## 10 Things to **DO** on Social Media

1. Make sure to follow COVID-19 guidelines (masks, social distancing)
2. Diversity in photos (urban/rural, geography, gender, etc.)
3. Captioning in every video
4. Photo credit
5. Making sure if the content is UF-centric it also has a UF/IFAS focus
6. Use one of the current UF/IFAS logos found here: [branding.ifas.ufl.edu/logos](http://branding.ifas.ufl.edu/logos)
7. Featuring a variety of locations around the state
8. A balance of content between Extension and Research
9. Invasive plants? Link to assessment [assessment.ifas.ufl.edu](http://assessment.ifas.ufl.edu)
10. Photos are high quality and bright

## 10 Things to **AVOID** on Social Media

1. Posting content that does not drive engagement
2. Overusing hashtags
3. Jumping on every trend (Is the audience you want to engage really on TikTok?)
4. Posting the same message across channels
5. Deleting negative reviews/posts
6. Posting rather than talking
7. Oversharing
8. When re-sharing be strategic in when you repost
9. Being too formal, keep your tone conversational
10. Posting insensitive content. Keep your eye on global/national/regional events