



TECHCON 365 | CHICAGO 2026

The Next Generation of Community Storytelling: Powered by AI

How AI helps a new generation of creators tell human stories that build, skill, and scale community.

Jonathan Jones

Customer Experience Program Manager • Microsoft

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About me



Jonathan Jones

Customer Experience Program Manager • Community Studio (SCALE) • Microsoft

- I produce community content: live event coverage, studio production, learning series, short films, podcasts
- I help run the Microsoft Community Studio — a reproducible content engine
- First time presenting on this topic — let's explore it together

COLD OPEN — play More Than Code (~30 sec)

When did a piece of content last make you feel something?

It probably wasn't a feature list. It was a story.

In community, stories are what people remember — and what makes them act.

Today: how AI helps us tell more of them, without losing the human heart.

[More Than Code — film still]

Agenda

- 01 Why stories still win
- 02 Meet the Microsoft Community Studio
- 03 Four stories, one through-line
- 04 How AI accelerates the work (without replacing the human)
- 05 Q&A + resources

01

Why stories still win

People don't adopt features. They adopt what they understand — and what they feel.

AI amplifies. Humans author.

Humans author

- The voice and lived experience
- What's true and what matters
- The emotional through-line
- Trust and authenticity

AI amplifies

- Removes production friction
- Speeds editing, drafts, recaps
- Scales one story into many
- Frees humans to focus on the story

Stories are how skilling sticks

A feature list tells

- “Here are 12 new capabilities”
- Facts without context
- Forgotten by the next slide
- Speaks to the head

A story sells

- “Here’s how this changed someone’s day”
- Context, stakes, emotion
- Remembered and repeated
- Moves people to act

Narrative + emotion drive retention. In community, stories turn watchers into participants — and participants into creators.

Key takeaway

**1M+ views • 6.7M impressions •
4% engagement**

Microsoft Community Learning, FY26 [confirm cleared for external sharing]

02

Meet the Microsoft Community Studio

A studio — and a system — for community storytelling.

What is the Microsoft Community Studio?

A reproducible content engine for community storytelling — meeting audiences where they are.

Three motions

- 1 — Live event coverage: community calls, webinars, on-site at flagship events
- 2 — Studio production: short films, learning series, podcasts, broadcasts
- 3 — Digital & on-demand: cutdowns, social, an evergreen learning library

Our strategy

- Real-world messaging
- Social channel promotion
- Content & event promotion
- Technical skilling

Something for every audience

Live & episodic

- Community calls & webinars
- Community News Desk (live coverage)
- Mondays at Microsoft (17 biweekly eps)
- Change Makers podcast

Produced & on-demand

- Learning series (skilling)
- Short films (More Than Code)
- Demo bench videos
- Broadcasts & live AMAs

Key takeaway

73K+ YouTube subscribers • 35K+ LinkedIn followers

Microsoft Community channels, FY26 (+5.3K / +11.1K since Oct) [public]

03

Four stories, one through-line

Each one started with a human. AI helped it travel further.

More Than Code — the human story

The story

- A short film for SharePoint's 25th birthday
- Honors the people, passion & innovation behind the platform
- Stories from builders, leaders & community champions
- Premiered April 21, 2026 at the M365 Community Conference

How AI helped

- Copilot drafted scripts, show notes & promo copy
- AI-assisted editing, captions & social cutdowns
- Paired with 12 demo-bench videos showing the tech

[More Than Code — film poster / still]

5M+ campaign impressions • 30K+ views (and counting)

Learning series — storytelling that skills

The format

- M365 Copilot App Learning Series, co-produced with the product team
- Year-long: a new theme each quarter, 5 episodes per segment
- 5-part arc: walkthrough → deeper dive → IT-pro tips → day-in-the-life → live AMA
- Real people, real scenarios (e.g., exec admins running smarter meetings)

How AI helped

- Copilot drafted scripts & episode outlines
- AI-assisted editing & captions across every episode
- Scheduling & conflict detection kept the cadence

[Learning series — title card]

Skilling that sticks — shown in story, not memorized from features.

