

Last Updated: 09/3/2024

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
#IFASWaterall water-related topics
#UFWildlifeConservation, ecology,
any animal that is NOT a bug
#FLSeaGrantFlorida Sea Grant related
#4HGrown4-H current students and
alumni
#InspireKidsToDo4H activities
#IFASCitrusPrimary hashtag for all
things citrus
#AllInForCitrusSecondary hashtag for
citrus
#NIFAImpacts If you are posting about

research funded by the USDA National

Institute of Food and Agriculture, please use

d