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**Introduction**

Now that Microsoft Search in Bing is a standard feature of most Office 365 Business and Enterprise editions (see the full list [here](#)), it’s time to learn how to effectively deploy this productivity-enhancing tool that makes finding work results as simple as a search. If you haven’t already done so, a great place to start is letting employees at your company know about the capabilities of Microsoft Search, with the help of the tools we supply in the Microsoft Search in Bing Adoption Kit.

This short training course covers administration-related topics that will help you increase Microsoft Search in Bing engagement across your organization—and by doing so, you will help users to get answers faster, find files, locations, people, and conversations, and become more productive. 

This is not intended to be an end-user manual that explains how to use Microsoft Search in Bing solution. Virtually all the topics listed in this guide pertain to the admin user only.

For the best experience with these training materials, we recommend that you follow the content in order, because the activities and concepts build upon each other.

**In this guide you’ll learn how to:**

- Quickly and easily add bookmarks and enterprise Q&A
- Make Microsoft Search in Bing easy for users to access
- Leverage communications and training documentation

**Who is this guide intended for?** Information technology administrators responsible for deploying and rolling out Microsoft Search in Bing at their company.

**Assumptions:** You have a working knowledge of Microsoft Search in Bing and have set up, tested, and used some or all the described features in this documentation.
Getting started

Before you start expanding Microsoft Search in Bing to a wider audience, we strongly recommend deploying it in your Office 365 production tenant (where Microsoft Search in Bing is ‘on’ by default). This keeps you from having to recreate your bookmarks and other settings later and increases the quality of the search results, because test environments don’t typically have complete files and Azure Active Directory (AAD) objects.

First things first: You’ll see the terms “Global Admin,” “Search Admin” and “Search Editor” throughout this guide. Here’s what they mean:

**Global Admin** has complete control over, and complete access to, all aspects of the server. Hence, most organizations will assign a small number of users as Global Admins. These admins will, in turn, then assign other users as administrators of specific sections. The section administrator for Microsoft Search is known as the “Search Admin.” Only a Global Admin can assign the roles of Search Admins or Search Editors. For more information, see Assign Search Admin and Search Editor.

**Search Admin:**

- **Full access** to Microsoft Search settings: publish, edit, save, schedule, import/export bookmarks, Q&A, and locations; New guest user
- **Limited access** to user management: Export users, search, filter users (no ‘Assign Roles’, ‘Add’ or ‘Delete’); customize navigation. Can view Microsoft Search in Bing Getting started section.
- **Cannot access** Edit Organizational profile, Conditional Access, add/edit/remove users, group management (only Global Admins or admins who also have the user management role can manage Office 365 Groups); sign-ins; edit licenses, many other AAD settings.

**Search Editor:** Can create and manage editorial content such as bookmarks, Q&As, and locations. (Currently the same permissions as Search Admin.)
Set up Microsoft Search in Bing bookmarks and enterprise Q&A

Bookmarks help you publish and promote the best possible results for business-related queries. By creating bookmarks to the most important resources across your organization, you add value to these resources and benefit users. In the following sections, you can find several ways to quickly and easily create relevant published bookmarks.

**Action 1: Publish default bookmarks**

*Estimated time = 10 minutes*

Default suggested bookmarks align with many of the most common searches in organizations and can be easily modified. We’ve preloaded some keywords and the title so all you need to do is add the URL to point to the relevant intranet site within your organization. As an example, for the default bookmark “HR”, add the URL for your HR department's intranet site and then publish.

To publish:
1. Sign in to [https://admin.microsoft.com](https://admin.microsoft.com) and click **Settings**.
2. Select **Show all > Settings > Microsoft Search**
3. Scroll down to locate the list of Draft and Suggested Bookmarks
4. Select a Draft or Suggested Bookmark
5. Review the bookmark details and edit as needed. When done, select **Publish**

**Tip:** These bookmarks also serve as examples of how to create your own. By using the published bookmarks as a template, you can better understand what to name your custom bookmarks and how to create good keywords.

