Creating Engaging and Inclusive News for Your Intranet

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Hugo Bernier

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Saturday, October 22, 2022

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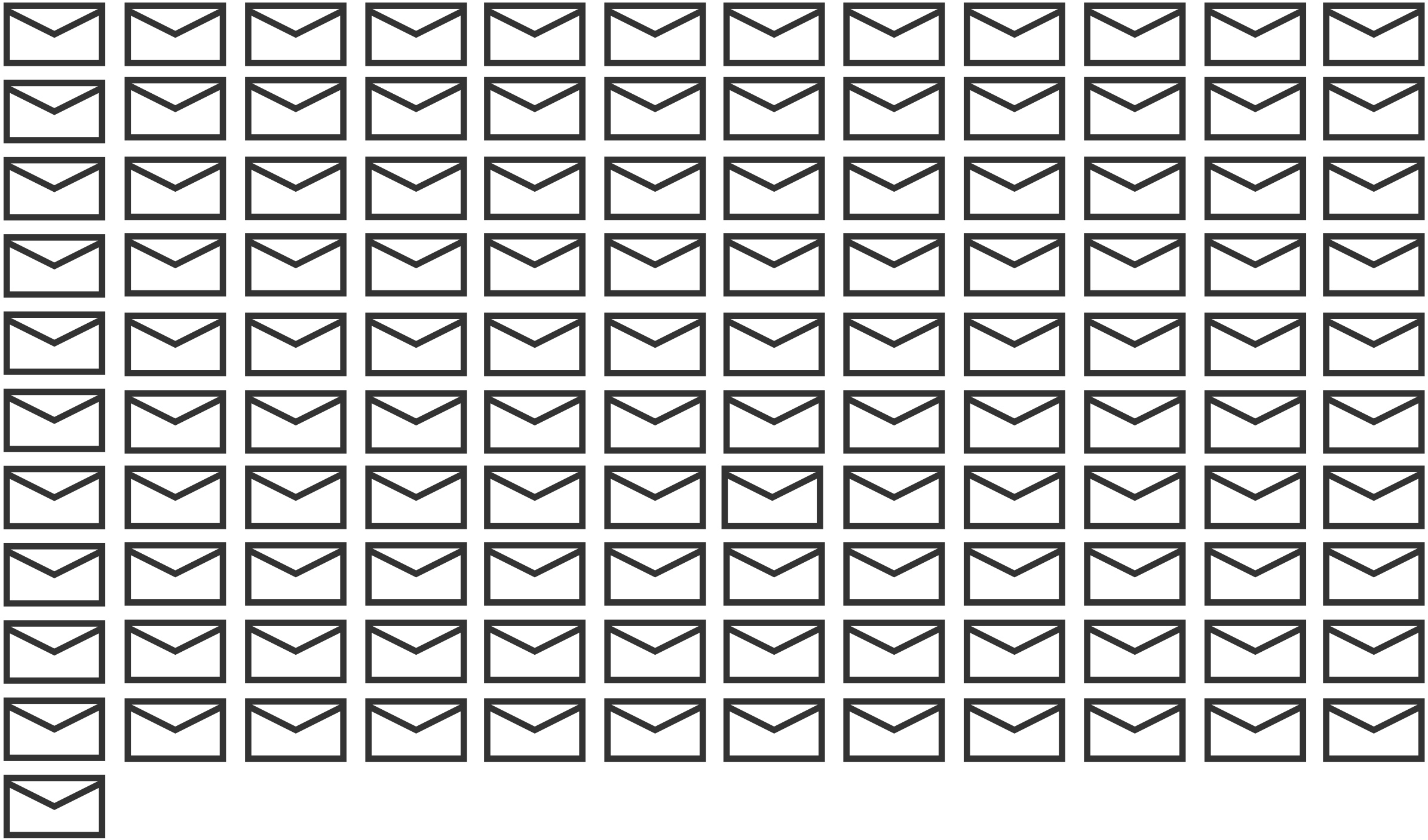
Agenda

- Leveraging SharePoint news
- Conveying your message
- Getting the results you want



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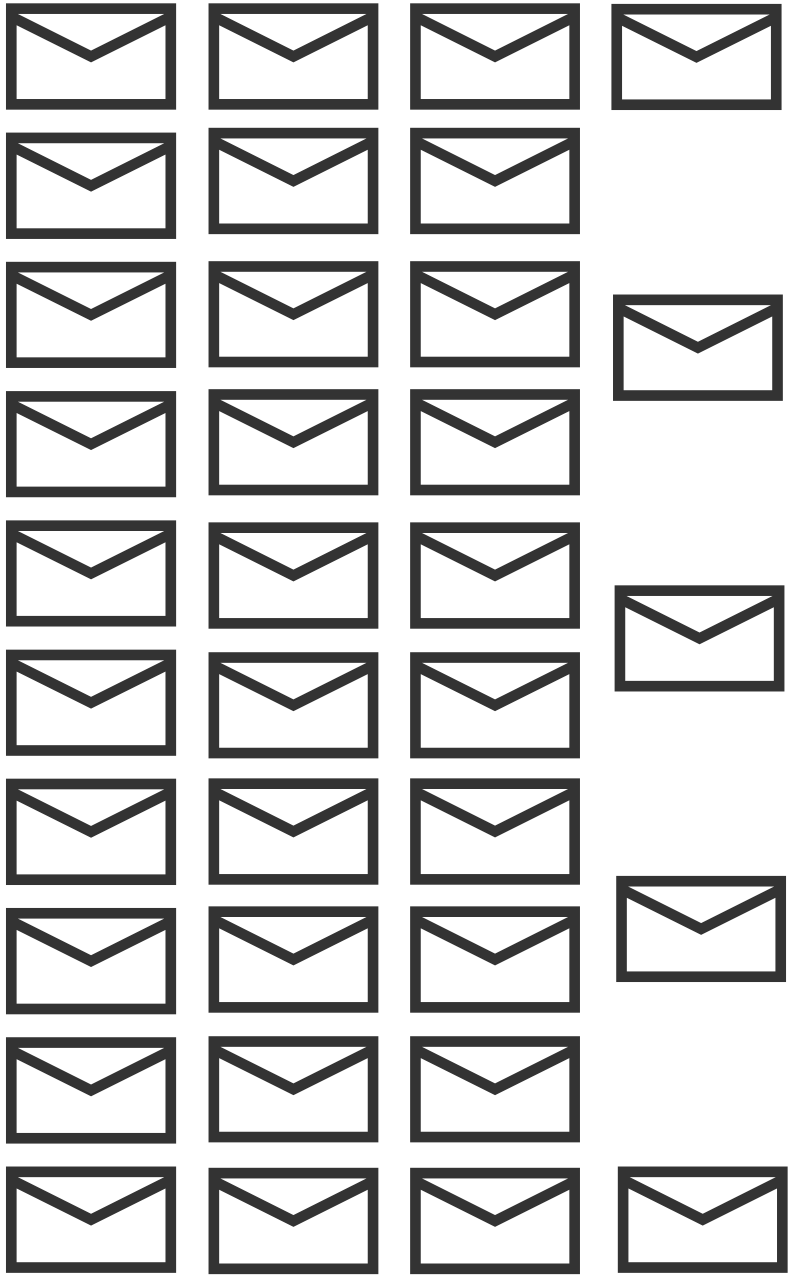

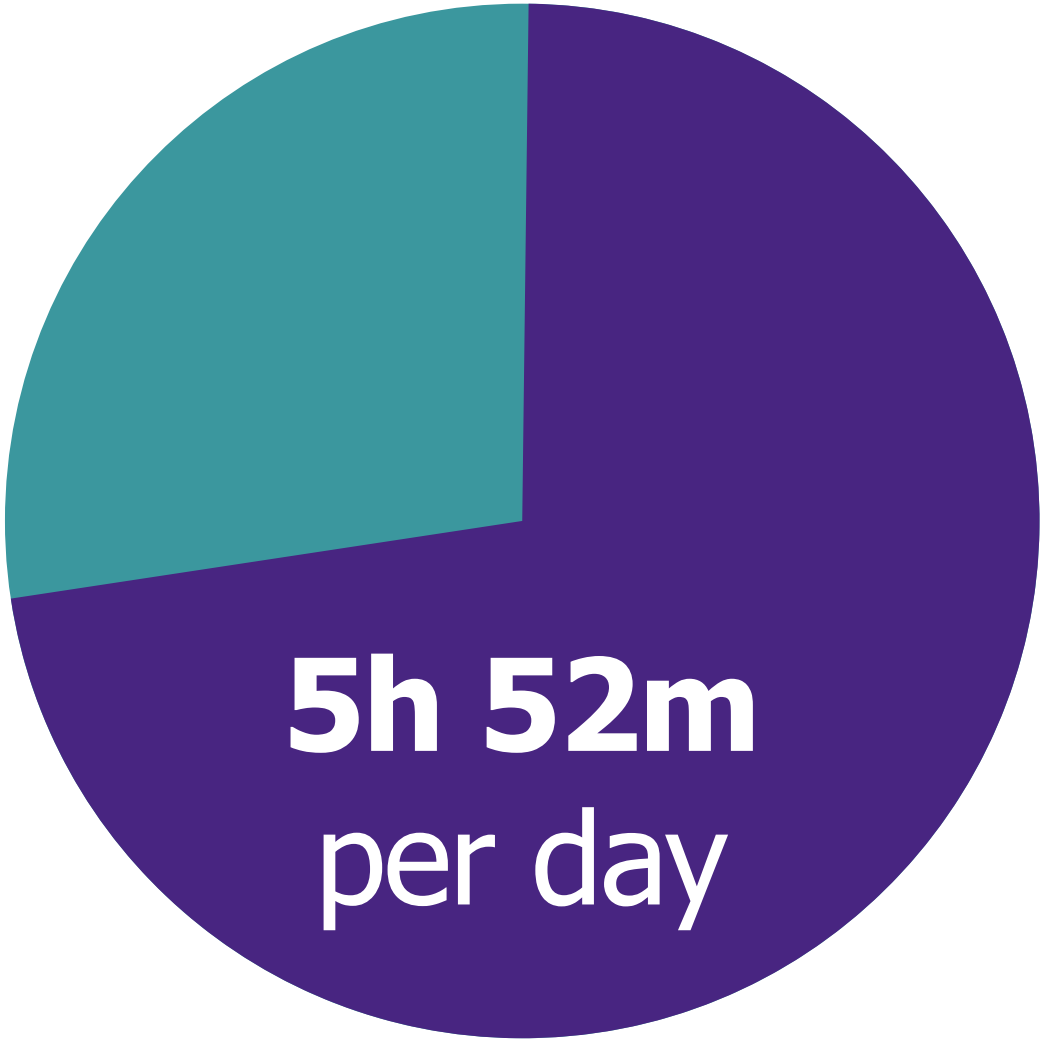

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Limited analytics

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No integration with Microsoft 365

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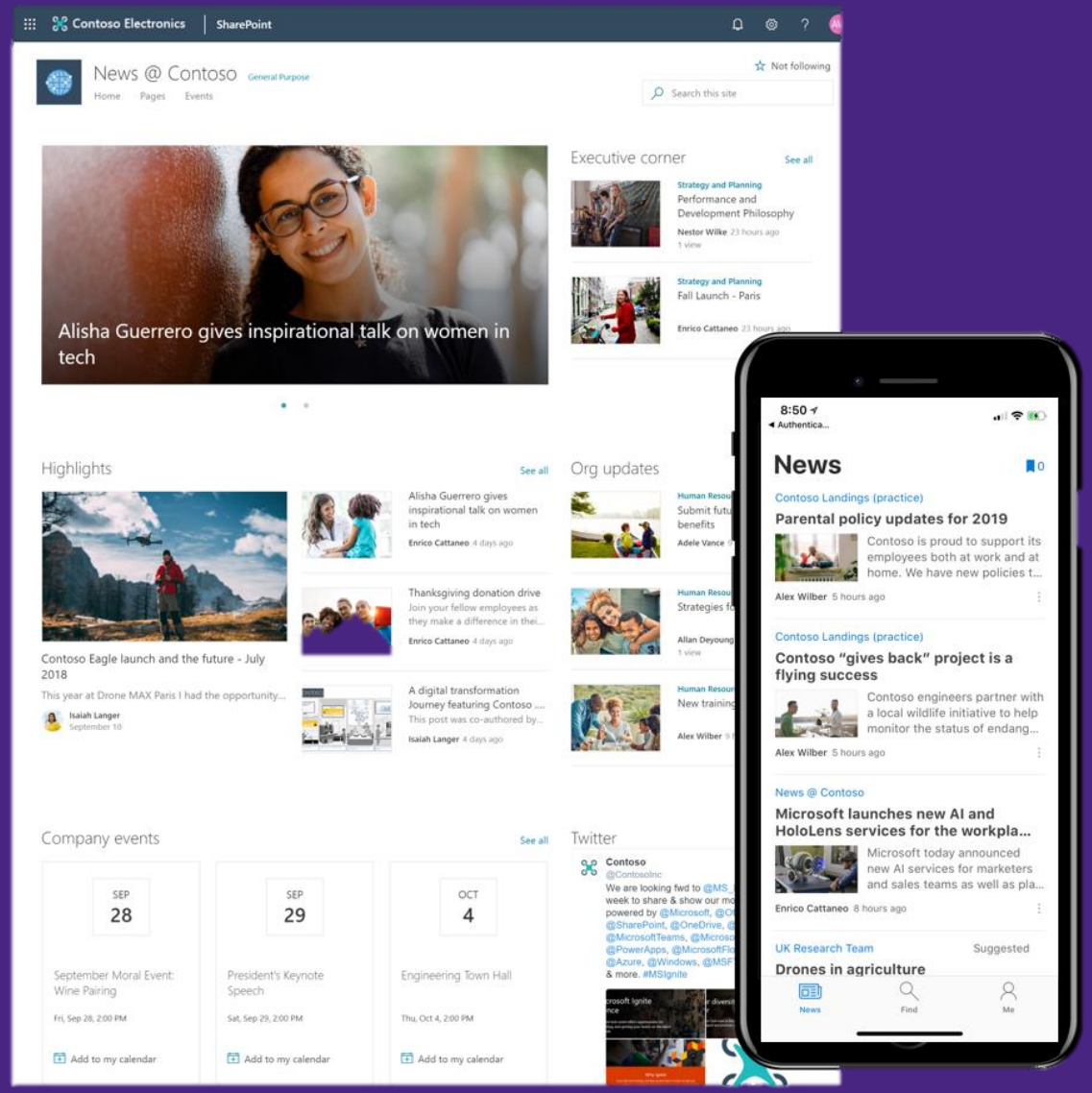
SharePoint News centralizes your internal and external news



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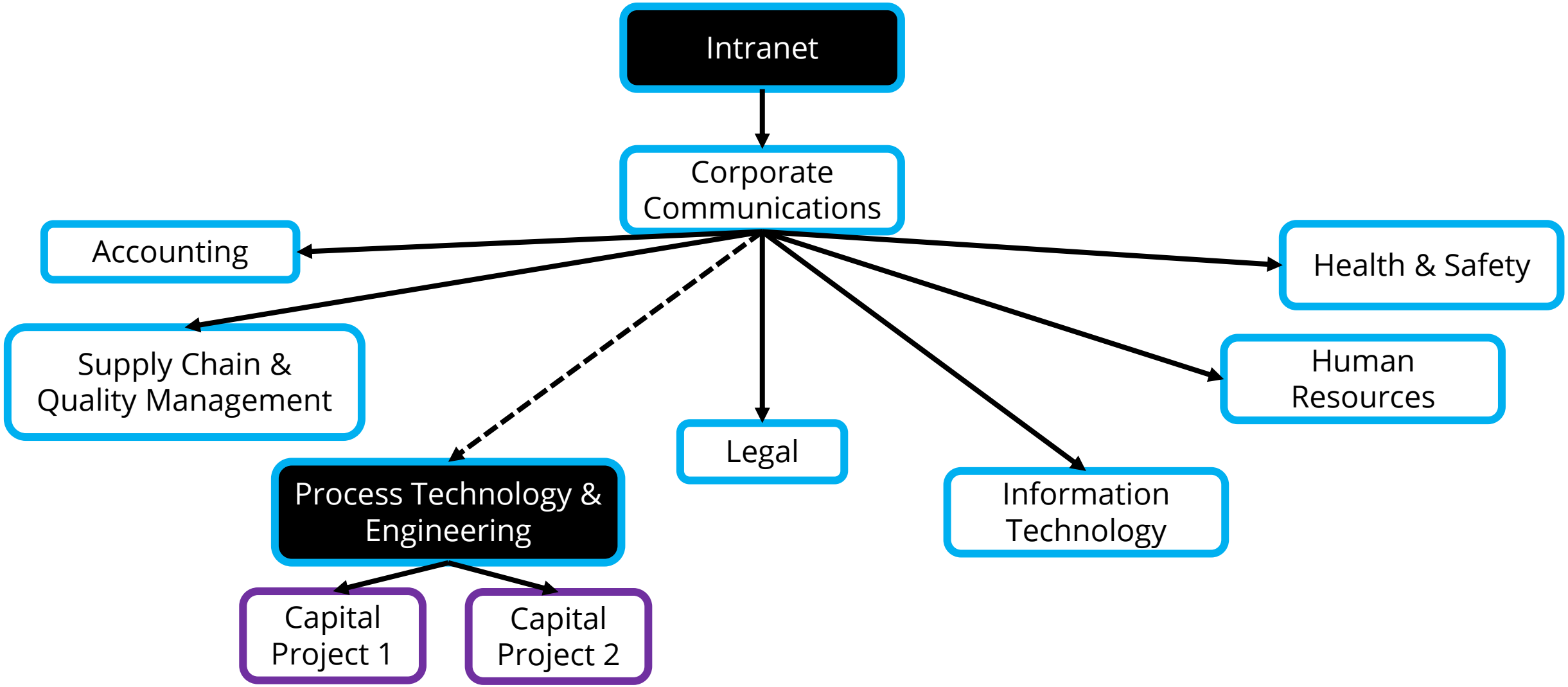

KEY: Hub Site | Communication Site | Team Site | → Associated Site (to Hub) | - - → Link

Decentralizing news curation supports more timely communication

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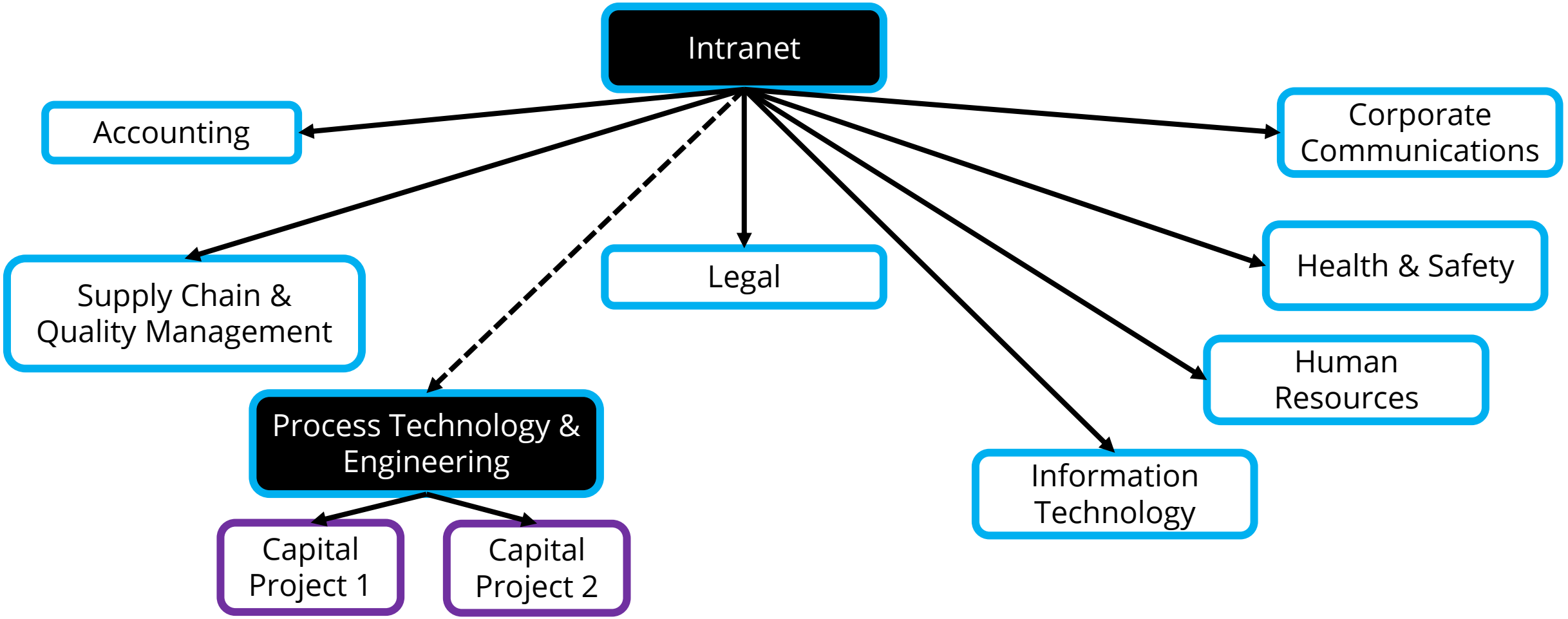

