

IMPACT COMMUNICATIONS TOOLKIT

Sustainable Management of Nematodes in Plants & Soils (NE-2140)

July 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:

Nematodes (tiny roundworms) can be beneficial to agriculture, but some species impair crop yield & quality. Land-grant university researchers & Extension educators nationwide are working together to find & share low-cost ways to sustainably manage nematodes: <https://bit.ly/MRF-Nematodes>

As part of a @USDA_NIFA-supported Hatch Multistate project, scientists at land-grant universities are working together to provide tools and information that help farmers, crop consultants, golf course managers, and others adopt soil-safe nematode management practices: <https://bit.ly/MRF-Nematodes>

To ensure continued advances in nematology, members of a @USDA_NIFA-supported project are training future generations of researchers & educators. This multistate, multidisciplinary project provides valuable networking & experience for early- and mid-career scientists. <https://bit.ly/MRF-Nematodes>

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 #nematode management, researchers at [insert institution handle] developed [insert bullet from page 2 of the Impact Statement]. Learn more: <https://bit.ly/MRF-Nematodes>

Some examples of this format:

A new method developed by scientists at @UF_IFAS revealed a serious root knot nematode infestation on a golf course in Florida. This discovery made it possible to treat the issue effectively and avoid the expensive, time-consuming renovation. <https://bit.ly/MRF-Nematodes>

As part of a multistate project, scientists pioneered research on the ecological interactions between nematode populations, soil health, climate, and crop yield. For example @CANRatMSU scientists published the first and only model to link nematode numbers to a specific soil health value. <https://bit.ly/MRF-Nematodes>
Scientists developed non-chemical options

for managing nematodes, including parasitic bacteria (@CANRatMSU), resistant walnut trees (@ucanr), suppressive cover crops (@CTAHRNews, @UConnCAHNR), heat treatments (@CornellCALs) & weed control (@UTIAg). Learn more: <https://bit.ly/MRF-Nematodes>

As part of a multistate project on nematodes, @UF_IFAS developed new chemical nematicides, including the first nematicide for lance nematodes in turfgrass & nematicides that have become the standard for managing sting & grass root knot nematodes on golf courses. Learn more: <https://bit.ly/MRF-Nematodes>

Nematodes can weaken the drought tolerance of turfgrass, leading to increased irrigation, but after adopting @UF_IFAS recommendations, one golf course in Florida reduced water use by 50%, and another reduced hand-watering, saving water and 500+ hours of labor. Learn more: <https://bit.ly/MRF-Nematodes>

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
@NERASAES #NERASAES #PromotingCollaboration

Topic-specific hashtags, accounts, and events:

@TheSCNCoalition
@CropNetwork

#sustainability
#nematode #nematodes
#soilhealth
#biodiversity

October 2 | National Nematode Day
December 5 | World Soil Day
May 22 | International Day for Biological Diversity
April | National Pest Management Month

