



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
- 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
- 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