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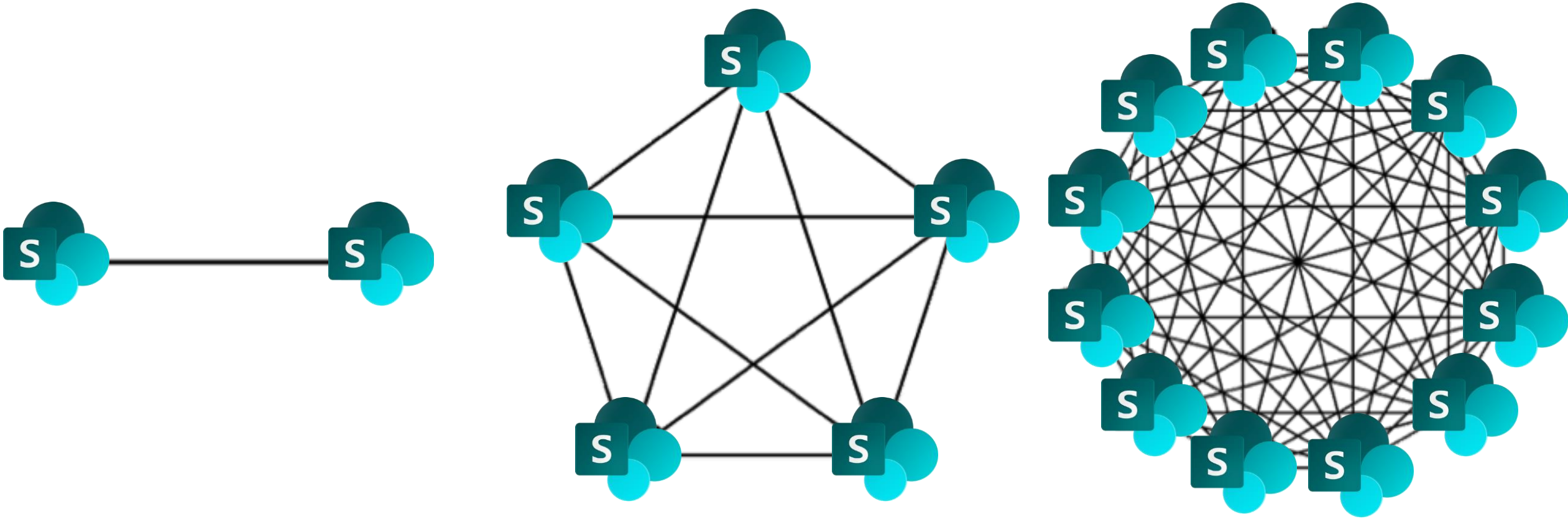

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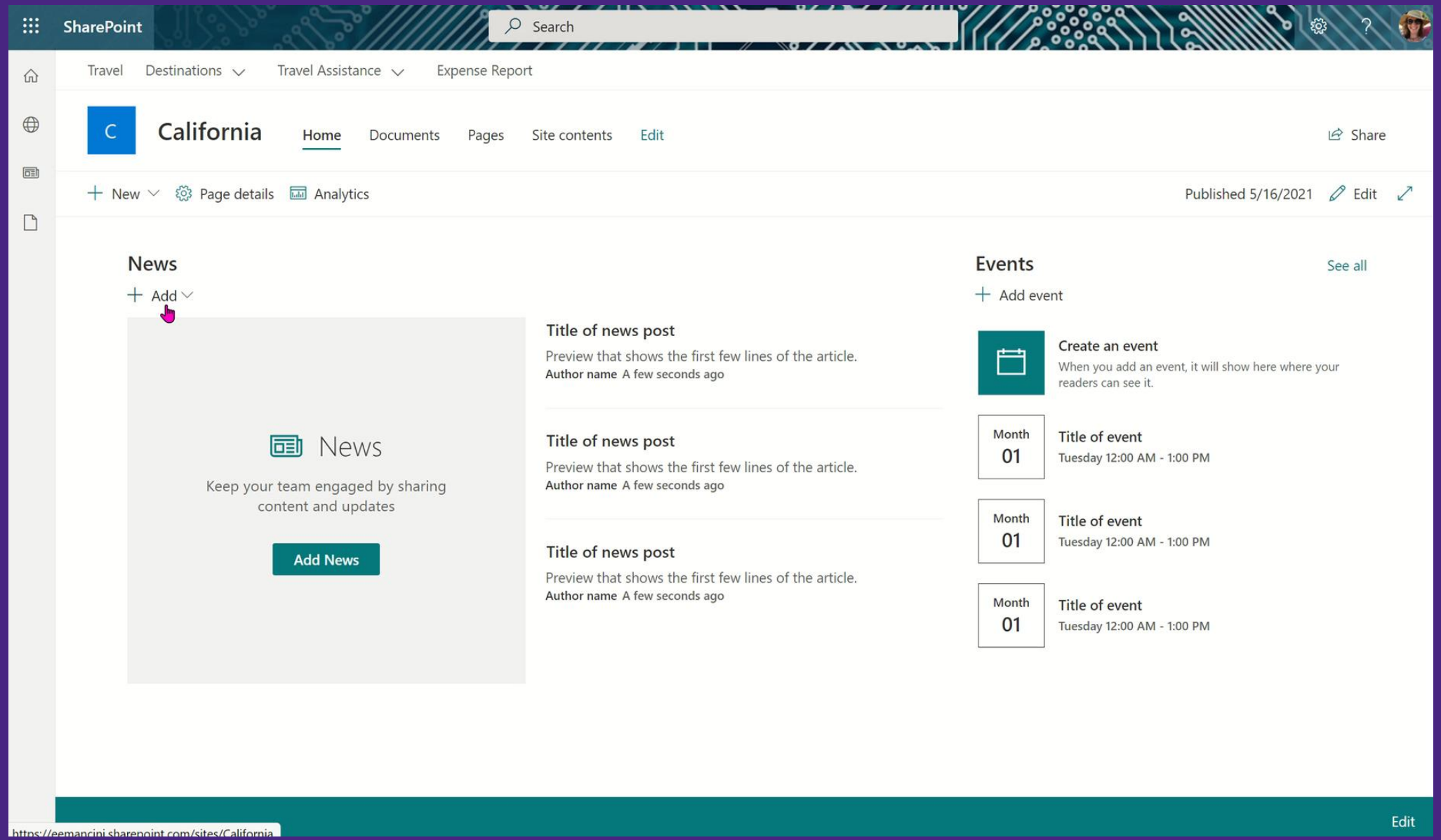
The value of your news increases with the number of sources contributing content



Creating a robust News Post is easy

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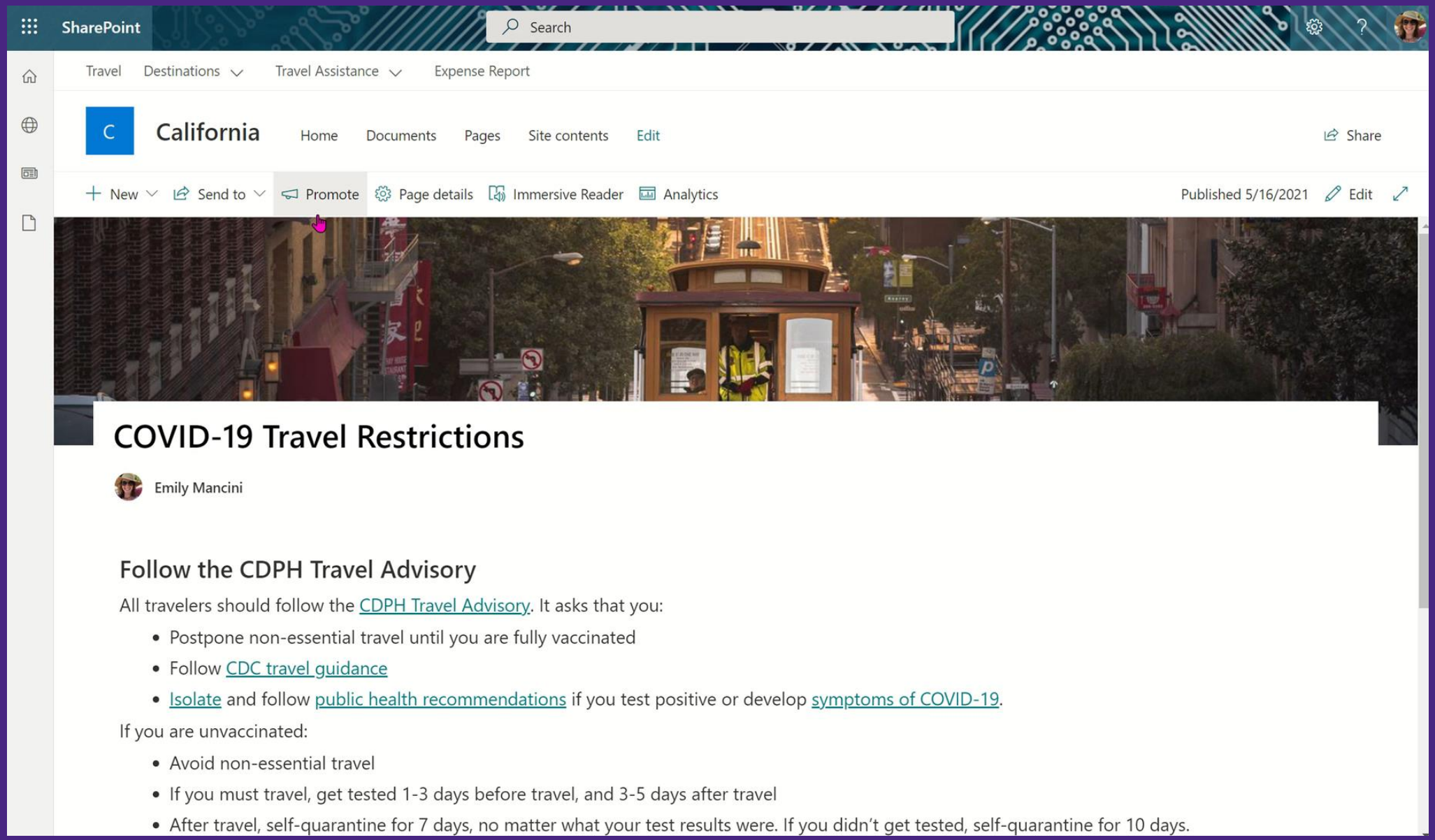

Leverage existing content as news

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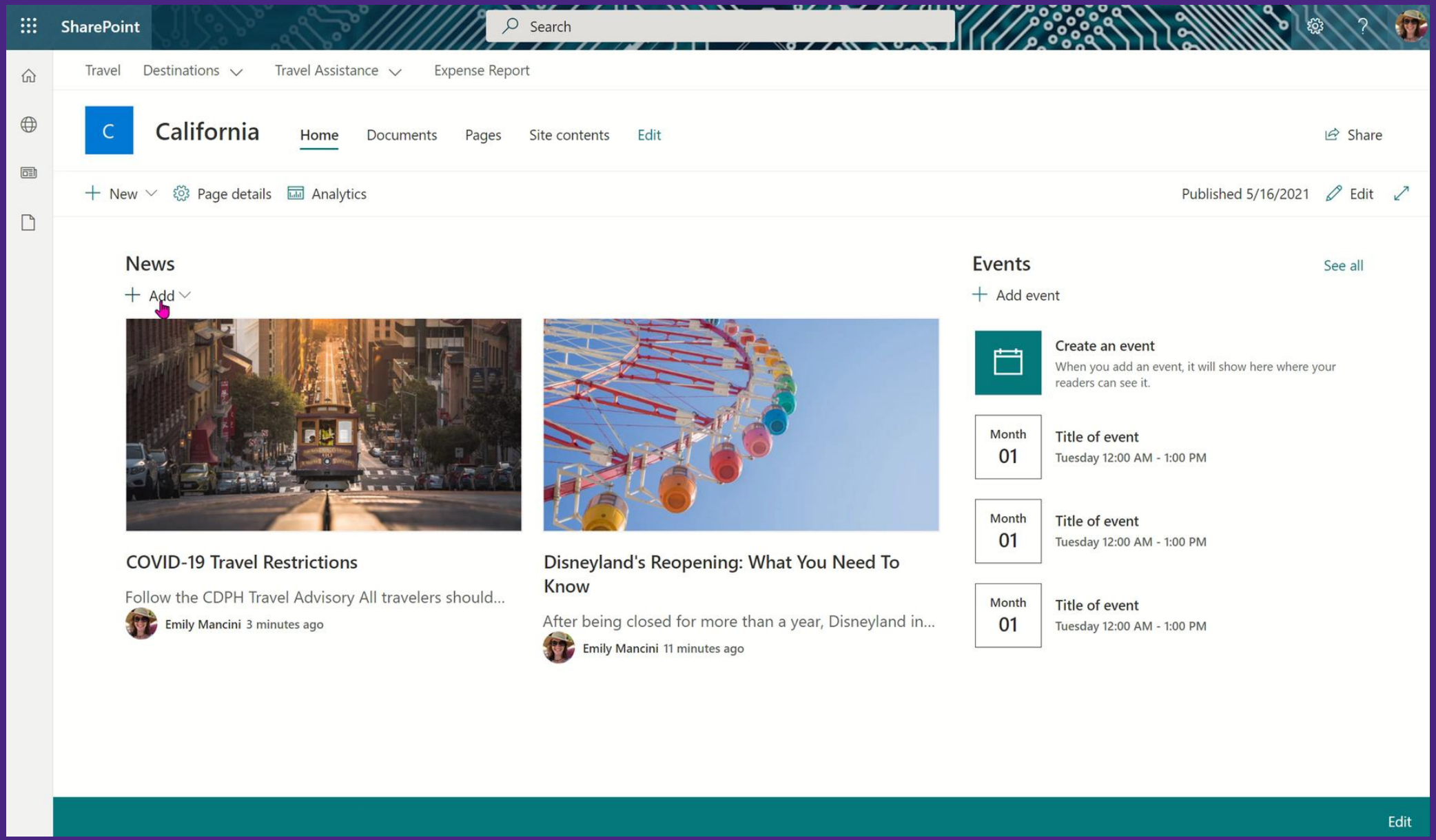

Bring external content into your intranet

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SharePoint News reaches employees where they are

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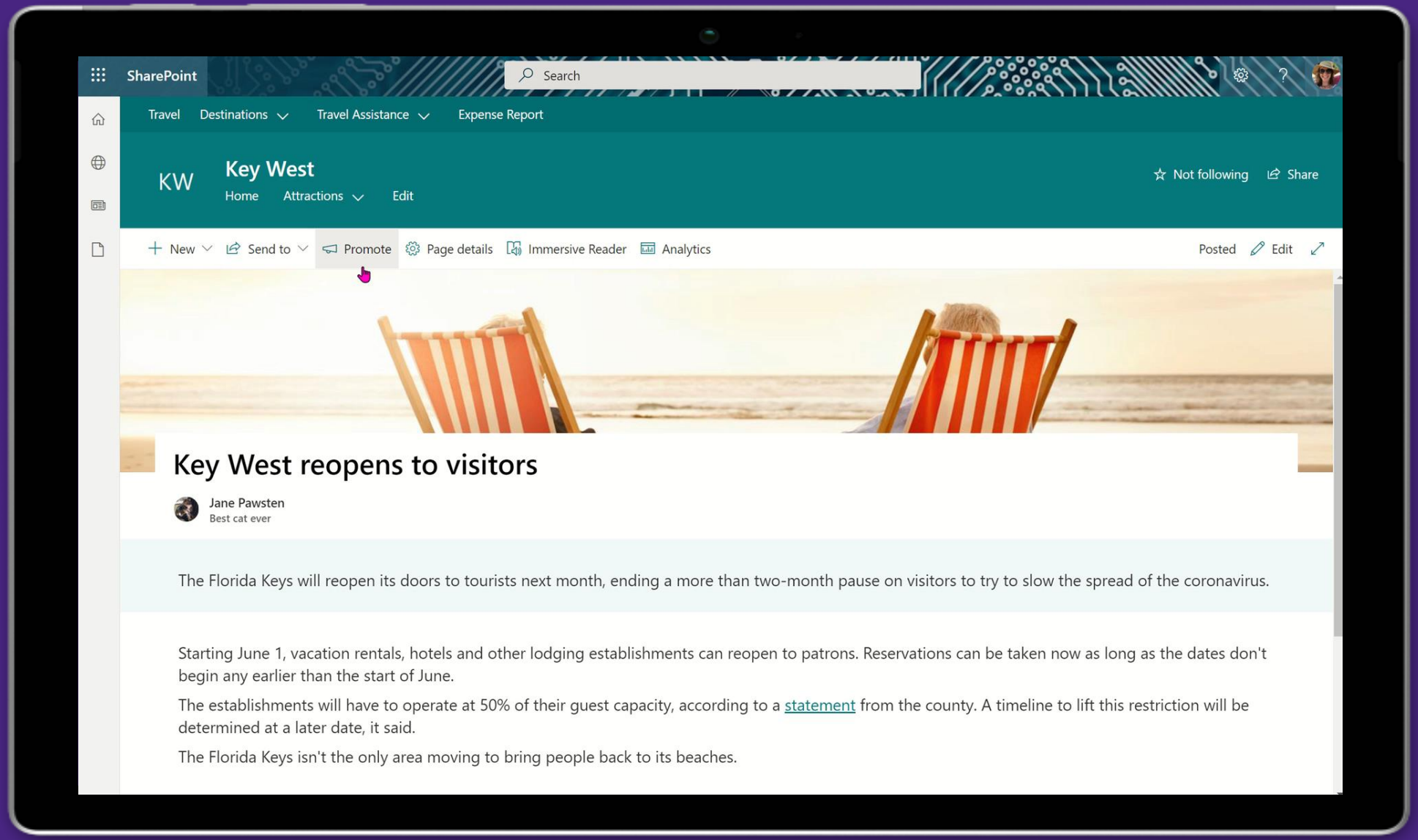
Send to email



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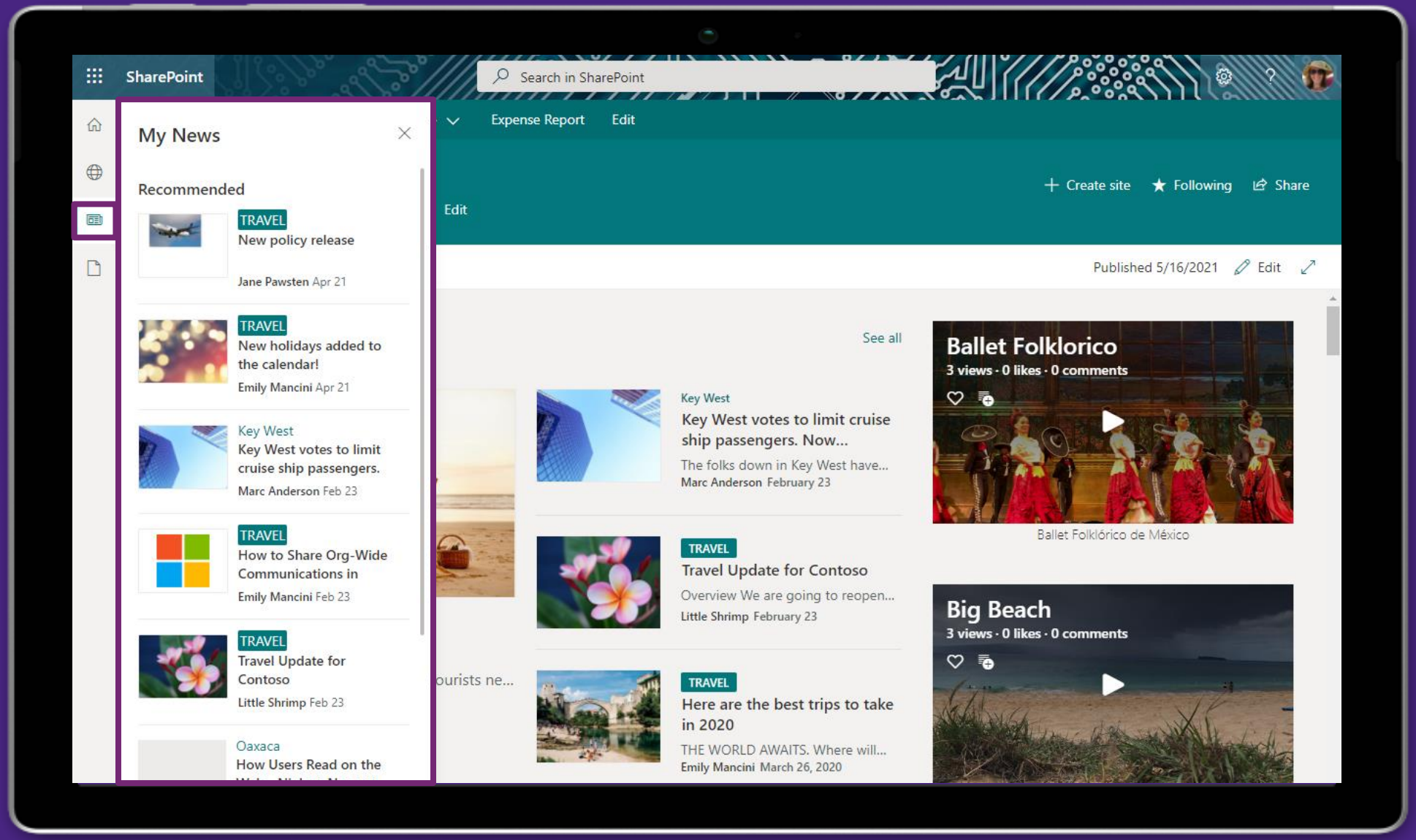
SharePoint App Bar



