TOP 20 TIPS
for Food Safety Extension Videos & Blog Posts

Branding, ADA Compliance, Sound and Video Quality

1 Display the UF/IFAS Extension logo at the start and end of the video, wear UF/IFAS Extension logo apparel*, and use a lapel microphone to insure quality audio. If you need help, consult the ICS team with questions. Ensure ADA compliance.

Personal Hygiene

8 Do not touch eyes, nose or mouth while prepping, demonstrating and/or cooking food. Do not eat or drink during your video. If you cough or sneeze during filming, re-shoot the segment.

9 Wash hands properly and often.

10 Remove excess jewelry, use hair ties, face coverings and disposable kitchen gloves, as appropriate.

11 Do not chew gum. Small droplets of saliva can contain thousands of germs.

Recipes, Brand Names, & Health Claims

16 Use only vetted recipes. Ensure recipes meet all food safety standards.

17 Avoid promoting specific brand name products; Use disclaimer as needed.

18 Health claims must be backed up by evidence-based research.

Sources of Information

2 Follow Fight BAC® food safety principles: COOK, CHILL, CLEAN and SEPARATE.**

3 Always include evidence-based references at the end. Use the most current and up-to-date information.***

4 Follow the FDA Food Code which provides recommendations for food safety regulations.***

Photo Releases

19 Complete a photo consent and release form for subjects in your video or blog post.****

Cleaning, Equipment & Sanitation

5 Use clean equipment, that is in good condition, including food containers, bowls, plates, measuring devices, jars, lids, cutting boards and cutlery.

6 Remove pets from food preparation areas.

7 Always clean and sanitize sink, cutting boards, stove and counter top surfaces. Clear clutter from counter top.

Time & Temperature

12 Keep hot foods hot and cold foods cold. Do not hold foods in the danger zone!

13 Use a thermometer to demonstrate foods are cooked to the correct temperature.

Review & Edit

20 Have a UF/IFAS Extension Family and Consumer Sciences (FCS) agent review your video/blog prior to posting.

Separate

14 Keep cooked and raw foods separate. Use separate cutting boards and cutlery for both. Demonstrate good knife safety skills.

15 Use an ice scoop. Never use bare hands with ice!

References

* UF/IFAS Extension branding - https://branding.ifas.ufl.edu/brand-guidelines/
** Partnership for Food Safety Education/Fight BAC® - https://www.fightbac.org/
**** UF/IFAS Extension Food Safety/General Tips - https://sfyl.ifas.ufl.edu/archive/hot_topics/families_and_consumers/food_safety.shtml
***** Photo release form - https://branding.ifas.ufl.edu/media/brandingifasufledu/UF-IFAS-Video-Photo-Release.pdf
UF ADA Office - https://ada.ufl.edu/
UF/IFAS Communications Social Media - https://ics.ifas.ufl.edu/our-services/social-media/

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