



# WE SHARE THE IMPACTS

Q2 | April 1- June 30, 2020

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 (W3168, NC1171). **1 Impact Statement** (NE1443) out for review.



**2 Researcher Spotlights** produced: Daniel Leskovar (Texas A&M, W3168) and Lori Yancura (Hawaii, NC1171). Research Spotlights have done well on social media.



The **W3168 Impact Statement** and **Researcher Spotlight** were featured in **AgriLife Today** and **The Eagle** (Texas A&M publications)

## NEWSLETTER

**53 people** received our first issue of *MRF impacts News*. **51% opened** the newsletter (average open rate across industries is only 21%).

## WORKSHOPS & MEETINGS



**Impact Writing Workshops** for multistate groups are on hold due to COVID-19. We are exploring remote options.

## OUR TEAM

In May, we received contact info from **22 LGU ag research communicators** in response to our request. This list enables us to increase the reach of our social media and Researcher Spotlights through direct contact. Many also signed up for our newsletter.

In June, **Faith Peppers** became the USDA-NIFA Director of Communication. She will continue to guide MRF impacts as our **NIFA Liaison**. This direct pipeline will increase use and reach of MRF impacts products.

## SOCIAL MEDIA

We connected to major events and conversations in Q2, including Pollinator Week, Earth Week, National Dairy Month, and National Egg Month, through social media posts and stories.



104 tweets

**103** likes **83** retweets

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

**41,300** people received our tweets in their Twitter feeds or search results



81 posts on Facebook

**1,673** saw these posts

**87** people engaged



9 posts on Instagram\*

**37** likes

**297** impressions

\*Instagram analytics only cover June 26-July 2

## WEBSITE

**344** unique users **1:55** minutes per session

**1,036** page views

## CONTACT US

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