

# Impact Statement Social Media Toolkit

Midwest Cover Crops Committee (NCCC211):

<https://bit.ly/MRF-covercropcommittee>

**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.

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See how a @USDA\_NIFA-supported committee of researchers and Extension educators is increasing successful use of cover crops across the Midwest: <https://bit.ly/MRF-covercropcommittee>

#NIFAimpacts #MRFimpacts

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A team of researchers & Extension educators is working to determine best practices for #covercrops, document their economic value & environmental impacts, and share recommendations with the ag industry and government agencies: <https://bit.ly/MRF-covercropcommittee>

#NIFAimpacts #MRFimpacts

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See how [insert university/institution handle] has contributed to a multistate project that helps Midwestern farmers use #covercrops to improve agricultural productivity, gain economic benefits, and protect the environment: <https://bit.ly/MRF-covercropcommittee>

#NIFAimpacts #MRFimpacts

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In the past 5 years, a multistate committee has reached >28,000 crop consultants, farmers, policymakers & others with research-based information that supports successful #covercrops.

See more committee impacts: <https://bit.ly/MRF-covercropcommittee>

#NIFAimpacts #MRFimpacts

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