

UF/IFAS 2022 Communications Toolkit

Theme: Food is our Middle Name

We are the Institute of **Food** and Agricultural Sciences at the University of Florida. A significant portion of our efforts IFAS-wide is dedicated to food: growing food, improving nutrition and taste, getting food to market, improving the environment supporting agricultural efforts, and so much more. In 2022, one of the ICS efforts is to pull together many of our news, writing and promotional efforts under the umbrella of food. And we want you to join us!

Hard work, commitment and determination create science-based solutions and improvements in the food supply, but it might not be obvious to the consumer. Part of our theme is to help make this integrated web of work more connected in the minds of our readers/viewers/stakeholders.

To do that, we have developed assets for communicators in any department/unit/Extension office/REC to use with events, stories or promotions revolving around food.

FAQ:

- **Is this a requirement?** No. Adding the promotional badge or hashtags to your work surrounding food will create a larger trend in IFAS outreach. In addition, it will allow us to pull metrics beyond single social accounts by the broader tags.
- **Do I have to create new events for this?** No. Simply add the tags, badge and messaging as desired to existing events.
- **Is there specific programming for the theme?** No. So much of what we do revolves around food—tying it together to elevate all the work over the year is the goal of the theme.

Promotional badge

(And guidance for use):

You can use this badge on your event/promo materials, social sites and even as a bug on a video to add the theme. Use it in addition to a UF/IFAS logo making sure the IFAS logo is either to the left or above this one.

You can download the badge here:

<https://branding.ifas.ufl.edu/food-is-our-middle-name-toolkit/>



Hashtags:

1. #FoodIsOurMiddleName (primary)
2. #FloridaFood
3. #EverybodyEats
4. #SavorSunshine

Are you blogging?

Use the tag #FoodIsOurMiddleName so we can track it and it will show up on the theme landing page.

Key Messages

(Adapt using your program's goals and efforts.)

Research: UF/IFAS agricultural research is vital to discover innovative solutions that help Florida's farmers and ranchers produce abundant, safe, affordable and nutritious food.

Education: The College of Agricultural and Life Sciences prepares students for rewarding careers related to food, from production and marketing, to healthcare and consumer education.

Extension: The Florida Cooperative Extension System brings research and science-based solutions to growers, ranchers, industry and residents to improve food understanding and availability.

Sample Social Posts

1. Everybody loves food! #Florida grows food for the world year-round. @PROGRAMNAME, we EXPLAINGOAL. #FoodIsOurMiddleName [LINK TO PROJECT].
2. Meet [@PROGRAMNAME]'s students and educators who are working to feed the world of the future. #AlatUF #FoodIsOurMiddleName [LINK TO STORY].
3. #IFASExtension is dedicated to promoting awareness, understanding and respect for Florida's food industry to citizens and visitors. @EXTENSIONOFFICE you can _EXTENSION OPPORTUNITIES FOR PUBLIC_ #FoodIsOurMiddleName
___COMMODITY___ is vital to Florida's (CHOOSE: ecological/economical) future. We're moving research forward [@PROGRAMNAME] on a mission to _EXPLAINRESEARCH_____ [LINK TO WORK] #FoodIsOurMiddleName
4. @EXTENSIONOFFICE wants to make the world brighter for Floridians. So we're aiding the COMMODITY industry by _____ so farmers and the public can _____ #FoodIsOurMiddleName
5. We're honored to show off our advancements in __COMMODITY___ during EVENT. Our goal: helping Floridians achieve a higher quality of life. #FoodIsOurMiddleName

National Twitter Handles

Organization	Twitter Handle
Ag is America	@AgIsAmerica
APLU Ag	@APLU_Ag
Sec. Vilsack (Secretary of Agriculture)	@SecVilsack
USDA	@USDA
USDA National Institute of Food & Ag	@USDA_NIFA
APLU	@APLU_News
Cooperative Extension	@Ext100Years

Photos

- IFAS photo database: <https://photos.ifas.ufl.edu/photo-search.php?submitted=true&keywords=food>
- [U.S. Department of Agriculture's albums | Flickr](#)

National Food Days

Here is a link to a great list of national/official food days. They usually have a hashtag that can pull new visitors to your content. <http://www.tfdutch.com/>

Supplemental Content

Looking for more content? If you'd like to participate but don't have any food-related content at the moment, ICS has a lot to choose from that you can use any time.

Infographics:

The UF/IFAS branding site has a wide variety of food-related infographics for your use. Below are some examples. All infographics can be found here:

<https://branding.ifas.ufl.edu/infographics/>

Have an idea for a new infographic?

[Submit a graphic request via WorkFront.](#)

- [Food System Page 1 JPG](#)
- [Food System Page 2 JPG](#)
- [Food System Infographic PDF](#)
- [Florida Agriculture and food fast facts- social tiles](#)
- [Popular Diets \(also available in Spanish\)](#)

UF/IFAS Video resources

YouTube:

- [Great Recipes from UF/IFAS](#) (playlist)
- [How to Build a Great Salad](#)
- [Dash or Mediterranean Diet](#)

Vimeo:

- [Easy Recipes](#)
- [Healthy Recipes](#)