

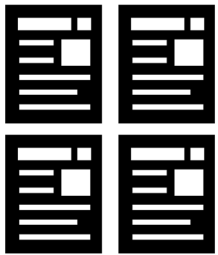


# WE SHARE THE IMPACTS

Q4 | October 1 - December 31, 2018

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

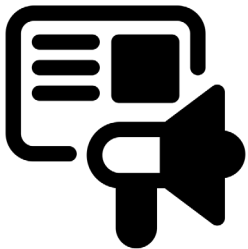


# 4

**Impact Statements** (NCERA225, W3001, NE1049, NCERA217) written, designed, and distributed.

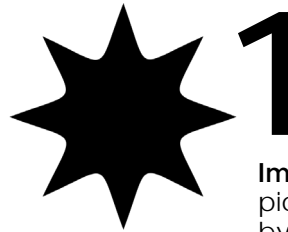
*“...this [NE1049 Impact Statement] looks great. Thanks for the work on this... I wish all impact statements were this well-done.”*

—NE1049 project member



# 2

**Impact Statements** featured in **USDA-NIFA's Fresh From the Field** newsletter and Impacts blog. **6 Impact Statements** are being considered for **NIFA's 2018 Annual Report**, which is shared with Congress, news media, producers, and the public.



**Impact Statement** (NE1020) picked up via social media by *Cheers 2 Wine News*

*“Lovely-I ran this story [W3001 Impact Statement] in Fresh last week and received good feedback.”*

—Falita Liles, USDA-NIFA Communications

## WORKSHOPS



# 3

**Impact Writing Workshops** for **2 Multistate Research Projects** and **1 industry group**, reaching **~75** research faculty, Extension specialists, staff, students, and agriculture professionals

*“... good presenter, well spoken and good examples, answered questions completely, good feedback on the examples we created...”*

—NC3169 workshop participant

## SOCIAL MEDIA

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This quarter, our social media platforms are **holding steady!** Some of our numbers are down (*slightly*). Based on our analytics, we have some ideas about why that is and how to move forward in 2019.

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102 tweets

**212** likes

**47** retweets

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

**97,065** people received our tweets in their timelines or search results

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73 posts on Facebook

**534** post engagements

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13 new followers, 53 total

**10+** likes per post (typically)

**2,004** people saw our promoted posts, which received **31 likes** and **8 link clicks** to visits our website

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## WEBSITE

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Due to error with Google Analytics, **no data** to report for Q4. Issue is resolved. We were still been able to track link clicks through Bitly and social media analytics.

## OUR TEAM

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**SARA DELHEIMER**  
Impact Writer



**SARAH LUPIS\***  
Program Director



**SUNDAY MILLER**  
Social Media

*\*Sarah Lupis' last day with MRFimpacts was November 2, 2018*

## CONTACT US

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