**Note:** At time of this publication, default bookmarks are available only in English-speaking markets based on location of the Office 365 Global admin that enables Microsoft Search. For
more details, see the Microsoft Search bookmarks support page.

**Import SharePoint promoted results (Best Bets) and top queries**

Inside the Settings > Microsoft Search area of the Microsoft 365 admin portal, you have access to the bookmarks tools provided by Microsoft Search. There is an **Import** command that provides a seamless way to import a list of existing bookmarks saved as a .csv file or import SharePoint promoted result query rules; it’s also possible to Import top SharePoint queries using PowerShell. These tools let you leverage users’ actual queries and the work you already did in creating your Best Bets.

**Action 1: Import SharePoint promoted result query rules**

*Estimated time = 5 minutes to run the tool; publishing time varies*

If you use SharePoint promoted result query rules (formerly known as Best Bets), you can import the list from your sharepoint.com/ and sharepoint.com/search default site collections as bookmarks using the Import option found in the Microsoft Search admin center.

1. Sign in to [https://admin.microsoft.com](https://admin.microsoft.com) and click **Settings**.
2. Select **Settings > Microsoft Search**
3. Select **Import**
4. From the **Import** panel, select **SharePoint**

**Tip:** An “In Progress” indicator will appear while the system is processing newly imported bookmarks.
The imported bookmarks appear in the Suggested tab on the bookmarks page of your portal, so you can easily publish to your Microsoft Search users. Publishing time varies depending on how many bookmarks you have.

**Action 2: Import top SharePoint queries using PowerShell**

*Estimated time = 10 minutes to run the script; publishing time varies*

The top SharePoint queries for your organization make excellent candidates for bookmarks. We’ve created a PowerShell script to help you import your company’s top SharePoint queries as Suggested bookmarks, which improve your Microsoft Search bookmark coverage.

The PowerShell script does the following:

- Prompts you for your SharePoint administrator credentials
- Downloads the top queries from SharePoint
- Runs SharePoint search for each of the top queries to get the top search result
- Adds suggested bookmarks to Microsoft Search for each of the top queries

**Note:** Once the PowerShell script runs, either the Search Admin or Editor must go to the Suggested bookmarks within the admin portal and approve the newly imported bookmarks before being published.

Download the script [here](#).

When you run the script, you’ll be prompted for your SharePoint administrator credentials. Then, the script will run a SharePoint search for each of the top queries to get the top search result. It then imports these results as suggested bookmarks. You can make any necessary edits before publishing.
1. To get started, download https://aka.ms/ImportSPQueries

2. Unzip the "SharepointTopQueryBookmarks.ps1" PowerShell script.

3. Right-click the script and select “Run with PowerShell.”

4. At the AdminEmailAddress prompt, type or paste your admin email address and hit Enter.

5. At the Password prompt, type or paste your password.

6. Press Enter. As the PowerShell script begins to run, you should see text that looks like this:

**Expert Tip:** The Read Me file that comes with the PowerShell script describes several optional parameters we won’t cover in depth here. Here are three of the most useful ones. The others follow the same general format:

> powershell "\SharepointTopQueryBookmarks -Debug -Verbose -SafeMode"

If you see a “Running scripts is disabled on this system” error message, open PowerShell as an administrator and execute the following command, then select the “Y” option:

set-executionpolicy remotesigned

While you are learning how to use this script, you may want to use the SafeMode switch to avoid changing the currently published bookmarks on your site.
Navigate to the directory your script is in (for example, if the script is on your desktop, type cd Desktop), then add the parameters on the PowerShell command line as you like. -Verbose and -Debug are both handy when troubleshooting a script. See the Read Me file for more information about these optional parameters.

The output of this script depends upon your site’s top queries, of course.

