UF/IFAS Blogging
Best Practices

Welcome Bloggers & Future Bloggers!

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Agenda

Blogs.IFAS: Getting Started
• Welcome to Blogs.IFAS
• Why Blog with Blogs.IFAS?
• Web Services Request Form
• Becoming a Blogger
• Your Author Profile

Blogging Basics
• How to Publish a Post
• Writing a Great Blog Post
• Categories & Tags
• Featured Image Upload & Approved Sources
• Blog Post Checklist

Blogging Even Better
• Publish→Promote, 1-2 Punch!
• Blog Accessibility Tips
• Video Resources for Bloggers
• How to Create a Blog Series
• Writing for SEO

Analytics, Blog Feeds, & Other Resources
• How to Access Analytics
• Google Data Studio & Google Analytics
• Blog Feeds & SFYL Connectivity
• Subscriptions / Blog Digests
• Event Calendars
• CAFE Latino
Blogs.IFAS: Getting Started
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Welcome to Blogs.IFAS.UFL.EDU

• 100+ Blogs
• 700+ Bloggers

2 MILLION+ PAGEVIEWS

3,000+ ORGANIC SUBSCRIBERS TO EMAIL DIGEST

200,000+ SOCIAL REFERRALS
Blogs.IFAS 2.0: Coming Soon!

Increase Engagement & Readership

- Improve usability
- Increase blog post accessibility
- Design update / refresh

Blogs.IFAS Homepage
- New Design
- Featured Blogger
- New call-out boxes
- Streamlined navigation

Extension Unit Homepage
- New Header Design
- Breadcrumbs
- Subscription option

Author Bio Page
- Design Update
- Breadcrumbs
- New subscription option

Blog Post Page
- Engagement icon
- Related posts
Why Blog with Blogs.IFAS?

Elevate your voice:
Expand the reach of your research and educational efforts

Ease of use:
Easily host your dynamic virtual content

Quantify your reach:
Blog visitor activity is quantifiable using Google Analytics

Share your blog posts on social media platforms

Share your blog posts in e-newsletters

Share your blog posts as a feed to an IFAS website

UF/IFAS Blogging Platform provides a unique level of reach

Blogs are a dynamic, personal way to interact with a global audience

Sometimes the media picks up content from Blogs.IFAS
Blogging Platform Support

Resources
• Blogging Resources Website: https://ics.ifas.ufl.edu/our-services/blogging/

Submit a Question / Request
• Submit a Web Services Request Form: https://ics.ifas.ufl.edu/web-work-request/
• Email webteam@ifas.ufl.edu
IFAS Web Services Request Form

https://ics.ifas.ufl.edu/web-work-request/

IFAS WEB SERVICES REQUEST FORM

Request Type*
- Bug Report
- Domain Name Approval
- Content Update
- Add Me To Blogs.IFAS
- Add Me To Google Analytics
- Add Me To TERMINALFOUR (T4)
- New Blog Post
- New Project (Website or Web Application)
Who Can Become a Blogger?

ANYONE AT UF/IFAS!!

• We have blogs for Extension, REC, Departments, Programs, Schools, Centers, Stations, etc...

• If you are unsure about what blog you would fit into, ask us!
How Do I Become a Blogger?

**Easy as 1-2-3!**

1) Fill out a web services request: [https://ics.ifas.ufl.edu/web-work-request/](https://ics.ifas.ufl.edu/web-work-request/). The webteam will send you a link to complete a brief online training course.

2) E-mail us back to let us know you have completed the course, and we’ll add you to your blog.

3) Write your author profile, upload your profile image or avatar, and start blogging!
Author Profile

• Having an author profile and photo can enhance readership and **encourages readers to continue reading your blog posts.**

• Author profiles should:
  • Be complete sentences
  • Be in the third person
  • End with preferred contact information
    • Email, formatted: name [at] ufl [dot] edu, or
    • social media handles
  • Include a profile photo or avatar

**Lara Milligan**

Lara Milligan is the Natural Resources Agent for UF/IFAS Extension Pinellas County. Her work focuses on wildlife, water, and general environmental education.
How to Edit your Author Profile

1. Howdy, danisadi
   - danisadi
   - Edit My Profile
   - Log Out

2. About Yourself
   - Biographical Info
     - Share a little biographical information to fill out your profile. This may be shown publicly.

