

Impact Statement Social Media Toolkit

Enhancing Food Safety & Quality (NC1023):

<https://bit.ly/EnhancingFoodSafetyandQuality>

Share. Use the following example posts 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 may revise the examples as needed.

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](#)

Connect. Add relevant hashtags and/or handles to your posts, including those used by your institution. For example, tag @MRFimpacts or #MRFimpacts so that we can easily find your post.

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

Foodborne illnesses affect millions of Americans each year. 32 land-grant universities are collaborating on innovative #foodsafety methods that kill pathogens & extend shelf life without damaging food color, texture, flavor, or nutrients: <https://bit.ly/EnhancingFoodSafetyandQuality>

#NIFAimpacts #MRFimpacts

As part of a Hatch Multistate project on #foodsafety, [insert institution handle] developed [insert institution's research activity and impact].

See more project impacts: <https://bit.ly/EnhancingFoodSafetyandQuality>

#NIFAimpacts #MRFimpacts

See how [insert university/institution handle] has contributed to a @USDA_NIFA multistate project that helps enhance #foodsafety and extend shelf life without harming food quality:

<https://bit.ly/EnhancingFoodSafetyandQuality>

#NIFAimpacts #MRFimpacts

Want food that looks good, tastes great, and won't make you sick? See how land-grant universities are teaming up to develop innovative tools and methods that enhance #foodsafety and quality.

Learn more: <https://bit.ly/EnhancingFoodSafetyandQuality>

#NIFAimpacts #MRFimpacts

