePoint | contoso adventure | Mark Kashman

Contoso Adventure Travel Program

Home | Program Overview | Summer Campaign Launch | FAQ | Current Promotions | Edit

+ New | Discard changes | Draft saved 5/4/2017 | Edit | Publish

Contoso adventure travel overview

LEARN MORE >

Program guidelines

Frequently asked questions

Where we travel

Current promotions

News + Add

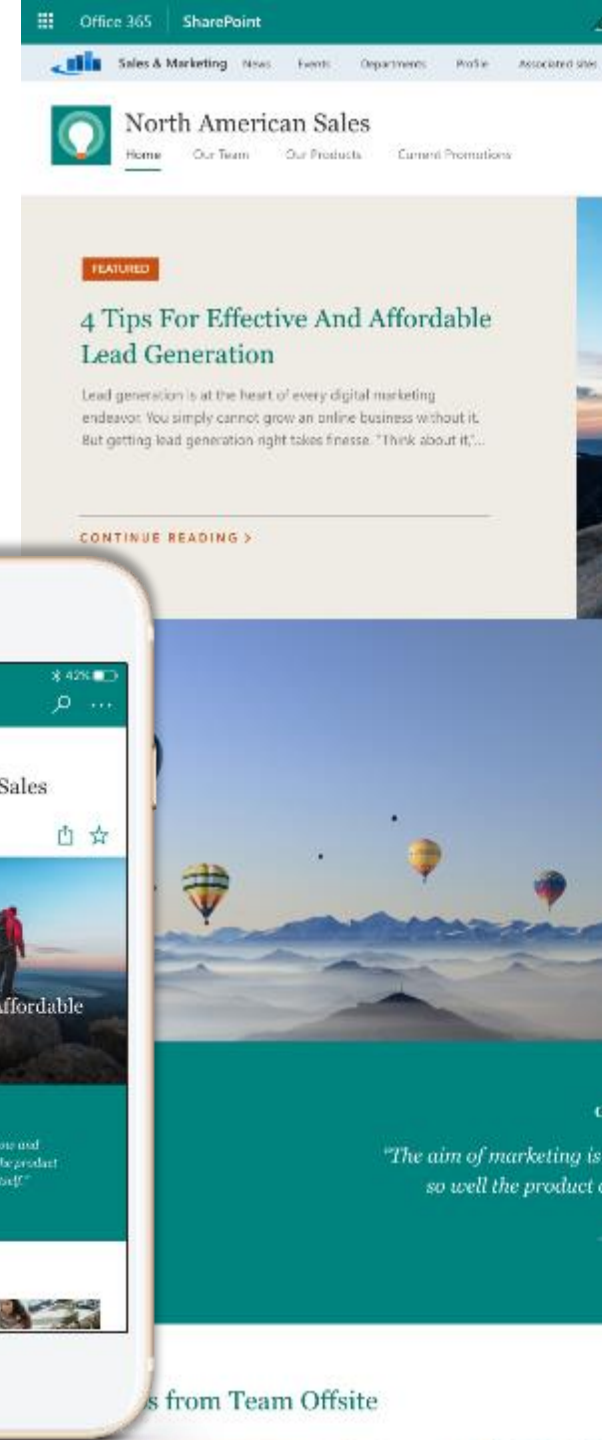
See all

- Make Your Customer Dream Come True !**
Our program success is based on hard work that each team member puts in helping our customers realize...
Henrietta Mueller April 27
3 views
- Monthly Update - Contoso Adventure Travel**
March has been a great month for Contoso Adventure Travel program. We launched the new offering, closed...
Ivan Sayers April 27
1 view
- Alaska - Adventure Travel Opportunity**
- How We Manage Market Growth?**

Feedback

Surprise!

- MOBILE
- Quick & Easy to build
- Out-of-the-Box
- Cohesive Look & Feel
- Multi-column layouts
- 21+ OOB web parts, 12+ connectors
- Drag & Drop editing



Communication Site Templates

This screenshot shows a SharePoint communication site for 'GDSP Design Research'. The header includes the Office 365 logo, a search bar, and navigation links like 'Home', 'Final Reports', 'Experience Review', 'Polaris: GDSP Customer Connect', 'Research Report', and 'More'. Below the header is a hero section with a large image of people in a meeting and a blue call-to-action box that says 'Design Research Methods: Exploratory Research and Prototyping'. Another call-to-action box on the right says 'Polaris: GDSP Customer Program'. The main content area is divided into three columns: 'News' with three article cards, 'Upcoming events' with a calendar of events from Sept 26 to Oct 05, and 'Additional resources' with three icons and links for 'Customer connection', 'Research methods', and 'Customer connection'. At the bottom, there is a 'Most recent final reports' section with three placeholder cards for reports.

