

## Social Media Post Checklist

Before posting a graphic or post on social media, please ensure that you have completed the following:

1. Did you review your graphic/post for spelling & grammar?
2. Does your graphic/post follow the CFHL, UC Branding Guidelines?
  - a. Local UCCE logo use



- b. Fonts and font sizes
  - i. Size: 12 pt
  - ii. Suggested Font style:
    1. Arial: This contemporary font is designed to perform well on the screen and at small sizes.
    2. Lucinda Sans: As a secondary typeface this may be also be used.
- c. Use of colors
  - i. [CalFresh Healthy Living Color Palette](#)

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### Primary Color Palette

This is the primary color palette for all CalFresh Healthy Living communications. Purple and either green should be prioritized with the remaining three colors used more sparingly. In addition to these primary colors, each partner can select several individual accent colors or choose a color grouping from the accent palette (see next page).

Each color should be applied at 100% tint to preserve the impact and strength. The primary colors should be featured in all media including TV, print, outdoor, educational materials, branded gear, and digital and social media.

Primary Colors			Secondary Colors		
CMYK: C89/M400/Y100/K14 RGB: R112/G43/B132 HEX COLOR: #703B84 PANTONE: 520 C	CMYK: C51/M0/Y100/K0 RGB: R139/G97/B63 HEX COLOR: #8BC53F PANTONE: 368 C	CMYK: C86/M17/Y95/K3 RGB: R0/G148/B77 HEX COLOR: #00944D PANTONE: 7740 C	CMYK: C100/M93/Y77/K1 RGB: R43/G66/B143 HEX COLOR: #21938F PANTONE: 287 C	CMYK: C21/M99/Y97/K0 RGB: R236/G28/B36 HEX COLOR: #E61C24 PANTONE: 485 C	CMYK: C22/M96/Y87/K13 RGB: R175/G42/B48 HEX COLOR: #AF2A30 PANTONE: 1805 C

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### Accent Color Palette

The accent palette provides a range of colors inspired by food, water, and the seasons. The palettes harmonize with the brand's primary color palette. Selecting individual colors from this broad spectrum is acceptable. Partners can use the accent colors in addition to CalFresh Healthy Living's primary and secondary colors.

Accent Colors		
CMYK: C0/M99/Y71/K0 RGB: R251/G134/B84 HEX COLOR: #FB8654 PANTONE: 1635 C	CMYK: C4/M13/Y99/K0 RGB: R248/G211/B17 HEX COLOR: #FBD311 PANTONE: 115 C	CMYK: C70/M39/Y16/K0 RGB: R77/G150/B186 HEX COLOR: #4D968A PANTONE: 7459 C
CMYK: C58/M0/Y31/K0 RGB: R89/G207/B195 HEX COLOR: #99CFC3 PANTONE: 670 C	CMYK: C80/M100/Y35/K32 RGB: R69/G27/B82 HEX COLOR: #451B52 PANTONE: 2627 C	

- ii. [UC ANR Color Palette](#)
- 3. If your graphic/post is in a different language, has it been reviewed for accuracy?
  - a. Use local translating contact / team member.
- 4. Is your graphic/post ADA compliant?
  - a. Is the font size at least 12pt?
  - b. Is Alt Text included for pictures?
  - c. [ADA Compliance Resource](#)
  - d. [ADA Compliance on Instagram](#)
- 5. Did you provide credit to your sources when applicable?
  - a. Is your source reliable and USDA approved?
  - b. For more information, please look at the following examples of source attribution:
    - i. “For more information, please visit EatFresh.org”
    - ii. “Link to recipe in the bio.”
    - iii. “Find this and other healthy recipes at EatFresh.org”
- 6. Posting on social media
  - i. Add hashtag
    - 1. #CalFreshHealthyLiving #UCCE #UCANR  
#UCCooperativeExtension #CFHLUCCE
  - ii. Tag community partners