Creating Engaging and Inclusive News for Your Intranet

Emily Mancini

#SEF2022

Emily Mancini

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Agenda

- Leveraging SharePoint News
- Conveying Your Message
  - Designing Pages
  - Accessibility
- Getting the Results You Want

Agenda

- **Leveraging SharePoint News**
- Conveying Your Message
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5h 52m
per day

Great! Only 1,693,358 emails!

No organizational memory

Less engagement

More distractions

Limited analytics

Limited search capability

No undo/redo

No integration with
Microsoft 365

SharePoint News centralizes your internal and external news

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

Decentralizing news curation supports more timely communication

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Decentralizing news curation supports more timely communication

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

Creating a robust News Post is easy

Leverage existing content as news

Bring external content into your intranet

SharePoint News reaches employees where they are

Send to email

SharePoint App Bar

News Web Part

SharePoint Start Page

SharePoint Mobile App

with push notifications from sites you are following!

Microsoft Teams via a connector

Send to Yammer

Viva Connections

Reach the right people with Audience Targeting

Filter news to surface the right content in the right context

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...

emily mancini March 26

5 views

Mexico City

Mexico City Travel Guide | U.S. News Travel

The best time to visit Mexico City is...

emily mancini March 26

5 views

Key West

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

From a chain of coral islands off the...

emily mancini March 26

1 view

Ballet Folklórico de México

Big Beach

Distinguish "official" company news https://symp.info/OrgNews

Boost News to raise visibility

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...

emily mancini about an hour ago
2 views

TRAVEL

20 Essential Travel Tips for First-Time Stockholm Visitors

emily mancini 20 hours ago
1 view

TRAVEL

Bazaar's guide to Wiesbaden

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

emily mancini 20 hours ago
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

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 ...

emily mancini
3/26/2020

1 views

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

Bring employees from their email inbox to your intranet

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

Collaborate on news privately before publishing

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- **Conveying Your Message**
  - Designing Pages
  - Accessibility
- Getting the Results You Want

To communicate:

To convey a message
resulting in
a change in behavior

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To convey a message
resulting in
a change in behavior

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

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

Google
Web
Maps
Shopping
Mehr
Suchoptionen
Ungefähr
Ergebnisse (0.12 Sekunden)
Offerte bestellen
Offerte bestellen
935 Personen folgen checkcheck.ch auf Google+
Sie echt benötigen?
Top-Berater für Krankenkassen
Schweiz – vergleichen und sparen mit comparis.ch
Mit
Krankenkassenvergleich 2013 können Sie durchschnittlich 1500 Franken
Prämien im Jahr sparen. Optimieren auch Sie Ihre Krankenkassenprämien.
Krankenkasse - Comparis.ch - Krankenkasse - Krankenkassenprämien 2013 - Swica
Prämienrechner des Eidgenössischen Departements ...
Prämienrechner des Bundesamtes für Gesundheit.
Sparen Sie
hier
Dschungel? Wir
jetzt!
Profitieren!
Kompromisse.
sichert mit Sanitas!
und Offerte
beratung anfordern.
Vergleich

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

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

Identify key points

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

Rank secondary information

Use header styles to define content chunks and support scanning

Write well and concisely

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

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

Frontload all elements

First two paragraphs

Use headings and subheadings

First two words (or 11 characters)

Remove context already provided by site and page name

Consider adding a summary

Add a summary to support scanning

Online, we read 25% slower

Make it easier to scan

Support scanning by:

- Using clear headings & subheadings
- Front-loading information
- Using bullets and bold text
- Using plain language

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

Use section backgrounds to highlight important content

California Home Documents Pages Site contents Edit

New Send to Promote Page details Immersive Reader Analytics Posted Edit

Limited capacity at the park

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."

Group Size

At Disneyland, the company is going beyond the state guidelines, which would allow it to admit out-of-state visitors who have been vaccinated, and limiting visitors to California residents. **Groups cannot be larger than three households** and park capacity is capped at 25 percent. The company has not said when it might ease those restrictions and would not comment on its plans generally.

Steps to visit Disneyland

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   Log into a My Disney Experience account to purchase park tickets.
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   The system will only allow you to make a reservation if you have a ticket.

Be aware of contrast ratios to support accessibility

Microsoft | Fluent UI Theme Designer

Export theme

Color

Primary color #FFFF00

Text color #323130

Background color #ffffff

New Upload Share Download More

STORIES

Make an impression

Make a big impression with this clean, modern, and mobile-friendly site. Use it to communicate information to people inside or outisde your team. Share your ideas, results, and more in this visually compelling format.

