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UF/IFAS Hashtags

Hashtags are an efficient way of organizing information on social media. They allow you to keep tabs on an ongoing digital conversation about a topic or event.

Anyone can make a hashtag at any time. Simply place the # symbol directly in front of a word or phrase. Example: #ILoveUFIFAS. After a hashtag has been created, other users can use that hashtag in their own posts, adding to the ongoing conversation about that topic. If you then search a specific platform for that hashtag, you'll be able to see all posts relating to that topic.

Best practices encourage hashtags to be used on Twitter (between 2 and 6 per post) and Instagram (maximum of 30 per post). They are not used frequently on Facebook.

When posting about UF/IFAS, we encourage you to use the following hashtags in your content.

Looking to create a hashtag? Contact socialmedia@ufl.edu.

Pillars

#IFASResearch.....anything related to UF/IFAS research

#IFASExtension.....anything related to Extension
#UFCALS.....anything CALS or student related
#UFIFAS.....global hashtag

Faculty and Staff Recognition

#TeamIFAS.....Recognition to faculty, staff (new hires, promotions, awards)
#IFASAtWork.....Recognize the important work being done in your community

Topic Specific

#UFBugs.....anything bug or pest related
#IFASWater.....all water-related topics
#UFWildlife.....Conservation, ecology, any animal that is NOT a bug
#FLSeaGrant.....Florida Sea Grant related
#4HGrown.....4-H current students and alumni
#InspireKidsToDo.....4H activities
#IFASCitrus.....Primary hashtag for all things citrus
#AllInForCitrus.....Secondary hashtag for citrus
#NIFAImpacts..... *If you are posting about research funded by the USDA National Institute of Food and Agriculture, please use*