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Create SharePoint 2013 Promoted Sites

By Jacqueline Mulcahy

Relevant to SharePoint Standard 2013, Enterprise and Office 365 Enterprise (E1), SharePoint Online Enterprise (E3 & E4)
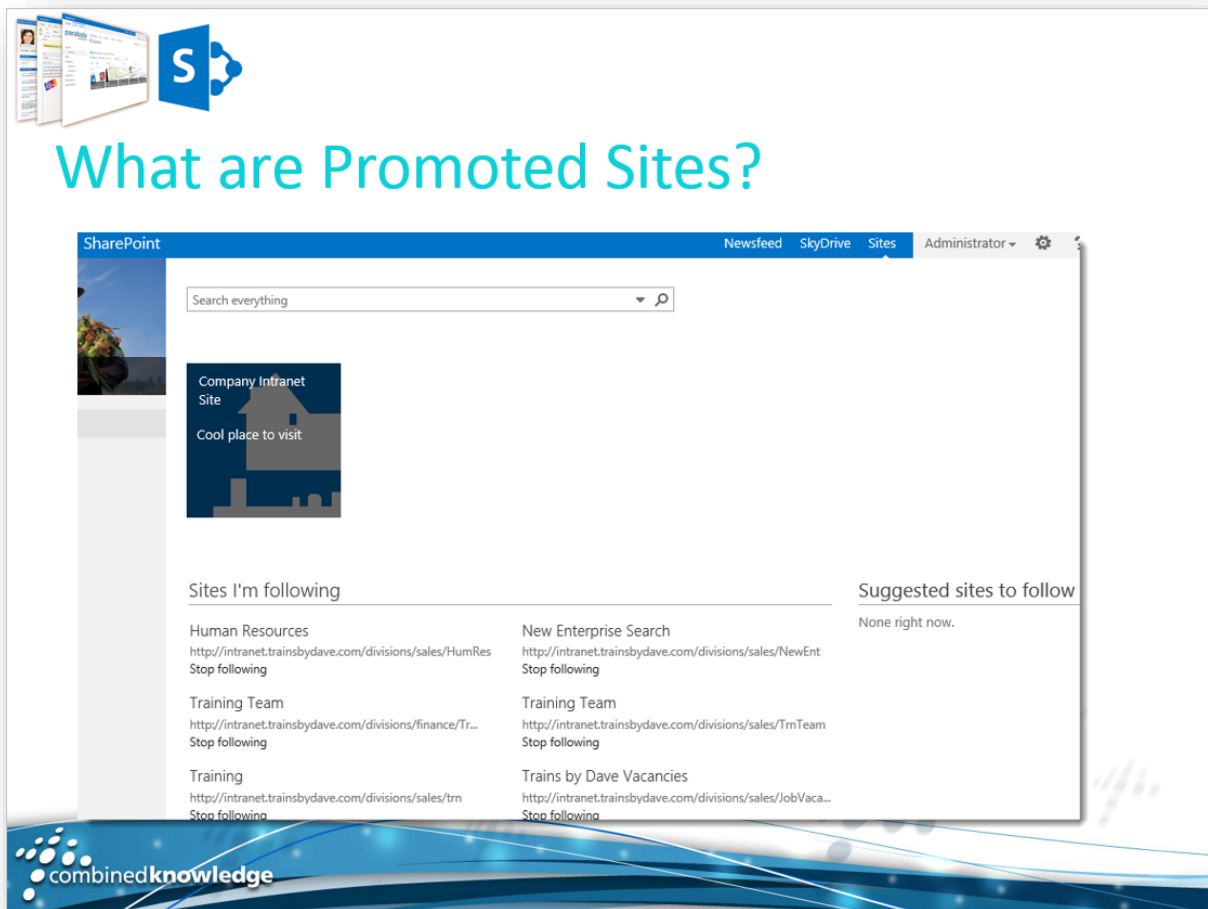
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What are Promoted Sites?

Your organisation will have internal sites which are especially important to employees and management. These might include: team sites, where project documents and job aids are shared; communities, where employees discuss common interests; or the public website, where site authors can queue updates for publishing.

