

IMPACT COMMUNICATIONS TOOLKIT

Research & Extension to Support Local Food Systems (SERA47)

July 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 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

Since 2016, a multistate team has led efforts to support research & Extension on food systems in the South, enhancing the capacity of land-grant universities to make local food systems more vibrant, resilient & just: <https://bit.ly/MRF-localfoods>

#localfood #CoopExt #NIFAimpacts

Land-grant universities across the South are monitoring issues facing local food systems, identifying successful models for research & Extension, and developing webinars & resource banks to share best practices. <https://bit.ly/MRF-localfoods>

#localfood #CoopExt #NIFAimpacts

Through surveys, literature reviews, and workshops, a multistate team has identified the biggest issues in the South's #localfood systems. This info guides future investments, policy & research/Extension activities, helping them meet local needs. <https://bit.ly/MRF-localfoods>

To support university professionals working with local food systems, a multistate team developed a database of curricula, trainings, funding opportunities & other resources for research, Extension & teaching: <https://sera-47.extension.org/>

#localfood #CoopExt @SouthernAES @USDA_NIFA

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

Topic-specific hashtags and accounts:

#localfood
 #supportlocal
 #eatlocal
 #farmtotable
 #CoopExt
 #landgrantuniversities
 @ExtFoundation
 @Ext100Years
 @so_dev_center
 @SouthernAES