What makes good web content

Quick links to help you develop web content

Contact the web team and fill out a web request form to propose new content for the website or to request edits to existing web pages. The web team may contact you to review web pages for accuracy and relevance. Content includes news, courses and events, and informational "learn about" material. We can also consult with you about other ways for the public to interact online with Extension.

Extension web governance explains the purpose and rules for Extension's digital communications.

Writing style and tone guide describes how to communicate with the general public on behalf of Extension.

Visual content for the web includes links to the image gallery and tips for taking and editing images. It includes the fonts, colors and icons representing our brand, and data visualization guidelines.

Accessible U: Start with the 7 core skills is a free resource from the University to quickly learn how to create accessible content from the start.

Communications on the Extension intranet has information about branding, accessibility, images, news media and social media, and includes links to templates for creating digital and print documents.

UNIVERSITY OF MINNESOTA EXTENSION