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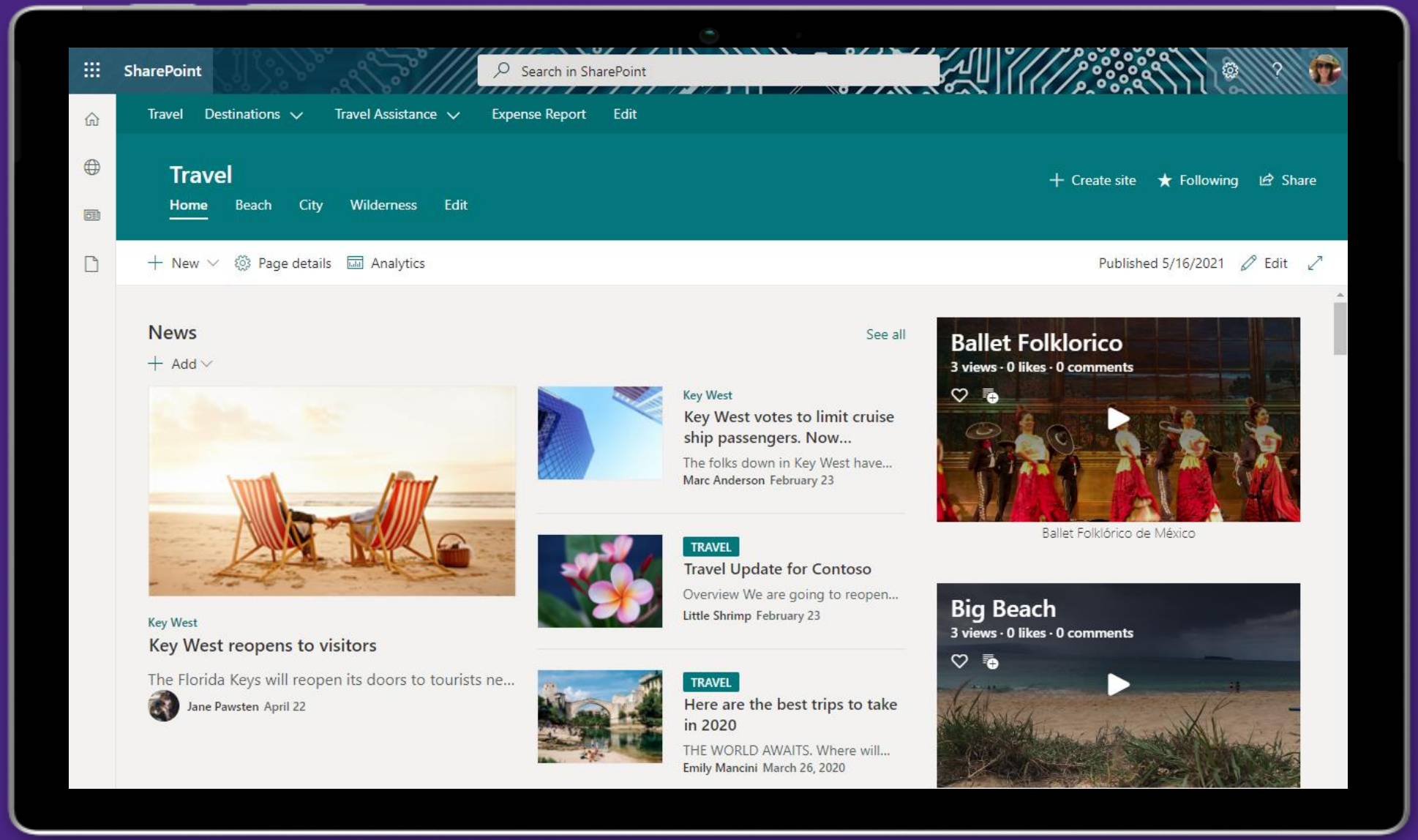
News Web Part



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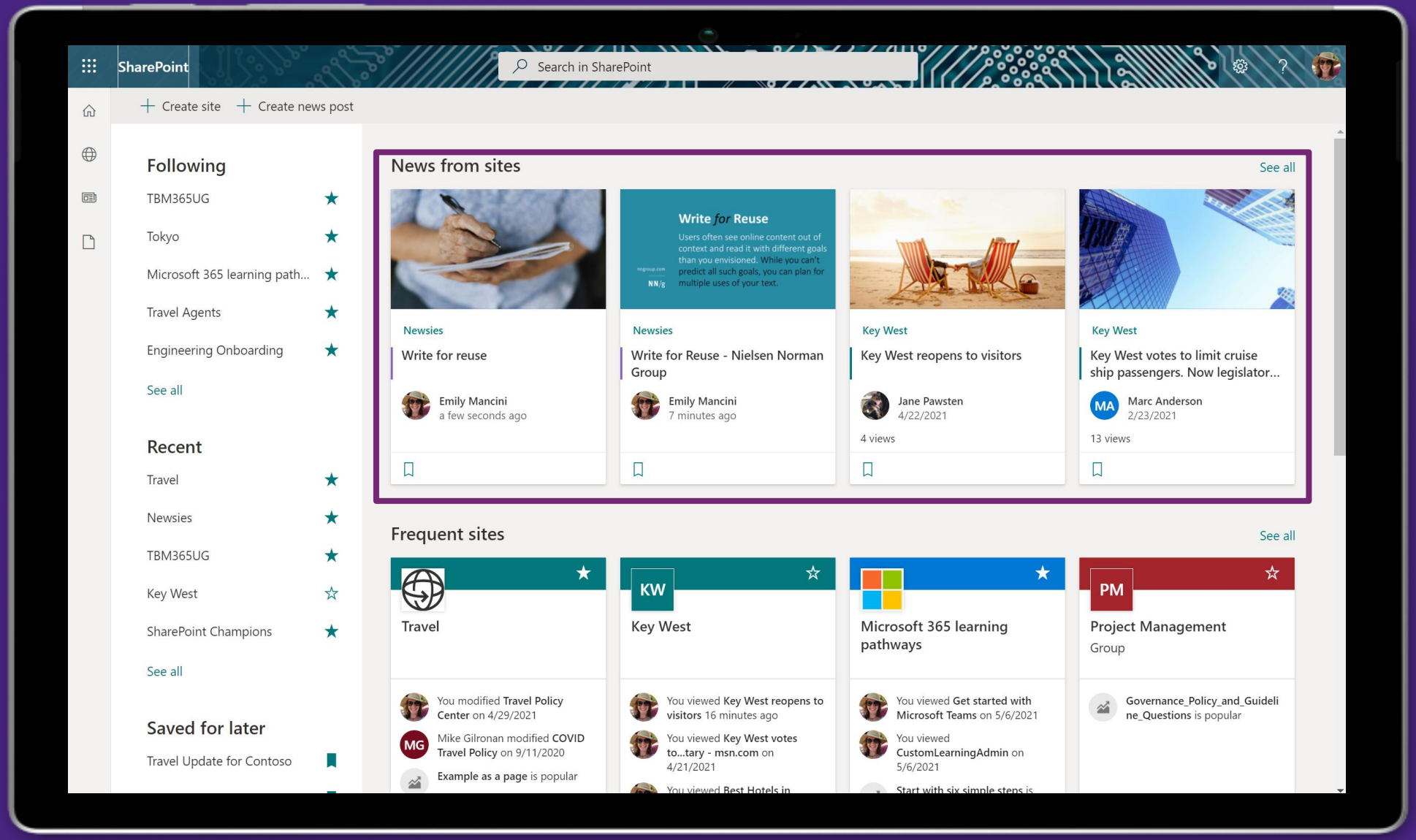
SharePoint Start Page



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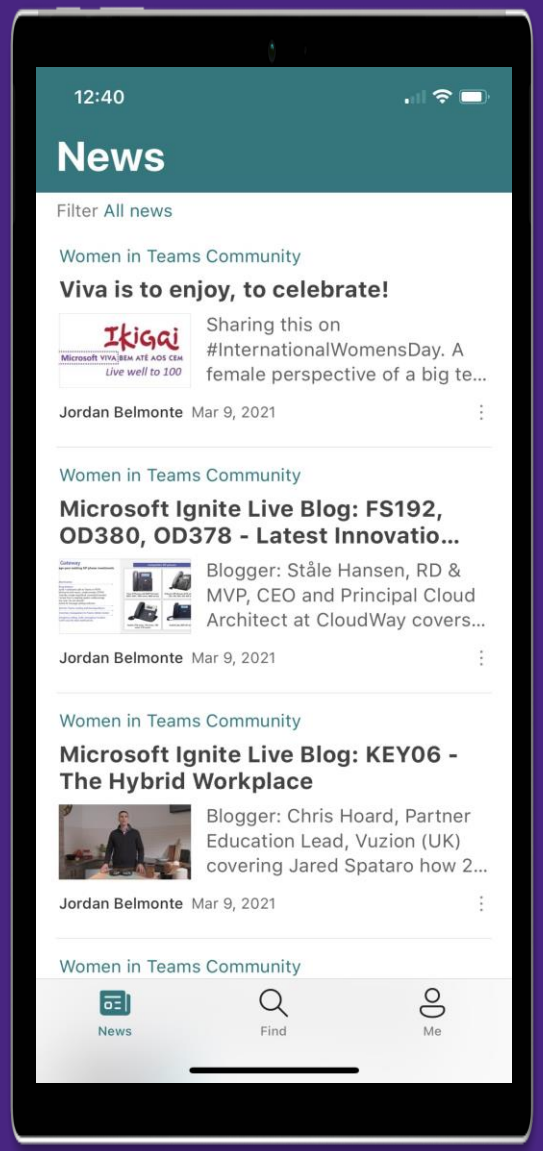
SharePoint Mobile App



with push notifications from sites you are following!

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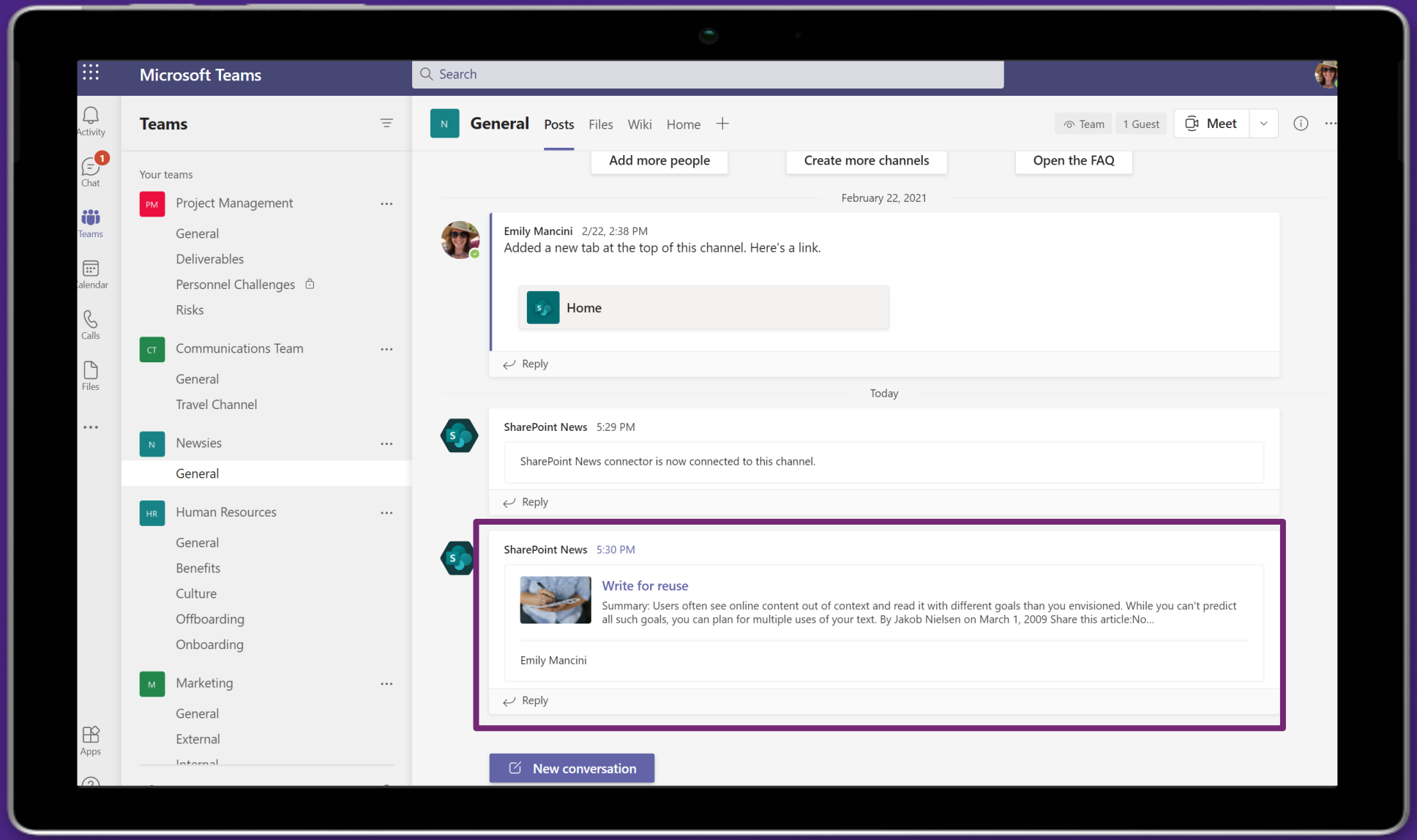
Microsoft Teams via a connector



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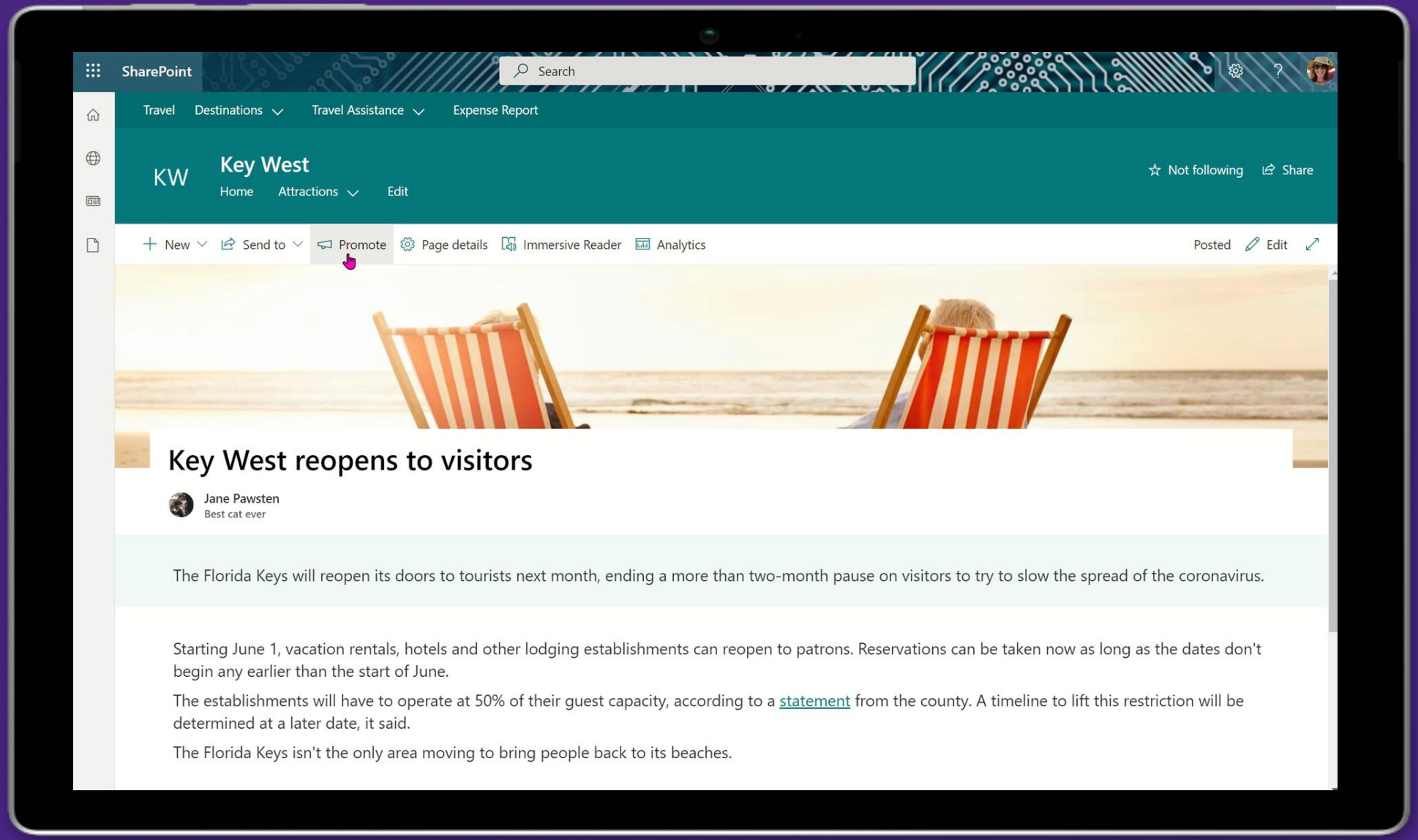
Send to Yammer



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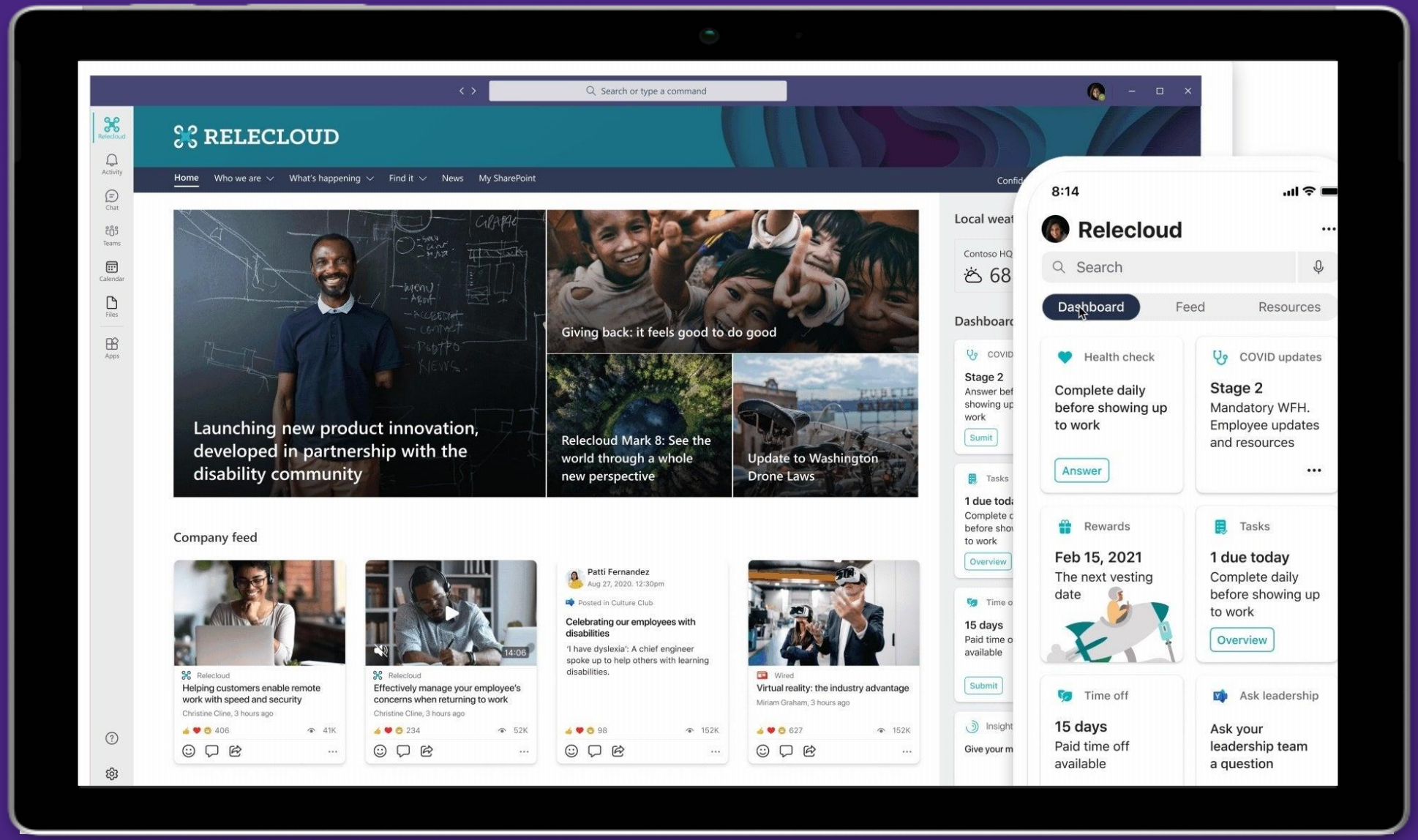
Viva Connections



