



# UF/IFAS Hashtags

Hashtags are an efficient way of organizing information on social media. They allow you to keep tabs on an ongoing digital conversation about a topic or event.

Anyone can make a hashtag at any time. Simply place the # symbol directly in front of a word or phrase. Example: #ILoveUFIFAS. After a hashtag has been created, other users can use that hashtag in their own posts, adding to the ongoing conversation about that topic. If you then search a specific platform for that hashtag, you'll be able to see all posts relating to that topic.

Best practices encourage hashtags to be used on Twitter (between 2 and 6 per post) and Instagram (maximum of 30 per post). They are not used frequently on Facebook.

When posting about UF/IFAS, we encourage you to use the following hashtags in your content.

### Pillars

- #IFASResearch** ..... anything related to UF/IFAS research
- #IFASExtension** ..... anything related to Extension
- #UFCALS** ..... anything CALS or student related
- #UFIFAS** ..... global hashtag

### Faculty and Staff Recognition

- #TeamIFAS** ..... Recognition to faculty, staff (new hires, promotions, awards)
- #IFASAtWork** ..... Recognize the important work being done in your community

### Topic Specific

- #UF Bugs** ..... anything bug or pest related
- #IFASWater** ..... all water-related topics
- #UFWildlife** ..... Conservation, ecology, any animal that is NOT a bug
- #FLSeaGrant** ..... Florida Sea Grant related
- #4HGrown** ..... 4-H current students and alumni
- #InspireKidsToDo** ... 4H activities
- #IFASCitrus** ..... Primary hashtag for all things citrus
- #AllInForCitrus** ..... Secondary hashtag for citrus
- #NIFAImpacts** ..... *If you are posting about research funded by the USDA National Institute of Food and Agriculture, please use*

Looking to create a hashtag? Contact [socialmedia@ufl.edu](mailto:socialmedia@ufl.edu).