

IMPACT COMMUNICATIONS TOOLKIT

Coordinating Integrated Pest Management in the Northeastern U.S. (NEERA1604 | 2016-2021)

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

Since 1996, northeastern states have joined forces along with representatives from the [@USDA](#) and [@EPA](#) to coordinate integrated pest management in the region. See their impacts: [bit.ly/MRF-NEIPM](#)

Integrated pest management combines different strategies, such as natural predators, resistant crops & pesticides, to provide sustainable, cost-effective pest control. A multistate committee guides IPM in the Northeast US. See their impacts: [bit.ly/MRF-NEIPM](#)

Across the Northeast, researchers & Extension educators are working together to promote integrated pest management. 90% of growers attending [@UCAHNR](#)'s 2020 Vegetable & Small Fruit Conference learned something that would help their business. See more impacts: [bit.ly/MRF-NEIPM](#)

Across the Northeast, researchers & Extension educators are working together to promote integrated pest management. [@UDcanr](#) & [@DSUAgSciTech](#) co-hosted integrated pest management demonstrations for high tunnels. See more impacts: [bit.ly/MRF-NEIPM](#)

Maine apple growers estimated that [@UMaine](#)'s integrated pest management program reduced pest damage losses 32%, led to yield & quality increases worth \$6.3 million, and cut production costs by \$406/acre. See impacts from other IPM programs in the Northeast: [bit.ly/MRF-NEIPM](#)

Across the Northeast, researchers & Extension educators are working together to promote integrated pest management. For example, [@UMD_AGNR](#) research helped urban planners and nursery growers select trees resistant to pests. See impacts from other states: [bit.ly/MRF-NEIPM](#)

Across the Northeast, researchers & Extension educators are working together to promote integrated pest management. Growers who adopted [@CAFE_UMass](#)'s recommendations for apple maggot fly had >70% reduction in insecticide applications. See more impacts: [bit.ly/MRF-NEIPM](#)

Across the Northeast, researchers & Extension educators are working together to promote integrated pest management. [@COLSA_UNH](#) webinars reached clients in underserved groups, including women, parents of young kids & farmers with day jobs. See more impacts: [bit.ly/MRF-NEIPM](#)

[@NYSIPM](#) maintains the [@NetworkforEnvi2](#), which delivers pest, disease & weather forecasts to 28 states. Growers using the forecasts saved nearly \$19.5k/yr by reducing pesticide sprays & \$264k/yr by preventing crop loss. See impacts from other IPM programs in the Northeast: [bit.ly/MRF-NEIPM](#)

Across the Northeast, researchers & Extension educators are working together to promote integrated pest management. For example, [@agsciences](#) helped guide New England schools regarding the use of disinfectants to prevent the spread of [#COVID19](#). See impacts from other states: [bit.ly/MRF-NEIPM](#)

Across the Northeast, researchers & Extension educators are working together to promote integrated pest management. [@URI_CELS](#) winter moth monitoring has led to fewer pesticide applications on fruit farms compared to recent years. See impacts from other states: [bit.ly/MRF-NEIPM](#)

After [@UVMCAL'S](#) 2021 Vermont Tree Fruit Growers Association meeting, 59% of growers said they were likely to adopt new IPM practices & 69% are likely to use pesticides more safely. See impacts from other IPM programs in the Northeast: [bit.ly/MRF-NEIPM](#)

Across the Northeast, researchers & Extension educators are working to promote integrated pest management. [@wvudavis](#) bred 2 tomato varieties with better pest resistance & gave out 2,500 seed packets. See impacts from other states: [bit.ly/MRF-NEIPM](#)

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., [@UArizonaCAL'S](#) 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](#)

Topic-specific hashtags and accounts:

[#pestcontrol](#)
[#pesticides](#)
[#pestmanagement](#)