3. Avatar
   - Profile Image
   - Upload Avatar
     - Choose from Media Library
     - Delete local avatar
Questions?
Blogging Basics
Blogging Basics

- How to Publish a Post
- Writing a Great Blog Post
- Categories & Tags
- Featured Image Upload & Approved Sources
- Blog Post Checklist
How to Publish a Post: Create a New Post

• Login to Wordpress
• Go to Posts > Add New
How to Publish a Post: The WordPress Edit Post Page

Undergraduate Student Feature: Jennifer Jordan, Food Science

Blog Title

Change Heading

Links

Quotes

We're excited to welcome Jennifer Jordan to the Discover FSH-N Series! Jennifer completed her Food Science degree from University of Florida in her last semester at UF. Read on to learn about how she chose Food Science as her major, her unique virtual internship with BapsCo, her fascination with history, and how crepes inspired her career.

Would you share how you chose the Food Science program at UF?

I entered UF as an engineering student in my freshman year. Quickly, I realized that my professional goal was to work in the food industry. I wanted to create new and unique formulations of food and bring joy to people through the foods they eat. Food and meals create bonds between members of society. I want my creations and impacts on the food industry to facilitate these bonds between people.

The unconventional virtual internship was an enlightening experience that helped me strengthen valuable skills including time management and knowledge transfer.
How to Publish a Post: Ready to Publish

1. Save draft regularly
2. Preview post before Publishing
3. Click Publish when ready to post publicly
Blogging Hack #1: Grammarly Browser Plugin

The Grammarly plugin starts working immediately after installing on your browser.

As a UF/IFAS extension agent. You can write about your latest successes (which explain a subject and provide a conclusion) and what a fact) drive a ton a social shares—40.2% according to this study.

Correct your spelling

of social

Dismiss

See more in Grammarly

you never knew, places to visit, etc. If you parts in a logical way will help—and lists are
1. Go to Grammarly.com, select “Add to <your browser>”

2. Click “Add Extension”

3. Sign up: Create account with Grammarly with email, password, and name.
Writing a Great Blog Post

**The Good**
- Short, informal, conversational
- Identify and write for your target audience(s)
- Use high-resolution images from approved sources
- Proofread title & content for grammar and organization
- Use headings if content is long or covers multiple subjects
- Post regularly

**The Bad**
- Don’t plagiarize. Words or images!
- Don’t share press releases before they are officially released
- Avoid bias--Stick to scientific findings & recommendations
- Don’t post ads, promotions, or spam
Writing for Your Target Audience

Who am I writing for?

- Who will benefit from this information?

For the topic I am writing about, what does my audience want to know?

- Do they need any background information?

How will they use this information?

How do I want to impact my audience?

- Do I want to inform my audience?
- Do I want to teach my audience how to do something?
- Do I want to change my audience’s behavior?

Keep in mind:

- People consume online information different from printed material… Readers tend to scan a blog for content looking for key pieces of information, then decide to read more or find other content.
- Your target audience may shift depending on the topic and content of your posts.
What Makes a Great Title

**Do**

- Keep titles short and informative
  - Ex: “New Citrus Rootstocks Created by UF/IFAS Researchers”

- Use question words (who, what, where, why, when, and how) to set up your title or heading
  - Ex: “How to Prepare for El Niño”; “What You Need to Know about Africanized Bees”

- Check for grammar & use title case, ie, capitalize all words except: a, an, and, at, but, by, for, in, nor, of, on, or, so, the, to, up, yet* (unless yet is acting as a verb).