A sample of SafeMode output is shown here:
https://m365x408182-admin.sharepoint.com/_layouts/15/reporting.aspx?Category=AnalyticsSearch

Bulk create and import bookmarks
As an administrator or an editor (see how to assign these roles), you can bulk-create new bookmarks and then use the bookmarks import tool to add them to the Microsoft Search admin center from a .csv file. As well, you can use the Content Creator browser extension to assist you in creating top-quality bookmarks.

Action 1: Import bookmarks via a CSV file
[Estimated time = 5 minutes to run the tool; publishing time varies]

If you have an existing collection of bookmarks, you can import them as a list of comma-separated values (CSV). With the CSV import option, you will import the list as draft bookmarks into the collection of Microsoft Search bookmarks visible from the Microsoft Search dashboard in the Microsoft 365 admin center.

Figure 1.6 – The Microsoft Search admin center dashboard

2. Select Settings > Microsoft Search
3. Select Import
4. From the **Import** panel, select **CSV**

![Import bookmarks](image)

**Figure 1.7 – Bulk-import bookmarks using a CSV file**

5. **Download** the bookmarks template, fill it with your bookmarks collection and save
6. **Upload** the completed template
7. **Publish** draft bookmarks

**Tip**: download the bookmarks template to ensure that your imported bookmarks will be in the correct format. (Not all columns are required.) You can upload the completed template directly from this panel.

The imported bookmarks appear in the **Draft** tab on the bookmarks page of the Microsoft Search admin center. Imports are quick; publishing time varies depending on how many bookmarks you have.

**Action 2: Bulk export and edit bookmarks**

*Estimated time: bulk export = 5 minutes; bulk edit depends on number of bookmarks*

With the bookmark export feature, you can export all your existing bookmarks from the Microsoft Search admin center, review and bulk-edit them in a .csv file, and then re-import them whenever you want to make them available to all employees. This action populates a .csv file that you can open immediately or save to a local or shared drive to work with later.

1. Sign in to [https://admin.microsoft.com](https://admin.microsoft.com) and click **Settings**
2. Select **Settings > Microsoft Search**
3. Select **Export**
4. Bulk-edit the contents of the CSV file and **Save**
5. **Import** the edited CSV file, as described in Action 3
6. **Publish** draft bookmarks

For more details, see the [Microsoft Search bookmarks support page](#).
Create additional high-value bookmarks
Identify additional high-value bookmarks for your users from your intranet logs and brainstorm with your colleagues. Then, use the bookmark import tool to bulk-create and publish the bookmarks.

Action 1: Understand your most frequently visited intranet sites
[Estimated time = 10 minutes]
Understanding the most frequently visited intranet sites (from intranet search logs) can help you identify the best candidates for bookmarks.

Action 2: Use Content Creator to edit bookmarks & Q&As
[Estimated time: basics = 5 minutes; total time depends on number of bookmarks/Q&As created]
Start by checking to see if the Microsoft Search Content Creator extension is already installed on your browser. If it is, you should see an icon to the right of your browser’s address bar that looks like this:

(Versions for Edge and Chrome are currently available.)
This extension enables Microsoft Search Admins or Search Editors to directly publish bookmarks and Q&As from the extension or save them as drafts to review within the admin center before publishing. (You can manage users and set up Search Admin and Search Editor roles in the admin center.)

**Action 3: Brainstorm other useful topics**

*Estimated time = 10 minutes*

Think about all the sites your users might want to access and then create bookmarks for those sites. Here are some ideas to get you started:

- Your company’s external, customer-facing web site
- Local traffic web pages to help your employees in their commutes
- Information on public transit
- Local weather or news sites
- Corporate partners who offer discounts on goods or services
- Self-improvement or health and fitness programs at the company and external
- Information on company-sponsored events, conferences, or retreats

*Figure 1.9 – The Content Creator makes bookmark & Q&A creation easier.*
Add Enterprise Q&A

Enterprise Q&A lets you editorially create quick answers for the most frequently asked questions in your organization. Q&As help users to discover the answers they need when they search with the search keywords you add. Just like bookmarks, you can set up customized answers based on different criteria, including country, security groups, and operating system.

