Communicating about Hurricanes
Tips for UF/IFAS Faculty and Staff

This document outlines resources, key messages, best practices and tips for communicating before and after a hurricane. These recommendations are meant to enhance any plans your unit already has in place for disasters.

Key Messages
When communicating with residents and stakeholders, keep these messages in mind:
• As part of its land grant mission, UF/IFAS supports Floridians affected by disasters in many different ways.
• UF/IFAS provides reliable, timely and responsive disaster information and resources.
• Because UF/IFAS is embedded in local communities, it’s well positioned to help during a disaster.
• UF/IFAS plays a critical role in assessing the impact of disasters on agriculture and natural resources.

Best Practices
Some strategies to keep in mind when you’re communicating about disasters:
• Represent yourself a part of UF/IFAS. Don’t forget branding!
• Stick to what you know and observe. Avoid speculation.
• Be sensitive and thoughtful.
• Focus on positives and progress.

Pre-storm Communications Checklist
☐ Check disaster.ifas.ufl.edu for resources to share with clients and stakeholders. Post link on your website, social media sites.
☐ Monitor Extension’s blogger page for universal tags to use on your content and banners images. Do not post something if it says another storm’s name.
☐ Create a social media plan. Who will post? Can they access the account? What will you post?
☐ In need of content? Follow/repost ICS: Facebook, Twitter, Instagram.
☐ Connect with state-wide colleagues via Teams
☐ Posting videos? Make sure they are captioned

Post-storm Communications Checklist
☐ Check disaster.ifas.ufl.edu for resources to share with clients and stakeholders
☐ Continue monitoring blogs page for info for tips on what to post.
☐ Did your area suffer damage? Post resources that could help.
☐ Too busy to post? Just repost ICS!
☐ Keep up with the state conversation via Teams
☐ Posting videos? Make sure they are captioned

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