

**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*](mailto:mblock@arizona.edu) *to request 30 minute introduction/training.*