



IMPACT COMMUNICATIONS TOOLKIT

Climate Data & Monitoring (WERA102)

March 2022

HOW CAN YOU USE YOUR IMPACT STATEMENT?



SEND to department heads, Experiment Station/Extension Directors, and communications staff



DISCUSS with legislators, stakeholders, potential partners, and others



PITCH to magazines, newspapers, and other traditional media outlets



INCLUDE in presentations, grant proposals, briefs, meetings, and reports



SHARE in social media posts, blogs, and newsletters



UPLOAD to websites and databases



ANY WAY YOU WANT! The Impact Statement was created to help promote your work so you may use/share it as you deem appropriate

BEST PRACTICES FOR SOCIAL MEDIA

Share. Use the sample posts below on your social media channels to promote the work of this Hatch Multistate project, or create your own original post(s) to feature the project and/or Impact Statement. You can also share exciting or interesting stories about your work on the project (e.g., reaching a major milestone, using a cool tool, your research journey, challenges you've overcome, or a personal example of why your research matters)

Stand out. Social media posts get more engagement if they include photos or other visual aids. Provide attribution if needed. If your institution does not have any suitable images, you can search the following free image libraries: [USDA Flickr](#), [USDA-ARS Image Gallery](#), [Unsplash](#). If you use diagrams or charts, make sure they can be easily understood in just a few seconds.

Connect. Add relevant hashtags and/or handles for your institution, funders, partners, and stakeholders. For example, tag [@MRFImpacts](#) or [#MRFImpacts](#) so that we see your post.

Engage. Like, share, or comment on posts that feature your project and/or Impact Statement.

SAMPLE POSTS

Climate data are key to tools, practices, legislation & programs that protect water, soil & air. See how a [@USDA_NIFA](#)-supported research & Extension committee coordinates climate data collection & use in the western US: bit.ly/climate-data-monitoring #climatechange #NIFAimpacts

Research & Extension helped make AgriMet the most common source for climate data on farms in the northwestern US. Using AgriMet data to schedule irrigation, an Idaho potato grower increased yield by 15%. See other impacts of climate monitoring networks: bit.ly/climate-data-monitoring

[@OSUAgSci](#)'s PRISM Climate Group provides state-of-the-art weather/climate maps & datasets, which are downloaded >30,000 times/day & used by the [@usdaRMA](#) to administer crop insurance. See other ways land-grant universities improve #climate monitoring: bit.ly/climate-data-monitoring

Coordination improves climate monitoring. [@ucdavisCAES](#) [@UCSanDiego](#) & [@CA_DWR](#) work with [@NWS](#) [@NASA](#) & others to monitor snowpack. This helps prepare for & mitigate the impacts of #drought & floods. See how other universities help collect climate data: bit.ly/climate-data-monitoring

[@UArizonaCALs](#) produced climate data & tools that helped the drought task force, [@azgfd](#) & local livestock producers plan for & respond to #drought. Scientists also helped Navajo, Hopi & White Mountain Apache tribes develop drought mitigation plans. bit.ly/climate-data-monitoring

REMEMBER:

- Include a [link](#) to the [Impact Statement](#) and other supplemental materials (e.g., reports, publications, grant/funding source, photos)
- Institutions may have different handles for different platforms (e.g., [@UArizonaCALs](#) on Twitter and [@UACALS](#) on Facebook)
- Different platforms have different character limits

CONNECT TO:

General/evergreen hashtags and accounts:

[@USDA_NIFA](#) [#NIFAimpacts](#)
[@APLU](#) [#AgIsAmerica](#)
[@MRFImpacts](#) [#MRFImpacts](#)

Topic-specific hashtags and accounts:

[@USDAClimateHubs](#) [#ClimateHubs](#)
[#climatechange](#)
[#climatescience](#)
[#drought](#)
[#weather](#)
[#climate](#)

Upcoming events:

Ag Day: "Growing a Climate for Tomorrow" (March 22)
[@AgDay](#) [#AgDay22](#) [#AgDay](#)

World Meteorological Day (March 23)
[@WMO](#) [#WorldMetDay](#) [#WorldMeteorologyDay](#)
[WorldMeteorologicalDay](#)

UN Climate Change Conference
[@UN](#) [@UNFCCC](#) [#COP27Africa](#)

Administered by U.S. Department of Agriculture's National Institute of Food and Agriculture (USDA-NIFA), the Hatch Multistate Research Fund supports agricultural innovation and sustainability by funding collaborative research projects led by State Agricultural Experiment Stations (SAES) and land-grant universities. The Multistate Research Fund Impacts Program (MRF Impacts) communicates the public value of these projects.

MRFimpacts.org

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