

UF/IFAS Social Media Account Plan



Please fill out the following document BEFORE creating new social media accounts. It will be reviewed by ICS' social media manager and associate vice president.

It is our recommendation to try to funnel content into larger/ established county, statewide program, department, or REC accounts before creating a new account. Please make every effort to do this before proposing a new account.

Proposed Account Name and Handle (Only Fill out Applicable Platforms)

Account names must comply with UF/IFAS brand guidelines. Reach out to Tracy Bryant (tracydz@ufl.edu) for assistance with compliant social media profile elements and more.

Facebook

- Page Name

Instagram

- Username
- Handle

Twitter

- Username
- Handle

LinkedIn

- Page Name

What are the goal(s) of your page?

For example, if you're a CALS department account. Your main goals might be improving student retention and increasing attendance of student events.

Who is your audience?

(only fill out applicable platforms)

For example, if you're a County Extension account, your audience is residents of your county who are facing problems your programming can help them with.