SharePoint allows you to promote recommended key sites to your users. The promoted sites appear in the users MySite under the Sites Link. Here users can follow sites and SharePoint suggests sites based on what it learns about them. Administrators can also provide a graphical professional looking interface promoting the most important sites you want to suggest.

What is Required?

On Premise

Promoted Sites are created by your (farm or whomever designated) admin, centrally, in the User Profile Service Application Settings in Central Admin, and displayed centrally (and targeted, if you want by Audiences) to give a consistent set of dynamic links/icons to recommend key sites to your users when they click on the "Sites" navigation.

You must have SharePoint 2013 standard as a minimum because Foundation does not provide the user profile service.

You must also have set up a healthy user profile service application, follow the link below for advice on how to achieve this.
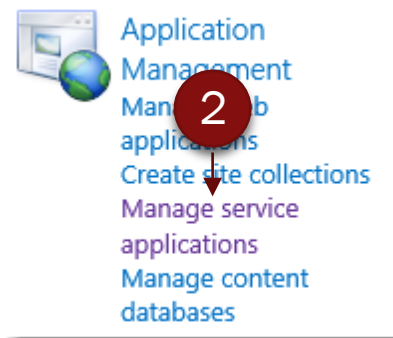
http://www.harbar.net/articles/sp2010ups.aspx

SharePoint Online

In order to create promoted sites you need SharePoint Online Enterprise (E1) or SharePoint Online Enterprise (E3 & E4).
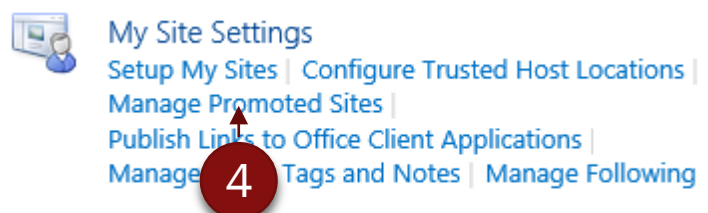
Create a Promoted Site

On Premise

1. Launch SharePoint 2013 Central Admin.
2. Select **Manage service applications**.
3. Select your User Profile Service Application, such as **TBD UPS**

Application Management
Manage web applications
Create site collections
Manage service applications
Manage content databases

TBD UPS	User Profile Service Application	Started
TBD UPS	User Profile Service Application Proxy	Started

4. Under *My Site Settings* select **Manage Promoted Sites**

My Site Settings
Setup My Sites | Configure Trusted Host Locations |
Manage Promoted Sites |
Publish Links to Office Client Applications |
Manage Tags and Notes | Manage Following

5. On the *Promoted Sites* page click **New Link**.

Promoted Sites

Use this list to promote certain sites to users. Sites added here will appear on Sites page in user's My Sites. Use audiences if you want a link to only appear for a specific set of users.

🔳 New Link | ✖ Delete Link

	Title	Owner	Target Audiences

⑤

The query returns nothing.

6. Enter the **URL** of the site you wish to promote.
7. Add a **Title**.
8. Add a **Description**.
9. Enter the **Image URL** if using.

