

CalFresh Healthy Living, UCCE Social Media Guide

Facebook

Profile Picture

- In compliance with the [CalFresh Healthy Living Brand Guidelines](#), counties are encouraged to use the logo below as their profile picture.



Name

- Your profile name should follow the format below:
 - CalFresh Healthy Living, UCCE XX County
 - Ex: CalFresh Healthy Living, UCCE Alameda County
- How do I change my Facebook Page's name?
 - To request a change to your Page's name:
 - Click **About** on the left side of your Page.
 - Click **Edit** next to your Page's name.
 - Enter a new Page name and click **Continue**.
 - Review your request and click **Request Change**.
- If you don't see the option to edit your Page's name, it could be one of the following reasons:
 - You don't have a Page role that allows you to change your Page's name. You'll need to [be an admin](#) to request a change to your Page's name. Learn how to [see your Page role](#).
 - You or another admin recently changed your Page's name.
 - There may be [limits on your Page](#).
 - You can't change the name of a regional Page if it falls under a global Page.

Keep in mind that changing your Page's name won't affect its [username](#).

@Username

- Your username should follow the format below:
 - @CFHL.UCCE.XXCo
 - Ex: CFHL.UCCE.AlamedaCo
- How do I change the username for my Facebook Page?
 - You'll need to be an [admin](#) to change your Page's [username](#). If you're an admin:
 - Click **About** on the left side of your Page.
 - Click **Edit** next to your current Page username.
 - Enter a new username.
 - If the username is available and follows the [guidelines for custom usernames](#), click **Create Username**.

Cover Photo

- In compliance with the [CalFresh Healthy Living, UC + UC ANR Branding Guide](#), counties are encouraged to use the logo below in their cover photo. A cover photo is the larger photo at the top of your profile, above your profile picture. Like your profile picture, cover photos are public, which means anyone visiting your profile will be able to see them.



- How do I add or change my cover photo on Facebook?
 - From your News Feed, click your name in the top left corner.
 - Hover over  Update Cover Photo in the top left of your current cover photo.
 - Click Update Cover Photo. If you don't currently have a cover photo, click Add Cover Photo.
 - Click Upload Photo... to upload a new photo from your computer, Select Photo to pick a photo from one of your Facebook albums, Create a Collage or Select Artwork.
 - Once you choose a photo, you can reposition it by clicking the image and dragging it up or down.
 - Click Save Changes.

Mission

Counties are encouraged to use the following statement in the Mission section:

- The University of California Cooperative Extension of the **XX** provides science-based information and educational programs to solve local issues in areas of agriculture, natural resources, nutrition, and youth development - improving social, economic and environment quality for all residents.

UC Cooperative Extension is part of a statewide network of [UC Agriculture and Natural Resources programs](#).

This material was funded by USDA's Supplemental Nutrition Assistance Program - SNAP. This institution is an equal opportunity provider. Visit www.CalFreshHealthyLiving.org for healthy tips.

X (Twitter)

Profile Picture

- In compliance with the [CalFresh Healthy Living Brand Guidelines](#), counties are encouraged to use the logo below as their profile picture.



- How do I customize my Twitter profile?
 - Go to your **profile**.
 - Click or tap the **Edit profile** button and you'll be able to edit your:
 - Header photo (recommended dimensions are 1500 X 500 pixels)
 - Profile photo (recommended dimensions are 400 X 400 pixels)
 - Name
 - Bio (maximum 160 characters)
 - Location
 - Website **Name**
- Your profile name should follow the format below:
 - CalFresh Healthy Living, UCCE XX County
 - Ex: CalFresh Healthy Living, UCCE Alameda County

Bio

- Your bio should include a brief (160 characters or less) description of the work that your county(s) perform.
- Counties are encouraged to include the following hashtags and mentions:
 - #CalFresh
 - #SNAPedWorks
 - @UCANR
 - #UCCE

Location

- Counties are encouraged to use their county location(s) for this section.
 - Ex: Imperial County, CA
- If county locations exceed the allowable character count, using county abbreviations is recommended.

Website

- Please include the *CalFresh Healthy Living* website URL found below:
 - www.CalFreshHealthyLiving.org

Header Photo

- In compliance with the [CalFresh Healthy Living, UC + UC ANR Branding Guide](#), counties are encouraged to use the logo below in their header photo. A header photo is the larger photo at the top of your profile, above your profile picture. Like your profile picture, header photos are public, which means anyone visiting your profile will be able to see them.



@Username

- Your username should follow the format below:
 - @CFHL_UCCE_CountyName
 - Ex: CFHL_UCCE_Alameda
- How do I change the username for my Twitter account?
 - Click on the **More** button from the navigation bar.
 - Click on **Settings and privacy**.
 - Under **Account**, update the username currently listed in the **Username** field. If the username is taken, you'll be prompted to choose another one.
 - Click the **Save** button.

Instagram

Profile Picture

- In compliance with the [CalFresh Healthy Living Brand Guidelines](#), counties are encouraged to use the logo below as their profile picture.



- How do I change my profile picture on Instagram?
 - Go to your profile and tap **Edit Profile**.
 - Tap **Change Profile Photo**.
 - Select where you'd like to import your picture from.
 - Tap **Done** (iOS), **Next** (Android) or **Save** (mobile browser).

You can take a new photo or add a photo from your phone's photo library or Facebook. If you choose to import from Facebook, Instagram will use the same picture you're already using for your Facebook profile.

Name

- Your profile name should follow the format below:
 - cfhl_ucce_XXco
 - Ex: cfhl_ucce_riversideco
- How do I update my Instagram profile information?
 - Go to your profile and tap **Edit Profile**.
 - Type in your information and tap **Done** (iPhone), ✓ (Android) or **Submit** (computer and mobile browser).

