UF/IFAS Social Media Commenting Policy

All social media platforms include a space for outside users to post comments. This handout provides direction on how to answer those comments.

What can I do about comments on UF/IFAS social media platforms?

- **FACEBOOK** – Facebook does not allow the user to disable comments completely on pages. While you must allow comments, there are ways to make them.
  » First, make sure your profanity filter on Facebook is set to strong. settings > profanity filter > strong.
  » Second, you may hide comments, but we recommend you do this only when the comment fits the criteria described below.
  » There is no way to delete a comment on Facebook. The best you can do is hide a comment.

- **INSTAGRAM** – This platform allows you to turn off commenting on posts.
  » Find your published post and hit the ... in the top-right hand corner. Then hit “turn off commenting.”

- **TWITTER** – There is no way to delete or hide comments on Twitter.

- **YOUTUBE** – Disable comments
  » You can disable comments on videos by settings > video manager and then choose a video.
  » Then hit edit > info and settings > uncheck allow comments.

What if someone posts a negative comment?

- We realize that when UF/IFAS social media posts receive critical or insulting comments, it can be hurtful, and your normal reaction is to eliminate the post. But according to the law, the fact that a comment makes someone upset is not sufficient justification to hide it or to block the user.
  » UF/IFAS is part of the University of Florida which is a public institution. Because of that, if we start limiting comments on social platforms, we are restricting individual free speech rights. Do not hide or delete any comment on social media unless:
    » The comment constitutes violations of the law.
    » The content is irrelevant to the topic at hand. (A comment about UFOs on a post about dairy cows.)

Can I just turn off comments at the time I post my content to avoid this issue?

- This feature is not available for Facebook or Twitter.
- On Instagram and YouTube it is permissible.

Can I block a user?

- UF/IFAS does not recommend blocking a user as this can be seen as censoring.

All UF/IFAS official social media accounts MUST follow the requirements described above. Not sure if your account is official? All official accounts can be found here:

- [https://www.ifas.ufl.edu/social-media/](https://www.ifas.ufl.edu/social-media/)
- [http://socialmedia.ufl.edu/accounts/](http://socialmedia.ufl.edu/accounts/)

**NOT LISTED?** Contact [socialmedia@ifas.ufl.edu](mailto:socialmedia@ifas.ufl.edu) to get registered.

For questions on comments please contact April Martin at [april.martin@ufl.edu](mailto:april.martin@ufl.edu).