



**Crawford  
Fund** FOR A FOOD  
SECURE WORLD

# Social Media Report

## January to December 2019

Prepared by

**Cultivate**  
COMMUNICATIONS

# 2019 Snapshot

**8,553**

Total followers

32.24% increase  
compared to 2018

**1,956**

New followers

41.23% increase  
compared to 2018

**39,396**

Engagements

178.93% increase  
compared to 2018

**2.74 million**

Total reach

39.43% Increase  
compared to 2018

**11,424**

Clicks

71.38% increase  
compared to 2018

**2,351**

Website visits  
from social

335.37% increase  
compared to 2018

# KPIs

2019

## New Followers

## Reach

## Engagement

## Clicks

### Twitter

7,565 total followers  
23.96% increase from 2018

1,462 new followers  
24.11% increase from 2018

2.45 mil people reached  
28.18% increase from 2018

16,805 RTs, likes, mentions  
39.90% increase from 2018

5,640 clicks to content  
28.44% increase from 2018

### Facebook

815 total followers  
94.98% increase from 2018

397 new followers  
91.79% increase from 2018

271,550 people reached  
395.10% increase from 2018

21,101 likes, comments, shares  
899.10% increase from 2018

5,784 clicks to content  
154.24% increase from 2018

### Instagram

173 total followers

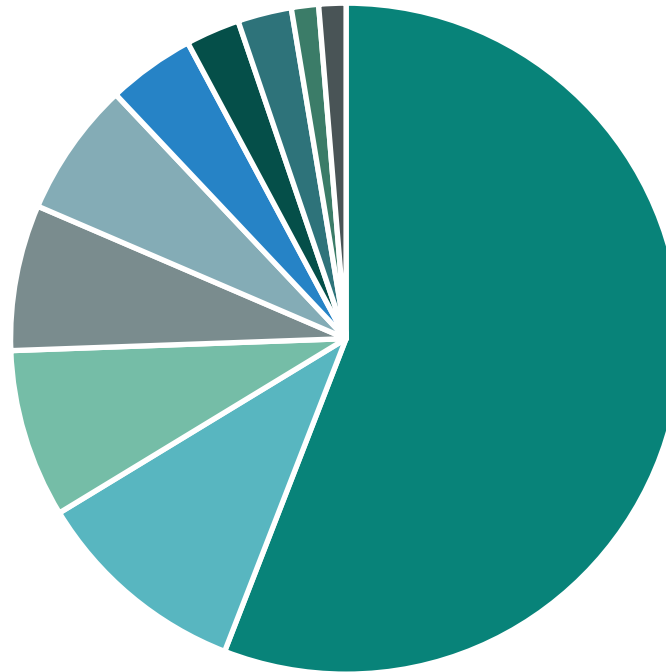
173 new followers

20,266 people reached

1,490 likes, comments, shares

# Demographics

Top 10 countries who follow Crawford Fund

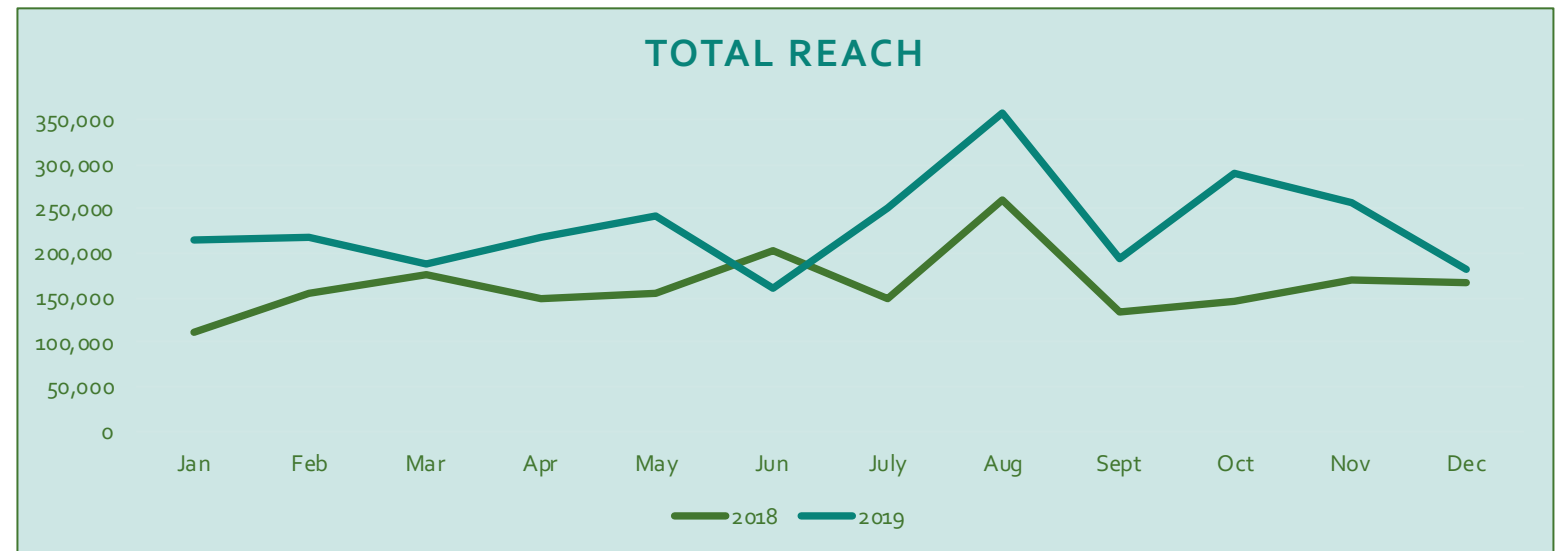
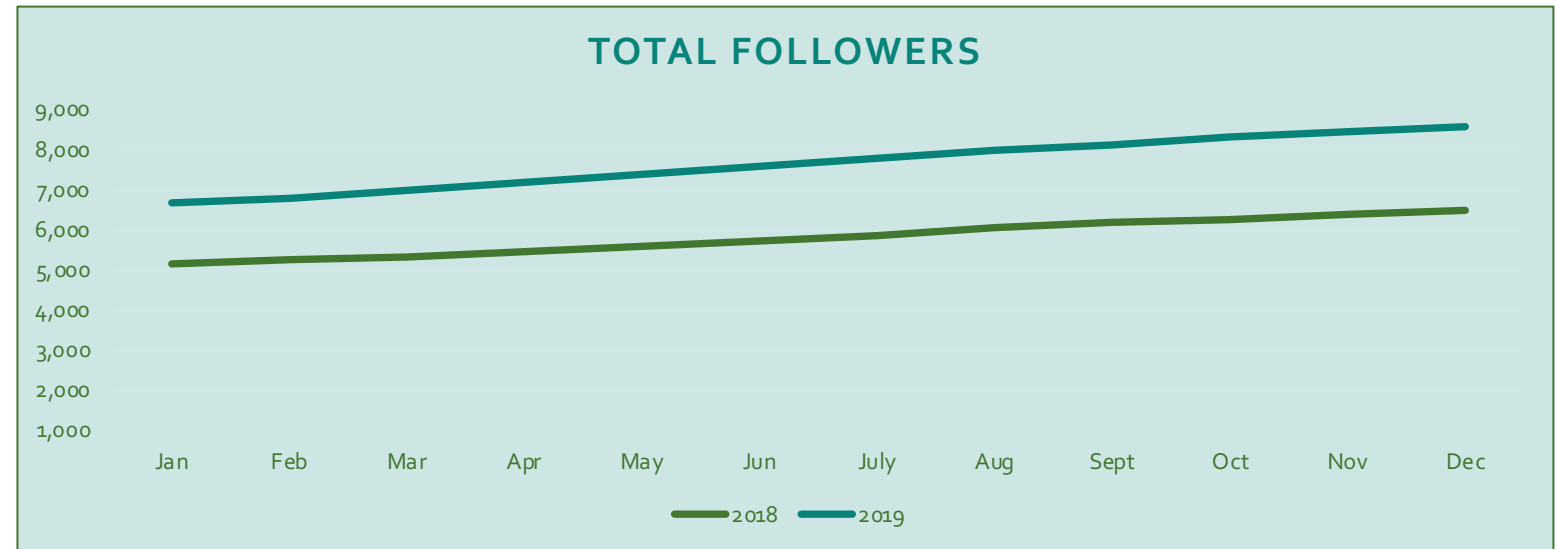


