

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.

How do you plan to reach them?

To have a successful social media presence, you will need to create unique and valuable content in a variety of formats tailored to each platform. List some campaign ideas, content formats, blog topics, etc. that you would create for applicable platforms.

For example:

The UF/IFAS social media team aims to reach home gardeners/homeowners, science enthusiasts, outdoor enthusiasts, Florida ag supporters, homesteaders, hobby and small farmers on Facebook.

To reach them we post:

- “Solution I Trending Videos

Please do the same for each of the platforms you are proposing to use.

Facebook

Twitter

Instagram

LinkedIn

How often do you plan to post per week on each platform? (Only Fill out Applicable Platforms)

What UF/IFAS sources will you use to create content?

Platform	Posting Frequency
Facebook	
Instagram	
Twitter	
LinkedIn	

Provide content links from accounts you admire and will use as inspiration to create similar effective content.

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