# all about you Expert. Authoritative. Trustworthy.

Judy Mae
Bingman
Illinois Extension
Marketing and
Communications
Manager





# Why bother?

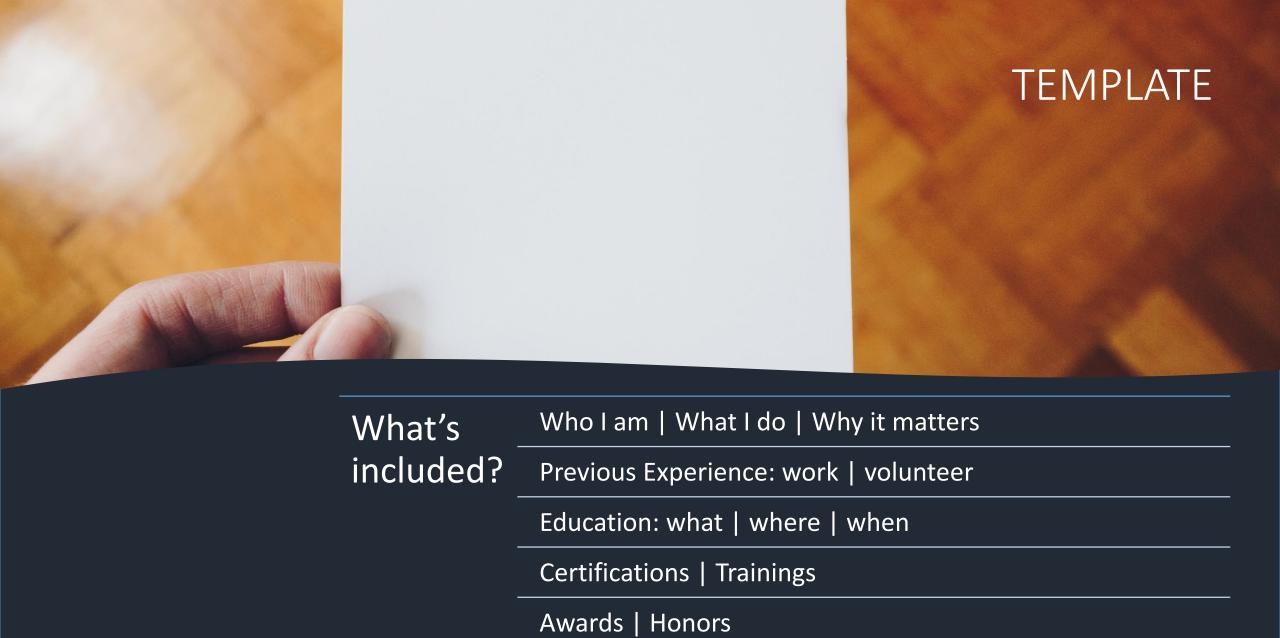
To be found online

To be recognized in public

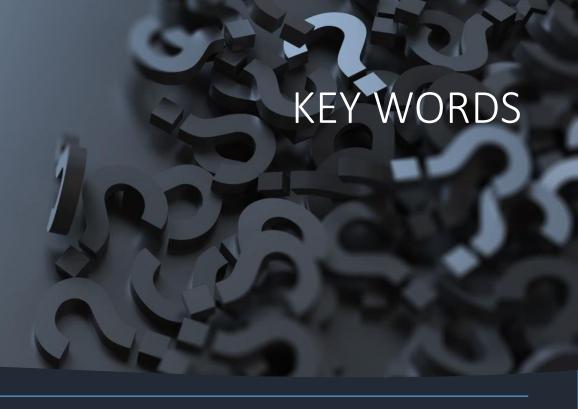
To demonstrate your credibility

To elevate Extension's credibility

For ease of introduction



Other stuff: Research | Publications | Media



- Who I am
- What I do
- Why it matters

Do the words I choose matter?

Use the words the public is using to find information

Specific descriptive vs. General

Use Google Trends to see what words people are using

Link to reputable organizations

Link to publications, videos, blogs

- Who I am
- What I do
- Why it matters

### Show me what you mean

Dr. Sharon M. "Shelly" Nickols-Richardson, PhD, RD, serves as associate dean and director of Extension and Outreach in the College of Agricultural, Consumer and Environmental Sciences at University of Illinois. In this role, Dr. Nickols-Richardson defines the strategic vision for Illinois Extension and leads a team of passionate faculty and staff in their efforts to positively impact the lives of Illinois families. ONLINE BIO



#### **HYPERLINKS**

It's more than just about you

- Inbound from other sites
- Internal to places on our own site helps Google know what's an important page

Links build authority

#### **EXAMPLE**

- Who I am
- What I do
- Why it matters

#### One more time

As University of Illinois Extension Marketing and Communications Manager, Judy Mae Bingman uses powerful words and images to tell the Extension story. She is a skilled communication strategist and storyteller with demonstrated success in building teams and creating strong organizational brand identities that deepen Extension's impact among key audiences, build brand loyalty, strengthen employee talent, and expand public engagement. She creates content that demonstrates the impact of Extension in real time through social, digital, and traditional media efforts. ONLINE BIO

#### **EXAMPLE**

- Who I am
- What I do
- Why it matters

### I don't have that much stuff

Wil Bingman provides diagnostic, installation, and troubleshooting assistance to University of Illinois Extension's 600+ staff members as assistant information technology analyst. He returned to Extension in July 2019, having previously served the organization as Illinois 4-H program coordinator in Randolph County from 2015 to 2017. In his current role, Bingman provides assistance in troubleshooting connectivity issues, hardware installations and problem-solving, and daily technology challenges to help Extension staff effectively and efficiently use technology in their day-to-day activities. ONLINE BIO



Check out your colleagues

Kathy Sweedler Use of keyw

Use of keywords on financial wellness

Judy Schmidt

Links to recent publications/media

**Chris Enroth** 

*Includes list of program RICH in keywords* 

Mary Liz Wright

Uses "WHY" language to builds trust



# Have you?

Selected program team

Added topic tags (website keywords) for areas of expertise

Verified your address, phone, title

Removed previous Word formatting if pasting in text

Complete both short and long bio



## What can you do today?

Link to 3 recent press or blogs you authored

Link to 3 recent educational efforts you were a part of

Link to your degree programs

Update our staff photo to something current/professional



# go be you

and check your bio every 6 months