This screenshot shows a SharePoint communication site for 'Clay Science & Research'. The header includes the Office 365 logo, a search bar, and navigation links like 'Home', 'Our Team', 'Employee Resources', and 'Organizational Groups'. The main content area features a large hero image of a scientist in a lab. The hero section includes a title 'Clay Science & Research runs 17 clinical studies per year' and a paragraph of text. Below the hero image is a section titled 'How Scientists Can Give Back to Their Local Communities' with a paragraph of text. The main content area is divided into two columns: 'Disruptive innovation in skincare marketing' with a paragraph of text and a 'CONTINUE READING >' link, and a large image of a woman in a meeting. At the bottom, there is a 'More News' section with four article cards: 'Another Growing Endorsement For Clay Engagement Serum', 'How consumers and businesses are reshaping public health', 'Taming one thousand customers into million', and 'How should manufacturer respond to consumer demand for leather-free skin'.

Make 'em beautiful...

Office 365 | SharePoint | TAILSPIN

Toys & Games | Activity Centers | Featured Characters & Brands | Community Forums | Product Resources | Associates Only

TG Learning & Education Toys

Home | Our Team | Our Products | Current Promotions

NEW TOYS

New toys to help your family have the best summer ever

Schools out and workloads are lighter, making summer a prime season for family vacations. Considering factors that make a family vacation stand out, we have determined what the best...

[CONTINUE READING >](#)



Photos from Team Offsite

Office 365 | SharePoint | ADATUM

Adatum Corporation

News

Activity

Market Summary
Global Market Financial Summary also

Office 365 | SharePoint | NORTHWIND

Northwind Traders

Online construction technology courses

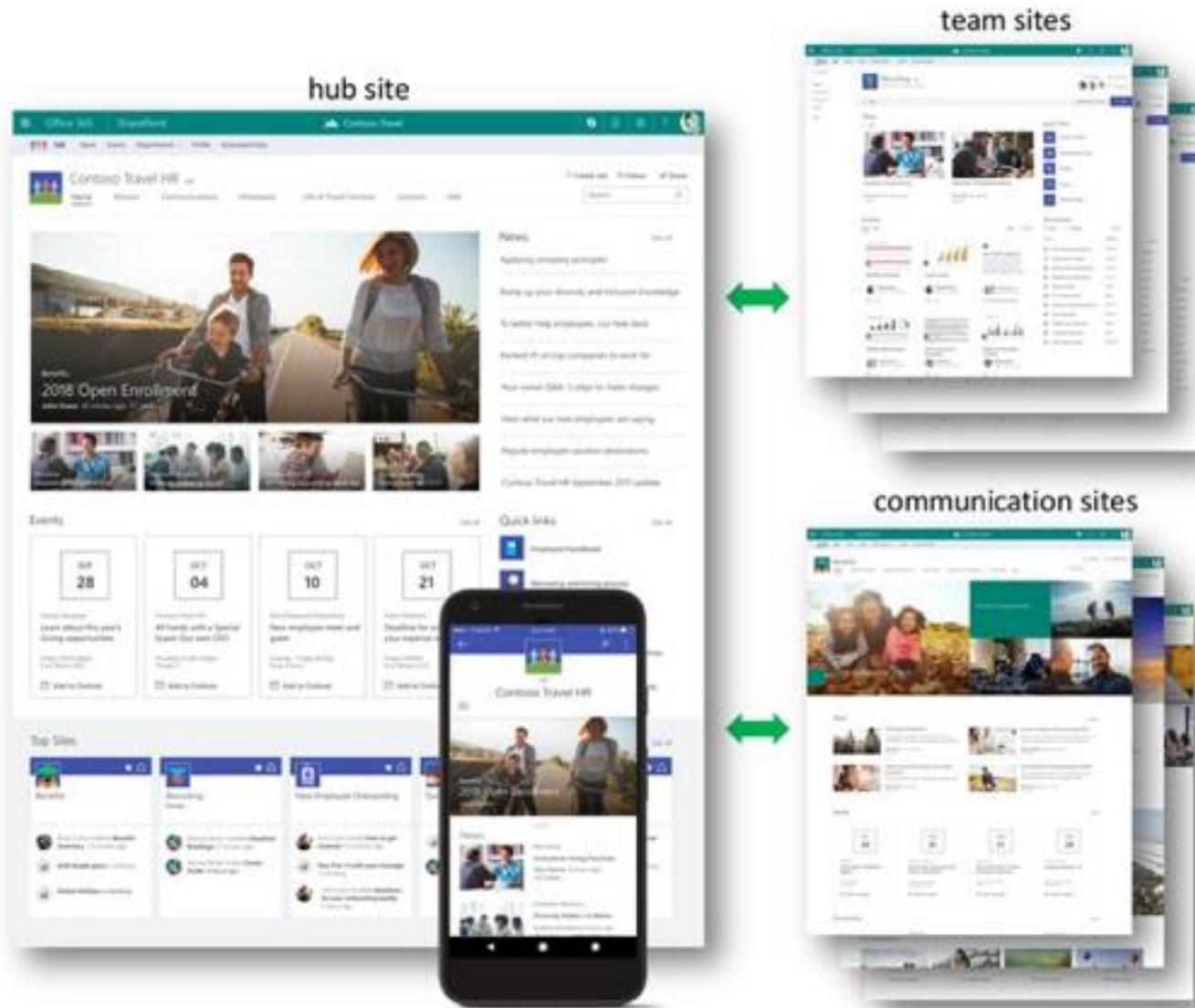
Northwind Traders Construction a tradition of excellence

