



IMPACT COMMUNICATIONS TOOLKIT

Eastern White Pine Health Issues (NE1601)

March 2022

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 on social media to promote the work of this Hatch Multistate project, or create your own original post(s) that feature the project and/or Impact Statement. You can also share exciting or 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. Share your work and its impacts in connection with related holidays and themes.

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

SAMPLE POSTS

You may use the following sample posts to share your project and the Impact Statement on social media. You may edit the sample text as needed.

The eastern white pine is a key ecological & economic component of #forests. Land-grant universities & the @forestservice are collaborating to protect these #trees from pests, pathogens, climate change & other stressors: bit.ly/MRF-pine #InternationalDayofForests

As part of a @USDA_NIFA multistate project on eastern white pine, researchers quantified reduction in lumber yield & grade due to various stressors & created market models that are used by the lumber industry to predict wood supply: bit.ly/MRF-pine #InternationalDayofForests

Scientists are working together to protect eastern white pine #forests. Collaboration provides expertise to address varied issues in multiple states. It also enhances the efficiency & reliability of research efforts, and fosters widely applicable solutions. Learn more: bit.ly/MRF-pine

Through aerial surveys, scientists mapped thousands of acres of eastern white pine #trees damaged by foliar diseases. Understanding the causes and severity of eastern white pine health issues is key to developing treatments and preventative practices. Learn more: bit.ly/MRF-pine

Through field guides, educational materials, technical papers & hands-on trainings, scientists & Extension educators helped #forest managers, woodland owners, arborists & the public understand eastern white pine health issues: bit.ly/MRF-pine #ArborDay

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
@APLU #AgIsAmerica
@MRFimpacts #MRFimpacts

Topic-specific hashtags and accounts:

@forestservice
#climatechange
#forests
#trees
#pinetrees

Upcoming events:

International Day of Forests (March 21)
Theme: "Sustainable production and consumption"
#InternationalDayofForests

National Arbor Day (April 29)
#ArborDay

Christmas Eve/Day (December 24/25)
#ChristmasTree #OhChristmasTree

Administered by U.S. Department of Agriculture's National Institute of Food and Agriculture (USDA-NIFA), the Hatch Multistate Research Fund supports agricultural innovation and sustainability by funding collaborative research projects led by State Agricultural Experiment Stations (SAES) and land-grant universities. The Multistate Research Fund Impacts Program (MRF Impacts) communicates the public value of these projects.