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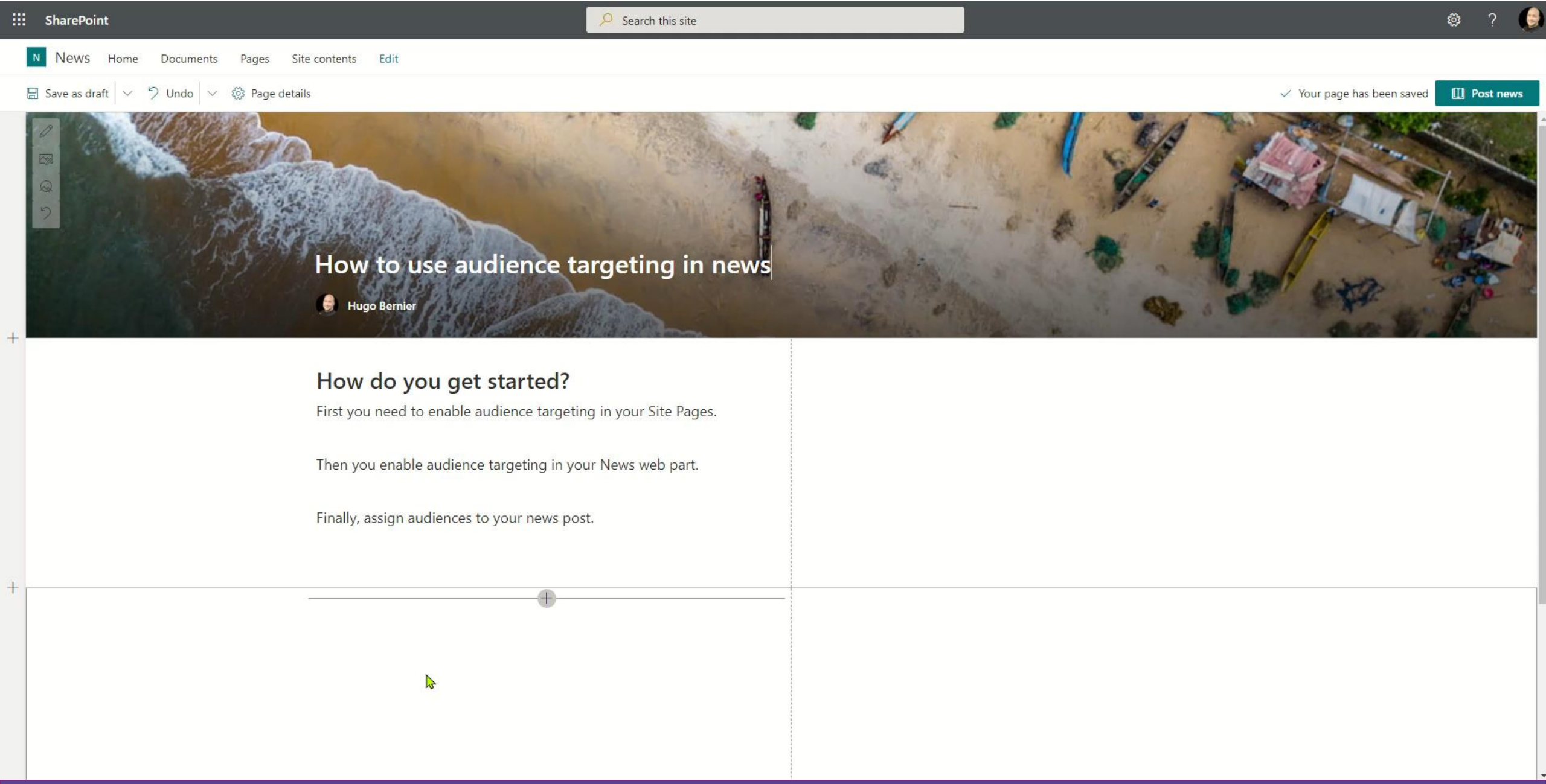

Reach the right people with Audience Targeting

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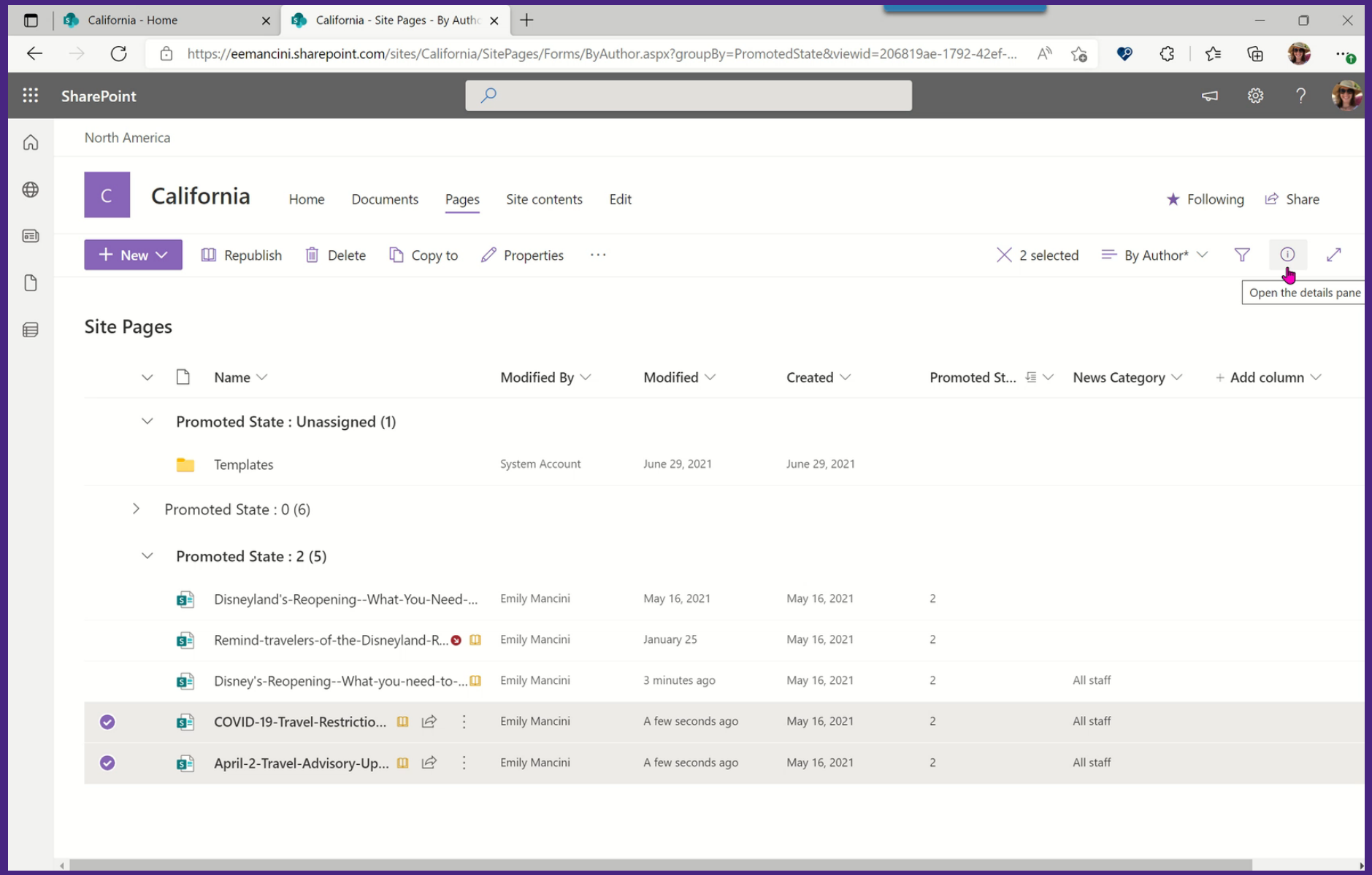

Filter news to surface the right content in the right context

E

Travel Destinations Travel Assistance Expense Report Edit

T Travel Home Edit

Create site Following Share

New Page details

Published 10/1/2020

News

See all

Add

TRAVEL

Here are the best trips to take in 2020

THE WORLD AWAITS. Where will you go next? Our...

emily mancini March 26

5 views

Sayulita

What To Do in Sayulita : Sayulita Nayarit Mexico

SURFING. Remember, the ultra -hot...

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The best time to visit Mexico City is...

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Key West

The Best Places for Shore Snorkeling in the Florida Keys ...

From a chain of coral islands off the...

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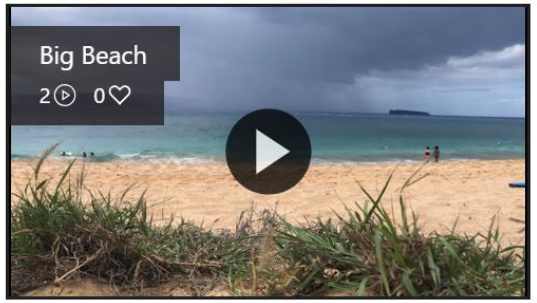
1 view

Ballet Folklórico de México



Big Beach

Distinguish "official" company news

https://symp.info/OrgNews

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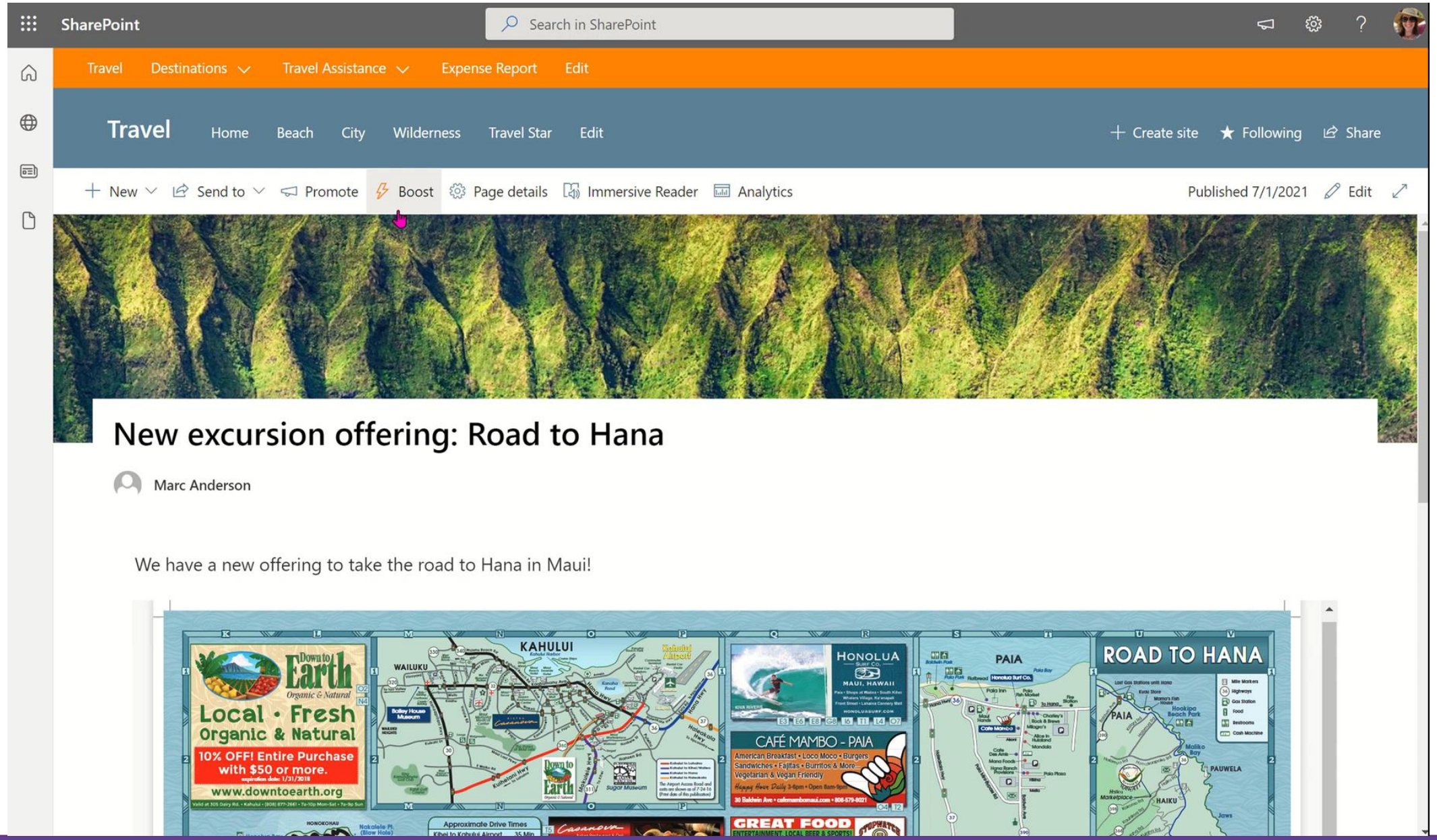

Boost News to raise visibility

E

Travel Destinations Travel Assistance Expense Report Edit

T Travel Home Edit

+ Create site ★ Following Share site

+ New Page details

Published 2/2/2020 Edit

News

See all

+ Add

TRAVEL

Surfing in Hawaii

Surfing was born in Hawaii and is deeply intertwined with its history and culture. If you...

emily mancini less than a minute ago
3 views

TRAVEL

Sabbatical Planned for Argentina!

Sabbatical has been planned for adventures in Buenos...

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2 views

TRAVEL

20 Essential Travel Tips for First-Time Stockholm Visitors

emily mancini 20 hours ago
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TRAVEL

Bazaar's guide to Wiesbaden

The sign on the reception desk at the Kaiser-Friedrich-...

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2 views

Get the mobile app

https://eemancini.sharepoint.com/sites/Travel/SitePages/Sabbatical-Planned-for-Argentina!.aspx

Highlight key information employees may have missed with a news digest

E

emily mancini shared "Travel News: August 3-7, 2020" with you.

Microsoft SharePoint

Travel

Travel News: August 3-7, 2020

Hello travel fans,

Check out the latest updates from this past week

-Contoso Travel

Here are the best trips to take in 2020

THE WORLD AWAITS. Where will you go next? Our editors and explorers pick the planet's 25 most exciting destinations for the year ahead. To create our annual Best Trips list we collaborated with the editorial teams of National Geographic Traveler's 17

emily mancini
3/26/2020

4 views

The Best Places for Shore Snorkeling in the Florida Keys | USA Today

From a chain of coral islands off the eastern coast of Florida protected by the federal government to the southernmost point in Key West, shore-based excursions along the Florida Keys offer a ...

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3/26/2020

1 views

Tahiti Faaa Airport - Hard to say, but easy to visit

Bring employees from their email inbox to your intranet

E

Contoso Electronics

Friday, 19 Mar, 2021

Hello! **Jeremy Foster**

Here's some news you might have missed this past week.

See all news

Contoso News

Boosted news

How Contoso transformed key Finance audit practices with Azure DevOps

I hope this post finds you and yours well and that everyone is coping with our new normal in a positive way coping with our new normal in a positive way..

Bernd Ottovordemgentschenfelde (Mu sigma Inc.) | July 12, 2020

324 views

Contoso News

Organization news

Quarterly growth shows increases in all markets

The demand for the latest technology is spurring growth across markets. Our marketing and sales teams are doing a phenomenal job in making sure our customers have the...

Bernd Ottovordemgentschenfelde (Mu sigma Inc.) | July 12, 2020

324 views

Bring employees from their email inbox to your intranet

E

To communicate:

To convey a message
resulting in
a change in behavior

H

To communicate:

To convey a message
resulting in
a change in behavior

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~~"My employees can't wait to read my news!"~~

Define:

- Who will read it
- What the reader’s goals are
- What impact you want your content to have on the reader

https://www.nngroup.com/videos/biggest-mistake-writing-web/

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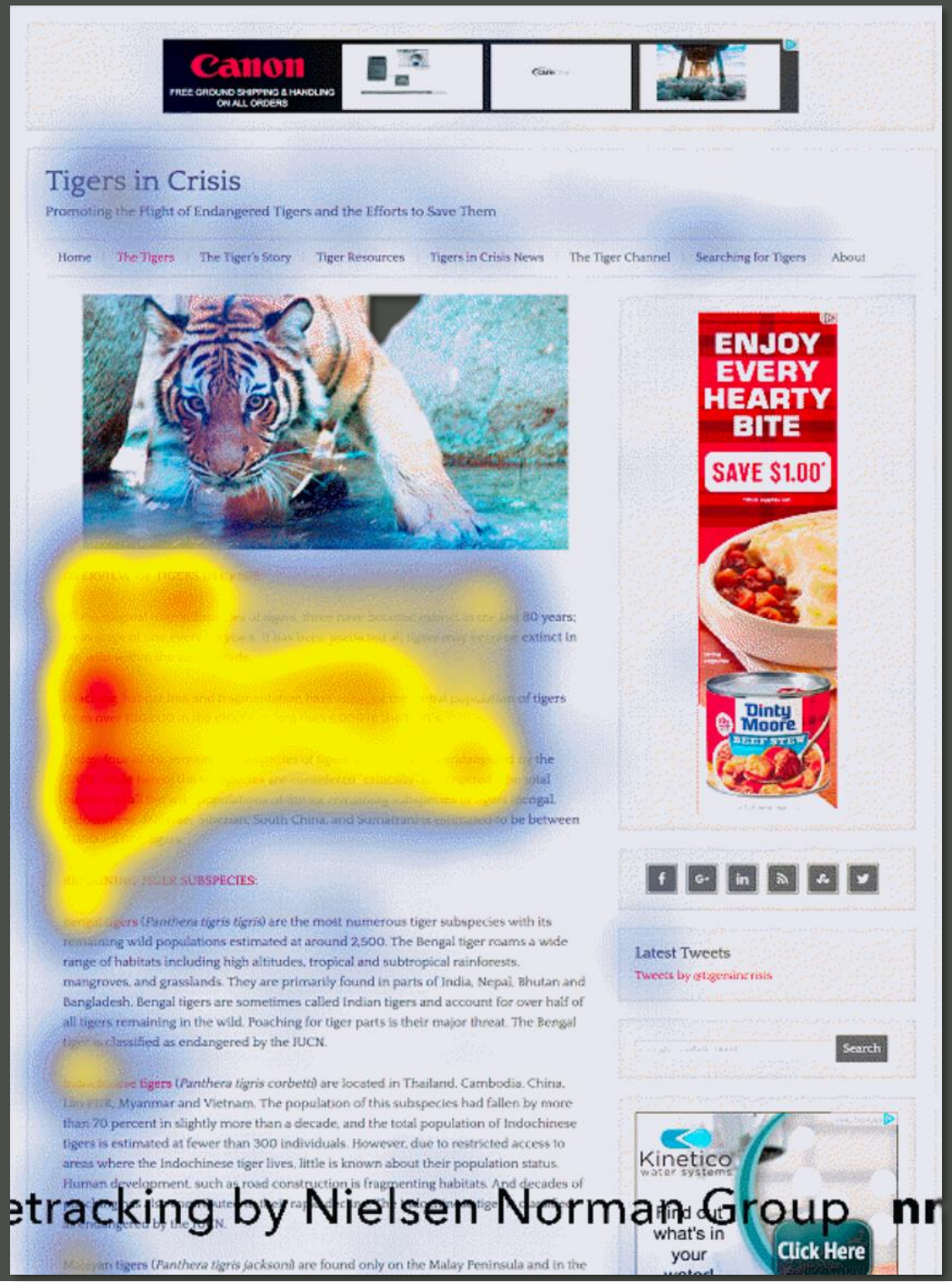
Your page structure affects how people read your news (or don't)



etracking by Nielsen Norman Group nn

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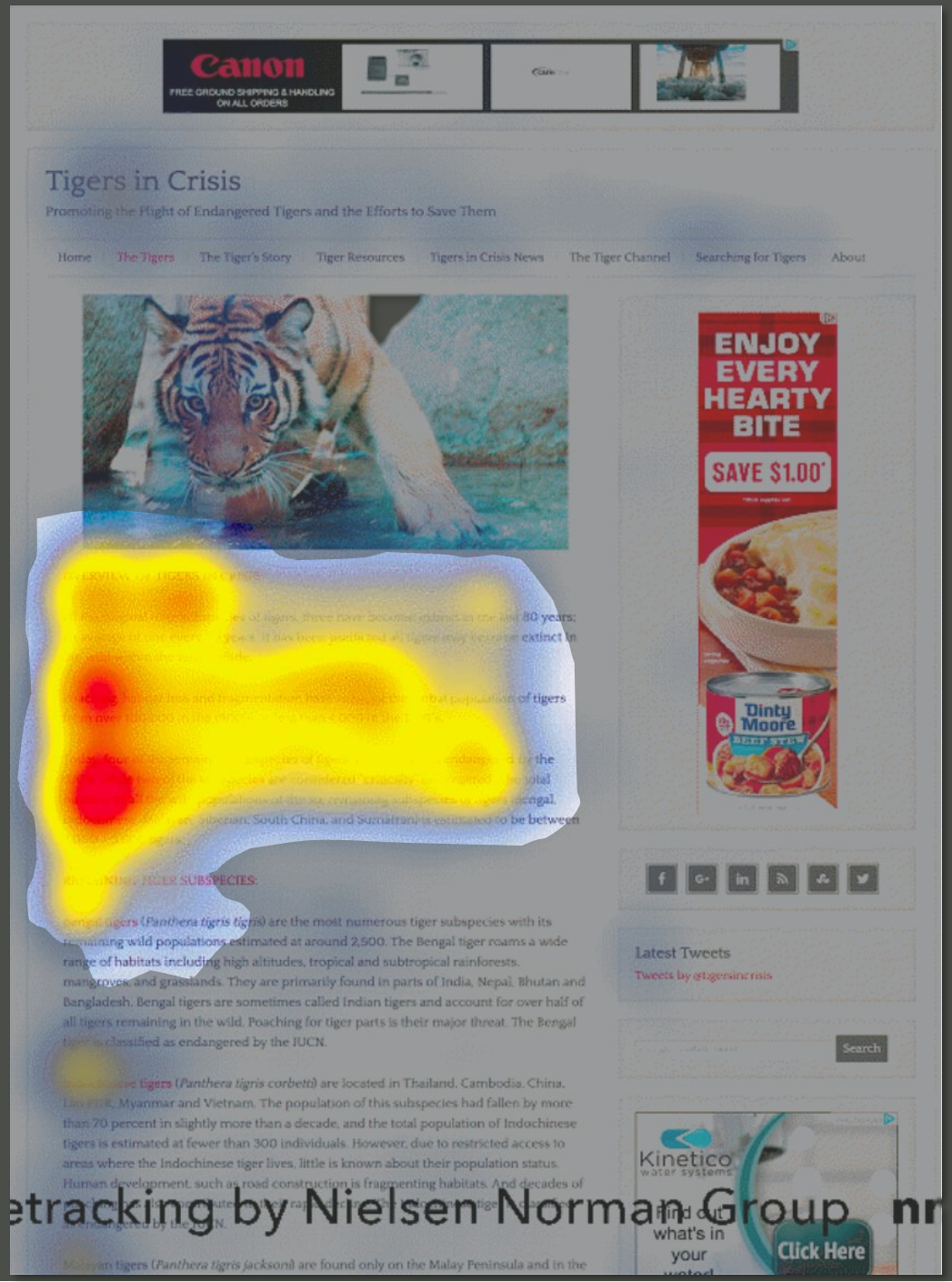

