

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

Need help?

Contact your regional public relations specialist.
Visit ifas.ufl.edu → Newsroom → Media contacts