Community News Desk — one moment, many stories

What it is

- A live, on-site interview desk at flagship events
- 13 interviews captured at the M365 Community Conference
- Turned a single event into a multi-week content engine
- Plus Change Makers podcast episodes from the same floor

Why it matters

- One shoot → weeks of clips, social & recaps
- Copilot-drafted recaps shipped same-week, while interest was hot
- Landed Shure as the first paying sponsor

[Community News Desk — set photo]

Proof that live community coverage is commercially viable.

SharePoint at 25 — a produced flagship moment

The production

- Main broadcast event + live AMA
- The More Than Code film premiere
- 3 customer stories + custom motion graphics
- 12 SharePoint demo-bench videos

How it came together

- Executed end-to-end as a single produced moment
- One creative umbrella across live + studio + digital
- AI-assisted editing & same-week cutdowns fed every channel

[SharePoint at 25 — broadcast still]

Many parts, one coherent story — the engine in full view.

Key takeaway

One event → weeks of stories

The engine is the multiplier.

04

How AI accelerates the work

Without replacing the human.

One pipeline, one source of truth

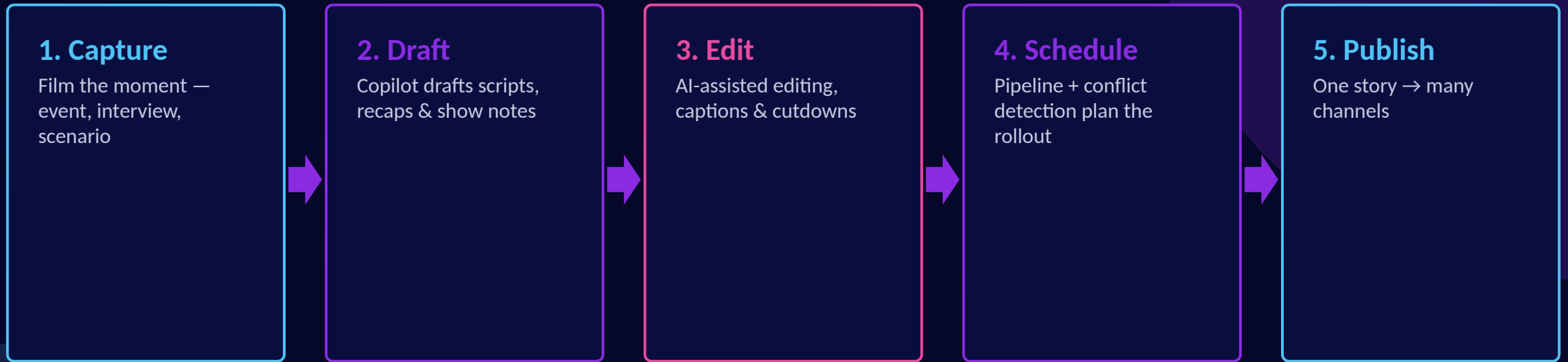
The engine

- CNB Schedule + CNB Scribe = single source of truth
- One pipeline, one status, one place to look
- Weekly reporting runs off it automatically

Where AI helps

- Scheduling + conflict detection (14+ days saved)
- Templates, drafts, same-week recaps
- Cutdowns, captions, social clips at scale

From raw footage to published story



Humans decide what's worth telling. AI removes the friction of telling it.

Keeping humanity at the center

AI does the heavy lifting

- Editing, captions & cutdowns
- First-draft scripts & recaps
- Scheduling & distribution
- Scale across channels

Humans own what matters

- Whose story gets told
- Voice & lived experience
- What's true and what matters
- Trust with the community

Rule of thumb — automate the friction, never the authenticity.

The moonshot — an agentic studio

A reproducible engine is the precondition for agents.

Content Distribution Agent

- Every moment, every channel
- One story, automatically shaped for each audience
- Pushed out where people already are

End-to-end Content Lifecycle Agent

- From creative brief to published asset
- Agents assist across the whole production lifecycle
- Creators spend their time on the story

Humans still author. Agents amplify.