	Country	Percent	Total
1	Australia	37.97%	3,247
2	United States	7.07%	605
3	Kenya	5.52%	472
4	India	4.77%	408
5	United Kingdom	4.42%	378
6	Nigeria	2.86%	245
7	Indonesia	1.77%	151
8	Canada	1.77%	151
9	Italy	0.89%	76
10	Russia	0.89%	76



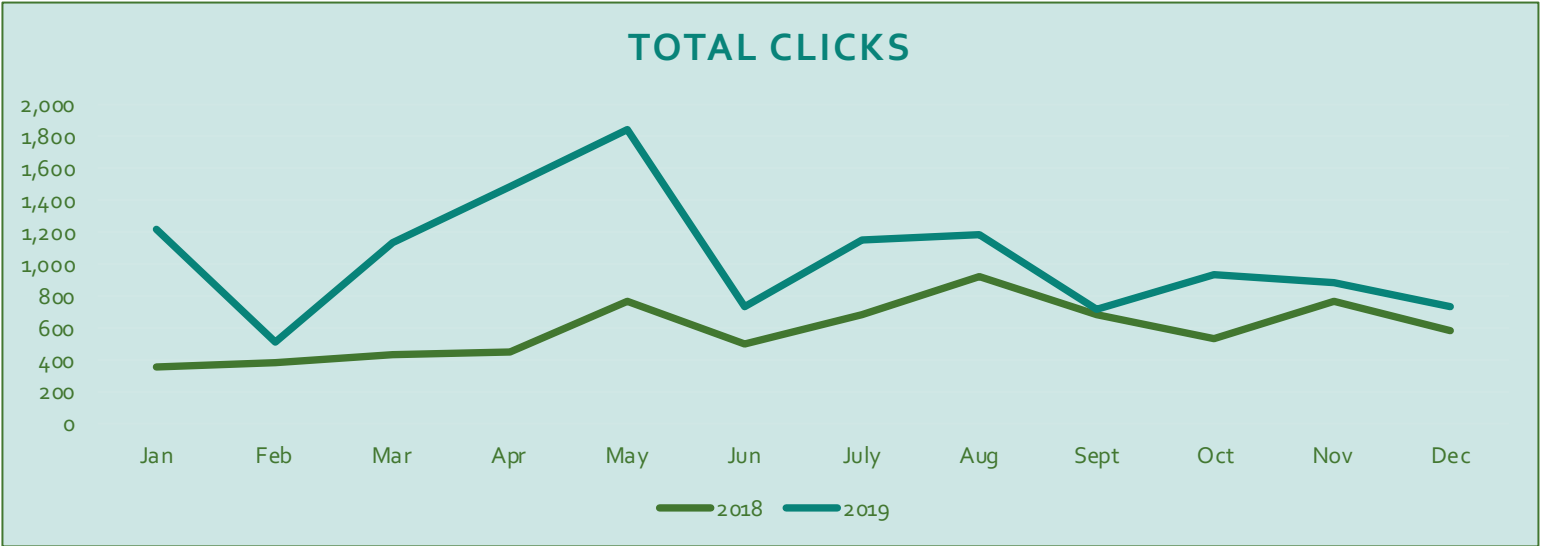
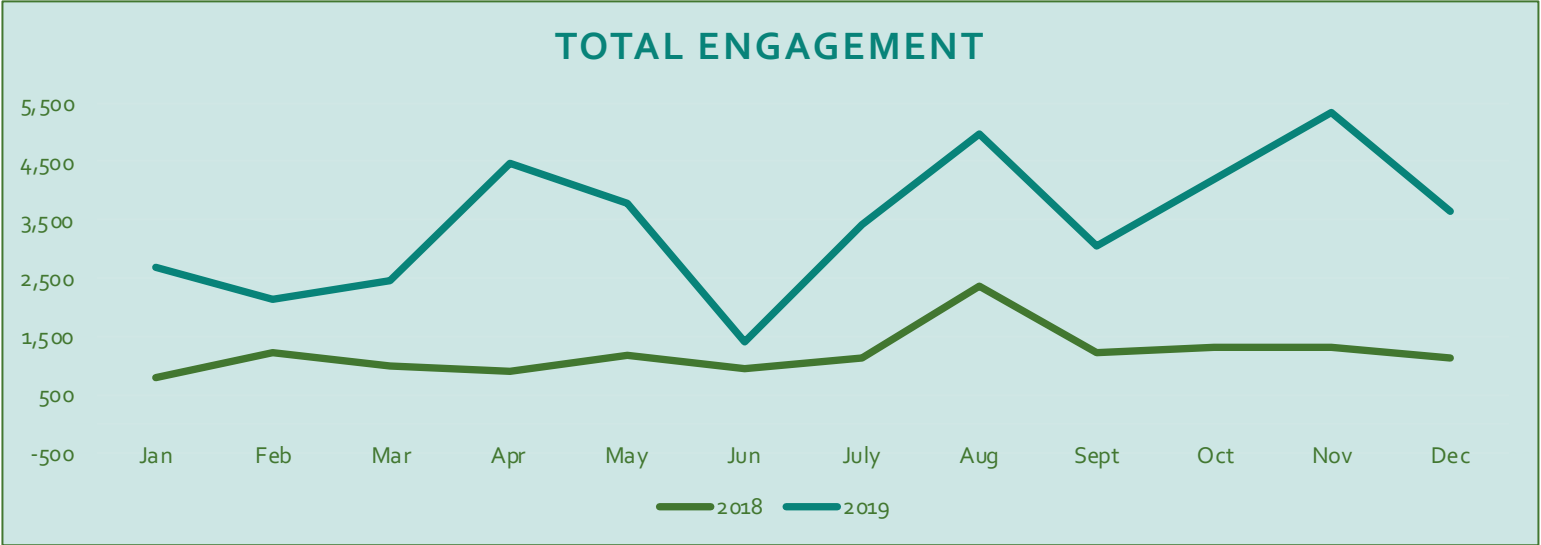
# All Social Media