📋 The Title, Description and Image are all displayed to the user on the promoted link tile which appears on the user's sites page.
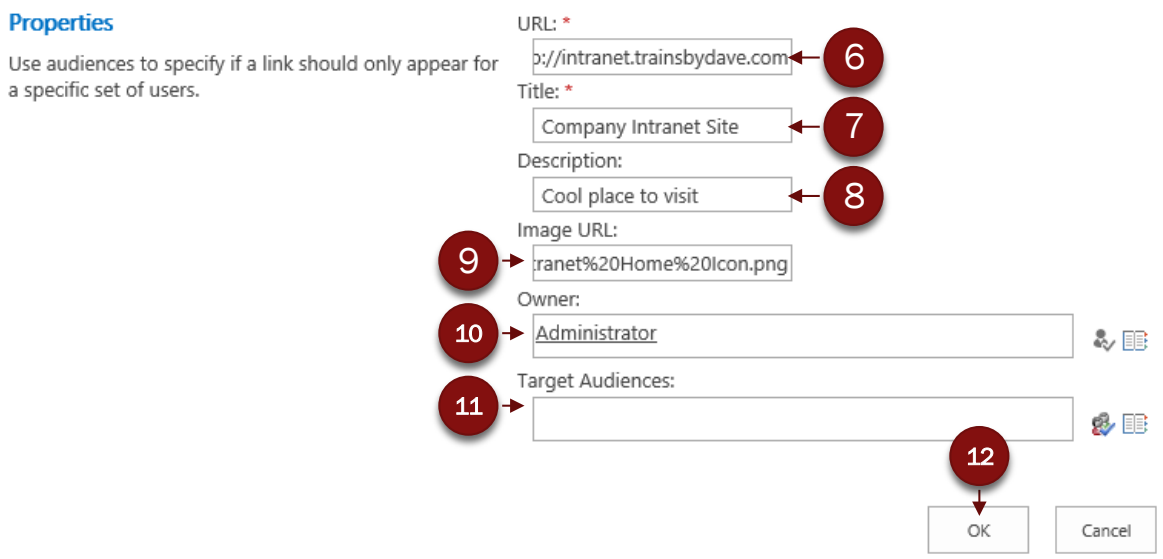
10. Add an **Owner** of the link.
11. Select **Target Audiences** if you want the link to appear for a specific set of users.
12. Click **OK** to complete.

Promote a site

* Indicates a required field

Properties

Use audiences to specify if a link should only appear for a specific set of users.

URL: *

p://intranet.trainsbydave.com ← ⑥

Title: *

Company Intranet Site ← ⑦

Description:

Cool place to visit ← ⑧

Image URL:

⑨ → ranet%20Home%20Icon.png

Owner:

⑩ → Administrator

Target Audiences:

⑪ →

⑫

OK   Cancel

Edit a promoted site link

1. Click 📝 next to the link you want to edit.

Promoted Sites

Use this list to promote certain sites to users. Sites added here will ap
want a link to only appear for a specific set of users.

📧 New Link | ✕ Delete Link

	URL	Title
☐	http://intranet.trainsbydave.com	Company Intranet Site

1 → 📝

2. Make any required changes.
3. Click **OK**.

Edit Promoted Site Link

* Indicates a required field

Properties

Use audiences to specify if a link should only appear for
a specific set of users.

URL: *

http://intranet.trainsbydave.

Title: *

Company Intranet Site

Description:

Cool place to visit

2

Image URL:

http://intranet.trainsbydave.

Owner:

Administrator

Target Audiences:

3
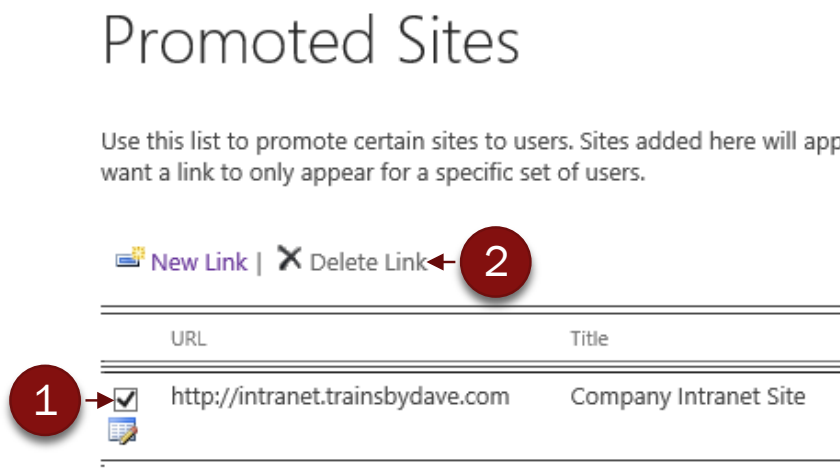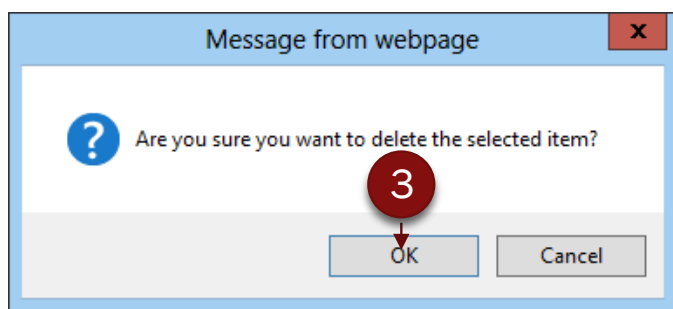
OK   Cancel