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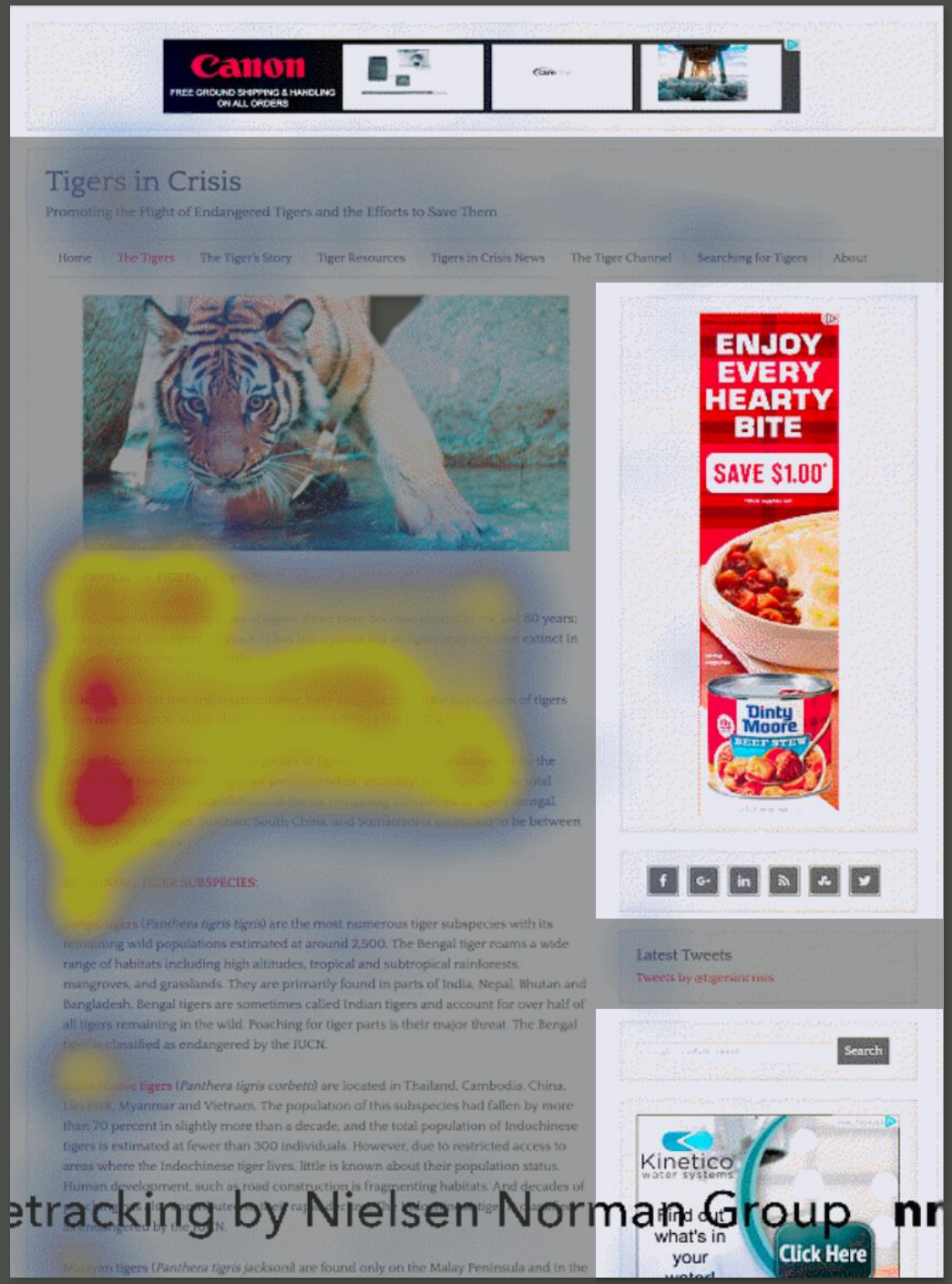

etracking by Nielsen Norman Group nn

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Siberian, South China, and Sumatran is estimated to be between

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South China, and Sumatran) is estimated to be between

SUBSPECIES:

gers (*Panthera tigris tigris*) are the most numerous tiger subspecies with its remaining wild populations estimated at around 2,500. The Bengal tiger roams a wide range of habitats including high altitudes, tropical and subtropical rainforests.

[illegible] tigers

[illegible] the

[illegible] total

[illegible] Bengal,

[illegible] South China, and Sumatran [illegible] be between

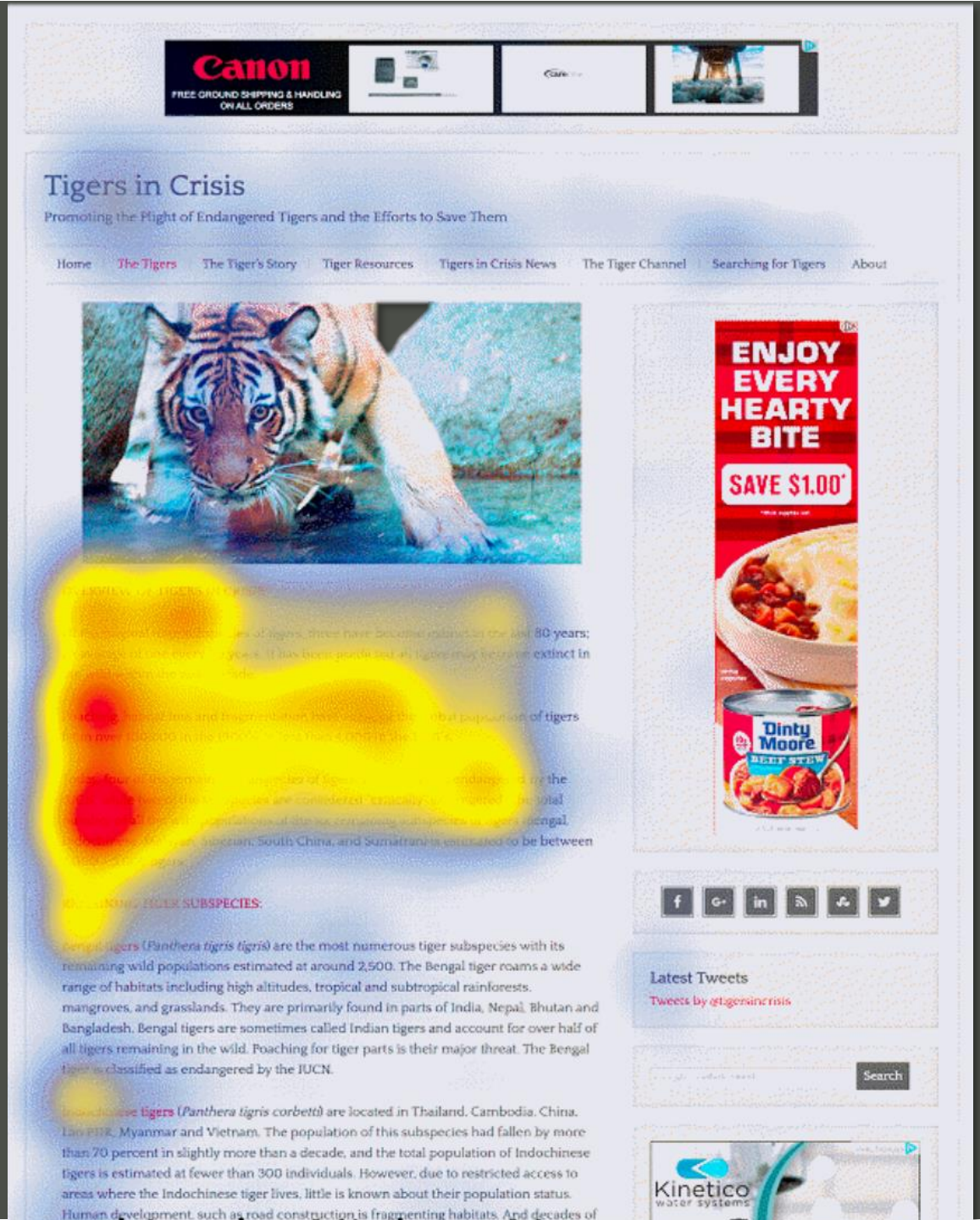
[illegible] SUBSPECIES:

[illegible] tigers (*Panthera tigris tigris*) are the most numerous tiger subspecies with its remaining wild populations estimated at around 2,500. The Bengal tiger roams a wide range of habitats including high altitudes, tropical and subtropical rainforests, mangroves, and grasslands. They are primarily found in parts of India, Nepal, Bhutan and Bangladesh. Bengal tigers are sometimes called Indian tigers and account for over half of all tigers remaining in the wild. Poaching for tiger parts is their major threat. The Bengal

[illegible] TIGER SUBSPECIES:

[illegible] tigers (*Panthera tigris tigris*) are the most numerous tiger subspecies with its remaining wild populations estimated at around 2,500. The Bengal tiger roams a wide range of habitats including high altitudes, tropical and subtropical rainforests, mangroves, and grasslands. They are primarily found in parts of India, Nepal, Bhutan and Bangladesh. Bengal tigers are sometimes called Indian tigers and account for over half of all tigers remaining in the wild. Poaching for tiger parts is their major threat. The Bengal tiger is classified as endangered by the IUCN.

[illegible] tigers (*Panthera tigris corbetti*) are located in Thailand, Cambodia, China, Laos PDR, Myanmar and Vietnam. The population of this subspecies had fallen by more than 70 percent in slightly more than a decade, and the total population of Indochinese tigers is estimated at fewer than 300 individuals. However, due to restricted access to areas where the Indochinese tiger lives, little is known about their population status. [illegible]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water systems

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Satisficing:
People look until they find an answer that's adequate for the information need

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Schade, Amy. "Inverted Pyramid: Writing for Comprehension." *Nielsen Norman Group*, 2018, www.nngroup.com/articles/inverted-pyramid

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Identify key points

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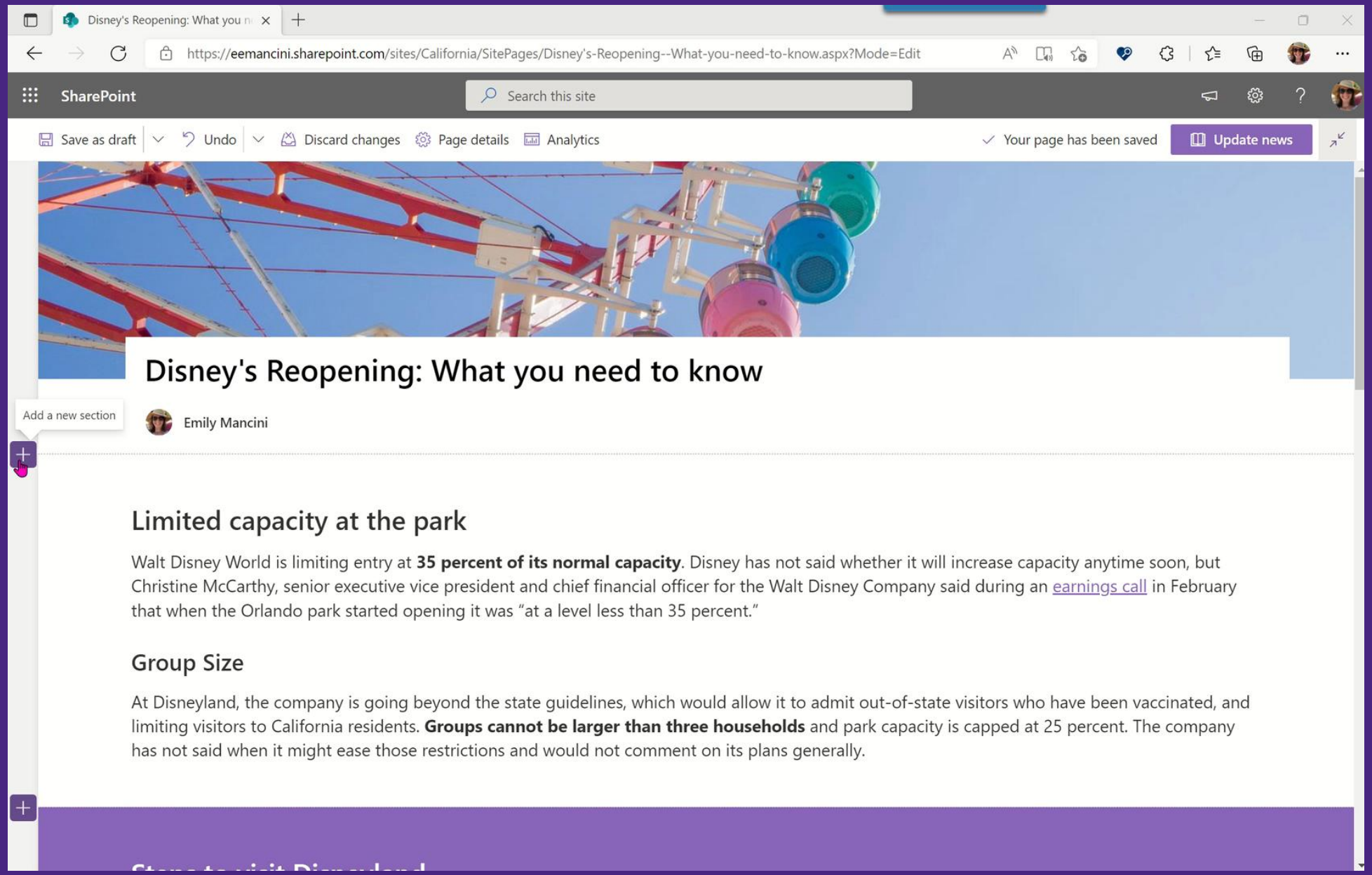

Provide an overview to set expectations for what content is on the page

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Rank secondary information

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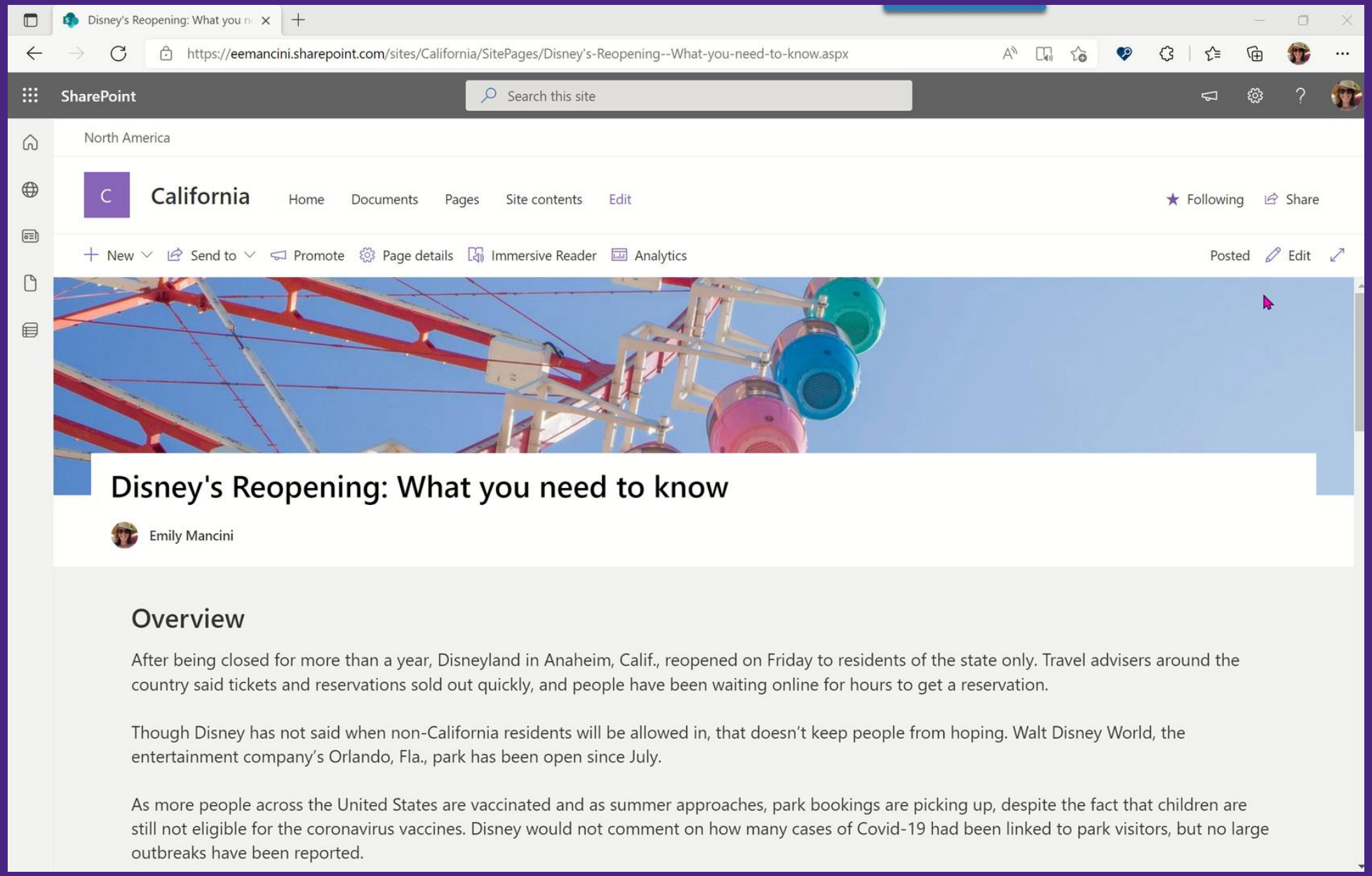

Use header styles to define content chunks and support scanning

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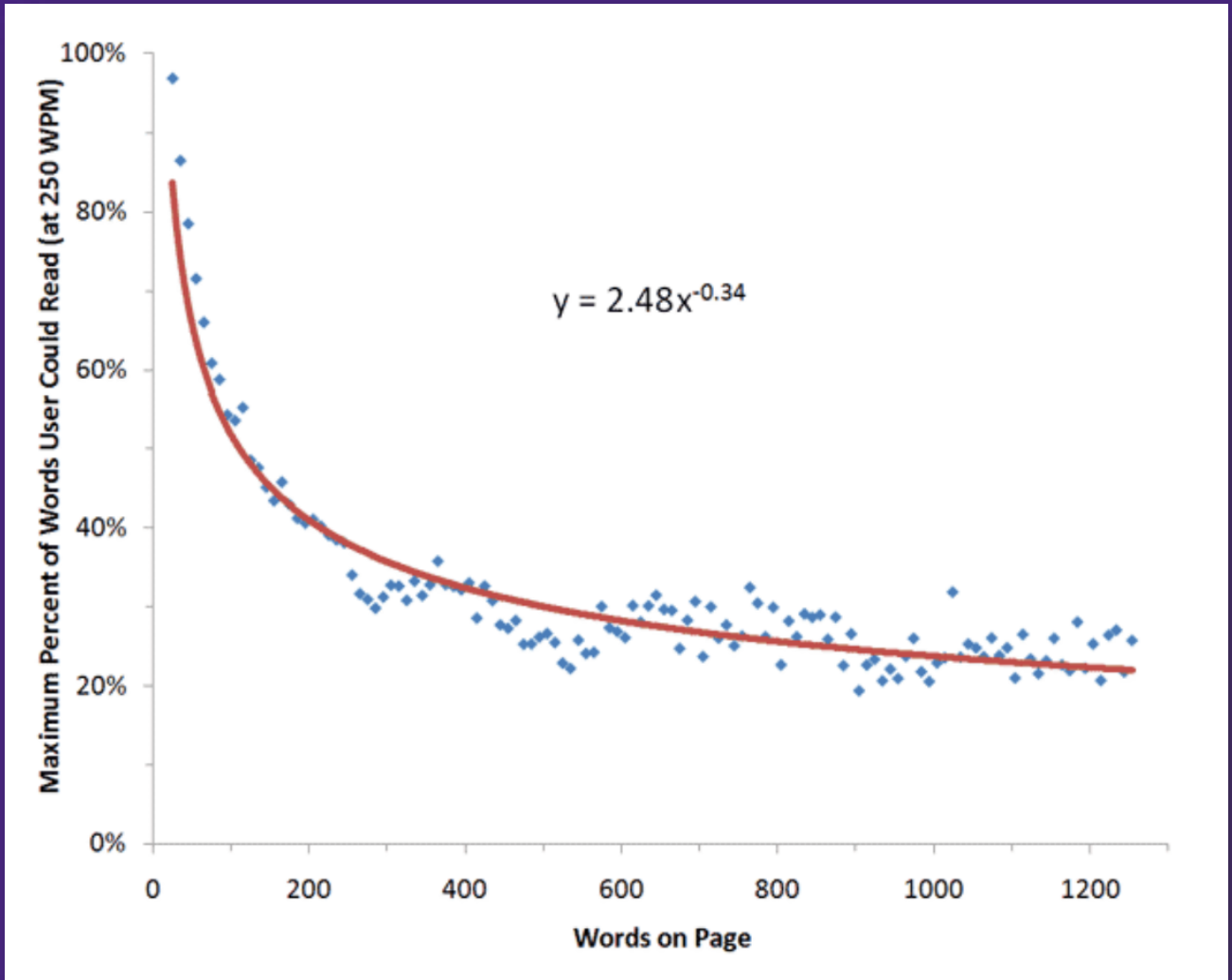

https://www.nngroup.com/articles/how-little-do-users-read/

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If users don't need it, don't write it

https://www.nngroup.com/articles/information-pollution/

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Frontload all elements

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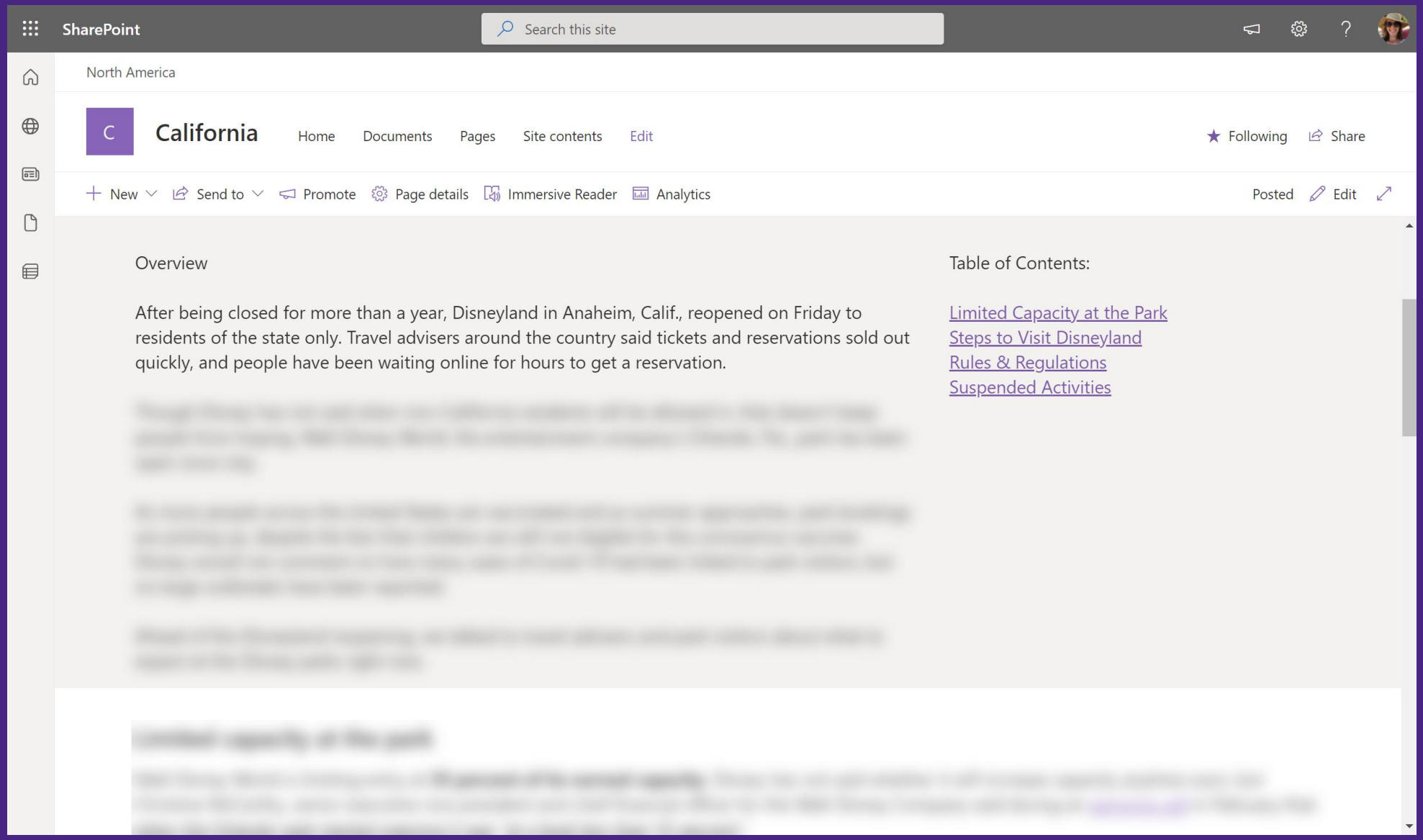

