



5 Steps to Build an FAQ Knowledge Base with Communication Sites



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Unleash the Power of You

Agenda

Anatomy of a Great Knowledgebase

Why Communication Sites?

Define Success Criteria

Establish Framework

Identify Related Components

Create Knowledge Base

Drive Sustainable Adoption



What's the value of a knowledge base?

Self-service
library of
information

Information can
come from several
contributors

Efficient way to
deliver standard
resources

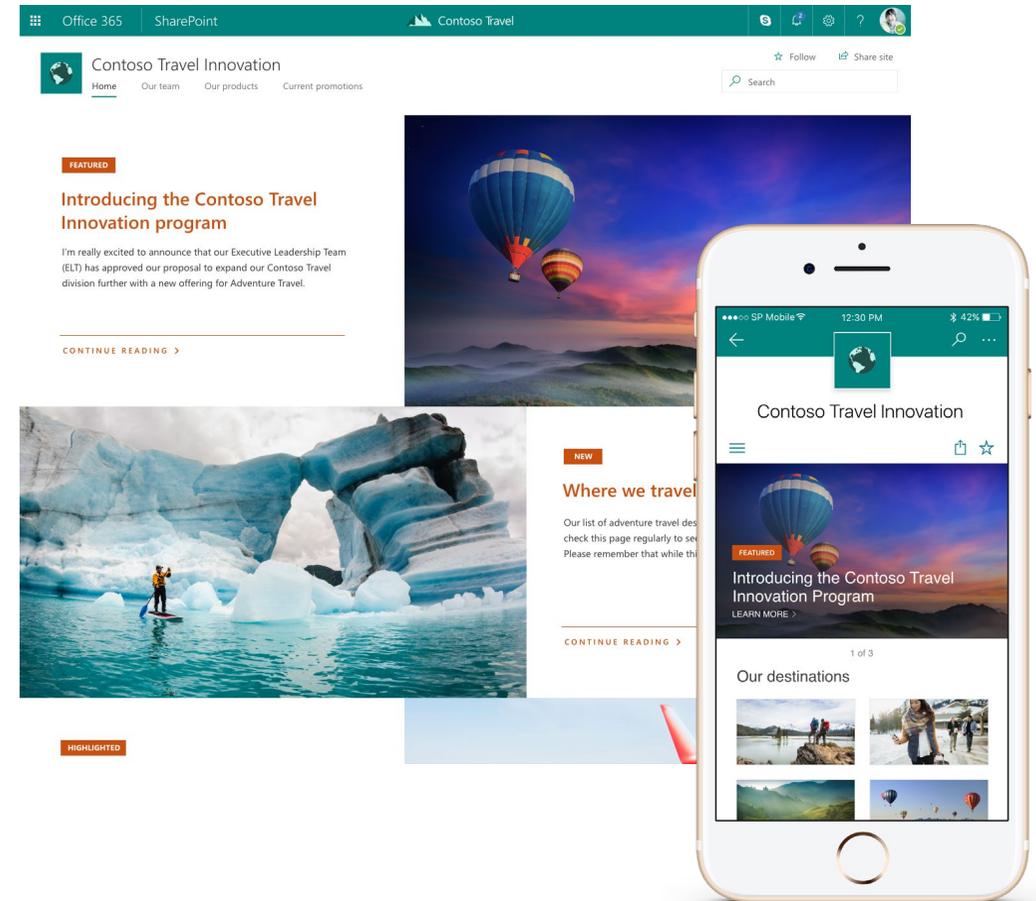


Why Communications Sites

SharePoint sites used to address broad audiences across the organization

Easy to create and mobile ready

Unlike team sites, an Office 365 group is not created



5 Steps to Build an FAQ Knowledgebase



Establish
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Identify related
components

Create
knowledge
base

Drive
sustainable
adoption

Define success criteria

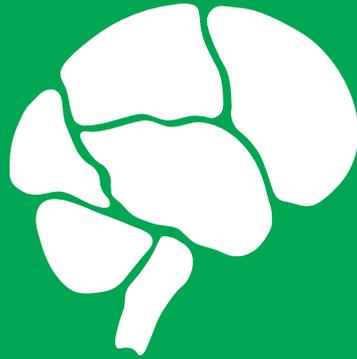
1

Why do you need a knowledge base?

