UF/IFAS- IDEA **CHECKLISTS**

UF/IFAS- IDEA **CHECKLISTS - GENERAL**

IDEA – Implementation Guidelines in Communications. IFAS Communications is committed to the IDEA that we will consider the following guidelines to authentically represent and communicate with Florida's population.

	Inclusion Who is included or excluded?	Diversity Is difference authentically represented?	Equity Does it consider people's advantages and disadvantages?	Access Can everyone engage with the material?
Channel	Consider channels that reach under-engaged audiences	Consider channels geared toward diverse groups	Consider channels that target or are primarily used by underserved groups	Consider channels that provide tools for accessibility and leverage those tools
Language	Craft messages that include multiple perspectives and experiences	Craft messages in multiple languages	Use language understood by people with different educational backgrounds	Format text for print and digital mediums according to accessibility guidelines
Audience	In addition to traditional audiences, think about who else might benefit from the information you want to share	Develop messages and content that are culturally sensitive and relevant	Develop messages and content that address the needs of diverse and underserved groups	Consider how your audiences will access your content and possible barriers to access
Source	In addition to go-to sources and experts, think about who else can contribute to and review messages and content	Engage experts from diverse backgrounds, including those who speak a second language	Put more resources toward engaging experts from underserved groups	Increase clients' and experts' access to communications resources and support
Imagery	Seek out new topics and individuals to feature in imagery	Produce and select photos and video that authentically represent Florida's population	Portray people as individuals and in a way that shows they are respected and valued	Format documents, images, photos and video according to accessibility guidelines

UF/IFAS - IDEA **CHECKLISTS – PUBLIC RELATIONS**

PR/Social/Video (especially as it relates to news)

IDEA – Implementation Guidelines in Communications. IFAS Communications is committed to the IDEA that we will consider the following guidelines to authentically represent and communicate with Florida's population.

	Inclusion Who is included or excluded?	**Diversity** Is difference authentically represented?	**Equity** Does it consider people's advantages and disadvantages?	**Access** Can everyone engage with the material?
Channel	Consider channels that reach under-engaged audiences	Consider media outlets and profiles geared toward diverse groups	Consider channels that target or are primarily used by underserved groups	Consider channels that provide tools for accessibility and leverage those tools; consider and local options for limited internet access areas.
Language	Craft messages that include multiple perspectives and experiences	Craft messages in multiple languages	Use language understood by people with different educational backgrounds Recommended level: 8th Grade Check here: https://hemingwayapp.com/	Format text for print and digital mediums according to accessibility guidelines
Audience	In addition to traditional audiences, think about who else might benefit from the information you want to share	Develop messages and content that are culturally sensitive and relevant Resource; https://learn-and-grow.hr.ufl.edu/courses-registration/gators-together/	Develop messages and content that address the needs of diverse and underserved groups	Consider how your audiences will access your content and possible barriers to access
Source	In addition to go-to sources and experts, think about who else can contribute to and review messages and content (Ask your expert for partners/co-authors at other institutions that could round out the collaboration and diversity	Engage experts from diverse backgrounds, including those who speak a second language; or include beneficiaries of the work that show diversity of our end-users, if possible.	Put more resources toward engaging experts from underserved groups	Increase clients' and experts' access to communications resources and support
Imagery	Seek out new topics and individuals to feature in imagery	Produce and select photos and video that authentically represent Florida's population	Portray people as individuals and in a way that shows they are respected and valued. Photos should take into account what race/gender is the subject of authority in the photo.	Format documents, images, photos and video according to accessibility guidelines; implement platform translation capabilities, when available.
RESOURCE LIST	Social media- https://ics.ifas.ufl.edu/our-services/social-media/ , Others noted w/in the table.			