

IMPACT COMMUNICATIONS TOOLKIT

Science and Engineering for a Biobased Industry and Economy (S1075)

March 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:

Nonrenewable #fossilfuels are used for fuel, energy, plastic, cosmetics & other materials. But many of these products can be made from plant compounds, oils & fiber. Land-grant universities are collaborating to develop sustainable #biobased systems: bit.ly/biobased-systems

At land-grant universities across America, scientists, engineers & educators are working together to provide the information, tools, technology, systems & skills needed to successfully deploy sustainable #biobased systems. bit.ly/biobased-systems #AgIsAmerica #NIFAimpacts

Researchers at land-grant universities nationwide are working together to develop technically feasible, cost-effective, sustainable technologies for converting #biomass into useful materials. Learn more about their innovations: bit.ly/biobased-systems #AgIsAmerica #NIFAimpacts

29 land-grant universities are part of a @USDA_NIFA project on #bioproducts & #biobased systems. With diverse expertise, modern labs, widespread test fields & relationships with farmers, communities & govt agencies, LGUs are well suited for this work. bit.ly/biobased-systems

Through their university teaching positions, members of a multistate research project are training future scientists, engineers, farmers & bioindustry professionals who will help develop & deploy sustainable #biobased systems. bit.ly/biobased-systems #landgrantuniversities

In addition to developing new #biomass feedstocks & new ways to convert biomass into #bioproducts, members of a multistate research team are hosting workshops & field days to share info & technology with farmers, industry, policymakers & the public: bit.ly/biobased-systems

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 #biobased systems, researchers at [insert institution handle] developed [insert bullet from page 2 of the Impact Statement]. Learn more: bit.ly/biobased-systems

Some examples of this format:

As part of a multistate team developing biobased systems, @ucdavisCAES found that low-value lactose from large dairy operations can be used to affordably produce PHA, a biodegradable biobased plastic for food films & containers at commercial scales: bit.ly/biobased-systems

As part of a multistate team developing #biobased systems, @ACESIllinois researchers found that pigments extracted from corn can be used as a natural food dye that is safer than the common, petroleum-based Red 40 dye. See more of the project's impacts: bit.ly/biobased-systems

As part of a multistate project on #biobased systems, @okstateferguson patented a way to create syngas from solid wastes & switchgrass that would produce more gallons per year and increase a biorefinery's annual net revenue by an ~\$33 million. See more: bit.ly/biobased-systems

As part of a multistate project on biobased systems, @CFANS researchers developed a microwave-assisted process that improves the yield and quality of bio-oil and syngas made from #biomass and plastic wastes. bit.ly/biobased-systems

As part of a multistate project on #biobased systems, @OSUAgSci researchers designed a new horizontal reactor that minimizes the energy needed to mix #biomass and the enzymes used to break it down for #ethanol production. bit.ly/biobased-systems

As part of a multistate project on #biobased systems, @KStateag researchers identified a process for using plant oil extraction byproducts to create affordable, durable, #biodegradable fast food packaging. bit.ly/biobased-systems

As part of a multistate project on biobased systems, @wsucahnrs researchers pioneered new pretreatment and manufacturing technologies to process #biomass into jet fuel, bioplastics, and carbon fiber. bit.ly/biobased-systems

As part of a multistate project on #biobased systems, @CANRatMSU & @CFAES.OSU researchers calculated the life cycle sustainability & costs of new biobased products and processes, which helps policymakers, farmers & processing companies make decisions. bit.ly/biobased-systems

As part of a multistate project on #biobased systems, @SDStateCAFES researchers helped establish startup companies to commercialize technologies they developed that convert agricultural and forestry wastes into #bioproducts. bit.ly/biobased-systems

As part of a multistate project on #biobased systems, @ClemsonCAFLS designed aquaculture systems that produce #biomass & #biofuels while also capturing carbon and worked with @Facilities_CU to adopt these systems to reduce the campus carbon footprint: bit.ly/biobased-systems

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:

#sustainability
#renewableenergy
#biofuel #biofuels
#biomass
#bioproducts
#bioeconomy
#biobased
#biomaterials

March 8 | National Biobased Products Day
#BiobasedProductsDay
#NationalBiobasedProductsDay
@BioPresferred

