



SharePoint News Governance & Subscription Audit Checklist

Phase 1: Information Architecture & Routing (Site & Page Setup)

- **Verify Source Site Scoping:** Determine whether critical announcements live on restricted Communication Sites, Hub Sites, or dedicated organizational Home Sites.
- **Promoted State Validation:** Ensure the *Promoted State* column is visible in your Site Pages library view. Validate that standard pages are tagged as **0** and active news posts as **1**.
- **News Web Part Configuration:** Audit layout choices (Top Story, List, or Carousel) and verify that the content sources pull explicitly from the intended current site, selected sites, or hub structure.

Phase 2: Audience Targeting & Access Control (Entra ID Integration)

- **Active Directory Group Mapping:** Confirm that dynamic Entra ID (Azure AD) groups are mapped to specific news categories (e.g., distinct HR groups, regional office structures).
- **Enable Target Flags:** Access the Site Pages library settings, activate "Audience Targeting," and confirm that the targeted fields are systematically populated during drafting.
- **Permission Verification:** Cross-check user permissions on the source sites to ensure intended audiences have read access to published items.

Phase 3: Lifecycle Management & Automation (Power Automate & SAM)

- **Drafting Integration:** Use Copilot in SharePoint to summarize, check tone, and optimize publication timelines based on past engagement data.
- **Workflow Activation:** Establish Power Automate flows to send automated notifications to dedicated Microsoft Teams channels when high-priority announcements go live.
- **Lifecycle Policies via SAM:** Configure expiration review dates using SharePoint Advanced Management (SAM) or SharePoint



Premium policies to auto-archive or delete posts after 30, 60, or 90 days.

Phase 4: Measurement & Analytics (Engagement Reviews)

- **[] Analyze Read Time & Dwell Metrics:** Access native SharePoint Site Analytics weekly to track user interaction duration.
- **[] Track Unique Viewers:** Review reach metrics against targeted Entra ID group sizes to evaluate information visibility.
- **[] Review Omnichannel Reach:** If utilizing Viva Amplify, audit cross-channel analytics (SharePoint, Outlook, Teams, Viva Connections) to identify the best performing surfaces.