

IMPACT COMMUNICATIONS TOOLKIT

Nanotechnology in Food & Agriculture (NC1194)

May 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

A nanometer is one billionth of a meter! Nanosensors & nanoparticles can offer an inside look at--and help manipulate--the spread of pathogens in food & ag systems. See how [#landgrantuniversities](#) supported by [@USDA_NIFA](#) are working together to develop [#nanotechnology](#): bit.ly/MRF-nanotech

Researchers at land-grant universities are working together to develop nanotechnologies to detect pathogens, develop vaccines, target drug delivery, create antimicrobial packaging, purify water, combat antimicrobial resistance & more: bit.ly/MRF-nanotech [#NIFAimpacts](#)

Multiple members of a multistate project are using nanotechnology to remove pathogens, heavy metals, chemicals & other pollutants from water used for irrigation & drinking. Learn more: bit.ly/MRF-nanotech

[@UCAHNR](#) [@CornellCALs](#) [@UKAgriculture](#) [@UWMadisonCALs](#)

[#pfas](#) [#emergingcontaminants](#)

As part of a [@USDA_NIFA](#)-supported multistate project, scientists are using [#nanoparticles](#) to create antimicrobial films and packaging for food. Learn more: bit.ly/MRF-nanotech

[@UFCALS](#) [@CANRatMSU](#) [@RutgersSEBS](#)

[#nanotechnology](#) [#foodsafety](#)

Researchers used [#nanotechnology](#) to develop easy-to-use sensors to detect contaminants in food, water & soil. For example, [@TucsonWater](#) uses sensors developed by [@UArizonaCALs](#) to detect norovirus & [#PFAS](#), a type of carcinogenic pollutant, in drinking water. bit.ly/MRF-nanotech

A team of land-grant university scientists has developed nanotechnologies for food & ag, but many have much wider applications. For example, a nanosensor developed by [@UArizonaCALs](#) & [@CANRatMSU](#) can detect [#COVID19](#) in water, air & saliva samples. bit.ly/MRF-nanotech

Researchers are developing nanotechnology to detect pathogens in food, water & beyond. [@UKAgriculture](#) studies nanomaterials that fight antibiotic-resistant bacteria common in hospitals, especially among older & immunocompromised patients. : bit.ly/MRF-nanotech

Scientists at [@UFCALS](#) [@UKAgriculture](#) & [@UWMadisonCALs](#) are studying the human & environmental health effects of [#nanotechnology](#) used in food, agricultural & biological systems. Findings inform policy decisions related to manufacturing & use. bit.ly/MRF-nanotech [#nanoparticles](#) [#nanomaterials](#)

Land-grant university scientists have developed nanotechnologies for food & ag and many have much wider applications. For example, nanomaterials created by [@UFCALS](#) enhance the efficiency of solar cells. bit.ly/MRF-nanotech [#solarenergy](#) [#nanotechnology](#)

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:

[#nanotechnology](#)
[#nanomaterials](#)
[#nanoparticles](#)
[#emergingcontaminants](#)
[#pfas](#)
[#foodsafety](#)