First two paragraphs

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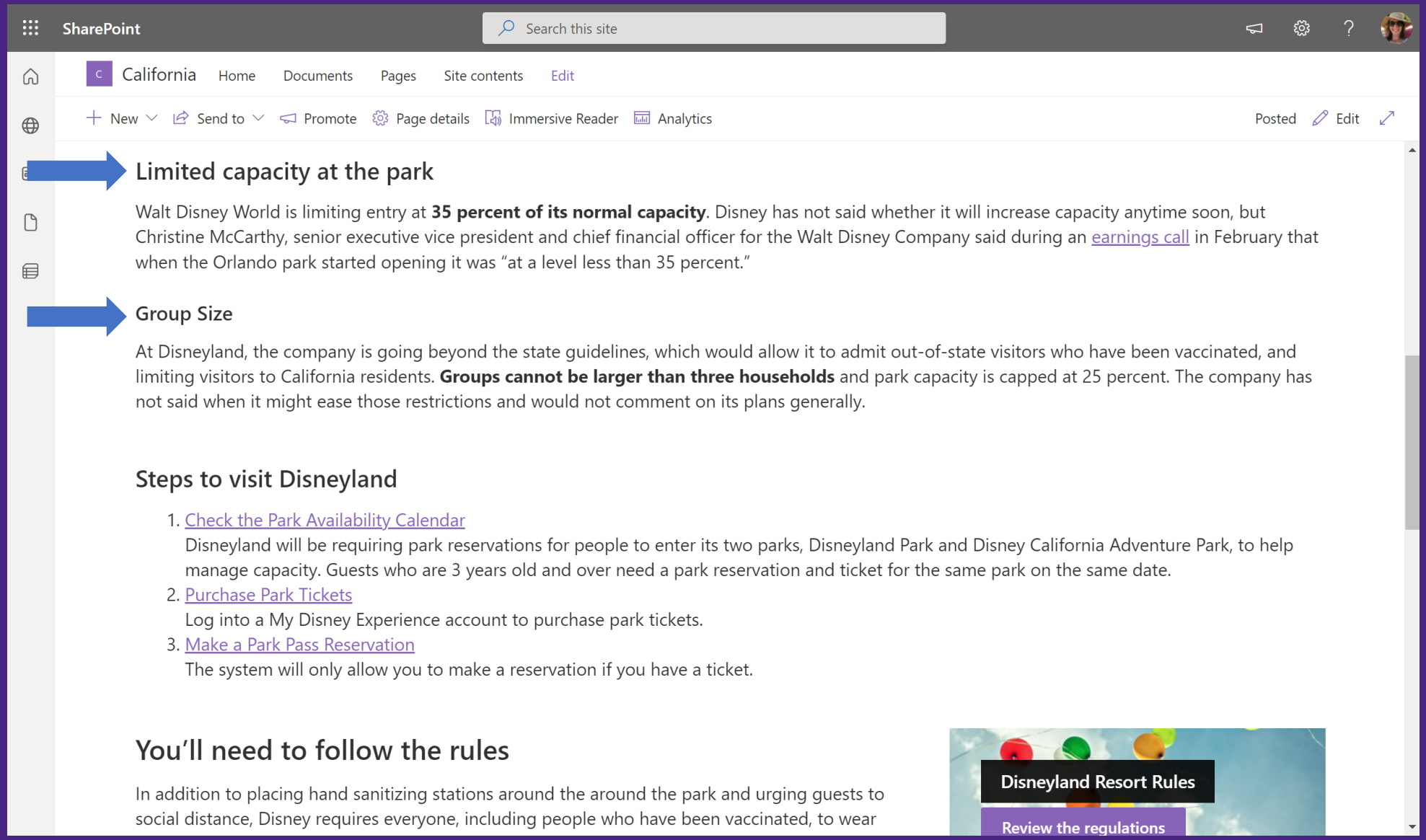

Use headings and subheadings

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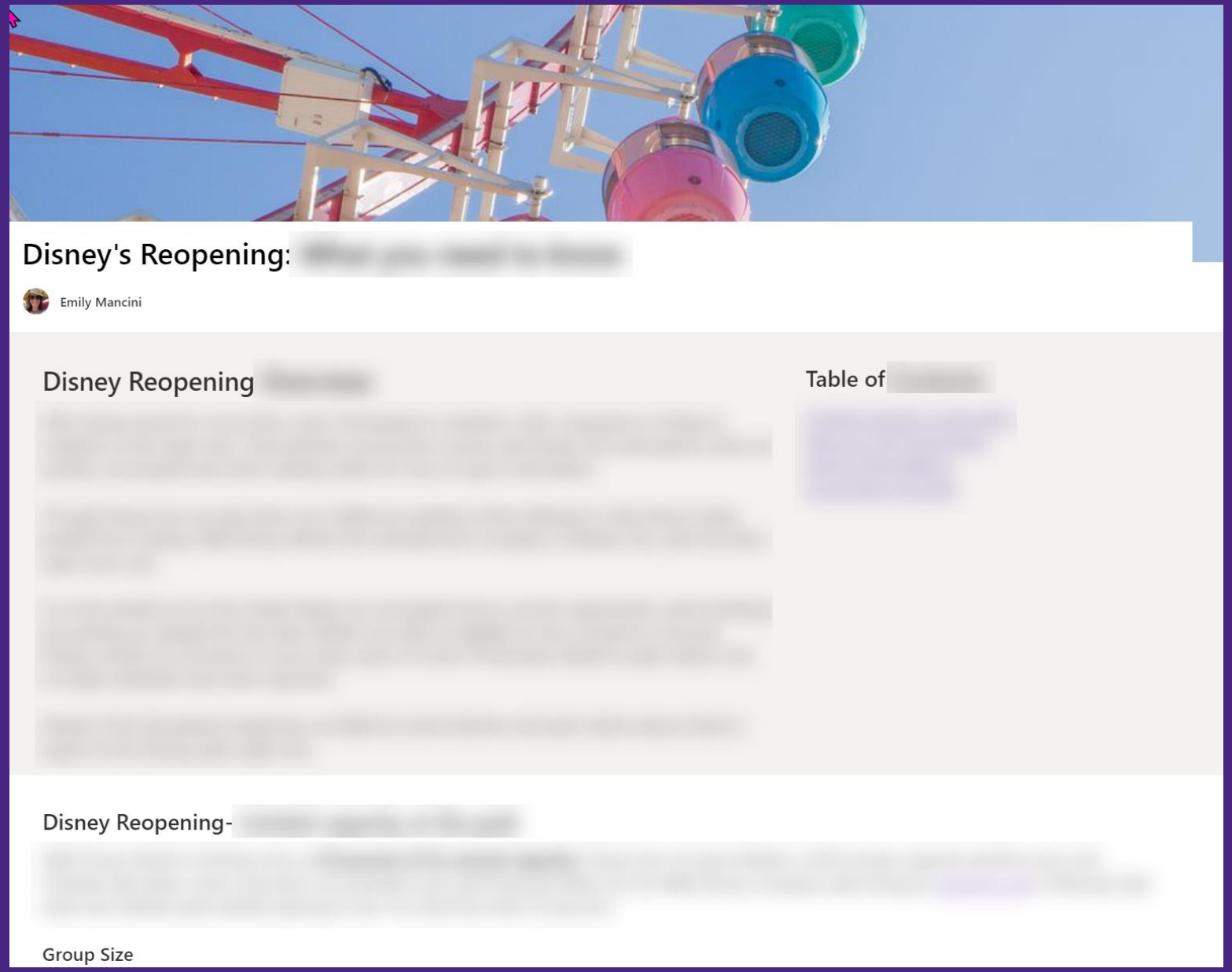

First two words (or 11 characters)

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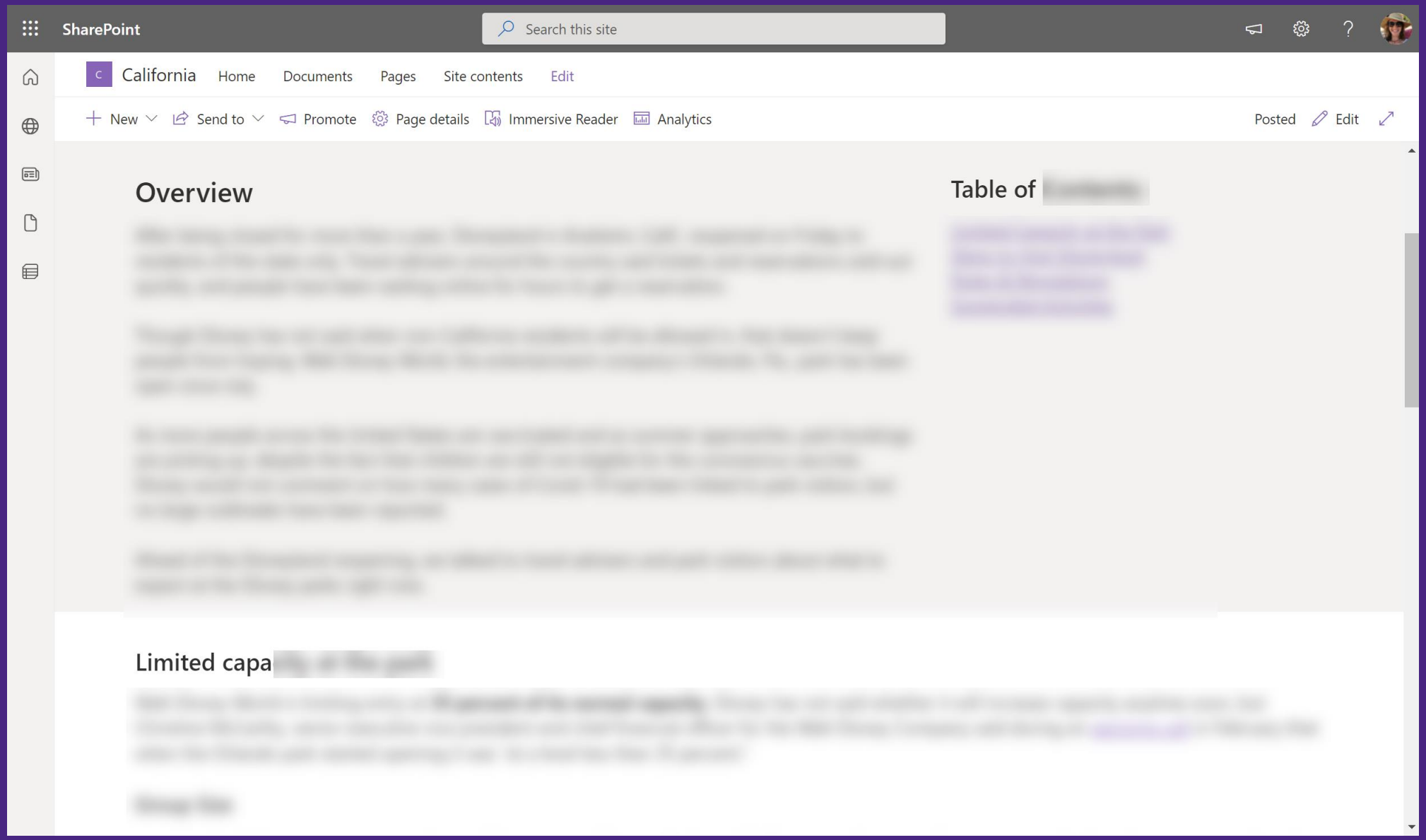

Remove context already provided by site and page name

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Consider adding a summary

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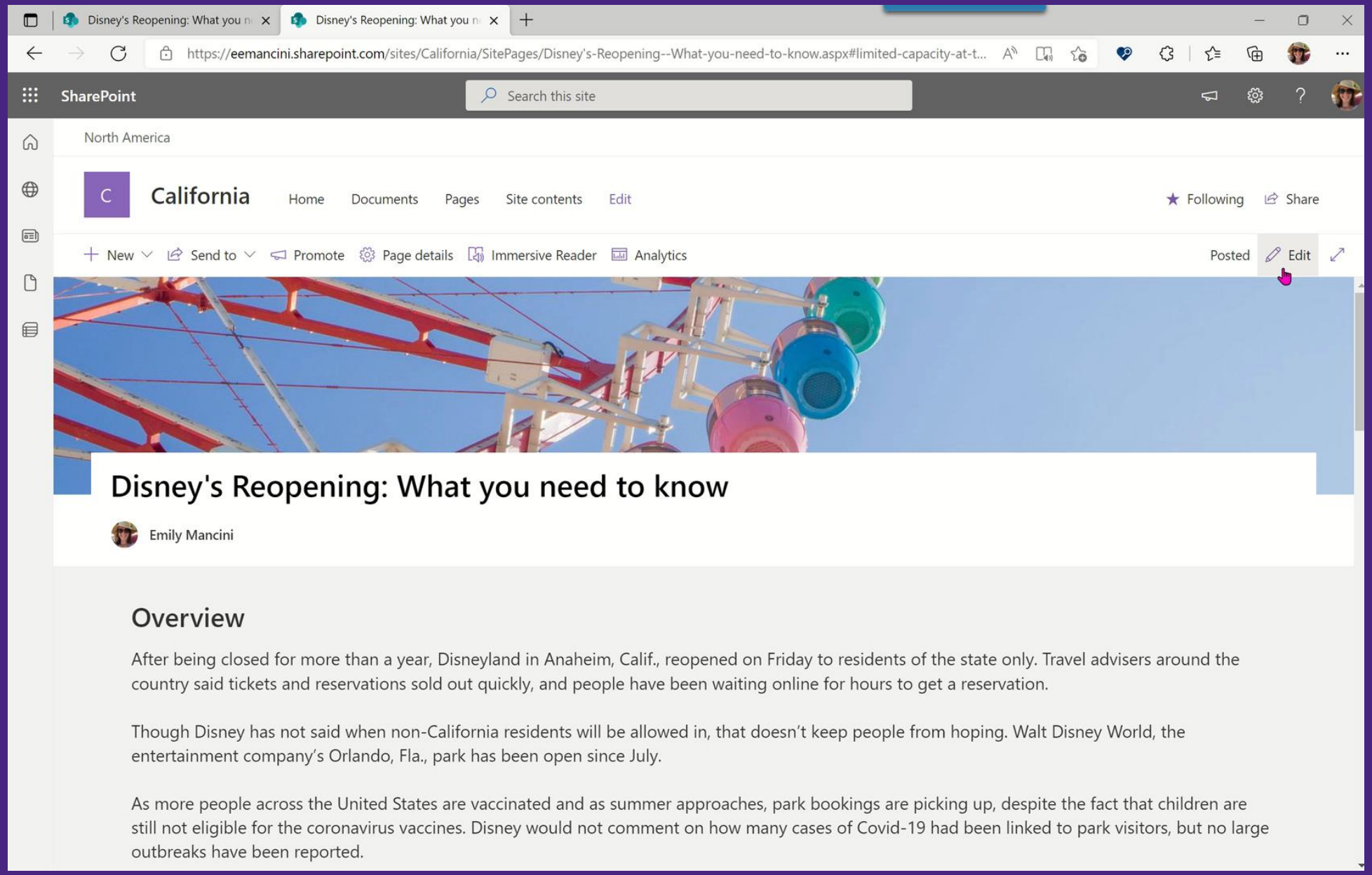

Add a summary to support scanning

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Make it easier to scan

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Visual hierarchy, according to Gestalt psychology, is a pattern in the visual field wherein some elements tend to "**stand out**," or **attract attention**, more strongly than other elements

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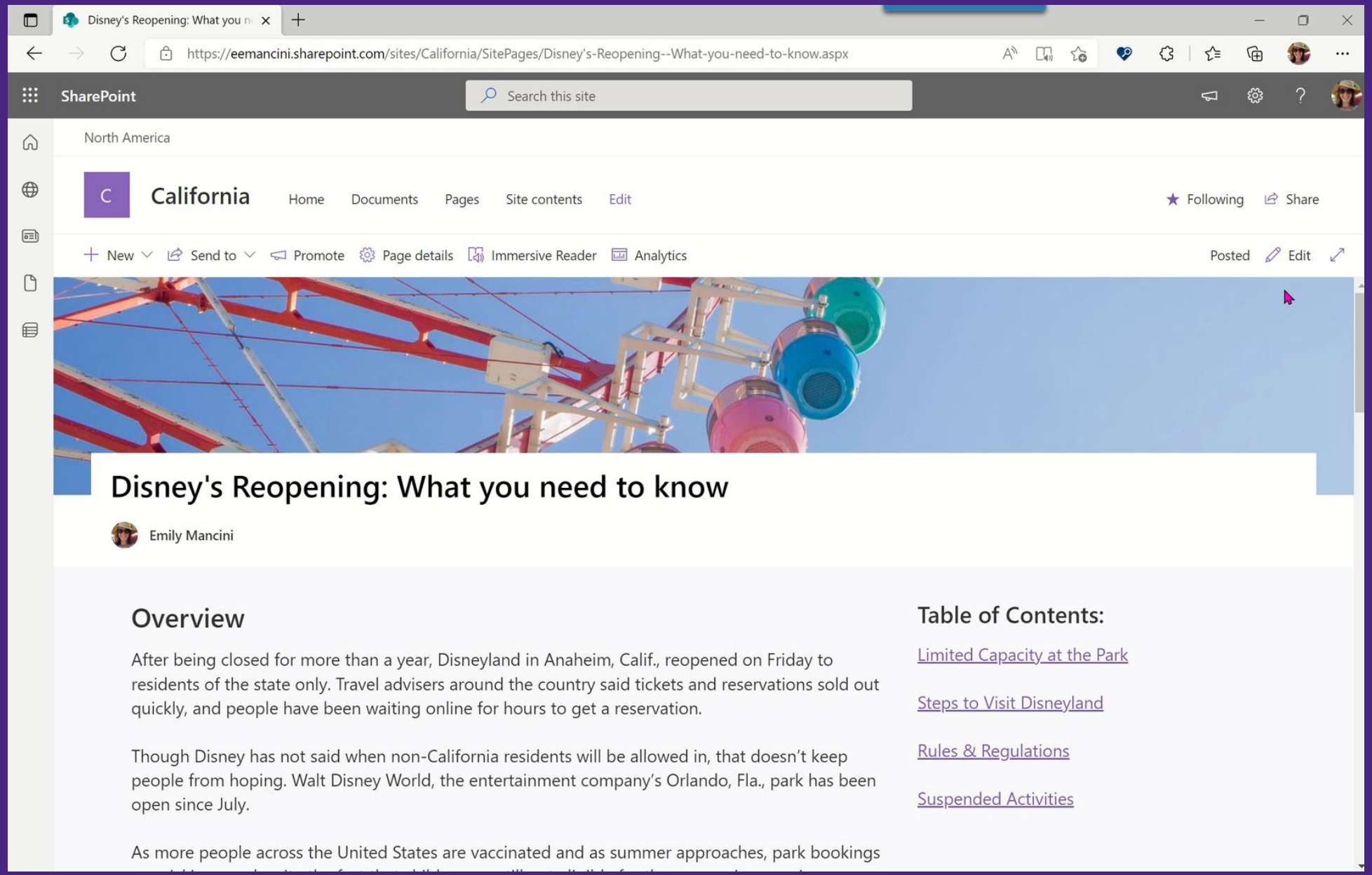

