

IMPACT COMMUNICATIONS TOOLKIT

Sustainable Hemp Production (S1084)

August 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:

Hemp & marijuana are the same species, but hemp has <0.3% of the psychoactive component THC. Since restrictions against hemp production & use have lifted, researchers have worked together to provide much-needed information for farmers, regulators & consumers. <https://bit.ly/MRF-hemp>

In order to meet demand and make hemp production viable, farmers need more information about appropriate variety selection, optimal agronomic practices, pest and disease management, production economics, and markets. <https://bit.ly/MRF-hemp>

With many uses, broad adaptation & potential environmental benefits, hemp could support sustainable, climate-smart agriculture & be a viable option for many farmers. A multistate research team is providing essential info for hemp production, processing & marketing: <https://bit.ly/MRF-hemp>

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 hemp production, researchers at [insert institution handle] [insert tidbit from page 2 of the Impact Statement]. Learn more: <https://bit.ly/MRF-hemp>

Some examples of this format:

As part of a multistate project on hemp production, researchers developed conducted field trials in multiple states to determine the best varieties for different uses & assess tolerance to environmental conditions, pests & diseases. <https://bit.ly/MRF-hemp>

As part of a multistate project on hemp, researchers identified genes connected to certain traits & showed how gene expression is regulated. This guides breeding of varieties adapted for certain regions, diseases & end uses as well as varieties with low THC levels. <https://bit.ly/MRF-hemp>

A multistate project conducted studies that shed light on best practices for growing, harvesting & storing hemp. Findings give farmers more confidence about growing hemp. Understanding optimal management practices will help hemp compete with other grain crops. <https://bit.ly/MRF-hemp>

Researchers in multiple states are cataloging hemp pests & diseases. This info provides a baseline that will help farmers identify & address issues before they become economically significant. Findings also steer development of pesticides, herbicides & fungicides. <https://bit.ly/MRF-hemp>

As part of a multistate project on hemp, researchers used surveys and other data better understand the hemp industry's structure. See other ways the project provides essential info for hemp production, processing & marketing: <https://bit.ly/MRF-hemp>

A multistate research team is providing essential info for hemp production, processing & marketing. This work has led to more standardized contracts between hemp farmers & buyers and facilitated hemp farmers' access to crop insurance, grant programs & credit lending. <https://bit.ly/MRF-hemp>

Members of a multistate research project on hemp production have created hundreds of fact sheets, peer-reviewed publications, and other outreach & education materials that provided critical guidance for researchers, state and federal agencies & farmers. <https://bit.ly/MRF-hemp>

Members of a multistate research project on hemp production contributed science-based information and farmer insights to the Hemp Production Program's Final Rule, ensuring that it is compatible with continued university research. <https://bit.ly/MRF-hemp>

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](#)
[@SouthernAES](#)

Topic-specific hashtags, accounts, and events:

[#industrialhemp](#) [#hemp](#)
[#CBD](#)
[#hempseed](#)
[#hempresearch](#)

February 4 | National Hemp Day
 July | National Hemp Month
 August 8 | National CBD Day

