Designing a Communications Hub for Your Team| SharePoint Sites Best Practices

Presented by: Nina Adams, Produced by Stephanie Kingslien Mytech Partners

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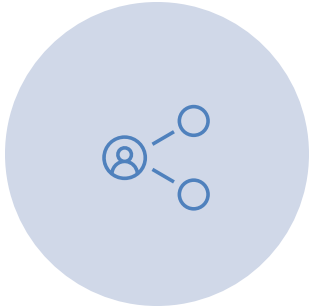
Quick Takes

- *Why a Communication Site?*
- *Reasons for lack of SharePoint adoption*
- *Key planning & design considerations*

Designing a Communications Hub for Your Team



PURPOSE OF THIS SESSION – PLANNING A COMMUNICATION SITE

DESIGN & BRANDING CONSIDERATIONS

DEMONSTRATION: CREATE YOUR OWN COMMUNICATION SITE

Q&A

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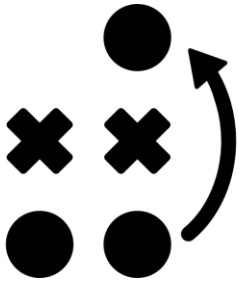
One Minute about Mytech

Business & Technology Consultants that serve small to medium-sized businesses



Help you implement a proven IT strategy in alignment with your business goals

Remove IT Challenges

So you can focus on serving your customers better and be more adaptable to other business challenges.

Our clients achieve 4x more value and productivity from their IT investments.

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Why a communication site?

- Share information & documents with other departments & organization-wide
- Showcase content or tell a story
- Share news in a compelling way
- Launch a product or service

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Why is SharePoint often underutilized?

- Site navigation! (Or lack thereof)
- Bland design
- Obsolete or abandoned sites
- Duplicate or out of date content
- Lack of governance

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Planning your site

What is the main use case for this site?

- Department or project site
- Documentation or information sharing
- News/events
- Launch product/service

Who is your audience?

- Who are your viewers?
- What are they looking for?
- What are their priorities?
- Language – what terms make sense?

Design & navigation

- Is navigation intuitive?
  - Where am I?
  - What can I do here?
  - Can I find what I need?
  - Where can I go from here?
- Is the design appealing?

Governance & communication strategy

- Contributors
- Permissions
- Content updates / frequency
- Communication strategy

How will you measure success?

- Surveys
- Team check-ins
- Usage reports

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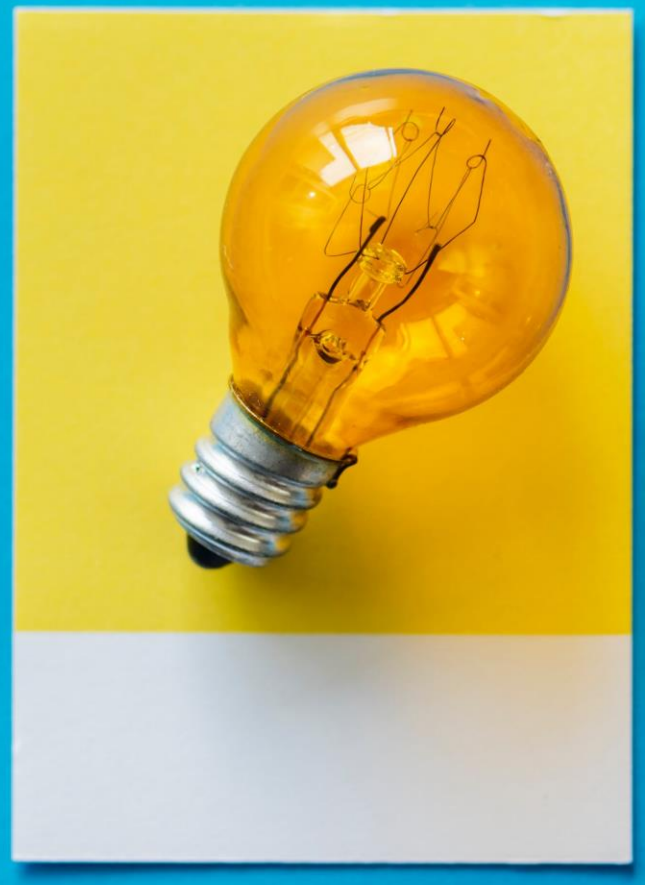