- Include a “Part I” or subheadings if the post is part of a series

**Don’t**

- Use long cumbersome titles or headings
  - Ex: “Five New Citrus Rootstocks Have Been Created by Citrus Researchers at Citrus Research and Education Center, Lake Alfred, Florida”

- Use charged or alarmist language.
  - Ex: “Stop El Niño from Destroying Your Home”; “Keep Your Family Safe from Killer Bees”

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59% of people will share an article without reading it first, or ever.
Categories & Tags

Categories determine where your blog is organized within Blogs.IFAS
- Choose one or more categories from a list

Tags help search engines populate their search results
- Type in tags manually. Find tags in the Blog Tag Lexicon
Assigning Categories to Elevate Content

Assigning Categories to your post on the WordPress Edit Post Page allows your posts to appear in the following places:

- Post will be organized into the Blogs:IFAS “Browse by Category” pages
- Post will also appear in blog email digests based on categories selected in subscription sign-up
- (If applicable) Posts will appear on your County’s SFYL homepage: Select the Sort by Your Interest dropdown to see blog posts for that Category.
Tags

- Tags can be a keyword or keyphrase
- Tag words/phrases should also be found in your blog post.
- When read all together, tags should give an idea of the overall blog post message.

Tagging Tips

- Reference UF/IFAS Blog Tag Lexicon for common tags
  - https://docs.google.com/document/d/1h3BY4dVpRcCHFxra5ENpxxa9ZhnO3_whhoNjnYcAI/edit?usp=sharing
- ~3-7 tags per post
- Avoid repetitive variations i.e.: horse, horses, equine. Stick with just one. Check the Blog Tag Lexicon for reference.
- Use Author Name
How to Upload a Featured Image

• Size requirement: 1338 x 357 pixels

• Editing tools—many options!
  • MS Paint, MS Paint 3D, Pixlr*, Adobe Photoshop, GIMP*, Canva*

*free tools

Remember to only use images you have permission to use!
Blogging Hack #2

Media File Compression

If you receive an error when trying to upload an image due to its size...

Use [https://tinypng.com/](https://tinypng.com/) to compress your image

Now you can upload the compressed version of the file!
Blogging Hack #3: Center Content in Your Header Image

- Center important information in your blog post header image.
- Blog header images are formatted square-shaped in some blog feeds.

https://extadmin.ifas.ufl.edu/
Image Editing Guides & Tutorials

- **Guide to Cropping Photos with Paint 3D**

- **Featured image editing using Photoshop, Pixlr, and MS Paint**
  - [https://www.youtube.com/watch?v=gzvzmqRODAA&t=2s](https://www.youtube.com/watch?v=gzvzmqRODAA&t=2s)

- **Photo Editing using Canva**
  - [https://www.youtube.com/watch?v=wmRmgsYhn2I&feature=youtu.be](https://www.youtube.com/watch?v=wmRmgsYhn2I&feature=youtu.be)

- **Photo editing using GIMP**
  - [https://mediasite.video.ufl.edu/Mediasite/Play/495bb506ea674fa0993bf8309217d7f21d](https://mediasite.video.ufl.edu/Mediasite/Play/495bb506ea674fa0993bf8309217d7f21d)

- **Formatting Images within Blog Posts**
  - [https://www.youtube.com/watch?v=iqFzoc8GOLY&feature=youtu.be](https://www.youtube.com/watch?v=iqFzoc8GOLY&feature=youtu.be)

- [https://ics.ifas.ufl.edu/our-services/blogging/](https://ics.ifas.ufl.edu/our-services/blogging/)
  (under How Do I Crop Photos for My Blog Posts?)
Approved Photo Sources

• Only use photos from approved photo sources

• Approved Photo Sources
  • Photos you take yourself or from someone else in your department (be sure to verify the origin)
    • Request release forms if image includes people from a private event that were not UF/IFAS employees. Always use release forms if the photo includes a minor.
      • General Consent and Release Form: https://branding.ifas.ufl.edu/media/brandingifasufledu/UF-IFAS-Video-Photo-Release.pdf
  • UF/IFAS Photo Archive
    • http://photos.ifas.ufl.edu/
  • UF Stock Photos
    • http://identity.ufl.edu/resources/stock-photography/
    • Credit the University or a specific name if there is photo credit information
  • UF/IFAS Entomology Photo Archive
    • http://entomology.ifas.ufl.edu/msgs/
Blog Post Checklist

- Insert Content
  - Edit Content in Wordpress (Add Headings, Links, etc...)
- Insert Title
- Upload Featured Image
- Select Category/ies
- Add Tags
- Click Publish!

