

Social Media Tips: Branded Sign Off

A social media sign off is a short, standardized block of text added to the end of a social media post – similar to an email signature block. When CFDE partners use the same sign offs consistently:

- Posts become easier to find
- Engagement increases across programs
- CFDE messaging remains consistent
- The CFDE brand becomes more recognizable

CFDE partners are encouraged to include branded sign offs in all CFDE-related social media posts. This guide provides ready-to-use sign-off templates, instructions, and platform-specific tips for LinkedIn, Bluesky, X, Instagram, and Facebook.

Only active CFDE partner accounts are included in the templates. The Training Center updates this guide regularly as new accounts are created or reactivated. See the [Appendix](#) for a complete list of partner accounts.

LinkedIn

The LinkedIn sign off includes a CFDE hashtag, short tagline, and mentions of relevant CFDE partner accounts.

HOW TO USE THE LINKEDIN SIGN OFF

1. Copy the following text and paste it at the end of your post
 “— #CFDE accelerates scientific discovery through the reuse of Common Fund data”.
2. Determine which CFDE partners you will mention in the post.
TIP: Do not mention more than five accounts in one post as this can activate LinkedIn's spam filters. Chose 3–5 CFDE accounts that are relevant to the post.
3. Type the “@” symbol and then start typing your first selected CFDE account as it is written in the template. Do not include a space between @ and the account name. After you type a few characters, a drop-down menu will appear.
4. Select the correct account from the drop-down menu. The selected account will then turn blue and bold, which indicates it was successfully mentioned.
5. Repeat steps 3 and 4 for each CFDE partner that you want to mention in the post. Publish or schedule your post as you normally would.

COPY THIS LINKEDIN SIGN OFF

TEMPLATE	[Your post content here]
	<p>—</p> <p>#CFDE accelerates scientific discovery through the reuse of Common Fund data @CFDE Training Center @A2CPS @Bridge2AI @GlyGen @Gabriella Miller Kids First Data Resource Center @Somatic Cell Genome Editing Consortium @sparc-science</p>

Bluesky and X

Bluesky and X have shorter character limits and clickable hashtags, which allow users to find similar posts and authors. For these platforms, the recommended sign off is streamlined to a single hashtag.

COPY THIS BLUESKY AND X SIGN OFF

Paste it at the end of your post and then publish or schedule as you normally would.

SIGN OFF TEMPLATE	[Your post content here]
	<p>—</p> <p>#CFDE</p>

TIP: By tagging other CFDE partners in a reply to your initial post, your main post remains tidy and is within the platform’s character limit.

TAG OTHER CFDE PARTNER ACCOUNTS ON BLUESKY AND X (IN A REPLY)

1. Click the speech bubble (comment) icon on your initial Bluesky or X post.
2. In the Reply, type “@” and then start typing the first CFDE account you want to tag. Type the account name as it is written in the appropriate tagging template. Do not include a space between @ and the account name. After you type a few characters, a drop-down menu will appear. Select the correct account from the drop-down menu.
3. Repeat step 2 for each CFDE partner that you want to tag in the Reply. Publish your Reply as you normally would.

COPY THIS TO TAG CFDE PARTNERS ON BLUESKY AND X

BLUESKY TAGGING TEMPLATE	<p>@taccutexas.bsky.social @cfdekc.bsky.social @bridge2ai.bsky.social @glygen.bsky.social @gtexportal.bsky.social @kidsfirstdrc.bsky.social @scge.bsky.social @smahtnetwrk.bsky.social @sparc.science</p>
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X TAGGING TEMPLATE	<p>@CfdeWorkbench @CFDEKC @a2cps_pain @_hubmap @kidsfirstDRC @somaticediting @SMaHTnetwork</p>
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Instagram and Facebook

For Instagram and Facebook, include the CFDE hashtag and tagline at the end of your post.

COPY THIS INSTAGRAM AND FACEBOOK SIGN OFF

TEMPLATE	<p><i>[Your post content here]</i></p> <p>—</p> <p>#CFDE accelerates scientific discovery through the reuse of Common Fund data</p>
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ADDITIONAL TIPS

- You can also mention/tag partners within a sentence of your post rather than listing them at the end. Consider the content of your post to determine what tagging method is most appropriate.
- When you are tagged in a CFDE partners’ sign off, respond in at least one of these ways to increase visibility of the post:
 - Like the post
 - Comment with a short reply such as “Thanks for letting us know” or “Looking forward to this”
 - Reshare the post from your own account – see [Social Media Tips: Reposting on LinkedIn](#) for guidance
- If you use a social media scheduling tool to automatically post content across multiple social media accounts, pay attention to the extra steps needed to ensure successful tagging across multiple platforms. Each scheduling tool has a unique process for multi-network tagging: [Buffer](#) [Hootsuite](#) [Sprout Social](#)

Appendix

Follow CFDE Partners on Social Media!

Click the links below to access and follow CFDE partners on social media.

PRO TIP: Send this list to project staff who manage your official CFDE social media account(s). Help us get this information to the correct people!

LinkedIn

- [A2CPS](#)
- [Bridge2AI](#)
- [GlyGen](#)
- [IDG](#)
- [Kids First](#)
- [Knowledge Center*](#)
- [SCGE](#)
- [SMaHT*](#)
- [SPARC](#)
- [Training Center](#)

Bluesky

- [Bridge2AI](#)
- [Cloud Workspace Implementation Center](#)
- [GTEEx](#)
- [GlyGen](#)
- [Kids First](#)
- [Knowledge Center](#)
- [SCGE](#)
- [SMaHT](#)
- [SPARC](#)

X

- [A2CPS](#)
- [Data Resource Center](#)
- [exRNA](#)
- [GlyGen](#)
- [GTEEx](#)
- [HuBMAP](#)
- [IDG](#)
- [Kids First](#)
- [Knowledge Center](#)
- [LINCS](#)
- [Metabolomics](#)
- [SCGE](#)
- [SenNet](#)
- [SMaHT](#)
- [4DN](#)

Facebook

- [A2CPS](#)
- [Kids First](#)
- [SMaHT](#)

Instagram

- [Kids First](#)
- [SMaHT](#)

*LinkedIn Group (with limited abilities to follow or connect with another LinkedIn account)

Abbreviations 4D Nucleome (4DN) | Acute to Chronic Pain Signatures (A2CPS) | Bridge to Artificial Intelligence (Bridge2AI) | Cellular Senescence Network (SenNet) | Extracellular RNA Communication (exRNA) | Gabriella Miller Kids First Pediatric Research (Kids First) | Genotype-Tissue Expression (GTEEx) | Glycoscience Program (GlyGen) | Human BioMolecular Atlas Program (HuBMAP) | Illuminating the Druggable Genome (IDG) | Library of Integrated Network-based Cellular Signatures (LINCS) | Molecular Transducers of Physical Activity Consortium (MoTrPAC) | Metabolomics Workbench (Metabolomics) | Somatic Cell Genome Editing (SCGE) | Somatic Mosaicism Across Human Tissues (SMaHT) | Stimulating Peripheral Activity to Relieve Conditions (SPARC)