Some profile information isn't visible to anyone but you. This includes your email address, phone number and gender.

Bio

- Your bio should include a brief (150 characters or less) description of the work that your county(s) perform.
- Counties are encouraged to follow the format below:
 - Serving XX County
CalFresh Healthy Living, UCCE is dedicated to inspire and empower Californians through healthy eating and active living.

Youtube

Uploading

The YouTube Uploading and Settings Guide can be found linked [here](#).

Picture (Channel Icon)

- In compliance with the [CalFresh Healthy Living Brand Guidelines](#), counties are encouraged to use the logo below as their profile picture.



- How do I change my YouTube channel icon?
 - Sign in to YouTube on a computer.
 - Under your profile at the top right, select Your Channel.
 - Select Customize Channel.
 - Hover over your existing channel icon in the top left of your channel art banner.
 - Click Edit and follow the on-screen instructions.
- Channel Icon Specs
 - JPG, GIF, BMP, or PNG file (no animated GIFs)
 - 800 X 800 px image (recommended)
 - Square or round image that renders at 98 X 98 px
- Changing your channel icon will change your Google Account picture across all Google services.

Name

- Your channel name should follow the format below:
 - CalFresh Healthy Living, UCCE XX County
 - Ex: CalFresh Healthy Living, UCCE Riverside County
- How do I update my channel name?
 - Your YouTube channel name is the name on your Google Account. To change your channel name, you'll need to change the name on your Google Account:
 - Open your Google Account settings.
 - Next to your name, select Edit.
 - Enter your new name and select OK.

- Please keep in mind the following:
 - You can only change your channel name three times every 90 days.
 - If you change the name on your Google Account, it will be changed across all Google services, like Gmail.
 - After changing your name, it may take a few days for the new name to be updated and displayed across YouTube.

Banner (Channel Art)

- In compliance with the [CalFresh Healthy Living, UC + UC ANR Branding Guide](#), counties are encouraged to use the logo below in their banner/channel art.



- For the best results on all devices, we recommend uploading one 2560 x 1440 px image.
 - Counties are encouraged to use the CFHL_UCCE_ANR_Youtube graphic found in the Graphics folder of this toolkit.
- How do I change my YouTube banner?
 - Sign in to YouTube on a computer.
 - Select your profile picture and then Your Channel.
 - Select Customize channel.
 - New channel art: To add new channel art, click Add channel art near the top of the screen.
 - Existing channel art: To replace your existing channel art, hover your cursor over the existing banner and click Edit and then Edit channel art.
 - Upload an image or photo from your computer or saved photos. You can also click the Gallery tab to choose an image from the YouTube photo library.
 - You'll see a preview of how the art will appear across different devices. To make changes, select Adjust the crop.
 - Click Select.

Description

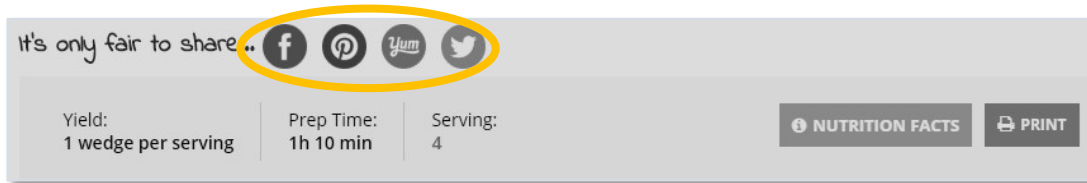
- Please include the funding statement found [here](#) on the CFHL, UC website.
- How do I update my description on Youtube?
 - Sign in to your channel on YouTube.
 - Select your profile picture > Your channel.
 - Click Customize channel.
 - Open the About tab.
 - Under 'Description':

- If you've never added a channel description, select +Channel description.
- If you already have a channel description, select Edit.
- Enter your new description and select Done.

Best Practices

As a best practice, consider the following before sharing information:

- Is this consistent with the most current [Dietary Guidelines for Americans](#), [MyPlate](#), and the [Physical Activity Guidelines](#)?
- Is the language and terminology used appropriate for my audience? If not, what kind of adaptations can I make?
- Do I have permission to share this? If not, can I ask for permission? How should I provide attribution? Do they have a social media account that I can follow and “share” from to link back to the source?
 - Look at the “Terms and Conditions” or “Terms of Use” section of any website on which you find content you might want download and share electronically or in print. When possible share using available “Social Share” buttons such as these:



- When sharing content from other sources, it is paramount to not misrepresent the source. Be clear about the source of the content.
- Does the content have county sponsorship? If so, you may want to consult with your CFHL, UC State Office contact. Keep in mind the [SNAP-Ed guidance](#) does not allow “any material that endorses or promotes brand name products or retail stores.”
- Does the post or message contain subject matter that is beyond the scope of SNAP-Ed, including medical nutrition therapy, the screening for diseases, and the treatment and management of diseases? These are not SNAP-Ed allowable and should be avoided. It is acceptable to share information about accessing these services from appropriate external sources.

Resources

- [CalFresh Healthy Living Social Media Toolkit](#) (located in the green column)
- Rethink Your Drink Day [Sample Social Media Posts](#)
- Healthy Snack Day [Toolkit and Resources](#)
- [ANR Social Media Best Practices](#) and [Toolkit](#)
- [UC Davis Social Media Guidelines](#)
- Eat Right PRO [Social Media Toolkit](#)
- [Social Media Metrics and Insights](#)

Contact

If you have any questions about this guide or social media, please feel free to email the Social Media Workgroup Leads: **Andra Nicoli** (amnicoli@ucdavis.edu), **Daisy Valdez** (dlvaldez@ucanr.edu), and **Lea Villalobos** (leavillalobos@ucdavis.edu).