Northwind building the world around us

Latest News

- Crane Watch**
Tower cranes are a common feature at any major construction site. They're pretty hard to miss...
- Our first micro-apartments project**
New York City introduced last year to the city's first official micro-apartment building near the...
- Real estate development doubles**

Hub Sites

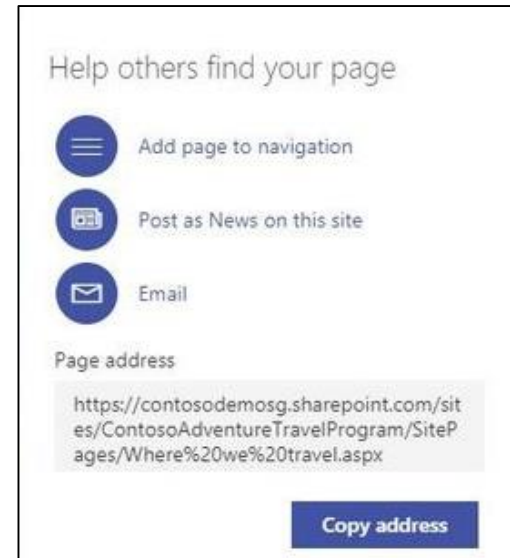


Recent Updates

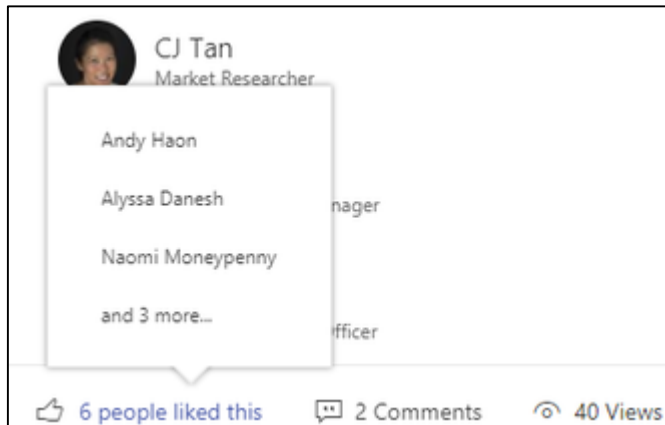
- Copy a page



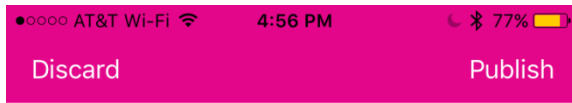
- Promote your pages



- Likes, Comments, Views

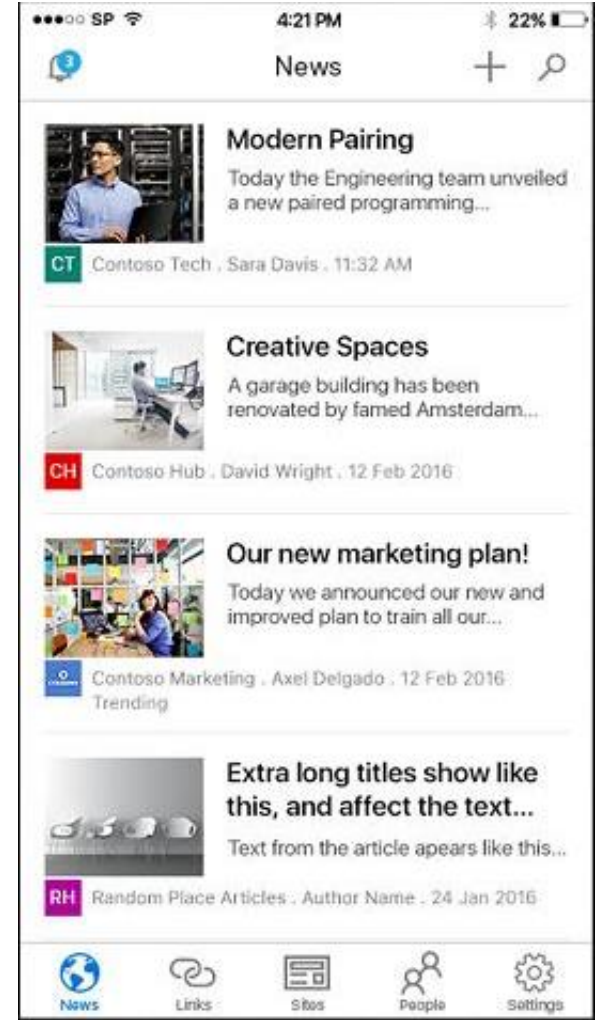
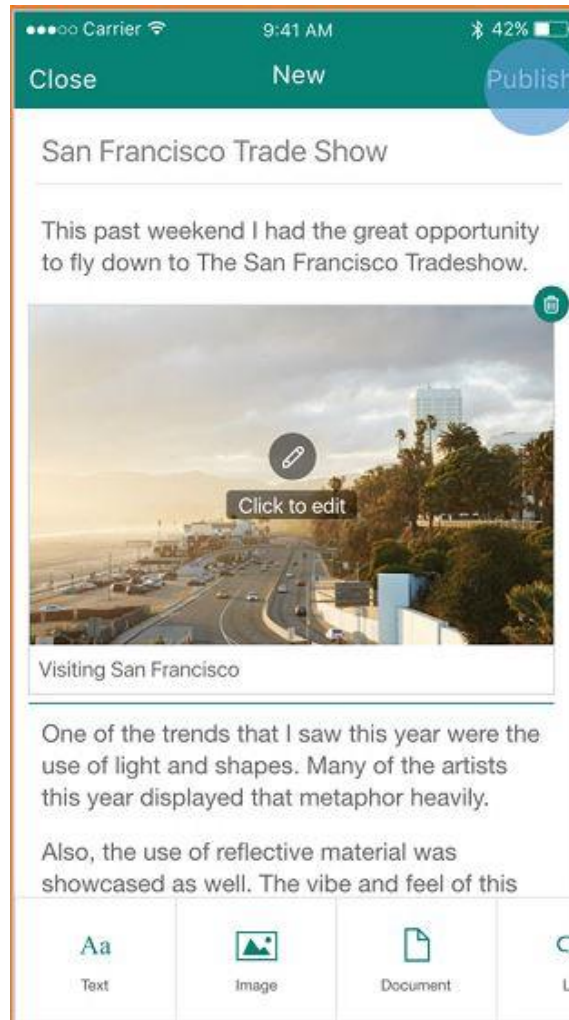
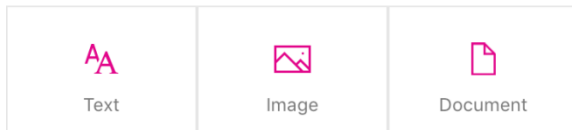