Lower Costs



Higher Resolution Rates



Consistent Service



Common use cases

IT: It simplifies everything from troubleshooting to training/onboarding and general how-to and support questions

HR: Great for everything from training/onboarding to distributing company policies and pay schedules

Marketing: Helps with brand standards, templates, guidelines and company resources



Establish framework

2



Key steps to take

1

Raison d'être-Understand the need to build a Knowledge Base.

2

Start Building - Setting up a knowledge Base.

3

Audience & Scope - For whom is this Knowledge Base for?

4

Knowledge Management - Setting up roles, permissions and access control

5

Knowledge Organization - Organize content that follows a logical categories and hierarchy

6

Knowledge Base Articles - Keep it simple, factual and engaging.

7

Updates - Keep articles up to date based on new releases/updates/versions

8

Social - Encourage and enable social sharing and feedback

Identify relevant components

3

How will you share relevant information?

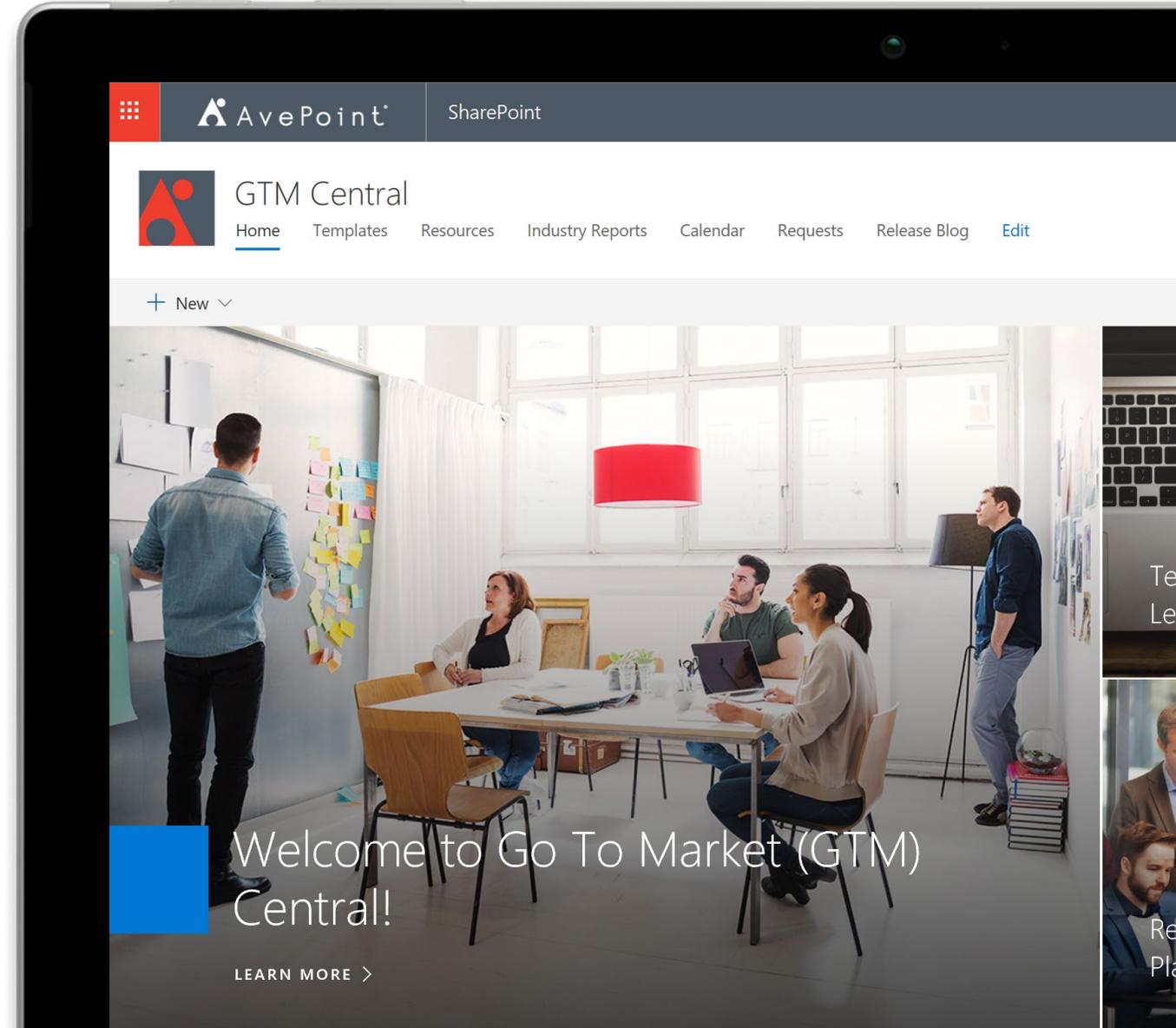
Documents

Blog

Videos

News

Social conversations



Maximize out of the box tools

The screenshot shows the SharePoint 'Create site' dialog box for a Communication Site. The interface includes a search bar, a navigation pane on the left with links like 'Online Marketing', 'Fashion Events', and 'Home', and a main content area. The 'Choose a design' dropdown menu is open, showing options: 'Report', 'Report', 'Portfolio', and 'Blank'. The 'Report' design is selected. The 'Site name' field contains 'Executive Quarterly Reports', the 'Site Address' is 'ExecutiveQuarterlyReports', and the 'Site description' is 'Tell people the purpose of this site'. A 'Finish' button is visible at the bottom.

Section layout

 One column	 Two columns	 One third left column
 One third right	 Three columns	 Full-width column
 Bing maps	 Document library	 Events

