

# UF/IFAS Social Media Guidelines

These guidelines must be met before a site is approved as an official UF/IFAS social media site. These UF/IFAS social media guidelines act in accordance with the UF-level guidelines. To become an official UF site, you must register with both UF/IFAS Communications and University Relations.

To register as an official UF/IFAS Communications site, create the social media account and make sure it is in line with the checklist below before submitting it to [socialmedia@ifas.ufl.edu](mailto:socialmedia@ifas.ufl.edu) for approval. However, do not promote the account or begin engaging with other accounts until you are approved by UF/IFAS Communications and University Relations.

Although these guidelines mostly refer to Twitter and Facebook, social media accounts on any platform (e.g., Pinterest, Instagram, Google+, Vine, YouTube, LinkedIn, etc.) must be registered and approved before they are used and promoted.

Be aware that University of Florida's main social media account will not share, retweet or promote your account if it is not official.

# Accounts:

- Approval is for social media platforms only, not blogs or websites
- Account must be for a unit, program, department, or office
- Personal accounts affiliated with a specific faculty/staff member are not eligible for approval

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## Getting Started:

Before starting a social media account, truly evaluate if you need one and check with your department chair or county Extension director for permission.

If you create a social media account, you must have the time to manage it.

We recommend setting aside 30 minutes to an hour each day to check your social media account, respond to comments and see what others are posting.

We also recommend posting at least 3 to 5 times a week.

# Getting Started: (cont'd)

Complete this plan before starting your site <http://bit.ly/1jpNR2h>

Ensure the Facebook account you create is a page and not a personal timeline: How are Pages different from personal timelines? <http://on.fb.me/1gh6SPI>

When choosing the type of page to set up, choose Company, Organization, or Institution, then either Education or Government Organization.

If you are setting up a Facebook account for a class, then a group might be a better option for you rather than a page.

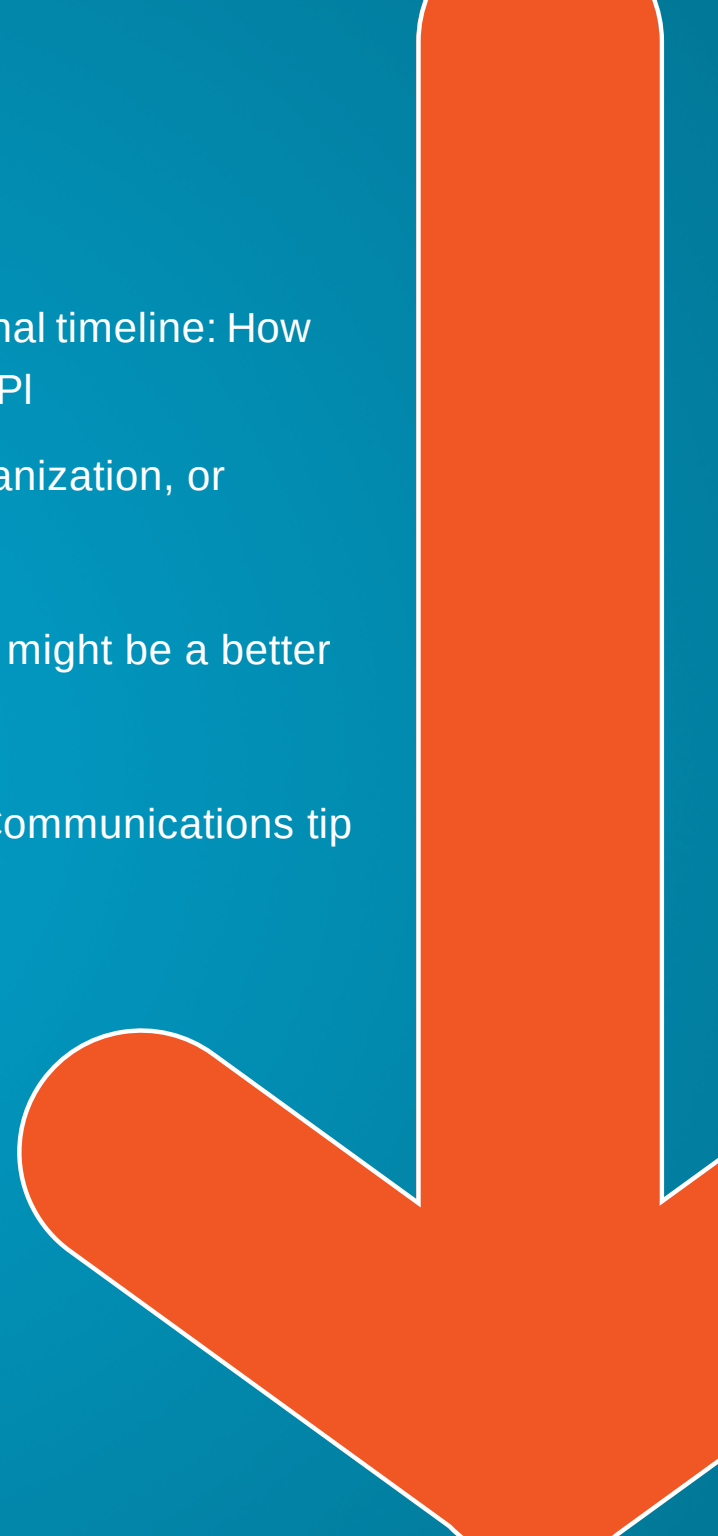
For more information on getting started, please see the UF/IFAS Communications tip sheets on:

- Creating a Facebook page

- Creating a Twitter account

- Facebook best use

- Twitter best use



# Naming Your Social Media Account

## Facebook

**Departments** University of Florida IFAS Department Name

Ex: University of Florida IFAS Department of Animal Sciences

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**Extension** UF IFAS Extension County Name

Ex: UF IFAS Extension Alachua County

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**Programs** Program names should come after UF/IFAS Extension and, when applicable, the county name.

Ex: UF/IFAS Extension Master Gardeners

Ex: UF/IFAS Extension 4-H

Ex: UF/IFAS Extension Alachua County Agriculture

Ex: UF/IFAS Extension Alachua County 4-H

# Naming Your Social Media Account (cont'd)

## Twitter

UF IFAS in the name OR Twitter handle

Name example: UF IFAS Ext Alachua

Handle example: @AlachuaExt

Twitter names can be up to 20 characters long and usernames can be up to 15 characters long.

## Twitter Avatars and Facebook Profile Pictures

Use the UF/IFAS or UF/IFAS Extension logo with your official office/department/unit graphic below it. You can also use a general avatar or template from this site: <http://ics.ifas.ufl.edu/social-media-templates.shtml>

Facebook profile pictures are square and must be at least 180x180 pixels; this size also works for Twitter avatars.

Instagram profile pictures are 110 x 110 pixels wide

If you need help with your profile picture, contact our graphics department: [tracydz@ufl.edu](mailto:tracydz@ufl.edu)

# Facebook Page Information

Include the following under the page information tab:

- A phone number or an email address. If it's an email address, it needs to be a "ufl.edu" email address

- Your "ifas.ufl.edu" website address

- Your location

- If no street address, use "Town, FL" format

- If multiple locations in multiple towns, use "Florida"



# Facebook Biography/About Section:

About: Sum up the activities of your office, department or program. Please mention your affiliation with the University of Florida Institute of Food and Agricultural Sciences (UF/IFAS).

Ex. From UF/IFAS Solutions: Research & Solutions for Your Life from the University of Florida Institute of Food and Agricultural Sciences. Twitter: @UF\_IFAS

Biography: Include this disclaimer in the biography section, filling in the blanks as applicable for your unit, program, department or office:

The University of Florida [description of unit if applicable] intends to educate, inform and provide updated information on [unit's or UF's] activities [or specify a narrower focus] and to support and promote the [unit's or UF's] objectives for these activities through its social media site. All [unit or UF] comments are made by [unit or UF] designees. This site is not a public forum. Social media users may share ideas through commentary that is consistent with and furthers the objectives of a [unit or UF] post and the University of Florida [unit if applicable] reserves the right to remove any comments that do not fall within this purpose.