News: In-line, mobile content creation



Add title

Tap buttons below to add content

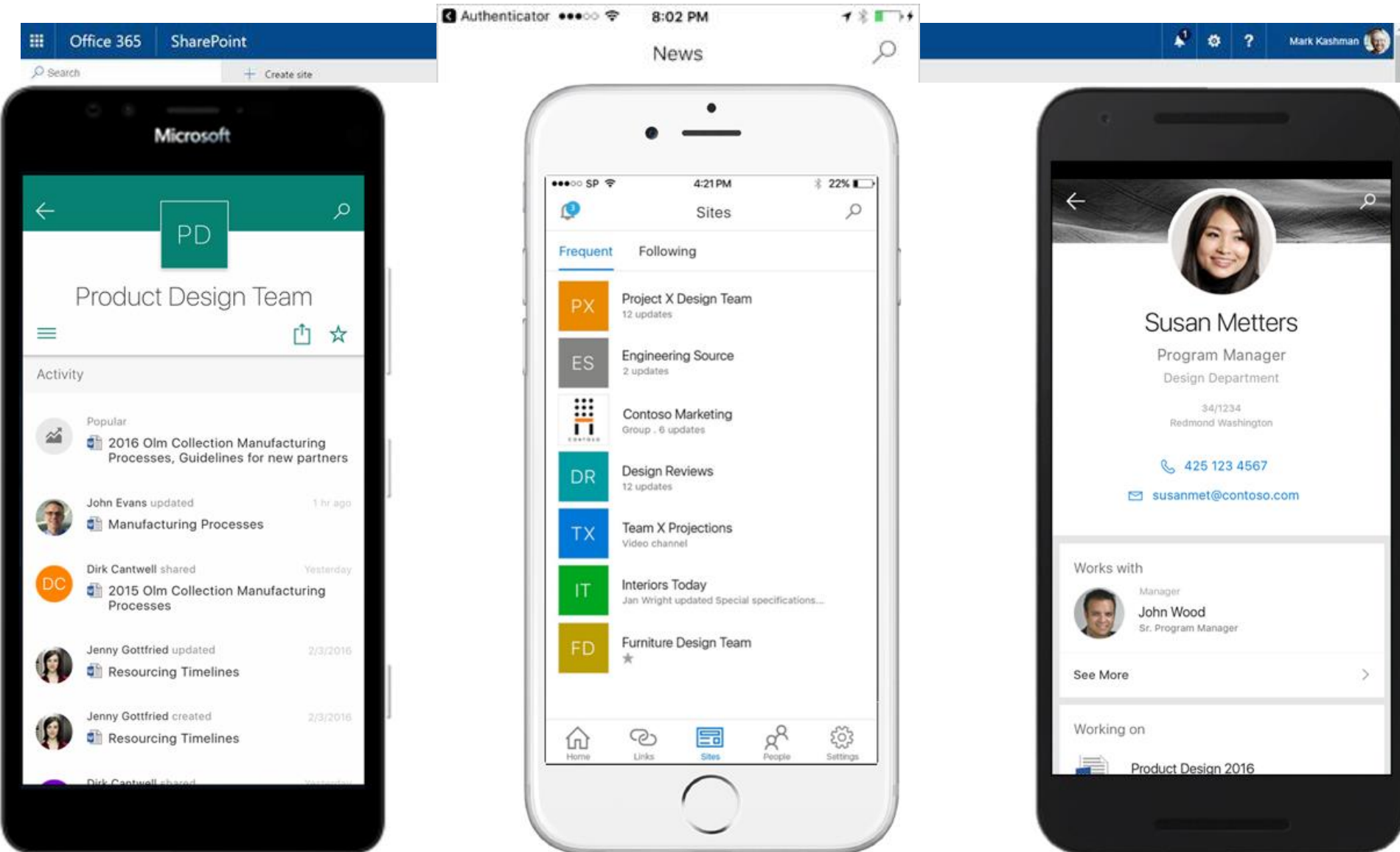


Modern Team Sites

News | Alerts + Notifications | Yammer feed |
Documents | Power BI | Group email | In-line editing

The image displays a SharePoint Modern Team Site for 'Contoso Marketing' (Public group (LB)) on a desktop screen, with a mobile phone overlay on the left showing the responsive design. The desktop interface includes a top navigation bar with 'Office 365 · SharePoint', a search bar, and user profile icons. The site header features the 'CM' logo and 'Contoso Marketing' title. Below the header, there is a 'News' section with three featured articles: 'Contoso Denver Expansion' by Alex Darrow, 'Q3 Domestic Sales Figures Delayed' by Zrinka Makovac, and 'Contoso Human Design Toolkit' by Kat Larsson. An 'Activity' section at the bottom shows recent updates, including a document titled '2012 Pricing guidelines' and a page titled 'How we work'. The mobile phone overlay shows the same site content adapted for a smaller screen, with a hamburger menu for navigation and a simplified layout.