Featured

 Text	 Image	 Document
 Link	 Embed	 Highlighted content

Create knowledge base

4

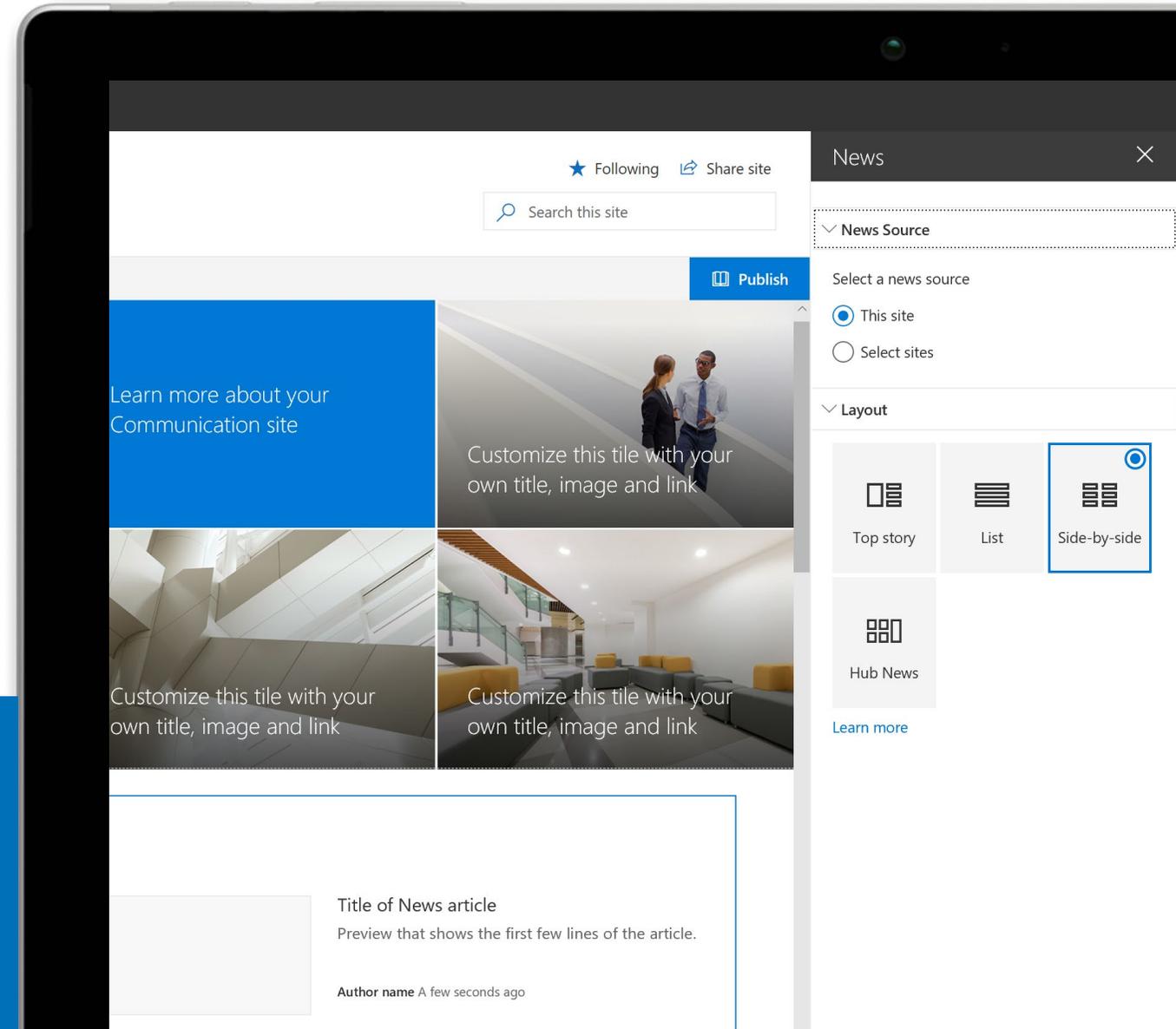
Create and update site

Update site content

Edit pages

Streamline navigation

Make it relevant
and useful



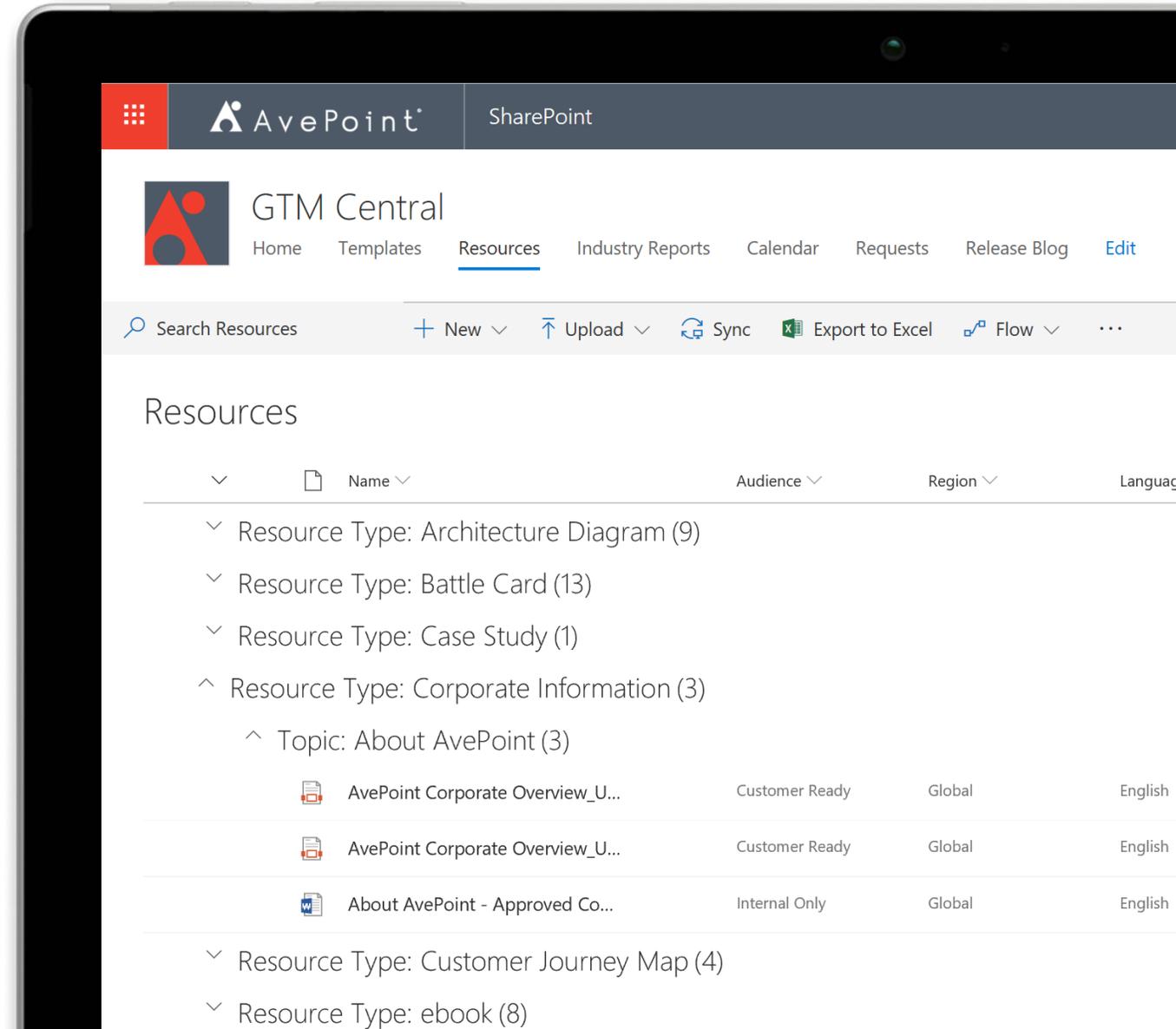
Populate site with content

Simplify classification

Maximize views

Automate workflows

Assign content contributors



The screenshot displays the AvePoint SharePoint interface for the 'GTM Central' site. The top navigation bar includes the AvePoint logo and the text 'SharePoint'. Below this, the site title 'GTM Central' is shown with navigation links for Home, Templates, Resources (which is underlined), Industry Reports, Calendar, Requests, Release Blog, and Edit. A search bar labeled 'Search Resources' is present, along with action buttons for '+ New', 'Upload', 'Sync', 'Export to Excel', and 'Flow'. The main content area is titled 'Resources' and features a table with columns for Name, Audience, Region, and Language. The table content is as follows:

Name	Audience	Region	Language
Resource Type: Architecture Diagram (9)			
Resource Type: Battle Card (13)			
Resource Type: Case Study (1)			
Resource Type: Corporate Information (3)			
Topic: About AvePoint (3)			
AvePoint Corporate Overview_U...	Customer Ready	Global	English
AvePoint Corporate Overview_U...	Customer Ready	Global	English
About AvePoint - Approved Co...	Internal Only	Global	English
Resource Type: Customer Journey Map (4)			
Resource Type: ebook (8)			