Use section backgrounds to highlight important content

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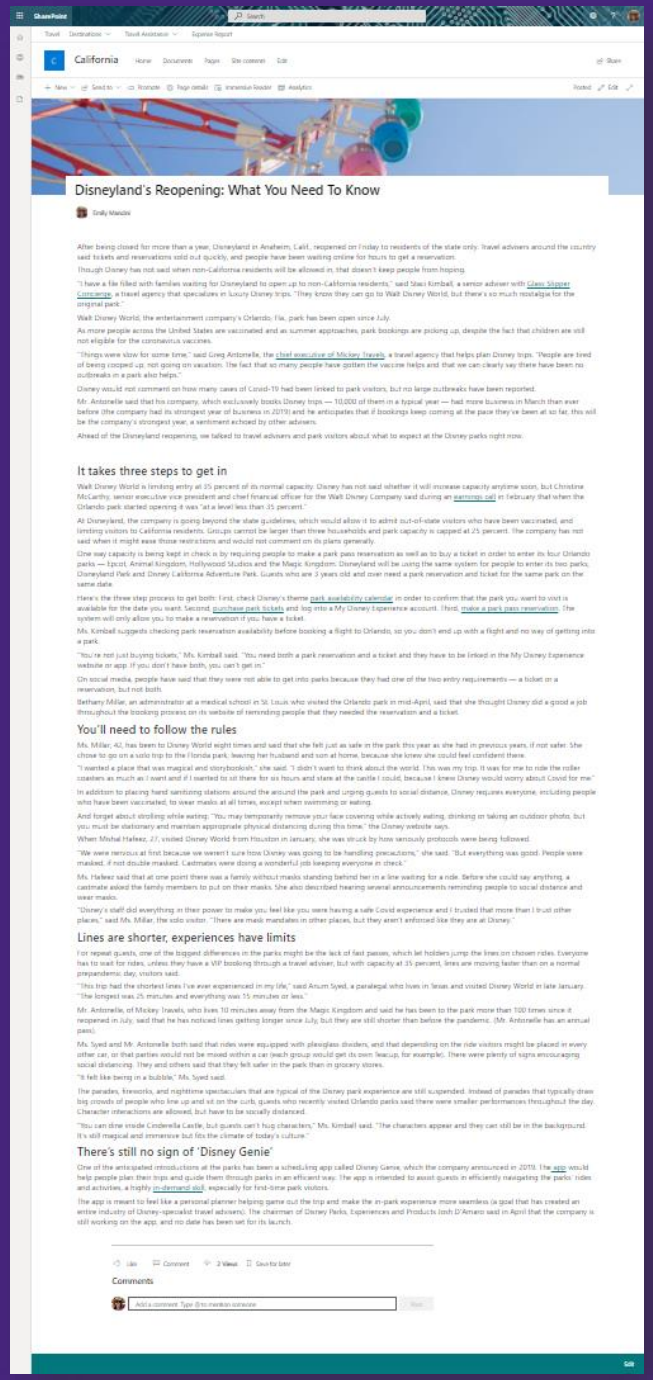

Disneyland's Reopening: What You Need To Know

Emily Mandzi

After being closed for more than a year, Disneyland in Anaheim, Calif., reopened on Friday to residents of the state only. Travel advisers around the country said tickets and reservations sold out quickly, and people have been waiting online for hours to get a reservation.

Though Disney has not said when non-California residents will be allowed in, that doesn't keep people from hoping.

"I have a file filled with families waiting for Disneyland to open up to non-California residents," said Staci Kimball, a senior adviser with Glass Slipper Concierge, a travel agency that specializes in luxury Disney trips. "They know they can go to Walt Disney World, but there's so much nostalgia for the original park."

Walt Disney World, the entertainment company's Orlando, Fla., park has been open since July.

As more people across the United States are vaccinated and as summer approaches, park bookings are picking up, despite the fact that children are still not eligible for the coronavirus vaccines.

"Things were slow for some time," said Greg Antonelle, the chief executive of Mickey Travels, a travel agency that helps plan Disney trips. "People are tired of being cooped up, not going on vacation. The fact that so many people have gotten the vaccine helps and that we can clearly say there have been no outbreaks in a park also helps."

Disney would not comment on how many cases of Covid-19 had been linked to park visitors, but no large outbreaks have been reported.

Mr. Antonelle said that his company, which exclusively books Disney trips — 10,000 of them in a typical year — had more business in March than ever before (the company had its strongest year of business in 2019) and he anticipates that if bookings keep coming at the pace they've been at so far, this will be the company's strongest year, a sentiment echoed by other advisers.

Ahead of the Disneyland reopening, we talked to travel advisers and park visitors about what to expect at the Disney parks right now.

It takes three steps to get in

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Here's the three step process to get both: First, check Disney's theme park availability calendar in order to confirm that the park you want to visit is available for the date you want. Second, purchase park tickets and log into a My Disney Experience account. Third, make a park pass reservation. The system will only allow you to make a reservation if you have a ticket.

Ms. Kimball suggests checking park reservation availability before booking a flight to Orlando, so you don't end up with a flight and no way of getting into a park.

"You're not just buying tickets," Ms. Kimball said. "You need both a park reservation and a ticket and they have to be linked in the My Disney Experience website or app. If you don't have both, you can't get in."

On social media, people have said that they were not able to get into parks because they had one of the two entry requirements — a ticket or a reservation, but not both.

Bethany Miller, an administrator at a medical school in St. Louis who visited the Orlando park in mid-April, said that she thought Disney did a good a job throughout the booking process on its website of reminding people that they needed the reservation and a ticket.

You'll need to follow the rules

Ms. Miller, 42, has been to Disney World eight times and said that she felt just as safe in the park this year as she had in previous years, if not safer. She chose to go on a solo trip to the Florida park, leaving her husband and son at home, because she knew she could feel confident there.

"I wanted a place that was magical and storybookish," she said. "I didn't want to think about the world. This was my trip. It was for me to ride the roller coasters as much as I want and if I wanted to sit there for six hours and stare at the castle I could, because I knew Disney would worry about Covid for me."

In addition to placing hand sanitizing stations around the around the park and urging guests to social distance, Disney requires everyone, including people who have been vaccinated, to wear masks at all times, except when swimming or eating.

And forget about strolling while eating: "You may temporarily remove your face covering while actively eating, drinking or taking an outdoor photo, but you must be stationary and maintain appropriate physical distancing during this time," the Disney website says.

When Mishal Haleez, 27, visited Disney World from Houston in January, she was struck by how seriously protocols were being followed.

"We were nervous at first because we weren't sure how Disney was going to be handling precautions," she said. "But everything was good. People were masked, if not double masked. Castmates were doing a wonderful job keeping everyone in check."

Ms. Haleez said that at one point there was a family without masks standing behind her in a line waiting for a ride. Before she could say anything, a castmate asked the family members to put on their masks. She also described hearing several announcements reminding people to social distance and wear masks.

"Disney's staff did everything in their power to make you feel like you were having a safe Covid experience and I trusted that more than I trust other places," said Ms. Miller, the solo visitor. "There are mask mandates in other places, but they aren't enforced like they are at Disney."

Lines are shorter, experiences have limits

For repeat guests, one of the biggest differences in the parks might be the lack of fast passes, which let holders jump the lines on chosen rides. Everyone has to wait for rides, unless they have a VIP booking through a travel adviser, but with capacity at 35 percent, lines are moving faster than on a normal prepandemic day, visitors said.

"This trip had the shortest lines I've ever experienced in my life," said Anum Syed, a paralegal who lives in Texas and visited Disney World in late January. "The longest was 25 minutes and everything was 15 minutes or less."

Mr. Antonelle, of Mickey Travels, who lives 10 minutes away from the Magic Kingdom and said he has been to the park more than 100 times since it reopened in July, said that he has noticed lines getting longer since July, but they are still shorter than before the pandemic. (Mr. Antonelle has an annual pass).

Ms. Syed and Mr. Antonelle both said that rides were equipped with plexiglass dividers, and that depending on the ride visitors might be placed in every other car, or that parties would not be mixed within a car (each group would get its own teacup, for example). There were plenty of signs encouraging social distancing. They and others said that they felt safer in the park than in grocery stores.

"It felt like being in a bubble," Ms. Syed said.

The parades, fireworks, and nighttime spectaculars that are typical of the Disney park experience are still suspended. Instead of parades that typically draw big crowds of people who line up and sit on the curb, guests who recently visited Orlando parks said there were smaller performances throughout the day. Character interactions are allowed, but have to be socially distanced.

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One of the anticipated introductions at the parks has been a scheduling app called Disney Genie, which the company announced in 2019. The app would help people plan their trips and guide them through parks in an efficient way. The app is intended to assist guests in efficiently navigating the parks' rides and activities, a highly in-demand skill, especially for first-time park visitors.

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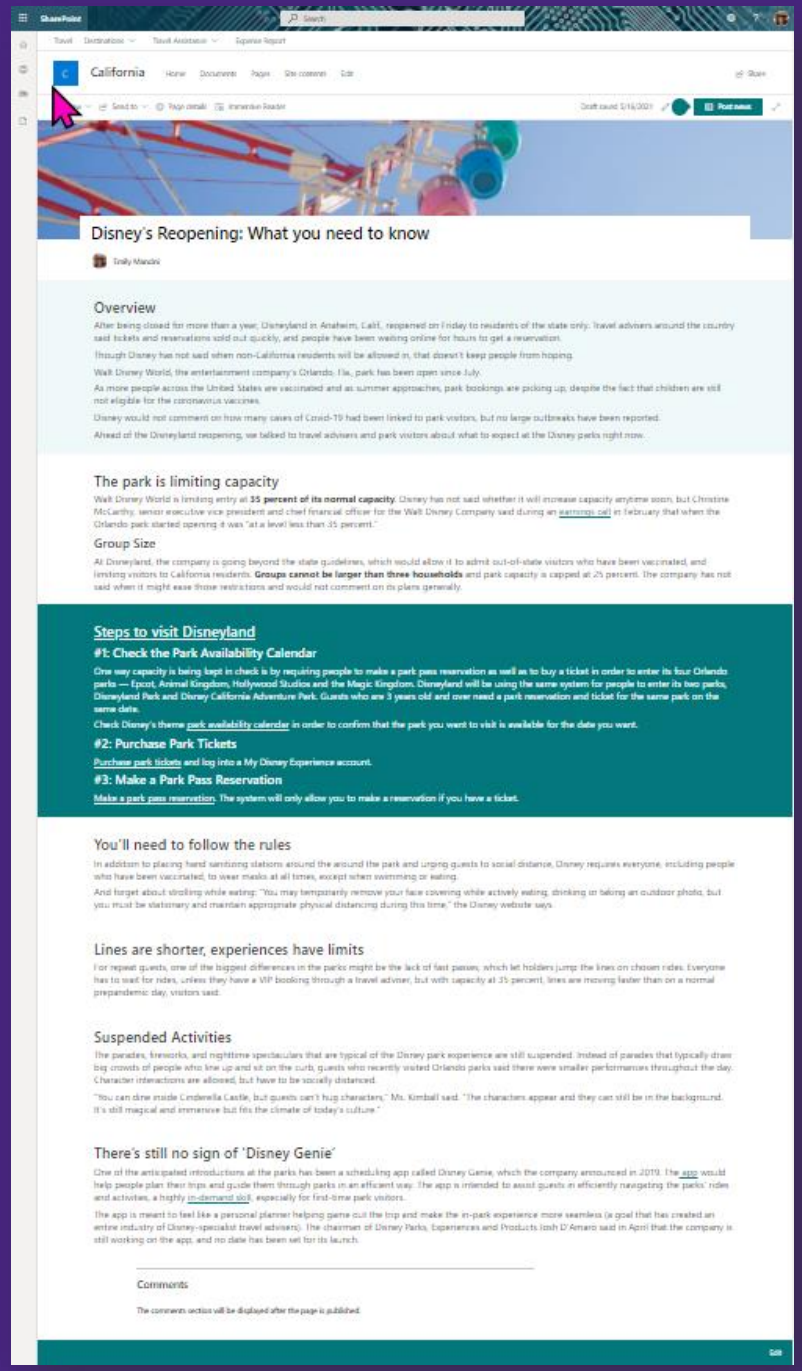
Comments



Disney's Reopening: What you need to know

Emily Mandzi

Overview

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Ahead of the Disneyland reopening, we talked to travel advisers and park visitors about what to expect at the Disney parks right now.

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Walt Disney World is limiting entry at **35 percent of its normal capacity**. Disney has not said whether it will increase capacity anytime soon, but Christine McCarthy, senior executive vice president and chief financial officer for the Walt Disney Company said during an earnings call in February that when the Orlando park started opening it was "at a level less than 35 percent."

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Be aware of contrast ratios to support accessibility

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Option 3

Option 1
Option 2
Option 3

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Non accessible pairs (1)		
1.07	Primary color on Background color	themePrimary on white
Accessible pairs (2)		

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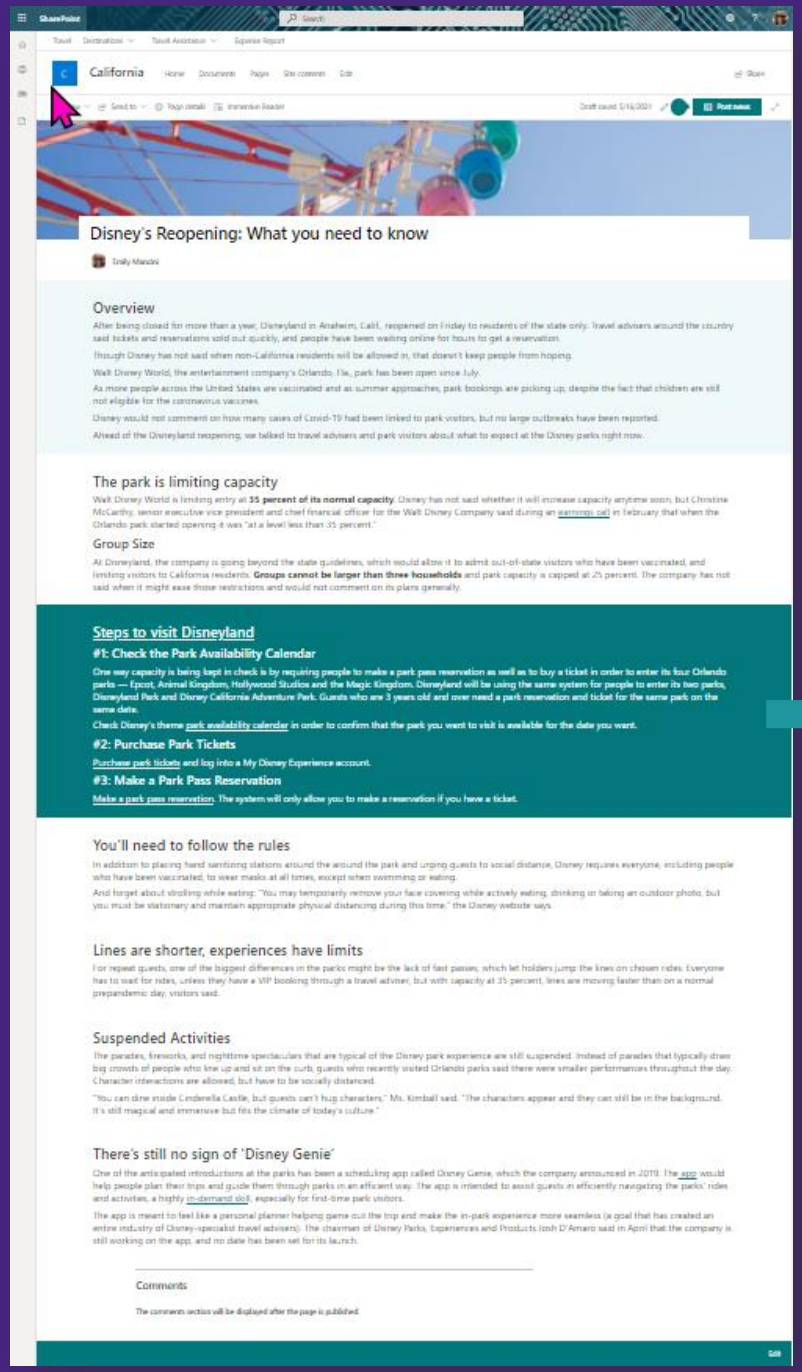

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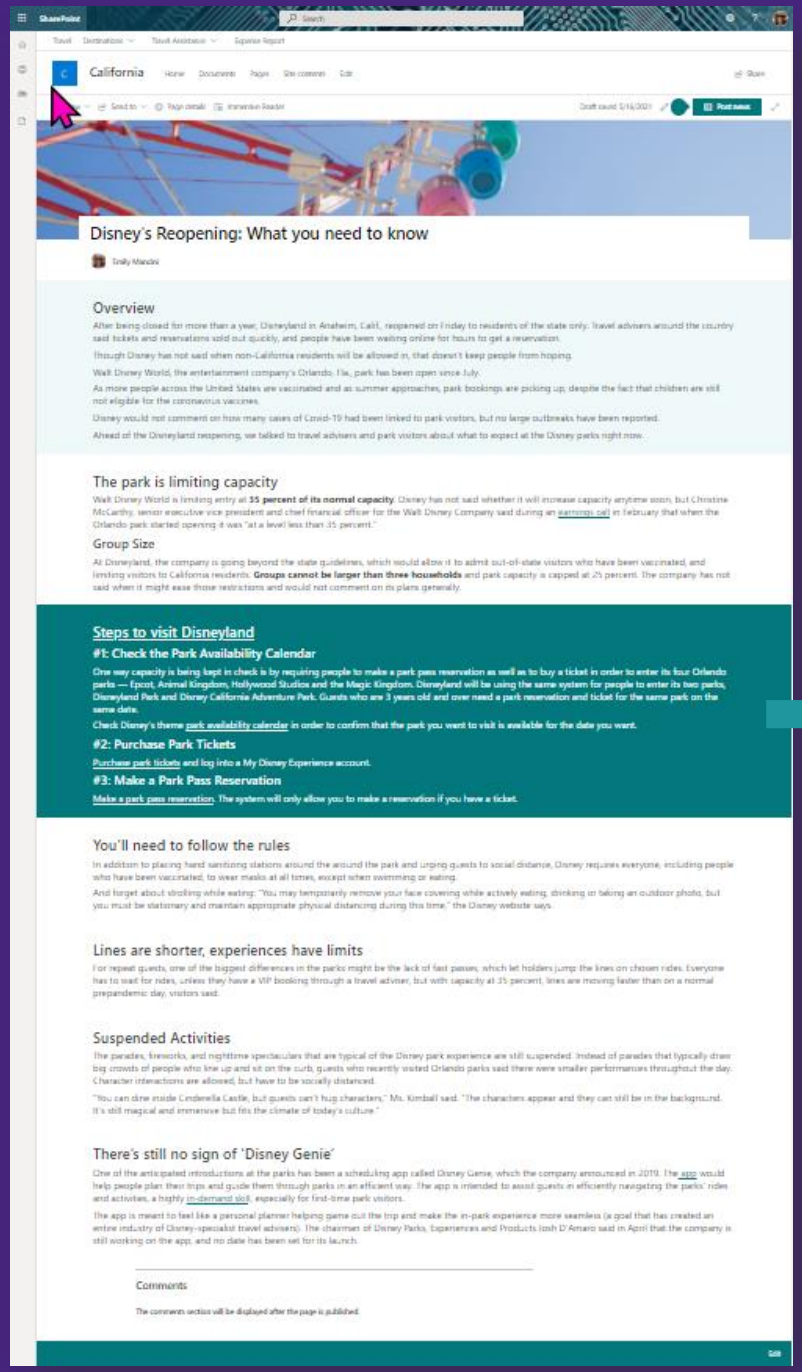

California

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E

Headlines hook readers' attention

- Use the active voice
- Write in present tense
- Avoid bad breaks

The passive voice is used by many people

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avrilscult · 2.1K views · 2 days ago

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Headlines hook readers' attention

- Use the active voice
- Write in present tense
- Avoid bad breaks
- Make headline appropriate to the story

Chick Accuses Some of Her Male Colleagues of Sexism

■ **Bias:** Councilwoman suggests 'gender sensitivity' training be required.

By HUGO MARTIN
TIMES STAFF WRITER

Accusing some of her male colleagues of sexism, Los Angeles Councilwoman Laura Chick lashed out at City Hall on Thursday as the "most sexist, good-old-boys work environment that I've ever been in."

Chick, one of four women on the 15-member panel, made the comments during a luncheon honoring women police officers, an event attended by Mayor Richard Riordan, Police Chief Willie L. Williams

H

Headlines hook readers' attention

- Use the active voice
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- Avoid bad breaks
- Make headline appropriate to the story
- Know Where TO CaPiTalize

First letter only

Headline 1

Headline 2

Headline 3

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Ledes convince readers to click

- **What** happened? What could happen?
- **Who** did it? Who did it happen to? Who else was involved?
- **Where** did it happen? Where else will be impacted?
- **When** did it happen? When is it going to happen?
- **Why** did it happen? Why will your reader care?
- **How** did it happen? How does it work?