Delete a promoted site link

1. Select the check box next to the link you want to delete.
2. Click **Delete Link**.

3. Click **OK** to confirm.

SharePoint Online

The Office 365 navigation bar includes a link to **Sites**, for all users with a SharePoint Online subscription. This page lists sites that users are following, as well as suggested sites. It also lists promoted sites—a good way to bring attention to a site. By default, the Public site and Team site are promoted sites. As the Office 365 global admin, you can choose to add and delete these promoted sites.
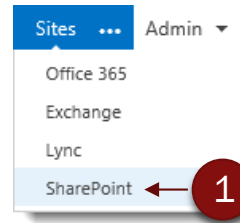
There are two ways to achieve this in SharePoint online but both methods require you to have SharePoint Administrator permissions.

Method 1 Using the Administration Console

This method also allows you to target a specific audience and is very similar to the on premise method.
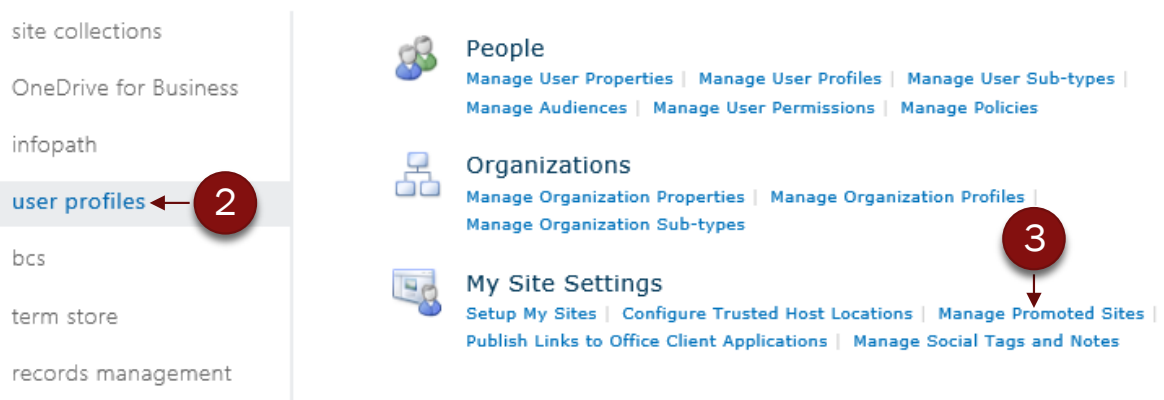
Navigate to the Administration Console

