

all about you

Expert. Authoritative. Trustworthy.

Judy Mae
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Illinois Extension
Marketing and
Communications
Manager



Illinois Extension
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN



Why bother?

To be found online

To be recognized in public

To demonstrate your credibility

To elevate Extension's credibility

For ease of introduction



TEMPLATE

What's included?

Who I am | What I do | Why it matters

Previous Experience: work | volunteer

Education: what | where | when

Certifications | Trainings

Awards | Honors

Other stuff: Research | Publications | Media



KEY WORDS

- 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

Show me what you mean

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

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

One more time

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

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](#)

I don't have that much stuff

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

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



EXAMPLE

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

Check out
your
colleagues

Kathy Sweedler

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



VERIFY

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



What are you
waiting for?

go be you

and check your bio every 6 months