



# WE SHARE THE IMPACTS

Q3 | June 17 - September 10, 2019

To sustain American agriculture, consumers and policymakers must understand its importance and value—and the impact of the research and Extension programs that support it. The Multistate Research Fund promotes agricultural innovation by providing federal funds to collaborative land-grant university research and Extension projects. We communicate the impacts and importance of these projects to the American people and give researchers and Extension specialists the skills and knowledge to share their science.

## IMPACT STATEMENTS



**2**

**Impact Statements** produced:  
NC2169 and S1032 (under review)



**3+**

**stories** featuring Multistate Research  
Projects in **USDA-NIFA's FY 2018  
Annual Report**

## SOCIAL MEDIA



**84** likes **20** retweets

**24** clicks on links to view/read  
the Impact Statement

72 tweets

**36,029** people received our tweets in their  
Twitter feeds or search results

## WORKSHOPS



**1**

**Impact Writing Workshop**  
delivered for multistate  
group W3009

## OUR TEAM



**36 posts** on  
Facebook

**1,327** post reach

**157** people engaged



**5 posts, 1 story**  
on Instagram\*

**25** likes total

**247** impressions

\*Instagram analytics only cover Sept 4 - 10



**SARA DELHEIMER**  
Impact Writer



**SUNDAY MILLER**  
Social Media

## CONTACT US

- [mrfimpacts.org](http://mrfimpacts.org)
- [mrfimpacts@colostate.edu](mailto:mrfimpacts@colostate.edu)
- @MRFimpacts

## WEBSITE

**236** unique users

**3:30** minutes per session\*

**3** pages per session

\*This is a great increase,  
indicating more time reading/  
downloading material