Learn more

CE Cameron Evans
Senior Researcher at Contoso

Select one

Content

Enter text here

Placeholder

Option 1
Option 2
Option 3

Option 1
Option 2
Option 3

Toggle for disabled states Off

Home Pages Documents Activity

Primary button Default button

Accessibility checker

Your color palette has 1 accessibility errors. Each pair of colors below should produce legible text and have a minimum contrast of 4.5

Contrast ratio: AA	Color pair	Slot pair
Non accessible pairs (1)		
1.07	Primary color on Background color	themePrimary on white
Accessible pairs (2)		

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

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."

At Disneyland, the company is going beyond the state guidelines, which would allow it to admit out-of-state visitors who have been vaccinated, and limiting visitors to California residents. Groups cannot be larger than three households and park capacity is capped at 25 percent. The company has not said when it might ease those restrictions and would not comment on its plans generally.

One way capacity is being kept in check is by requiring people to make a park pass reservation as well as to buy a ticket in order to enter its four Orlando parks — Epcot, Animal Kingdom, Hollywood Studios and the Magic Kingdom. Disneyland will be using the same system for people to enter its two parks, Disneyland Park and Disney California Adventure Park. Guests who are 3 years old and over need a park reservation and ticket for the same park on the same date.

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.

"You can dine inside Cinderella Castle, but guests can't hug characters," Ms. Kimball said. "The characters appear and they can still be in the background. It's still magical and immersive but fits the climate of today's culture."

There's still no sign of 'Disney Genie'

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.

The app is meant to feel like a personal planner helping game out the trip and make the in-park experience more seamless (a goal that has created an entire industry of Disney-specialist travel advisers). The chairman of Disney Parks, Experiences and Products Josh D'Amaro said in April that the company is still working on the app, and no date has been set for its launch.

Comments

Disney's Reopening: What you need to know

Emily Mandzi

Overview

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Be careful
how you use images

We live inside our car leasing website all day Monday to Friday 9am-6pm. We lease the cheapest contract hire cars in the UK! - We are LINGsCARS.com, accept no substitutes

LINGsCARS.com

The UK's craziest car leasing website!

WE ARE LINGS YOU CAN TRUST US

Menu

- Home
- Cars / Vans
- Customers
- About Ling
- Fun stuff
- ...ive staff

Car Leasing Online Service Response Times

Quote > Proposal > Order > Delivery

2 DELIVERIES TODAY

- Kia Niro Estate — Washington
- 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

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

Returning to in-person events: SEF 2022

Returning to in-person events: SEF 2022

Caption all images to make them accessible to screen readers

Image Size Guidelines

Aspect Ratio	16 x 9	4 x 3
One column	1204 x 677	1204 x 903
Two columns	586 x 330	586 x 439
Three columns	380 x 214	380 x 285
One-third left column	380 x 446 for left column 792 x 446 for right column	380 x 594 for left column 792 x 594 for right column
One-third right column	792 x 446 for left column 380 x 446 for right column	792 x 594 for left column 380 x 594 for right column

Agenda

- Leveraging SharePoint News
- Conveying Your Message
  - Designing Pages
  - Accessibility
- **Getting the Results You Want**

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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Remind travelers of the Disneyland Resort Rules

Many of our travelers have been surprised by.

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Overview After being closed f...

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April 2 Travel Advisory Update from CDC

CDPH and the CDC

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COVID-19 Travel Restrictions

Follow the CDPH Travel...

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Create a consistent user experience by using page templates

Microsoft 365 Template Options

	Across Site Collections	Metadata	Document Libraries	Pages	Permissions	Requires Code
Page Templates	No	**Yes**, for the page itself	No	Yes	No	No
Third-party migration tools (Sharegate)	Yes	Yes	Yes	Yes	Yes	No
Third-party template tools (Orchestry)	Yes	Yes	Yes	Yes	Yes	No
Site Templates	Yes	Yes	Yes	No	Yes	JSON PowerShell
PnP Provisioning Templates	Yes	Yes	Yes	Yes	Yes	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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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/.

Embedding content into the page reduces friction to consume information

Law of Common Regions

Use the Law of Common Regions to communicate related content

T Travel Home Edit

+ Create site ★ Following Share

+ New Send by email Promote Page details

Posted Edit

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

Disney's Reopening: What you n

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

SharePoint

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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.

Version 2.27.0 | Powered by axe-core 4.2.1

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

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

Nielsen Norman Group

- 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