<table>
<thead>
<tr>
<th>Title</th>
<th>Answer Description</th>
<th>Modified</th>
<th>Modified By</th>
<th>Keywords</th>
</tr>
</thead>
</table>

Figure 1.11 – Work with your HR and helpdesk teams to determine top employee questions.

**Action 1: Identify top helpdesk and HR issues to set up useful Q&As**

*Estimated time = 20 minutes*

Knowing the top helpdesk, HR, and company policy queries generated by the people in your organization can help you establish the most effective Q&A topics. Review the helpdesk logs or pull directly from your organization’s internal FAQ or Q&As to identify the most commonly asked questions for users to search.

**Action 2: Create entries for your Q&A and locations**

*Estimated time: depends on number of Q&As and locations*

Access the admin portal and enter your organization’s Q&A, including keywords and Q&A settings. For more details, see the Q&A management page in the Microsoft Search documentation library.
Then, select the Locations tab and enter building locations (offices, cafeterias, warehouses, etc.) that people in your organization are likely to search for.

**Note:** Unlike bookmarks and Q&A, the index is not refreshed immediately, and it can take several hours for new or changed locations to appear in search results.

**Action 3: Use Content Creator to edit bookmarks & Q&As**

*Estimated time: basics = 5 minutes; total time depends on number of bookmarks/Q&As created*

Figure 1.13 – In this example, the Q&A retrieved is well-formatted and adequately addresses our question. We can publish it from within the tool or save it as a draft for later review.
Figure 1.14 – Sometimes, the first answer retrieved is not the best one. In this case, 10 results were returned. Here we are choosing Q&A answer #2 of 10. If you don’t see good answer candidates, try rephrasing your question.

**Topic 2: Make Microsoft Search in Bing easier to access**

In this lesson, we'll look at how to make it easier to sign in to access Microsoft Search in Bing, and how to enable or disable work search functionality.

**Action 1: Learn how to enable or disable Microsoft Search**

[Estimated time = 1 minute] Unlike the preview version, where users had to be manually whitelisted, and Microsoft Search in Bing had to be explicitly enabled, ‘on’ is now the default setting for new deployments.

Here is where to find the ‘on/off’ switch that enables or disables Microsoft Search in Bing for everyone in your organization.
1. In the Microsoft 365 admin center, select Settings
2. Select Services & add-ins
3. Scroll down to (or search for) Microsoft Search in Bing
4. Enable or disable the service and **Save**
**Action 2: Test single sign-on**

[Estimated time: depends on your IT and security settings] Set up single sign-on so users don’t have to repeatedly provide their credentials. We suggest you test with a couple of users to identify any configuration issues that might be blocking single sign-on.

**Note:** If your employees use Chrome on Windows 10, single sign-on will not work unless you have the Microsoft Search in Bing Chrome extension (described in the next section).

**Action 3: Download Microsoft Search in Bing Chrome extension for single sign-on**

[Estimated time = 5 minutes to download and install] This browser extension helps Chrome users smoothly sign in to supported web sites on Windows 10 without having to repeatedly provide credentials. If some of your Windows 10 users use Chrome, be sure to share it with them. We recommend that you create a group policy to automatically install this Chrome extension.

[Get the Chrome extension here.](#)

**Action 4: Set Bing as default search engine**

[Estimated time = 5 minutes] Many people enter search queries directly from their browser address bar, rather than navigating to a search engine home page, because it saves them time and clicks. Because of this, we encourage you to use a group policy to set Bing as the default browser search engine for your users. If you have any questions on how to do this, reach out to your Microsoft Search in Bing contact.
Expert Tip: Use Group Policy