Key takeaway

1) AI amplifies; humans author. 2) Stories are how skilling and adoption stick. 3) A reproducible engine turns one moment into many.

The three things to remember.

Resources



Community Learning

aka.ms/Community/LearningChannel



Mondays at Microsoft

aka.ms/MondaysatMicrosoft



**Microsoft Community
on LinkedIn**

aka.ms/microsoftcommunity



Slides

[[aka.ms/your-slides](#)]

News & community content



Microsoft Community Learning
aka.ms/Community/LearningChannel
Community led expert content on all
your favorite Microsoft services.



Start your week with live news and
event updates aka.ms/MondaysatMicrosoft
Watch live or on-demand & share our
blog.

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Microsoft 365 Copilot

Deliver value and employee satisfaction with our tools for Microsoft 365 Copilot deployment and adoption. This powerful technology combines the power of large language models (LLMs) with your organization's data – all in the flow of work – to turn your words into one of the most powerful productivity tools on the planet.

Microsoft 365 Copilot Chat and in-app experiences provide real-time intelligent assistance, enabling users to enhance their creativity, productivity, and skills.

[Looking for Copilot resources for Small and Medium Businesses? >](#)

Copilot Success Kit

Our Success Kit empowers you to achieve rapid value with Copilot while enabling your progressive skilling journey with AI tools.

[Download here >](#)

Copilot Chat and agent starter kit

This new kit includes guidance on IT controls, setup, and resources to help prepare your tenant and enable your users to create and use agents.

[Explore the kit >](#)

Join the Copilot community

The Microsoft 365 Copilot community is your hub for the official blog, latest news, and discussions.

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Microsoft 365 Copilot

Welcome to the Microsoft 365 Copilot community. Your hub for the latest news, live events, and discussions on Microsoft 365 Copilot. For help & learning (how-to articles and training resources), please visit [Microsoft 365 Copilot Adoption hub](#).

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Microsoft 365 COMMUNITY CONFERENCE May 6-8 Las Vegas

Your front-row seat to the future of work

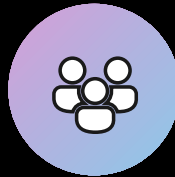
The ultimate Microsoft 365 community event

Learn directly from the experts and redefine what's possible at work —join us at the Microsoft 365 Community Conference.

[Learn more!](#)

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something for
everyone!



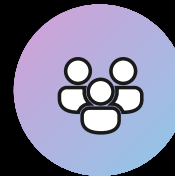
Microsoft Tech Community

The community platform for Microsoft 365
– forums, blogs, and events



CommunityDays.org

Find or host a local event in your
area
or to match your interests [www.com
munitydays.org](http://www.communitydays.org)



Microsoft Community on LinkedIn

News, announcements and training
delivered to your news feed [https://aka.ms/
microsoftcommunitylinkedin](https://aka.ms/microsoftcommunitylinkedin)

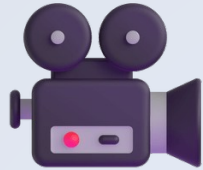




SharePoint at 25 film: *More than Code*

In honor of SharePoint's 25th birthday, *More Than Code* is a short film that explores the people, passion, and innovation behind one of the most transformative platforms in modern work. This film captures the stories of builders, leaders, and community champions who helped shape SharePoint into the knowledge backbone for collaboration, Copilot, and the next generation of agents.

SharePoint is more than code—it's 25 years of connection, innovation and impact.



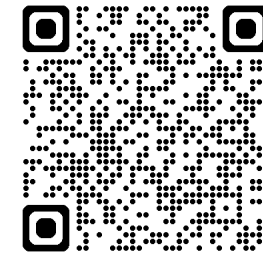
Watch the digital premiere

Stream the documentary online globally in late April and celebrate SharePoint's 25-year journey from anywhere.



Watch the SharePoint at 25 digital event

Prepare for the film with a special digital event featuring insights, stories, and what's next for SharePoint in the era of AI.



Thank you

Questions?

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