Stitching it together: SharePoint Home



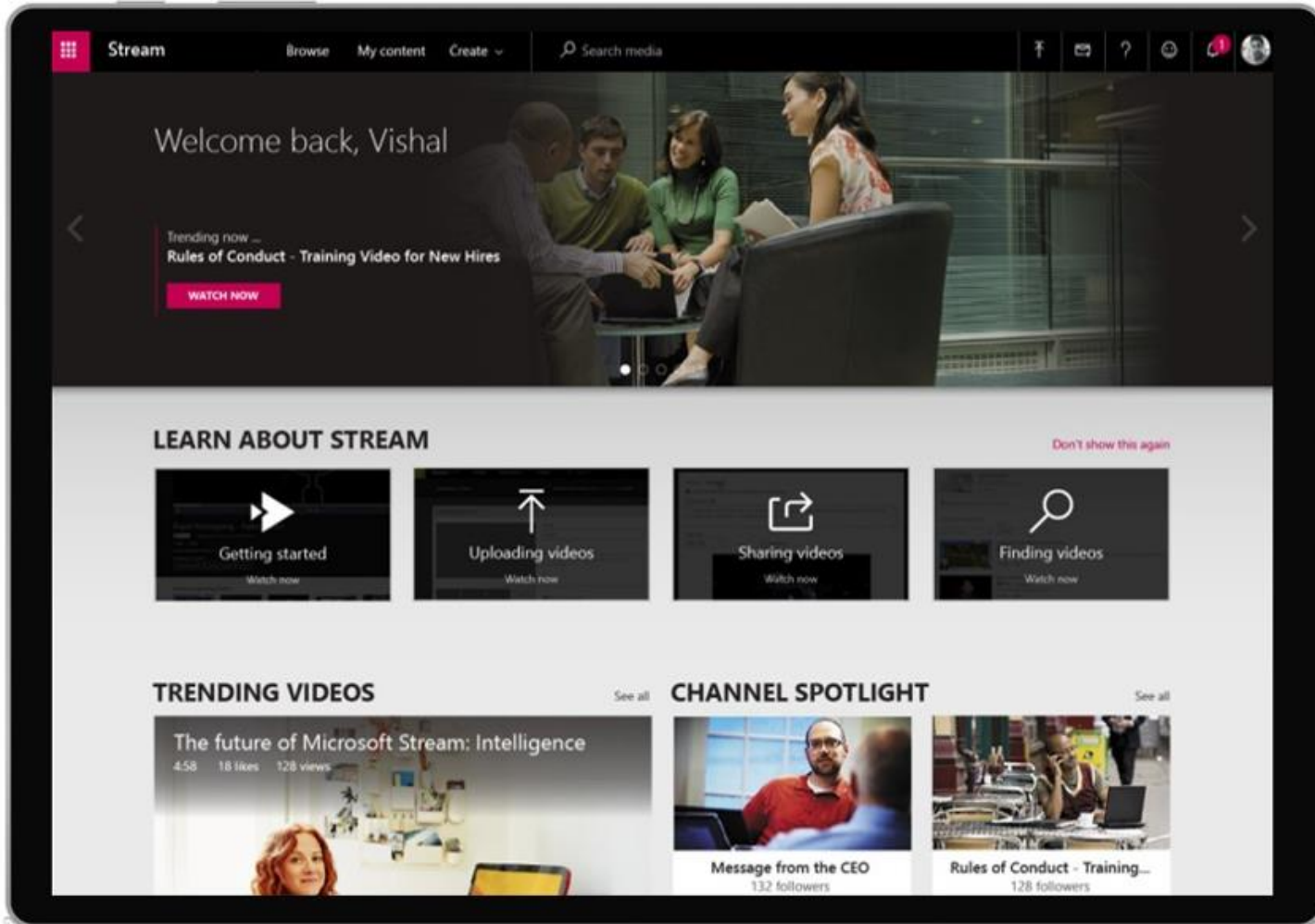
Yammer

Enterprise- social | Community building | Informal
Groups [public + private]



Stream (video)

Enterprise | Channels | Trending



Delve

Search | Profile | Documents | Activity | Blog

*Play in full screen mode

The screenshot displays the Delve interface for a SharePoint group named "Contoso Marketing". The top navigation bar includes "Office 365 · SharePoint" and utility icons for search, notifications, settings, and help. A left-hand navigation pane lists "Search", "Home", "News", "Activity", "Documents", "Notebook", "Collateral", and "FY16 Goals". The main content area features the group's logo (CM), name, and type ("Public group (LBI)"). Below this is a "News" section with a "+ Add" button and three news items: "Contoso Denver Expansion" by Alex Darrow, "Q3 Domestic Sales Figures Delayed" by Zrinka Makovac, and "Contoso Human Design Toolkit" by Kat Larsson. An "Activity" section at the bottom shows a list of items, including a document titled "STUDY SECTION", a "ISSUES LIST" with tasks like "List revisions needs review" and "Delete node tab", and a report titled "THE OLMCHAIR" with a chart showing a rising trend.

Which Tool(s) again??



make the sausage

Connect, Create & Collaborate



sell the sausage

Inform, Showcase & Engage



market it

Instagram worthy



Team Sites



Communication
Sites



Microsoft Stream

Content Tips

1. Create content for your *visitors*
2. Follow a 'message house'
3. Tell your story with relevant images
4. Search and destroy [click here](#)
5. Edit yours
6. Keep it short and chunky

Take-Away's

- Take the time
- Create great content and visuals
- Use the free stuff and save your \$ for good content or apps
- Get access to SharePoint Modern Communication & Team Sites and Teams
- GO! Tell your story