New Blogger Tools

- Find this Checklist on How to Post button on the Blogger Resources ICS Site: [https://ics.ifas.ufl.edu/our-services/blogging/](https://ics.ifas.ufl.edu/our-services/blogging/)
Questions?
Blogging Even Better

- Publish → Promote, 1-2 Punch!
- Blog Accessibility Tips
- Video Resources for Bloggers
- How to Create a Blog Series
- Writing for SEO
**Publish > Promote, 1-2 Punch!**

- We recommend promoting your posts on your social media platforms
  - Your social media audiences are the most likely to be interested in your posts
- Tag UF/IFAS on your social media posts, as we may share/retweet, further elevating your reach
- Plan your social media posts to draw in readers and alert your social media followers that you posted new blog content!

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UF/IFAS Social Media Links

Facebook: @UFIFASNews
Twitter: @UF_IFAS
Instagram: @ufifas_solutions
YouTube: @IFASVideo

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In 2020, the UF/IFAS Facebook account received over 3.4 Million impressions and over 200,000 engagements.
Blog Accessibility: Writing Tips

Focus on Accessibility

- 20 percent of the population estimated to have a disability
  [digital.gov/resources/federal-social-media-accessibility-toolkit-hackpad/]

Use Simple Language

Utilize Headings

- Screen readers will use these headings to jump through the page to determine which section to read. (Another good reason to nest your headings correctly.)
- The first header is always Header 2 (the title of your blog is Header 1).

Title Links Conscientiously

- Text such as “click here” or “read more” can make it difficult for people with screen readers to understand where a link will take them. Instead of these short phrases, hyperlink fully descriptive text so that users will know where they are going when they follow a link.
Blog Accessibility: Image Tips

Inclusive Blog Writing

- Writing for the greatest number of blog readers.
- Consider tech literacy, physical ability, gender, age, language ability, and access to money, time, and social networks.

Include “Alt” Text on All Images

- Screen readers will read this alt text to visually impaired users to communicate the content of the image.
- Alt text also helps search engines index your images.

Avoid uploading too-large images

Use tinypng to optimize your image and shrink the file size

- Use captions on photos and tables included within your blog post.
How to Edit Alt Text: Featured Image

Featured Image

Click the image to edit or update

Remove featured image

Image Details

Alternative Text: A closeup view of beach vitex growing on St. George Island

Describe the purpose of the image: Leave empty if the image is purely decorative.

Caption: A closeup view of beach vitex growing on St. George island, a barrier island bordering Apalachicola Bay, shows the woody vine and clusters of seed-filled...
How to Edit Alt Text: Image within Post

The visually favorite ne... grows native... quickly app... scientist with...

The woody... Lise... state's... purchase th...

“Trav... we do is bel...
Video Resources for Bloggers

Video Editing
- Trimming Videos with YouTube Studio Editor
- Video Captioning for Youtube
- Basic Video Editing with Microsoft Photos App

Embedding Video
- Embedding Videos into a Blogs.IFAS Post

Recording & Posting an iPhone Video
- Using Mobile Devices for Video Production
- Vlogging with iPad

Recording & Posting a Zoom Meeting
- Using Zoom as an Online Tool (minute 21:00 reviews recording your meeting)

Al Williamson, Production Manager, Video Department
• alwill@ufl.edu

Video Services Website
• https://ics.ifas.ufl.edu/our-services/video-services/
How to Create a Blog Series

A blog series will have one or all of the following:

• Utilize a unique tag to identify the series*
  • Ex: Water Wednesday

• A repeated title with different subtitles for every post
  • Ex: Starting a Farm in Alachua County

• Include a listing of all blog posts at the end of the blog
  • Ex: Gardens of the World

• Include a link to the blog series (using the tag feed) at the beginning or end of your post
  • Ex: Commonly Confused

• A description at the end of each post, ie, “About this series”
  • Ex: Women Trailblazers

• Place a branded series image within your post
  • Ex: Starting a Farm in Alachua County

• If there are multiple contributors, list them at the end of post
  • Ex: Edible Gardening Series: Question of the Week

*Required to create a blog series page. Ensure the tag is unique enough to only capture your blog series.
Writing for SEO: Yoast SEO Tab

Did you know Yoast SEO Premium also analyzes the different word forms of your keyphrase, like plurals and past tenses?