1. Select **SharePoint** from the *Admin* link.

2. Select **User Profiles** from the options in the left pane of the *SharePoint Admin center page*.

3. Click the **Manage Promoted Sites** link under *My Site Settings*.
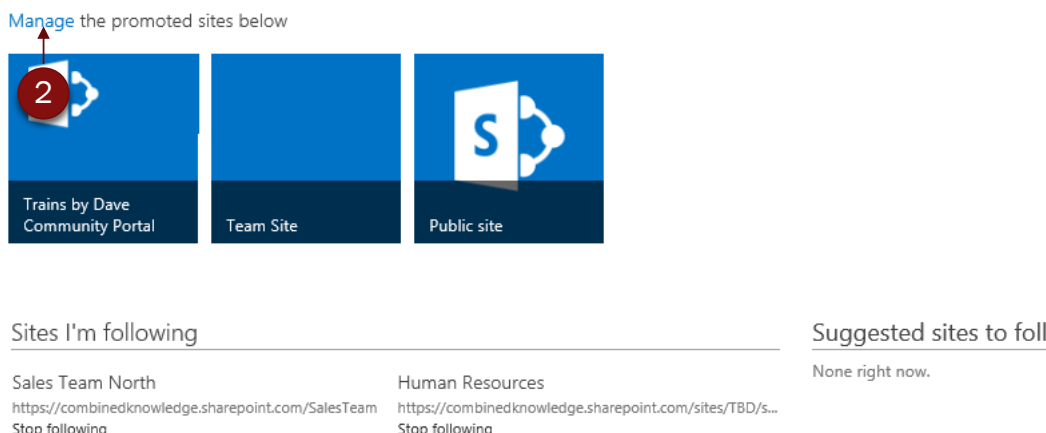

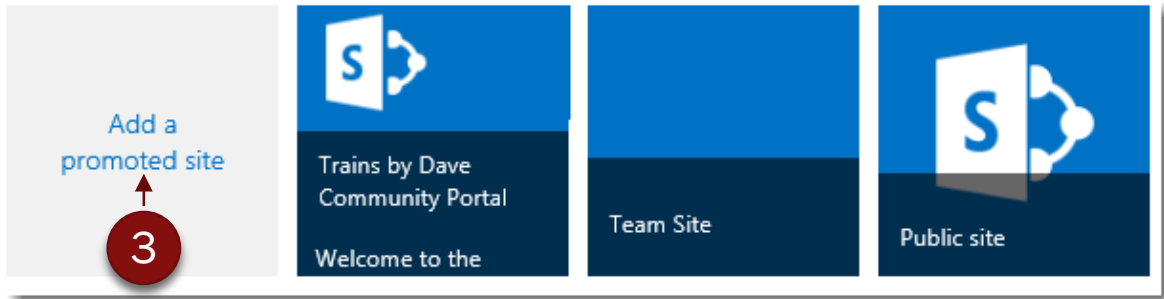Continue from step 5 on page 4.

Method 2 from the Sites link

This method does not give you the option to add a target audience whereas option 1 does.

1. Click the **Sites** link in the Office 365 nav bar.

2. Click **Manage** the promoted sites below link.

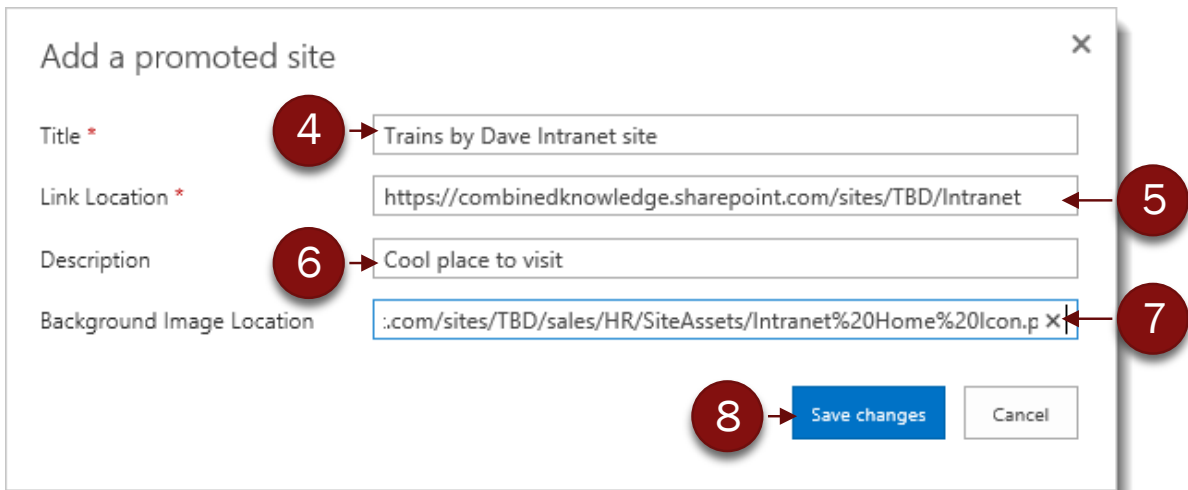3. Click the **Add a promoted site** tile.

