UF/IFAS Social Media Commenting Guidelines

All social media platforms include a space for outside users to post comments. This handout provides direction on how to answer those comments.

What can I do about comments on UF/IFAS social media platforms?

- **FACEBOOK** – Facebook does not allow the user to disable comments completely on pages. While you must allow comments, there are ways to manage them.
  » First, make sure your profanity filter on Facebook is set to strong. settings > profanity filter > strong.
  » Second, you may hide comments, but we recommend you do this only when the comment fits the criteria described below.
  » There is no way to delete a comment on Facebook. The best you can do is hide a comment.

- **INSTAGRAM** – This platform allows you to turn off commenting on posts.
  » Find your published post and hit the ... in the top-right hand corner. Then hit “turn off commenting.”

- **TWITTER** – There is no way to delete or hide comments on Twitter.

- **YOUTUBE** – Disable comments
  » You can disable comments on videos by settings > video manager and then choose a video.
  » Then hit edit > info and settings > uncheck allow comments.

What if someone posts a negative comment?

- We realize that when UF/IFAS social media posts receive critical or insulting comments, it can be hurtful, and your normal reaction is to eliminate the post. But according to the law, the fact that a comment makes someone upset **IS NOT SUFFICIENT JUSTIFICATION** to hide it or to block the user.
- UF/IFAS is part of the University of Florida which is a public institution. Because of that, if we start limiting comments on social platforms, we are restricting individual free speech rights. **DO NOT** hide or delete any comment on social media unless:
  » The comment constitutes a violation of the law.
  » The content is irrelevant to the topic at hand. (A comment about UFOs on a post about dairy cows.)
  » Do not respond to negative comments.

Can I just turn off comments at the time I post my content to avoid this issue?

- This feature is not available for Facebook or Twitter.
- On Instagram and YouTube it is permissible. Turn off comments at time of posting.

Can I block a user?

- UF/IFAS does not recommend blocking a user as this can be seen as censoring.

All UF/IFAS official social media accounts MUST follow the requirements described above. Not sure if your account is official? All official accounts can be found here:

- [https://www.ifas.ufl.edu/social-media/](https://www.ifas.ufl.edu/social-media/)
- [http://socialmedia.ufl.edu/accounts/](http://socialmedia.ufl.edu/accounts/)

**NOT LISTED?** Contact [socialmedia@ifas.ufl.edu](mailto:socialmedia@ifas.ufl.edu) to get registered.

For questions on comments please contact April Martin at [april.martin@ufl.edu](mailto:april.martin@ufl.edu).