

Social Media Security

Tips

- **NOMINATE** one person to be the main social media task manager for your organization. The fewer social media cooks in the kitchen the more likely your account will have a consistent voice and message.
- **CHANGE ACCOUNT PASSWORDS** when an employee with social media account access leaves your organization. Also, make sure to revoke their administrator access to accounts like Facebook and LinkedIn.
- **CHANGE YOUR SOCIAL MEDIA PASSWORDS** every three to six months regardless of personnel changes
- **DON'T USE THE SAME PASSWORD** for all accounts
- **A STRONG PASSWORD IS COMPLEX.**
Phrases can be useful
(BeHomeInTimeForDinner)

Password Management Assistance

There are many useful tools to help you manage these passwords. Here are just a few you can access through an Internet search:

- LastPass – free for one computer
- Keypass
- Two-step authentication

REMINDER: if you are using your phone to manage a UF/IFAS account, consider setting up password protection so your phone can only be accessed by those with the password.

Recommended Social Media Reads

From UF/IFAS

- UF/IFAS branding portal (<http://branding.ifas.ufl.edu/>)
- UF/IFAS Social Media Guidelines and FAQs (<https://ifas.ufl.edu/social-media/>)
- Webinars and trainings (<https://branding.ifas.ufl.edu/training/>)

Outside Sources

- SocialMediaToday.com
- SproutSocial.com/insights
- Hootsuite.com/Resources