### 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.**

<table>
<thead>
<tr>
<th>Inclusion</th>
<th>Diversity</th>
<th>Equity</th>
<th>Access</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who is included or excluded?</td>
<td>Is difference authentically represented?</td>
<td>Does it consider people’s advantages and disadvantages?</td>
<td>Can everyone engage with the material?</td>
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**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)**

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<td><strong>Channel</strong></td>
<td>Consider channels that reach under-engaged audiences</td>
<td>Consider media outlets and profiles geared toward diverse groups</td>
<td>Consider channels that target or are primarily used by underserved groups</td>
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<td><strong>Language</strong></td>
<td>Craft messages that include multiple perspectives and experiences</td>
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<td>Consider how your audiences will access your content and possible barriers to access</td>
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<td><strong>Source</strong></td>
<td>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)</td>
<td>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.</td>
<td>Put more resources toward engaging experts from underserved groups</td>
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<td><strong>Imagery</strong></td>
<td>Seek out new topics and individuals to feature in imagery</td>
<td>Produce and select photos and video that authentically represent Florida’s population</td>
<td>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.</td>
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#### RESOURCE LIST

- Social media: [https://ics.ifas.ufl.edu/our-services/social-media/](https://ics.ifas.ufl.edu/our-services/social-media/)
- Others noted w/in the table.