Share site to relevant stakeholders

The image shows a SharePoint site interface for 'GTM'. The top navigation bar includes 'Office 365' and 'SharePoint'. The site title 'GTM' is displayed with a 'G' icon. Below the title are navigation links: 'Home', 'Documents', 'Pages', 'Site contents', and 'Edit'. A '+ New' dropdown menu is visible. The main content area features a large image of a meeting room with a whiteboard and a red lamp. A blue overlay on the right side of the image contains the text 'Learn more about your Communication site'. A white text box at the bottom left of the image reads 'Welcome! Click Edit at the top right of the page to start customizing' with a 'LEARN MORE >' link below it. On the right, a 'Share site' dialog box is open, showing sharing options. The dialog has a close button (X) in the top right. It displays 'Everyone except external users' as the current sharing level. A dropdown menu is open, showing 'Everyone except exter...' with a 'Read' permission level and a close button. A yellow notification bar states '1 group will be invited.' There is a checked 'Send Email' option and an 'Add a message' text input field. The site name 'GTM' and URL 'm365x613936.sharepoint.com' are shown. At the bottom are 'Share' and 'Cancel' buttons.

Office 365 | SharePoint

GTM

Home Documents Pages Site contents Edit

+ New

Welcome! Click Edit at the top right of the page to start customizing

LEARN MORE >

Learn more about your Communication site

Share site

Everyone except external users

Everyone except exter...
Read

1 group will be invited.

Send Email

Add a message

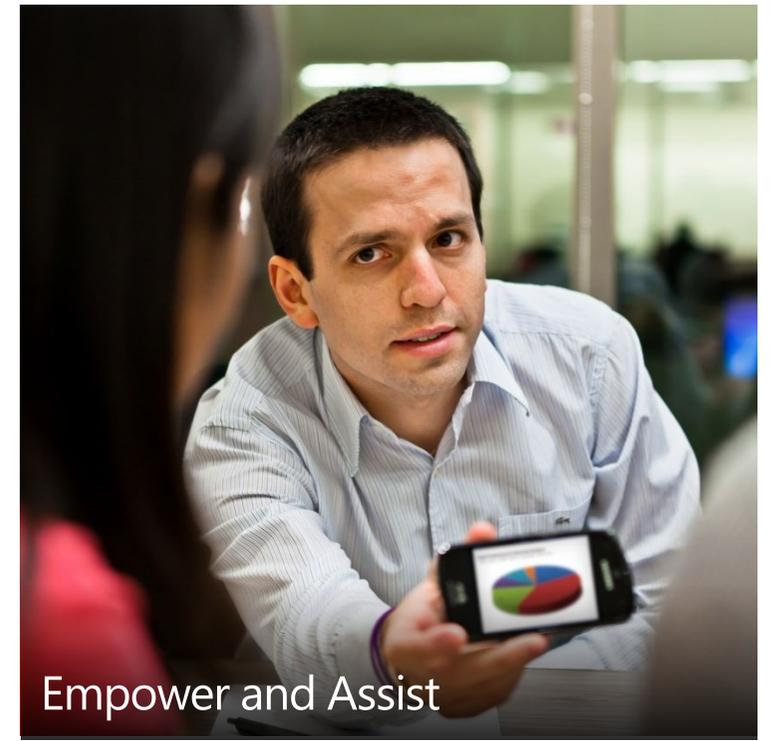
GTM
m365x613936.sharepoint.com

Share Cancel

Drive sustainable adoption

5

Consistency is key



How to Ensure Success

Encourage feedback

Regularly update content

Consistently promote your knowledge base

Recruit + delegate content creation

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RESOURCES

[How to create a communication site](#)

[How to create a hub site](#)

[Record MS forms responses in SP List](#)

[Teams + Office 365 Groups ... When to Use What Ebook](#)



thank you

Gracias

ευχαριστώ

Danke

Grazie

благодаря

Hvala

Obrigado

Kiitos

شكراً

Tak

Ahsante

Teşekkürler

متشكراً

Salamat Po

감사합니다

Cám ơn

شكريه

Terima Kasih

Dank u Wel

Děkuji

நன்றி

Köszönöm

ありがとう
ございます

ขอบคุณครับ

Dziękuję

谢谢

Tack

Mulțumesc

спасибо

Merci

תודה

多謝晒

дядкую

Ďakujem

Get Resources



avepoint.com/presentations

Let's Connect



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