Multistate Research Fund IMPACTS

IMPACT COMMUNICATIONS TOOLKIT
Soybean Diseases (NCERA137)

June 2023

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 or create your own original posts to feature the project and Impact Statement on your social media channels. Consider timing your posts to connect with events related to the research topic (e.g., major conferences, holidays, seasons, news). You can also share 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

The following examples promote the multistate project as a whole:

#Soybeans are an affordable, protein-rich legume with a variety of uses. For 30+ years, land-grant university scientists & Extension educators nationwide have collaborated to address diseases that cause serious losses each year. Learn more: bit.ly/ManagingSoybeanDiseases

Scientists and Extension agents in multiple states are making sure #soybean farmers know which tools, products, and strategies they should use to control soybean diseases. This help farmers avoid wasting time & money: bit.ly/ManagingSoybeanDiseases

Thanks to a multistate research & Extension team, #soybean farmers can quickly and easily detect and control diseases, preventing serious damage, increasing yields, and saving millions of dollars. Learn more: bit.ly/ManagingSoybeanDiseases

Researchers & Extension agents in 20+ states are working together to compare #soybean disease status in different areas and test & share solutions widely. See their impacts: bit.ly/ManagingSoybeanDiseases

To help #soybean farmers manage pests & pathogens, researchers & Extension agents contribute to @ipmPIPE (soybean.ipmpipe.org/), which shows disease spread in real time & helps farmers make decisions.
See more ways the project helps soybean farmers: bit.ly/ManagingSoybeanDiseases

To help #soybean farmers manage pests & pathogens, researchers & Extension agents provide data and materials for the @CropNetwork. The network's publications and decision-support tools have over 750,000 page views.
See more ways the project helps soybean farmers: bit.ly/ManagingSoybeanDiseases

If you want to feature a specific institution's contributions to the project, you can use the suggested format below. If space allows, add additional details, hashtags, and tag participating departments, individuals, etc.

As part of a multistate project on #biobased systems, researchers at [insert institution handle] developed [insert bullet from page 2 of the Impact Statement]. Learn more: bit.ly/ManagingSoybeanDiseases

Some examples of this format:

As part of a multistate research project, scientists evaluate #soybean resistance to disease. For example, a Michigan farmer reported a 20% yield increase after using @CANRatMSU trial results to choose a variety resistant to southern root-knot nematode. bit.ly/ManagingSoybeanDiseases

A multistate research team creates fungicide efficacy tables that reach ~100,000 users across 18 states each year. In Alabama, farmers saved an estimated $2.7 million due to reduced yield loss from #soybean rust after applying the right fungicide at the right time. bit.ly/ManagingSoybeanDiseases

As part of a multistate project, @UTIAg researchers are helping #soybean farmers manage diseases that cause serious losses. These efforts saved Tennessee farmers an estimated $7 million in 2017 due to lower management costs and yield losses. Learn more: bit.ly/ManagingSoybeanDiseases

As part of a multistate team, @UWMadisonCALS made the Sporecaster app to help #soybean farmers predict white mold severity & decide when to apply fungicide. The companion app Sporebuster calculates the economic return of using fungicide. See more impacts: bit.ly/ManagingSoybeanDiseases

As part of a multistate project, researchers bred numerous #soybean varieties with stronger resistance to pests & pathogens, which can cause losses of up to $45/acre each year. See more project impacts: bit.ly/ManagingSoybeanDiseases

@ndsucafsnr leads @TheSCNCoalition, which helps #soybean growers manage soybean cyst nematodes. The coalition's efforts have saved growers an estimated $100 million.
See other ways land-grant universities address soybean disease: bit.ly/ManagingSoybeanDiseases

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
@USDAScience
@APLU #AgIsAmerica #landgrantuniversities
@MRFimpacts #MRFimpacts
@NCRegionalAssoc

Topic-specific hashtags, accounts, and events:

@TheSCNCoalition
@CropNetwork
#soybean #soybeans

April | National Soy Foods Month
#SoyfoodsMonth

April | National Pest Management Month
@NationalPestMgt

February | National Pesticide Safety Education Month
@pesticidesafete

June 6 | World Pest Day
#WorldPestDay