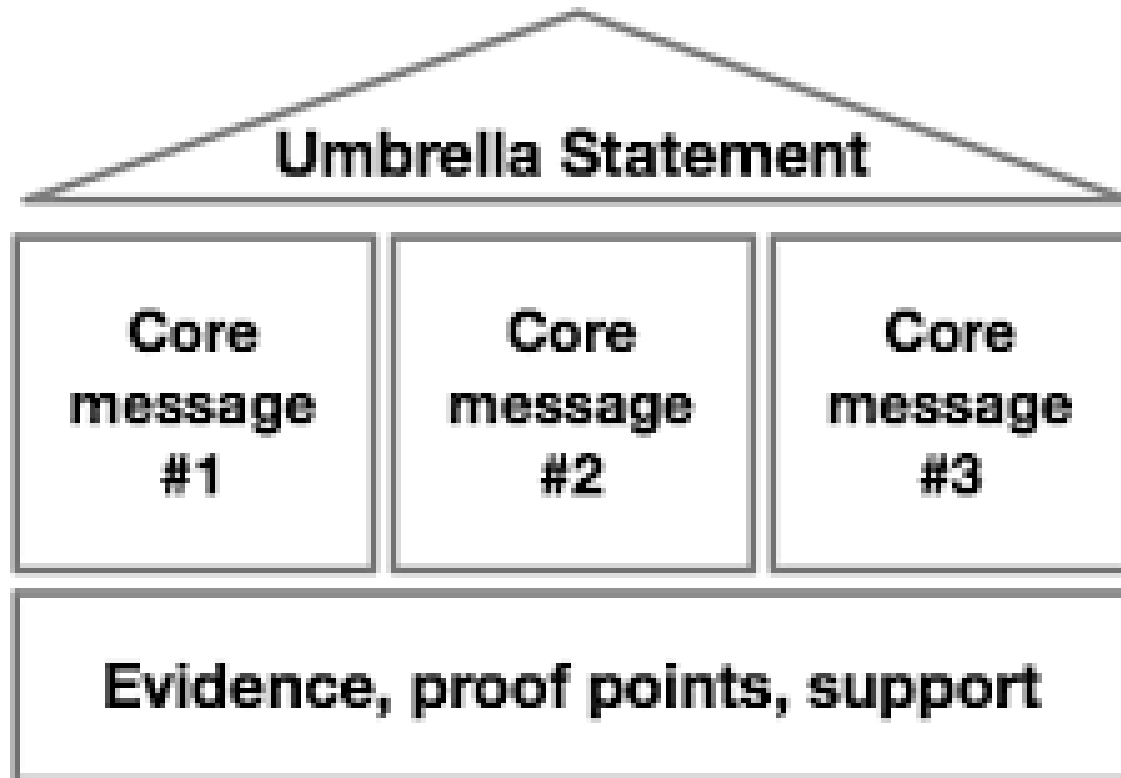


Appendix
aka The Good Stuff

Additional Resources

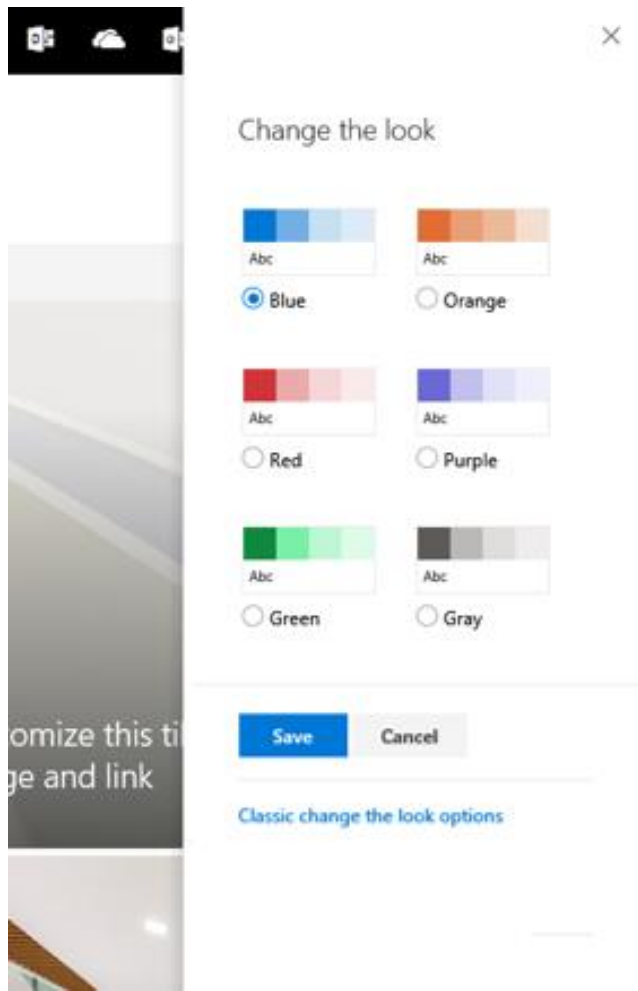
- [Microsoft Tech Community/ SharePoint](#)
 - <https://techcommunity.microsoft.com/t5/SharePoint-Blog/Refine-your-message-and-increase-your-reach-with-SharePoint/ba-p/109553>
 - <https://techcommunity.microsoft.com/t5/SharePoint-Blog/Engage-employees-in-your-intelligent-social-intranet-with-Yammer/ba-p/110005>
 - <https://techcommunity.microsoft.com/t5/SharePoint-Blog/New-site-theming-options-for-SharePoint-sites-in-Office-365/ba-p/94001>
 - <https://techcommunity.microsoft.com/t5/SharePoint-Blog/SharePoint-pages-and-image-editing-updates-in-Office-365/bc-p/143145#M1285>
- Web Parts for the taking
 - <https://github.com/SharePoint/sp-dev-solutions/tree/master/solutions/LinksAndHandlebarsTemplate>
- Shire Customer Story
 - YouTube: <https://techcommunity.microsoft.com/t5/SharePoint-Blog/New-site-theming-options-for-SharePoint-sites-in-Office-365/ba-p/94001>
 - Webinar: <https://techcommunity.microsoft.com/t5/SharePoint-Blog/Best-practices-for-a-planning-and-building-a-modern-digital/ba-p/88638>
- Royalty Free Images (you're welcome!)
 - www.pexels.com // www.pixabay.com // www.unsplash.com // www.stocksy.com
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Example: Message House