- Microsoft Search in Bing works best when all users have their browser’s search default set to Bing. Sure, Edge is preconfigured to use Bing, but some users may switch search defaults unless a group policy is set to prevent users from making changes.
- You can do that using the Group Policy Editor, as detailed at https://docs.microsoft.com/microsoft-edge/deploy/group-policies/search-engine-customization-gp#allow-search-engine-customization
- An administrative template in the Group Policy Editor controls this and other options. (Computer Configuration\Administrative Templates\Windows Components\Microsoft Edge)

**Note** that the “Set default search engine” policy is only applicable to Windows 10 v1703 or newer. For more information, see https://docs.microsoft.com/microsoft-edge/deploy/group-policies/search-engine-customization-gp

**Figure 2.3 – Example of Group Policy controls**

**Edge**
Various group policies are provided for managing extensions, as detailed in an article succinctly named Extensions.

**Chrome**
A TechNet thread discusses how to install Chrome extensions via GPO.

We recommend using Group Policy to install the Microsoft Search in Bing extension for Edge or Chrome on your users’ PCs.

**Internet Explorer**
It is also possible to enable IE11 extensions using administrative templates and group policy.

For information on how to set the default search provider for IE11 using GPO, this MSDN post from 2016 details the steps and requirements.
Topic 3: Set Up Conditional Access

Set up Conditional Access (optional)

Configure when and how users are prompted for multi-factor authentication.

Overview

Despite the brief summary (shown above) that appears in the Getting Started documentation for Microsoft Search for Bing, you can configure Conditional Access for options other than multi-factor authentication. In this lesson, we will use Conditional Access to roll out Microsoft Search in Bing to a limited set of users. For example, you could use it to deploy Microsoft Search in Bing in multiple stages as groups complete a training session.

Assuming that you are a global admin and have administrative access and the Azure Active Directory premium (P1 or P2) or Office 365 Business licensing option that enables Conditional Access, here’s how to use it to limit access to Microsoft Search in Bing to a specific subset of users. If you haven’t done this before, now is a good time to review best practices for conditional access to ensure that you don’t accidentally lock yourself out.

Objectives

• Configure and test Conditional Access settings
• Test configurations with the ‘What If’ tool

Time to complete

This lesson takes about 15 minutes

Verify Access

In the last lesson, we assigned a test user. Now, we need to verify that the test account can access Microsoft Search in Bing.

1. Open your browser and sign in to bing.com using the “Work or school account” option.

   ![Figure 3.1 – Sign in with the “Work or school account” option](image)

2. Type “my files” into the Bing search box to verify that Microsoft Search in Bing is working. You should see a result that looks something like this:
Success! We now know our test account can access Microsoft Search in Bing. Now, let’s exclude this account via Conditional Access.

**Action 1: Enable Conditional Access**

1. Start by signing into the AAD admin center as a global admin, via the [Microsoft Search in Bing - Getting Started](#) page. From the Security menu, choose **Conditional Access**.

   ![Azure Active Directory admin center](image)

   **Figure 3.3 – Use the guidance in the Get started section to create your first policy.**

   **Tip:** You can place Conditional Access (or any other frequently used resource) in the “Favorites” area of the left column by selecting “All services” and searching for the word “conditional”, then clicking the star next to the search result, as shown in figure 3.4.
2. We will **include** and **exclude** certain users in a new policy. Click New policy and give it a name. Let’s **include** our test user.
   
a. Click **Assignments > Users and groups**
   b. Then, on the **Include** tab, Select **Users and groups**
   c. Select ‘test user’
   d. Then, switch to the **Exclude** tab and select your admin account
   e. Click **Done** when both selections have been made

![Figure 3.4](image)

**Figure 3.4** – To add Conditional Access to Favorites, select All Services (1), search for Conditional (2), and click the star (3).

3. The next step is to include the app or service we want our conditional access policy to apply to. In this case, it’s Microsoft Search in Bing. Verify that it is included under “Cloud apps or actions.”

![Figure 3.5](image)

**Figure 3.5** – On the **Include** tab, add Test user. On the **Exclude** tab, add your admin user account. (This would be a critical step if you applied Conditional Access to “All users.”) Then name your new policy.