H

Consider the Law of Common Regions when you structure your pages

E

Disney's Reopening: What you n | Park Rules and Regulations | Dis

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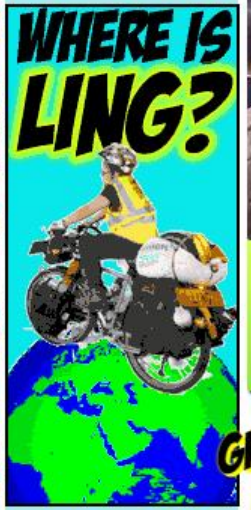

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- Skoda Kamiq Hatchbac... — Chepstow

7 DELIVERIES IN LAST WEEK

- VW Golf Mk8 — Preston
- Vauxhall Movano 3500... — Sunderland
- Mazda CX-30 — Berkhamsted
- Skoda Kodiaq Estate — Bradford
- Nissan Qashqai — Grange-over-Sands
- Skoda Scala — Chorley
- Renault Captur — London

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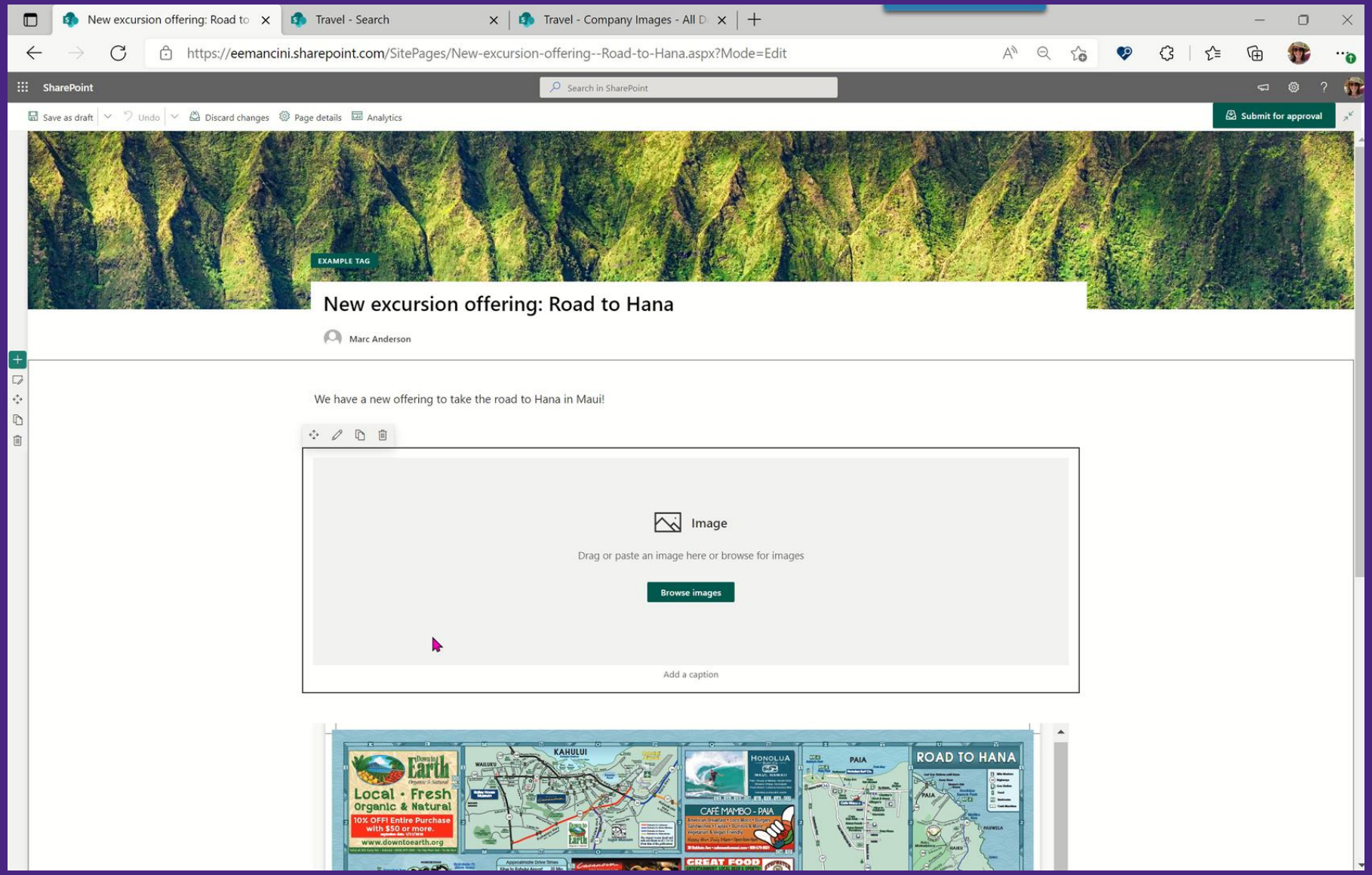

Centralize approved imagery with organization assets:
https://symp.info/OrgAssets

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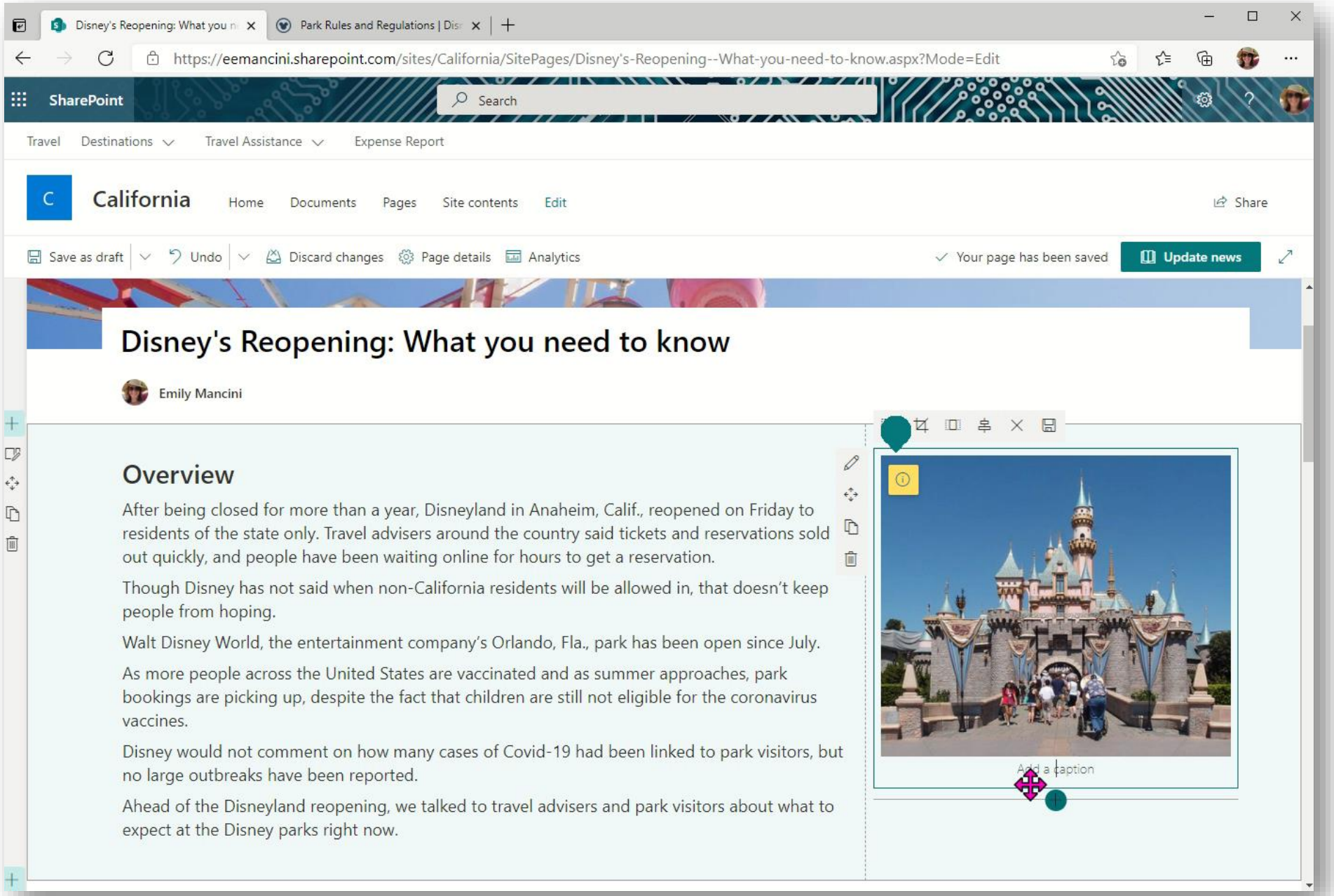

H

Caption all images to make them accessible to screen readers

ANIMAL FORAGING		INFORMATION FORAGING
Food	**Goal**	Information
A site containing one or more potential sources of food	**Patch**	A website (or other source of information)
Search for food	**Forage**	Search for information
The animal's assessment of how likely it is that a given patch will provide food	**Scent**	How promising a potential source of information appears to the user
The totality of food types that an animal may consider in order to satisfy hunger	**Diet**	The totality of the information sources that a user may consider in order to satisfy an information need

Rate of gain = Information value / Cost associated with obtaining that information

Budiu, Raluca. "Information Foraging: A Theory of How People Navigate on the Web" Nielsen Norman Group, 2019, www.nngroup.com/articles/information-foraging

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Many of our travelers have been surprised by.

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Disney's Reopening: What you need to know

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COVID-19 Travel Restrictions

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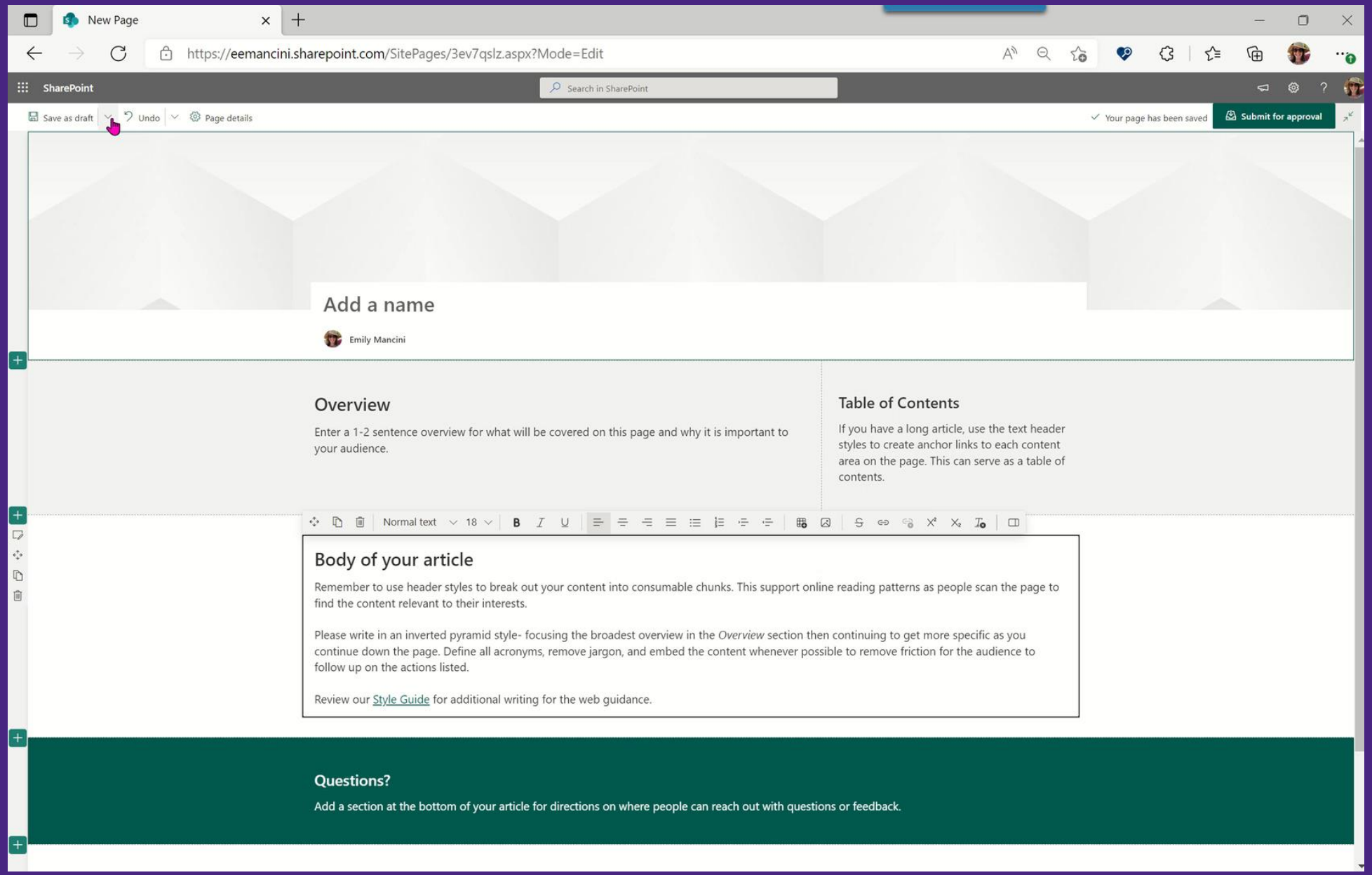

Create a consistent user experience by using page templates

E

Microsoft 365 Template Options

Solution	Across Site Collections	Metadata	Document Libraries	Pages	Permissions	Flows	List Formatting	Requires Code
Page Templates	No	Yes, for the page itself	No	Yes	No	No	No	No
Third-party migration tools (Sharegate)	Yes	Yes	Yes	Yes	Yes	No	Yes	No
Third-party template tools (Orchestry)	Yes	Yes	Yes	Yes	Yes	No	No	No
Site Templates	Yes	Yes	Yes	No	Yes	No	Yes	JSON PowerShell
PnP Provisioning Templates	Yes	Yes	Yes	Yes	Yes	No	Yes, with custom code	XML PowerShell

BEACH

It can be hard to de-stress from the rigors of daily life so we've put together a list of best beach vacations.

Learn more

CITY

Taking a city break for your next vacation is a wonderful way to slow down and to see and experience more of a city.

Learn more

WILDERNESS

Reconnecting with nature has been shown to offer a wealth of mental and physical benefits. Go forest bathing and forget your workday.

Learn more

Pernice, Kara. “Better Link Labels: 4Ss for Encouraging Clicks.” *Nielsen Norman Group*, 2014, www.nngroup.com/articles/better-link-labels/.

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Learn more

Learn more

Learn more

Pernice, Kara. “Better Link Labels: 4Ss for Encouraging Clicks.” *Nielsen Norman Group*, 2014, www.nngroup.com/articles/better-link-labels/.

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BEACH

It can be hard to de-stress from the rigors of daily life so we've put together a list of best beach vacations.

Get some sun

CITY

Taking a city break for your next vacation is a wonderful way to slow down and to see and experience more of a city.

Take in culture

WILDERNESS

Reconnecting with nature has been shown to offer a wealth of mental and physical benefits. Go forest bathing and forget your workday.

Observe nature

Pernice, Kara. “Better Link Labels: 4Ss for Encouraging Clicks.” *Nielsen Norman Group*, 2014, www.nngroup.com/articles/better-link-labels/.

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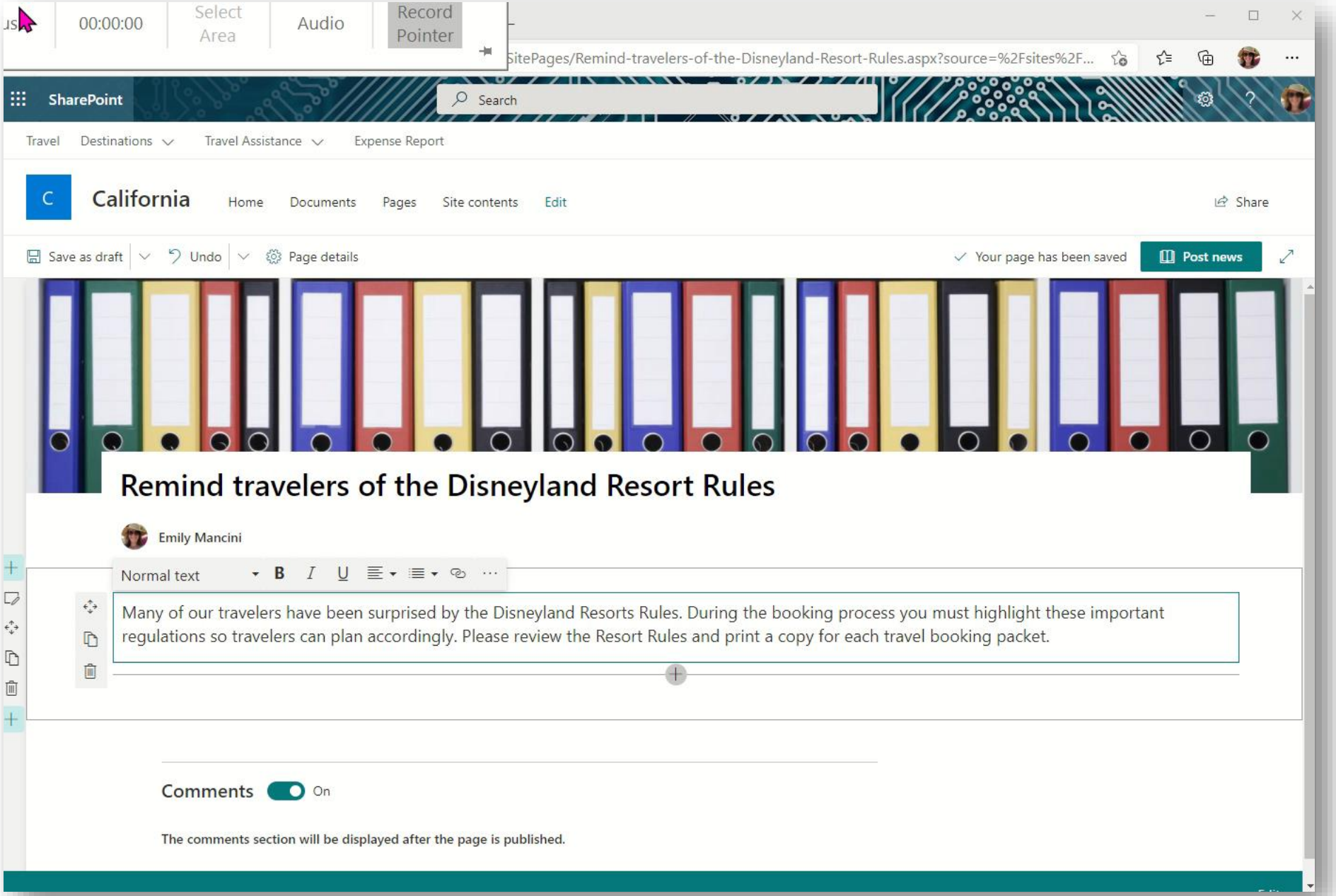

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New excursion offering: Bazaar Sábado

emily mancini

Why our travel clients will love Bazaar Sábado

This indoor and outdoor handicraft market in the historic San Angel neighborhood is artsy and colorful. It is a fantastic change of pace from the hustle and bustle of CDMX and an excellent opportunity for souvenirs. Recharge after a morning of shopping at the charming restaurant in the courtyard of the indoor market.

History of Bazar Sabado

El Bazaar Sábado, also known as “El bazar del sábado”, is a commercial space for Mexico’s traditional and contemporary design, folk art and craftmanship.

Bazaar Sábado opened its doors in 1969 at Doctor Gálvez’ street in San Ángel, and in 1965 changed its location to the well-known Plaza de San Jacinto

Direct links to content reduces friction to consume information

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Disney's Reopening: What you n

https://eemancini.sharepoint.com/sites/California/SitePages/Disney's-Reopening--What-you-need-to-know.aspx

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Disney's Reopening: What you need to know

Emily Mancini

Overview

After being closed for more than a year, Disneyland in Anaheim, Calif., reopened on Friday to residents of the state only. Travel advisers around the country said tickets and reservations sold out quickly, and people have been waiting online for hours to get a reservation.

Though Disney has not said when non-California residents will be allowed in, that doesn't keep people from hoping

Table of Contents:

Limited Capacity at the Park

Accessibility Insights for Web

Watch 3-minute video introduction

Launch pad

FastPass

Run three tests to find the most common accessibility issues in less than 5 minutes.

Assessment

Walk through a guided process for assessing accessibility compliance.

Ad hoc tools

Get quick access to visualizations that help you identify accessibility issues.

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THANK YOU

Writing for the Web Checklist

- ❑ Defined audience
- ❑ Defined goal
- ❑ Reviewed style guide
- ❑ It is clear
  - Inverted writing
  - Removed modifiers
  - Defined acronyms
- ❑ It is useful
  - Clear call to action
  - Frictionless navigation to next steps
- ❑ It is consistent
  - Sentence vs title casing
  - Correct usage of headers

Web Accessibility Checklist

- ❑ Provide informative, unique page titles
- ❑ Use headings to convey meaning and structure
- ❑ Make link text meaningful
- ❑ Write meaningful text alternatives for images
- ❑ Create transcripts and captions for multimedia
- ❑ Provide clear instructions
- ❑ Keep content clear and concise

Source: https://www.w3.org/WAI/tips/writing/

Resources

Microsoft

- SharePoint App Bar: https://symp.info/IgniteSPNews
- Audience Targeting: https://symp.info/AudienceTargeting
- Organizational News: https://symp.info/OrgNews
- SharePoint LookBook: https://lookbook.microsoft.com
- Page Templates: https://symp.info/PageTemplates
- Image Sizes: https://symp.info/ImageSizes

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- Inverted Pyramid for Reading Comprehension: www.nngroup.com/articles/inverted-pyramid
- Text Scanning Patterns: www.nngroup.com/articles/text-scanning-patterns-eyetracking
- Information Foraging: www.nngroup.com/articles/information-foraging
- 4S for Better Link Labels: www.nngroup.com/articles/better-link-labels

Community Contributions

- The Evolution of Company-wide Email Communication to SharePoint News: https://symp.info/EvolutionNews
- How to Share Org-Wide Communication in Microsoft 365: https://symp.info/OrgwideCommunications