Site content tips & tricks

- High priority content first
- Less is more
  - Reduce clutter on the home page
  - Link to additional information
  - Utilize pages often
- Break content into sections
  - Headlines
  - Utilize bullets, icons and lists
  - Web parts
- Use high quality images & be visual where possible (65% of people are visual learners)

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Demonstration: Designing a Communications Hub for Your Team

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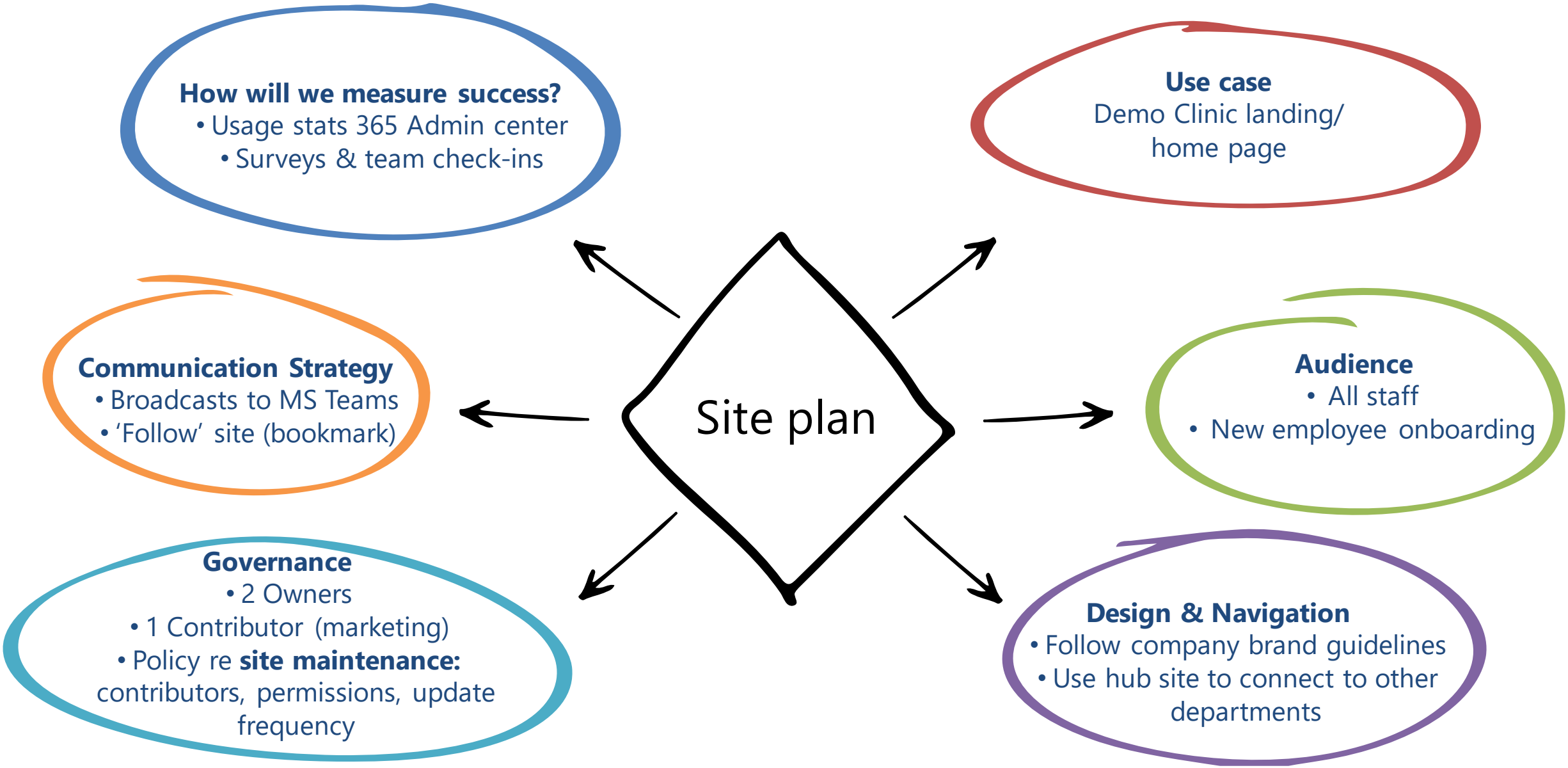

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Summary

- Take the time to plan
- Involve key players from different teams
- Design a long-term governance plan
- Measure success, change where necessary

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Thank you for Attending!
Open for Questions…

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