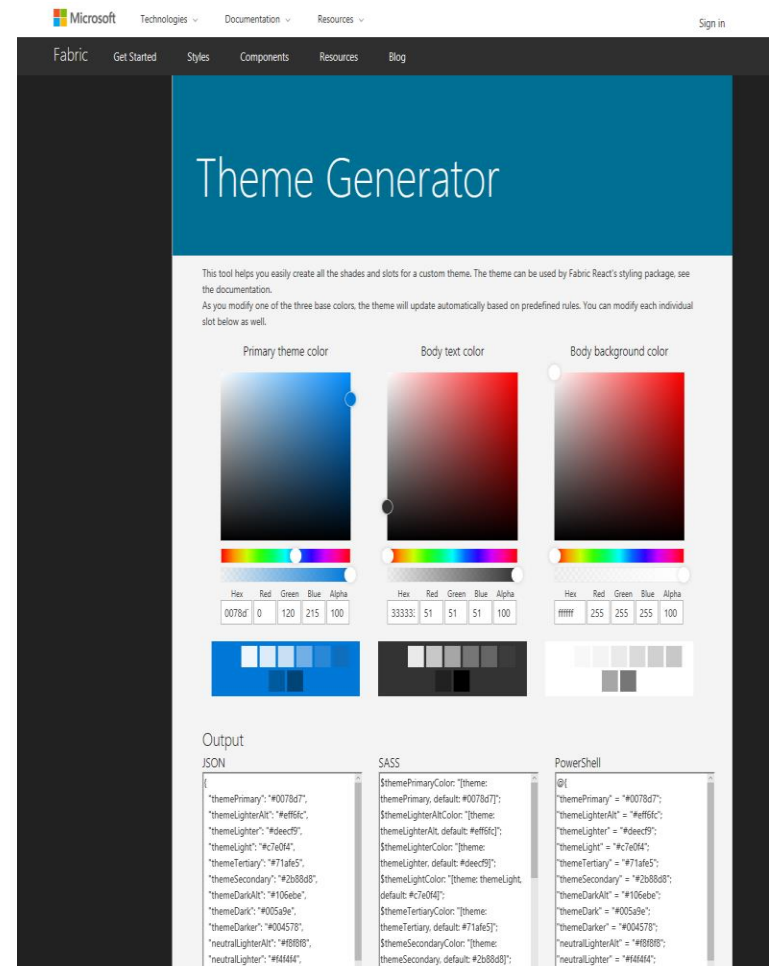
Theming

Out-of-the-Box



Custom:

<http://aka.ms/spthemebuilder>



How Microsoft collaborates



*" No two teams are the same, no two projects are the same. There is no universal tool for teams, but rather **a universal toolkit that we call Office 365.**"*

Satya Nadella, CEO, Microsoft Corporation



Email & Calendar
Focused inbox and modern distribution lists



MSW
Company Intranet & communication sites



Employee engagement & communities
CXO Connection & communities of practice



Chat-based team workspaces
Hubs for team collaboration



Voice, Video & Meetings
Satya addresses employees with Town Hall Meetings



File sharing & co-authoring
Stored in the cloud, accessible anywhere