



UNIVERSITY OF CALIFORNIA  
Agriculture and Natural Resources

# Social Media Post Review Checklist

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

- Did you review your graphic/post for spelling & grammar?
- If your post includes pictures of students, have you blurred their nametags (even if media release form has been obtained)?
  - a. Do not include student names in captions.
  - b. Note: Pictures posted prior to June 2024 do not need to be removed/updated.
- Does your graphic/post follow the CFHL, UC Brand Guidelines?
  - a. Local UCCE logo use



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## c. Fonts and font sizes

- Size: 12 pt
- Suggested Font styles:
  - Raleway
  - Arial

## d. Use of colors

- [CalFresh Healthy Living Color Palette](#)

BRAND GUIDELINES / MAY 2019

### 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/M100/Y102/K4	CMYK: C51/M0/Y100/K0	CMYK: C86/M12/Y95/K3	CMYK: C100/M99/Y12/K1	RGB: R23/G55/B113	HEX COLOR: #1B2B8F
RGB: R112/G43/B132	RGB: R239/G207/B63	RGB: R0/G148/B77	CMYK: C21/M99/Y97/K0	RGB: R236/G28/B36	HEX COLOR: #ECC24
HEX COLOR: #701B54	HEX COLOR: #B8C93F	HEX COLOR: #00944D	CMYK: C22/M96/Y87/K13	RGB: R125/G42/B48	HEX COLOR: #AF2A30
PANTONE: 525 C	PANTONE: 368 C	PANTONE: 7760 C	CMYK: C70/M59/Y16/K0	RGB: R248/G211/B17	HEX COLOR: #F8D311
			CMYK: C58/M0/Y31/K0	RGB: R89/G27/B82	HEX COLOR: #451B52
			CMYK: C80/M200/Y35/K32	RGB: R69/G27/B82	HEX COLOR: #451B52
			CMYK: C47/M13/Y99/K0	RGB: R248/G211/B17	HEX COLOR: #F8D311
			CMYK: C70/M59/Y16/K0	RGB: R77/G150/B186	HEX COLOR: #4D56BA
			CMYK: C80/M200/Y35/K32	RGB: R69/G27/B82	HEX COLOR: #451B52

### 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.

CMYK: C0/M99/Y71/K0	RGB: R251/G34/B84	HEX COLOR: #FB8654	PANTONE: 1535 C
CMYK: C58/M0/Y31/K0	RGB: R89/G27/B82	HEX COLOR: #451B52	PANTONE: 570 C
CMYK: C47/M13/Y99/K0	RGB: R248/G211/B17	HEX COLOR: #F8D311	PANTONE: 115 C
CMYK: C70/M59/Y16/K0	RGB: R77/G150/B186	HEX COLOR: #4D56BA	PANTONE: 7459 C
CMYK: C80/M200/Y35/K32	RGB: R69/G27/B82	HEX COLOR: #451B52	PANTONE: 1527 C

- [UC ANR Color Palette](#)

- ❑ Does your social media account have the shortened funding/NDS in the bio?  
*Funded by USDA SNAP, an equal opportunity provider.*
- ❑ If your graphic/post is in a different language, has it been reviewed for accuracy?
  - a. Ask local translating contact/team member.
- ❑ Is your graphic/post ADA compliant?
  - a. Is the font size at least 12 pt?
  - b. Is Alt Text included for pictures?
  - c. ADA Resources:
    - [ADA Compliance Resource](#)
    - [ADA Compliance on Instagram](#)
- ❑ To avoid copyright infringement, have you ensured the graphics/images in your post are licensed under Creative Commons?
  - a. For more information, see CFHL, UC Website > Communication Resources > [Photo Banks](#) > Open Source Guidelines > Creative Commons Licenses.
  - b. In order to ensure Creative Commons photos when using Google images, click on 'Tools' (underneath search bar) > 'Usage Rights' > Creative Commons licenses.
    - Note: Some images may still require attribution. Click on the photo and scan for licensing/usage rights to determine this. Attribute your photo accordingly.
- ❑ 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:
    - "For more information, please visit [EatFresh.org](#)"
    - "Link to recipe in the bio."
    - "Find this and other healthy recipes at [EatFresh.org](#)"
- ❑ Posting on social media
  - a. Add hashtag
    - Ex. [#CalFreshHealthyLiving](#) [#UCCE](#) [#UCANR](#)  
[#UCCooperativeExtension](#) [#CFHLUCCE](#)
  - b. Tag community partners