By posting a comment on this social media site, users agree to follow the terms of use of the site, Florida and federal laws and University of Florida regulations and policies, including but not limited to the University's Acceptable Use of Computing Resources Policy. The [unit or UF] reserves the right to remove from the site any comments that violate these requirements."

# Twitter Bio

Include a short summary of your program, department or unit similar to the short biography on Facebook. Ex: News, discoveries & Solutions for Your Life from the University of Florida's Institute of Food and Agricultural Sciences.

Mention your affiliation with UF/IFAS

Provide your location. If no street address, include it in “Town, FL” format. If multiple locations, use “Florida.”

Include your “ifas.ufl.edu” website address.

# Misc. Facebook

Your Facebook Web Address (username) should match your page name as close as possible and include UFIFAS.

- Once you have set your username it can be changed only once. You may skip this step at this time if you want to wait to decide on a username.
- If you have multiple social media accounts, you should make the usernames the same for all your accounts. This will help your followers and fans find you on other social media platforms. For example: <http://www.facebook.com/UFIFASTest>, <http://twitter.com/UFIFASTest>



# Misc.(cont'd)

## Facebook

Cover photos and usernames (Facebook Web Address) are not required, but recommended.

Cover photos are a great way to feature interesting and engaging photos about your program. Cover photos are 851x315 pixels.

Facebook Pages cover images may not contain the following:

- Price or purchase information, such as "40% off" or "Download it at our website."
- Contact information, such as web address, email, mailing address or other information intended for your Page's "About" section.
- References to user interface elements, such as Like or Share, or any other Facebook site features.
- Calls to action, such as "Get it now" or "Tell your friends."

These violate the Facebook Terms of Service, and you risk having your page deleted by Facebook.

# When you have met the requirements in these guidelines...

Email your social media account request to [socialmedia@ifas.ufl.edu](mailto:socialmedia@ifas.ufl.edu) and include:

- The link (or links) to the social media account(s) you're seeking approval for
- A description of the account with your overall goals and plans for the account (See here for a template of an account plan: <http://bit.ly/1jpNR2h>). This plan must include information on how much time you plan to spend with the account each day and how often you plan to post.
- Contact information (phone number and email address) for the account manager(s)



## Registration with UF University Relations

Once your social media accounts have been approved by UF/IFAS Communications, you still need to register with UF. You can do this by registering on the official UF social media account directory. Follow the directions on this site <http://www.urel.ufl.edu/social-media/social-media-registration/> to register as an official UF account.

After you submit your account for UF approval, please check the UF Social Media Account directory regularly until you see your site has been added. When it has been added, please notify UF/IFAS Communications at [socialmedia@ifas.ufl.edu](mailto:socialmedia@ifas.ufl.edu), so that we can add you to the UF/IFAS social media directory.

# Social Media Approval Checklist

- Is your name correct?
- Is your profile picture correct?
- For Facebook, do you include a phone number or ufl.edu email address?
- Do you include an ifas.ufl.edu website address?
- Do you include your location?
- Do you mention your affiliation with the University of Florida Institute of Food and Agricultural Sciences (UF/IFAS) in your description?
- Do you include the disclaimer in your description?
- Did you put together a plan for managing the account that includes a description of the account with your overall goals as well as how much time you plan to spend with the account each day and how often you plan to post?
- Have you submitted your plan to [socialmedia@ifas.ufl.edu](mailto:socialmedia@ifas.ufl.edu)?

**Questions?**

**Please let us know:**

**[socialmedia@ifas.ufl.edu](mailto:socialmedia@ifas.ufl.edu)**