Analysis results

Problems (3)

- Internal links: No internal links appear in this page, make sure to add some!
- Keywords length: No focus keyphrase was set for this page. Set a keyphrase in order to calculate your SEO score.
Passive voice vs Active voice

**Passive voice:** The new invasive species was identified by UF/IFAS researchers.

**Active voice:** UF/IFAS researchers identified the new invasive species.

### Headings

Structure your headings (e.g. H2, H3) so they are correctly nested and use them to logically break up your content.

Use H2 for your first Header (your blog title is H1).
Blogging Hack #4: Delay Publish Date

- Blog posts publish immediately by default when you click Publish.
- You can set publication for a future date, if desired.

Delay Publish Tip:
- This is helpful if you have more than one post ready at the same time and you don’t want to post them on the same day.
Questions?
Analytics, Blog Feeds, & Other Resources
Analytics, Blog Feeds, & Other Resources

- How to Access Analytics
- Google Data Studio & Google Analytics
- Blog Feeds & SFYL Connectivity
- Subscriptions / Blog Digests
- Event Calendars
- CAFE Latino
Analytics

• Analytics is running on the back-end as soon as your site is created.

Two ways to access analytics data
Both tools use the same Google Analytics blog data.

Google Data Studio
Shows Blog analytics only

Google Analytics
Also able to access SFYL data

Both tools use the same Google Analytics blog data.
Access Google Data Studio

• Navigate to https://ics.ifas.ufl.edu/our-services/blogging/
• Under Blog Analytics / Pageviews > Google Data Studio, click on Google Data Studio Listings

Access Google Analytics

1. Submit a Web Work Request for Google Analytics access.
2. The webteam will help connect your account to Google Analytics.

Notes

• We recommend using Chrome as your browser for this activity. Agents who have used Firefox or Internet Explorer not popular.
• Navigate to Behavior > Site Content > All Pages to view pageview statistics.
• The system will default to show data for last the last seven days. Remember to change your date view to the

Google Data Studio

Google Data Studio is an alternative tool for accessing Google Analytics. This tool is currently available for Coaches interested in accessing your data through this view, reach out to webteam@ifas.ufl.edu.

Access Google Data Studio

1. Click on the name of your agent in the Google Data Studio Listings to access your Google Data Studio.
2. Page is a Dynamic Snapshot showing statistics.
Google Data Studio – Page 1/3

Page 1: Dynamic Snaps

Select date range

Pageviews

Sessions: 712
% New Sessions: 69.24%  
Pageviews: 817  
Avg. Time on Page: 00:04:22

Users: 639  
Bounce Rate: 82.3%  

Social Network:
1. (not set) 301
2. Facebook 259
3. Twitter 1
Google Data Studio – Pages 2 & 3

Page 2: Author Statistics

Select date range

Page 3: Post Statistics

Select date range
Select author
Access Google Analytics

IFAS WEB SERVICES REQUEST FORM

Request Type*
- Bug Report
- Domain Name Approval
- Content Update
- Add Me To Blog IFAS
- Add Me To Google Analytics
- Add Me To TERMINALFOUR (T4)
- New Blog Project
- New Project (Website or Web Application)

Is this request for analytics for a county Extension web site?
- Yes, this is for a county Extension office.
- No, this is for a unit other than a county Extension office.

Name*

First

Last

https://ics.ifas.ufl.edu/web-work-request/
Google Analytics: View by Author / Post

- In Google Analytics, navigate to: Behavior > Site Content > All Pages

View pageviews by post in Google Analytics

1. Select date range in the upper-right drop-down.
2. Below the graph is a list of pages; this is the list of posts sorted by pageviews.

View pageviews by Author in Google Analytics

1. Above this list, click “Secondary dimension”. Choose Author (Content Group).
2. To filter this view, click advanced next to the search window.
3. Select Include, Author (Content Group), Exactly Matching, then type in the author’s name exactly as it appears in the list below (if you start typing a name, Google will often help auto-fill for you).
4. Click Apply.
5. Now you will only see a list of posts by that author.
6. Click edit to modify this filter.

