

IMPACT COMMUNICATIONS TOOLKIT

Drones in Agriculture and Natural Resources (S1069)

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

"Remote sensing" with #drones offers a promising new way to characterize landscapes, individual plants/animals & stressors like pests. See how multistate research & Extension are helping farmers use drones: <https://bit.ly/Drones-Ag>

An award-winning team of scientists is working to increase adoption of #drones for remote sensing and precise management of agriculture and natural resources. See what they've accomplished: <https://bit.ly/Drones-Ag>

With diverse expertise & members in multiple states, this @USDA_NIFA-supported project can test drones in a wide variety of real-world agriculture situations (most prior research has focused on drone use in a single field or specific crop or stressor): <https://bit.ly/Drones-Ag>

As part of a multistate project, @ClemsonCAFLS, UGA_CollegeofAg, @PurdueAg & @wsucahnrs developed drones to help scout pests & diseases in crops & apply targeted treatment. Learn more: <https://bit.ly/Drones-Ag>

As part of a multistate project, @MSUCollegeofAg, @aglifesciences, @VTCals & @wsucahnrs developed drones that help identify plants for crop breeding programs. Drones are less labor-intensive, faster & can screen more plants than manual screening. <https://bit.ly/Drones-Ag>

As part of a multistate project on drones for agriculture, @MSU_AG & @UKAgriculture designed drones that can detect stray livestock herds in pastures, create 3D renderings of animals to calculate market value, and assess forage quality. Learn more: <https://bit.ly/Drones-Ag>

As part of a multistate project, @AuburnAg @MSU_AG @NCStateCALS & @VTCals developed drones to monitor water quality on a large-scale and provide higher resolution data for flood risk models and water resource management. Learn more: <https://bit.ly/Drones-Ag>

As part of a multistate project developing drones for agriculture and natural resources, @PurdueAg created a user-friendly digital logbook to help users manage the large amounts of data that drone sensing systems generate. Learn more: <https://bit.ly/Drones-Ag>

To increase adoption of #drones for remote sensing and precise management of agriculture and natural resources, scientists at @bumperscollege @ClemsonCAFLS & @aglifesciences are leading workshops on risk management for current and potential drone users. Learn more: <https://bit.ly/Drones-Ag>

A multistate team is developing drones for ag. These drones can have impacts beyond the field. After a tornado destroyed a nearby Native American historical site, @SFASU used drone data to create 3D models, which will help the tribe reconstruct the site. More impacts here: <https://bit.ly/Drones-Ag>

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_Ag #landgrantuniversities
@AgIsAmerica #AgIsAmerica
@MRFimpacts #MRFimpacts

Topic-specific hashtags and accounts:

#drones
#UAV
#agritech
#agtech
#automation
#remotesensing
#machinelearning
#artificialintelligence
#GIS
#TechForGood

