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

   ![UCCE Logo](image)

   ![UCLA Logo](image)

   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

California's CalFresh Healthy Living, with funding from the United States Department of Agriculture’s Supplemental Nutrition Assistance Program – USDA SNAP, produced this material. These institutions are equal opportunity providers and employers. For important nutrition information, visit CalFreshHealthyLiving.org.
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