

**Website Engagement**Together we strive to create the best “User Experience” (UX)
for Arizona communities

Building a reliable, relevant and current website that is your hub used to direct traffic.

[**Kelly Arizmendi, Information Service Coordinator**](https://extension.arizona.edu/person/kelly-arizmendi)

**How can I get started?**

**Tips…**

**Is your directory up to date?** <https://extension.arizona.edu/directory>

* + Submit edits to [Support Tracker](https://arizonace.quickbase.com/db/bmipv6buc?a=GenNewRecord) (request adding and removing employees)
	+ Update your own information in the directory. (YOU are a resource!)
		- Go to bottom of any page and click on Website Login
		- Use Netid to login
		- Once you are logged in, go to <https://extension.arizona.edu/directory>
		- Search your name, Click on your name
		- Click on edit , Edit fields
		- Click on save
	+ Use your bio page for people to connect <https://extension.arizona.edu/person/kelly-arizmendi>
		- Add photo, links to your websites, special instructions on how to reach you, are you located in more than one office?
* **Are your events on the Extension calendar**? <https://extension.arizona.edu/calendar>
	+ Submit to [Support Tracker](https://arizonace.quickbase.com/db/bmipv6buc?a=GenNewRecord)
		- Required information
			* Title of Event
				+ Time and Date
				+ Description
				+ Contact name, email and phone
				+ Cost
				+ Is registration required Yes or No
				+ Location address or Zoom/Virtual link
		- Optional information
		           - Attach Photo
		           - Attachments/Documents: Flyer, brochure, application, agenda etc..

**What can happen after an event is on the calendar**?

* Page created: <https://extension.arizona.edu/events/2020-07-23/container-gardening-webinar>
* Tagged for county and other topic pages: <https://extension.arizona.edu/gila>
* Added to Extension Online Learning - <https://extension.arizona.edu/coronavirus-resources>
* Featured in Slide show -  <https://extension.arizona.edu>
* Social Media - <https://www.facebook.com/UArizonaCooperativeExtension/>
* YouTube Channel playlist- <https://www.youtube.com/azcoopextension>
	+ If recorded request to be added to YouTube
* If requested Marcomm Team can create a topic resource page.
	+ Example that includes upcoming webinars and past recordings
		- <https://extension.arizona.edu/garden-country-extension-webinar-series>

 **How can I track inquiries and questions?**

* Promote the Contact Us page.
	+ English <https://extension.arizona.edu/contact-us>
	+ Spanish <https://extension.arizona.edu/en/contactenos>

*To add your own content contact Kelly Arizmendi directly by phone 520-626-5643 or email* *mblock@arizona.edu* *to request 30 minute introduction/training.*