In the screenshot on the right of Figure 3.5, we’ve chosen to **exclude** the administrative account from this test policy—you don’t want to lock yourself out if you apply a policy like this to all users! Remember, a policy designed to block access won’t affect anyone who is excluded from the policy.
4. We’re almost there! Now that we’ve selected the users who will and won’t be affected, and the app this policy applies to, we just have to tell the policy what to do when it’s in effect. In this case, we want it to “Block.” So, select **Block** from **Access controls > Grant**, then click **Select**.

![Figure 3.6 – The system will warn you if you try to exclude administrative roles—but be careful!](image1)

**Figure 3.6 – The system will warn you if you try to exclude administrative roles—but be careful!**

![Figure 3.7 – Set the Grant value to “Block access” for the user(s) you want to block.](image2)

**Figure 3.7 – Set the Grant value to “Block access” for the user(s) you want to block.**
5. When all of these steps are completed, click **Enable policy** ‘on’ and then click **Create** to create the new policy.
6. After a brief validation step, you should see a “Validation Successful” message and the new policy appears under Policies. It’s time to test our new policy!

**Action 2: Test with the “What If” tool**
The “What If” tool tests the impact of conditional access on a user when signing in under certain conditions. As the policy we created is designed to block access for “test user”, we start by selecting that user. Then, just click “What If” to see what policies, if any, will affect this user.

If you’ve done everything right, you should see something like this:

![Figure 3.8 – The ‘What If’ tool](image)

Congratulations! You have successfully enabled conditional access. You can verify this by attempting to access Microsoft Search in Bing with the *test user* account. You will find that it is indeed blocked from signing in at the Bing sign-in screen. (Regular web searches with Bing still work, however.)

![Figure 3.9 – It works!](image)

After any sign-in attempt has been made, the event is captured in the Sign-in events log. You can access a complete list of sign-in events by clicking on the graph on the main Overview screen.
Figure 3.10 – Click the graph on the Overview screen to see this list of sign-in events.

Figure 3.11 – The list of sign-in events can be filtered by user. Here, we see the results of searching for “test.”

And when we look at the ‘Failure’ event:

**ERROR**

Access has been blocked due to conditional access policies.

Figure 3.12 – The Failure event details screen includes error codes, failure reasons, and other details.
**Action 3: Deploy the Policy**

As a final step, you should **include** all other users you want to apply this policy to.

If you run into trouble, try typing a query such as “how to configure conditional access” into the “Virtual assistant” found in the Azure Active Directory admin center under Troubleshooting + Support.

![Virtual Assistant](https://docs.microsoft.com/azure/active-directory/conditional-access/)

*Figure 3.13 – The Virtual Assistant can provide guidance on many different topics. Try it if you get stuck.*

**For more information**

See [https://docs.microsoft.com/azure/active-directory/conditional-access/](https://docs.microsoft.com/azure/active-directory/conditional-access/) for additional details.

**Quiz:** Can you tell why the Conditional Access policy shown below is not blocking access in Microsoft Search in Bing?

![Conditional Access Policy](https://docs.microsoft.com/azure/active-directory/conditional-access/)

*Figure 3.14 – Set Access Controls to Block and specify the user and apps you want to include*
**Answer:** The **Access controls > Grant** should set “Grant” to “Block Access” as shown in Figure 3.15. (The **Access controls > Session** setting shown in Figure 3.14 doesn’t apply to Microsoft Search in Bing.)

![Figure 3.15 – Remember to test your policies using the What If tool. It’s really handy!](image-url)
**Topic 4: Send communications and conduct training**

Now that you’ve set up Microsoft Search in Bing, the next step is to let users know about it, keep them up to date on new features, and offer training. We’ve made this as easy as possible by creating content that you can customize and provide to your users as part of a Microsoft Search in Bing Adoption Kit that you can share with your customers. The kit is available in several different languages and contains everything you’ll need to complete the actions listed below.

