



WE SHARE THE IMPACTS

Q3 | July 1- October 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



3 Impact Statements produced (NE1443, W3004, and W4001). **1 Impact Statement** (NCEAR137) out for review.



1 Researcher Spotlight produced: Dina Fonseca (Rutgers University, NE1443). This did well on social media: **24 views** of the full interview on YouTube, **110 views** of Q&A video segments on Instagram and Facebook, **15 retweets** of RS content.



Featured **1 Impact Statement** (W3009) in the *NIFA Update* and *NIFA blog*. We connected 4 university-specific stories in *NIFA Update* and other publications with **4 MRF project Impact Statements** (NCERA101, NC1023, NC1171, SCC-81)

NEWSLETTER

59 people received our second issue of *MRFimpacts News* released in August. **41% opened** the newsletter (average open rate across industries is only 21%).

WORKSHOPS



Planned a *virtual Impact Writing Workshops* for W3173. If this goes well, we will proceed with virtual options for 2021.

OUR TEAM

During one-on-one meetings with communications directors and Congressional relations directors at land-grant universities, Faith has directed them to MRFimpacts materials and resources.

SOCIAL MEDIA

We shared Impact Statements and connected to events and conversations through social media posts and stories. In Q3, topics included seafood, pork, apples, chicken, potatoes, rice, mosquitoes, and more.



82 tweets

107 likes **58** retweets

69 clicks on links to view/read the Impact Statement

24,100 people received our tweets in their Twitter feeds or search results



26 posts on Facebook*

373 saw these posts

72 people engaged

*Facebook analytics only cover October 1-30



7 posts, 6 stories on Instagram*

31 likes

197 impressions

*Instagram analytics only cover October 23-30

WEBSITE

622 unique users **1:16** minutes per session

1,611 page views

CONTACT US

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