4. Add a **Title**.
5. Enter the **URL** of the site you wish to promote in the Link Location.
6. Optionally enter a **Description**.
7. Optionally enter a URL for a **Background Image Location**.
8. Click **Save changes**.

The Title, Description and Image are all displayed to the user on the promoted link tile which appears on the user's sites page.

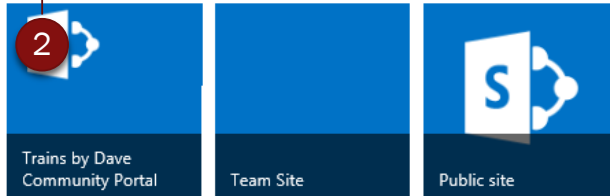9. The new promoted site is displayed select the **click here** link to stop editing.

Edit or Remove a Promoted site

1. Click the **Sites** link in the Office 365 nav bar.
2. Click **Manage** the promoted sites below link.
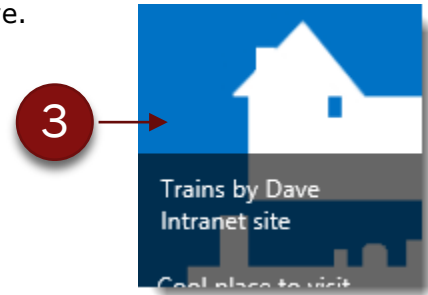

3. Click the promoted site you wish to edit or remove.

4. If editing make the required changes.
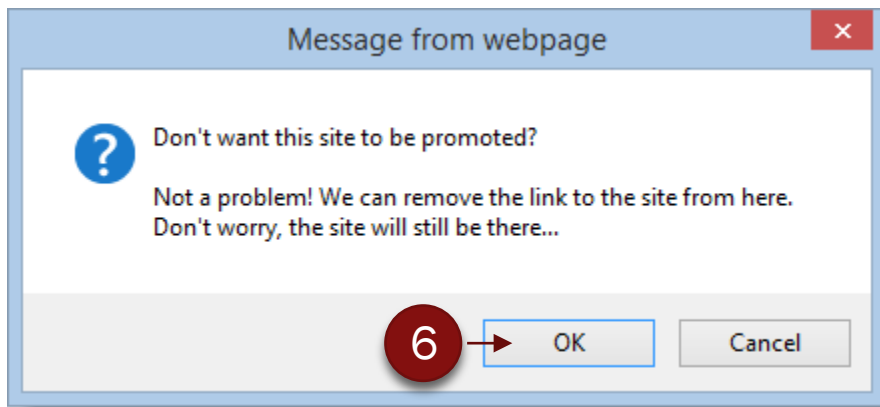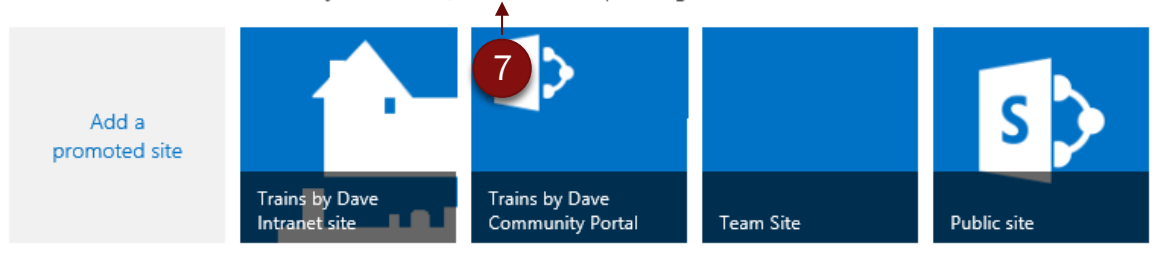5. Click **Save changes** or **Remove link**.

6. If you chose *Remove link* you will need to click **OK** to confirm.

7. You are returned to the sites page select the **click here** link to stop editing.

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