These steps available in a handy PDF on https://ics.ifas.ufl.edu/our-services/blogging/
Blog Feeds: SFYL County Homepages

- **Call-out for Promoted Blog Posts** (usually from the UF/IFAS Dean)
- **Call-Out Section for Event-Related Blog Posts**
- All other blog posts are pulled in based on the Category assigned related to this dropdown menu. The most recent posts appear first.
- Events pull from County’s Google Calendar

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**Highest-clicked post within that category**
Blog Feeds: SFYFL County Homepages cont.

To show an Event Blog in the Event Call-Out Area

Assign Events-related blog post to the following Categories:
- Events
- One or more of the following (based on the “Sort by your interest” dropdown menu): Agriculture, Natural Resources, Home Landscapes, Work & Life, 4-H & Youth.

To feed blog posts into the SFYFL County Homepage

Assign blog posts to the following Categories:
- One or more of the following (based on the “Sort by your interest” dropdown menu): Agriculture, Natural Resources, Home Landscapes, Work & Life, 4-H & Youth.

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Trending Now

**Hurricane Prep: Securing Your Boat**

Tornadoes are incredibly violent storms that can bring intense winds, however, only rivers, a storm surge, landslides, and tornadoes. These events are unique in causing incredible damage, and even to predicting your boat in planning for preparations.

**2.18.21**

**Stand Up & Heller for Extension on Gator Nation Giving Day**

Thursday, February 18 is Gator Nation Giving Day, which helps the University of Florida educate students.

**3.15.21**

**Do you need tree work? Find a certified arborist**

If you’re in need of some work, you’re likely wondering whether you need a qualified professional to tackle the work for you. We suggest that you select a certified arborist to get the job done.

**3.20.21**

**Preparing Your Landscape for Hurricane Season**

A strong hurricane can be devastating for your landscape. Prepare now for the potential damages by taking some preventative measures.

**2.15.21**
Blogs Feeds: IFAS Websites

http://blogs.ifas.ufl.edu/entnemdept/
http://entnemdept.ufl.edu/honey-bee/

http://blogs.ifas.ufl.edu/caip/
https://plants.ifas.ufl.edu/
Blog Feeds: Excerpts

- To ensure your blog excerpt shows content relevant to the blog post:
  - Best practices to move author credits and notes on featured images to the end of your blog posts.

Excerpt shows author credit

Excerpt shows image note

Excerpt shows blog post content

https://ifas.ufl.edu/
Subscription / Blog Digest

Subscribe

Fill in the following information to receive an email when a new blog post is added to your favorite category.

Email Address *

First Name

Last Name

* indicates required

IFAS Blogs Categories

- Agriculture
- Natural Resources
- Home Landscapes
- Work & Life
- 4-H & Youth
- All Categories

Subscribe
### Event Calendars

**Living Simply – A Sustainability Outlook**
We’ve been spending a lot of time at home due to the pandemic, and I’m sure many of you have been examining your resource use from paper towels to water, food, and energy. According to this article, 64% of Americans are inspired to adopt more eco-friendly behaviors as a result of the

05/30/2020

**Every Ten Years: The U.S. Census 2020**
Every ten years an event happens that is important to you and to your community, the Census. How

10/12/2020

**Lynnette Jean Named Family Nutrition Program Associate Director**
By Stella Hardesty Lynnette Jean has been named the new associate director for the UF/IFAS Extension Family Nutrition Program. She began her official duties July 13, 2020. “My focus in leading the Family Nutrition Program is on leveraging our strengths and expertise with those of our community partners,” said Jean.

10/12/2020

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**View All Upcoming Events**
- **Oct 27, 2020**
  - Horticulture Hot Line (9:00am-12:00pm & 1:00pm-4:00pm)
- **Oct 28, 2020**
  - Florida Supernatural Plant Poison
- **Oct 29, 2020**
  - Horticulture Hot Line (9:00am-12:00pm & 1:00pm-4:00pm)
CAFE Latino

• To better serve the 5 Million+ Spanish speaking residents in Florida, UF/IFAS Extension Faculty designed and built the Coalition of Florida Extension for Latino Communities (CAFE Latino)

https://extadmin.ifas.ufl.edu/teams-and-programs/cafe-latino/
Questions?
Questions?

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