

IMPACT COMMUNICATIONS TOOLKIT

Improving Wine Grapes (NE-1720)

August 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:

Researchers nationwide developed & evaluated #wine grapes that perform well in the U.S. This work has expanded wine production to most states, diversified American wines & improved economic viability of & respect for the American wine & grape industries: <https://bit.ly/Winegrapes>

Multistate collaboration has enabled coordinated, long-term evaluation of wine grape varieties in different growing conditions. See how well-adapted varieties are impacting the American #wine and grape industries: <https://bit.ly/Winegrapes>

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 #wine #grapes, researchers at [insert institution handle] [insert bullet from page 2 of the Impact Statement]. See more project impacts: <https://bit.ly/Winegrapes>

Some examples of this format:

@CSUAgSci & other #landgrantuniversities have developed & evaluated several wine grape varieties that have excellent cold-hardiness. In Colorado, vineyard area planted with cold-hardy varieties has increased from <1% to over 20%. See more project impacts: <https://bit.ly/Winegrapes>

As part of a multistate research project to improve wine grapes for American growers, @PurdueAg evaluated varieties & recommended Petite Pearl due to its ability to avoid frost injury. See more project impacts: <https://bit.ly/Winegrapes>

As part of a multistate project improving wine grapes, @iastate_cals & @CFANS showed that fermenting whole clusters of Marquette grapes could increase tannins, which protect wine against oxidation & affect the mouthfeel. See more project impacts: <https://bit.ly/Winegrapes>

As part of a multistate project to improve wine production in the U.S., @CAFE_UMass tested the efficacy of 10 organic pesticides against downy mildew & Japanese beetles and the effectiveness of frost protection fabrics & plastic covers. Learn more: <https://bit.ly/Winegrapes>

As part of a multistate project to improve wine grapes, @CANRatMSU evaluated & modeled the cold hardiness of grape varieties. This info helps growers select varieties, choose vineyard sites & know when to use heaters & other tactics to protect grapes. <https://bit.ly/Winegrapes>

As part of a multistate project improving wine grapes for American growers, @CFANS researchers have developed many widely used varieties. Grapes, #wine, and associated tourism is valued at over \$80 million/year in Minnesota. See more project impacts: <https://bit.ly/Winegrapes>

As part of a multistate project to improve wine grapes for American growers, @cafnr measured the potential effects of viruses on grape yield, quality, and vine vigor and longevity. See more project impacts: <https://bit.ly/Winegrapes>

As part of a multistate project, @MSUCollegeofAg is helping improve wine grapes for U.S. growers. To help Montana vineyards recover after a sudden severe freeze, researchers tested grape varieties & identified 2 with superior survival. See more impacts: <https://bit.ly/Winegrapes>

@UNL_CASNR is part of a multistate team improving wine grapes. They have tested and recommended varieties that have been widely adopted by Nebraska's grape and #wine industry. See more project impacts: <https://bit.ly/Winegrapes>

A multistate team is working to improve wine grape production in the U.S. Project members at @RutgersSEBS educated over 100 growers in New Jersey about Grapevine Pinot Gris Virus. See more project impacts: <https://bit.ly/Winegrapes>

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:

#grapes
#wineries #wineries #vineyards #winemaking
#wine #whitewine #redwine
#[insert wine variety] (e.g., #zinfandel)
#[insert state]wine (e.g., #Oregonwine #Oregonwines)

May 25 | National Wine Day
August 28 | National Red Wine Day
Holidays such as Thanksgiving, Christmas, and New Year's Eve are also popular times to talk about wine.