**Action 1: Get the Adoption Kit:**

https://resources.techcommunity.microsoft.com/microsoft-search-in-bing-adoption-kit/

**Action 2: Send the “Microsoft Search in Bing introduction” template to users**

[Estimated time = 30 minutes] The “Microsoft Search in Bing introduction” template provides a brief overview of Microsoft Search in Bing, how to sign-in, and sample queries to find people, internal company resources, and files. Feel free to customize it and then share with your users via email, SharePoint, Teams, Yammer, or other channels, to help them get started.

**Action 3: Send new feature communications**

[Estimated time = 30 minutes] We are releasing new Microsoft Search in Bing features on a regular basis. When new features are launched, you’ll receive a newsletter highlighting the feature benefits along with a version for end users, with instructions on how to use the new features. We encourage you to share these communications through your organization’s channels.

**Action 4: Deliver a Microsoft Search in Bing end-user training session**

[Estimated time = 60 minutes prep; 60 minutes to deliver] As part of the Microsoft Search in Bing service offering, you have access to our team of program managers who can deliver a one-hour virtual training for your employees. We’re also happy to train your trainers and provide the support materials to you. The training provides an overview of Microsoft Search in Bing, a demonstration of Microsoft Search in Bing in your tenant environment, and a hands-on-lab for users to learn, test, and provide feedback.

A variety of training materials are available.

1. In the Adoption Kit: User training template
2. From your Microsoft Search in Bing contact: Admin Training Guide
3. Online: How-to videos, tips, blog posts, demos, and more
**Action 5: Request feedback from your users**
Ask for feedback from your users and share it with us. We want to know what they like and don’t like so we can deliver the best possible product. In the Adoption Kit, you’ll find a survey template to send to your users to make it easy to request feedback.

**Admins:** We’d like your feedback, too.  Please complete this brief survey.  Thanks!

**Supporting documentation and additional resources**
Microsoft Search in Bing documentation is available to answer your questions, support your implementation, and help you and your users succeed.

- Microsoft Search setup help
- Microsoft Search overview and tutorial videos
- Microsoft Search content planning help
- Microsoft Search Bookmark management
- Microsoft Search Enterprise Q&A management
- Microsoft Search Locations management

**Yammer**
Microsoft Search in Bing has a private Yammer group for IT Admins to share experiences and learn from each other. If you haven’t already joined, please ask your Microsoft Search in Bing contact for an invitation.
Appendix: Products that include support for Microsoft Search in Bing

Microsoft 365 A3
Microsoft 365 A5
Microsoft 365 Business
Microsoft 365 E3
Microsoft 365 E5
Microsoft 365 F1
Office 365 A1
Office 365 A3
Office 365 A5
Office 365 Business Essentials
Office 365 Business Premium
Office 365 E1
Office 365 E3
Office 365 E5
Office 365 Education E1
Office 365 Education E3
Office 365 F1
OneDrive for Business (Plan 1)
OneDrive for Business (Plan 2)
SharePoint Online (Plan 1)
SharePoint Online (Plan 2)
Actions Checklist
Following is a handy checklist to track your efforts at engaging your users.

- Deploy Microsoft Search in Bing in your production tenant
- Publish default bookmarks
- Import SharePoint promoted results (Best Bets) and top queries
- Import top SharePoint queries using PowerShell
- Understand your most frequently visited intranet sites
- Brainstorm other useful topics
- Bulk create and import bookmarks
- Bulk export and edit bookmarks
- Identify top helpdesk and HR issues to set up useful Q&As
- Create your Q&A
- Add Microsoft Search in Bing users
- Download Microsoft Search in Bing Chrome extension for SSO (single sign-on)
- Set Microsoft Search in Bing as default search engine
- Configure Conditional Access if needed
- Get the Adoption Kit
- Send the “Microsoft Search in Bing introduction” template to users
- Send new feature communications
- Schedule a Microsoft Search in Bing end-user training session
- Take the next steps and use your resources
- Request feedback from your users