Total Followers 2018 vs 2019  
Total Reach 2018 vs 2019



# Engagement Clicks

Total Engagement 2018 Vs 2019  
Total Clicks 2018 Vs 2019



# Top 3 Tweets

2019

 **The Crawford Fund** @CrawfordFund · Jul 10, 2019

"We will need @CGIAR's research to help supply farmers with a steady stream of climate-smart crop varieties" @BillGates @gatesfoundation on important work of international ag research @CIMMYT @irri @ICRISAT @CGIARclimate @IFPRI @CIAT\_ @ACIARAustralia



You've probably never heard of CGIAR, but they are essential to feeding o...  
This organization saved more than a billion people from starvation—and you've probably never heard of it.  
gatesnotes.com

1 19 49

 **The Crawford Fund** @CrawfordFund · Jan 25, 2019

Are you an #agriculture enthusiast from Australia keen to work with farmers in developing countries? @RaidNetwork have put together a list of funded opportunities for you to have a go at it: [bit.ly/2FGPCKW](https://bit.ly/2FGPCKW) @ACIARAustralia



18 30

 **The Crawford Fund** @CrawfordFund · Aug 29, 2019

Because #water is linked to all global challenges, it has the unique capacity of being a crucial part of a broad range of solutions. More from @nature\_org: [bit.ly/2L2ozd3](https://bit.ly/2L2ozd3) #SDGs #WWWeek @IWML\_ @RaidNetwork @ACIARAustralia

**Water** is one of the Sustainable Development Goals, yet it also plays a role *in almost every other SDG.*



1 18 28

# Top 3 Facebook Posts

2019



**The Crawford Fund**

Published by Buffer [?] · 10 November 2019 ·

Like Page



Crawford Fund Student Awardee and PhD student, Jori Bremer, travelled to Indonesia to work with [Australian Centre for International Agricultural Research](#) in their IndoBeef program.

Her PhD project falls more specifically within the PalmCow project, which aims to 'Develop profitable smallholder beef cattle production in association with oil palm plantation systems'. Learn more below.



CRAWFORDFUND.ORG

**Driving smallholder cattle production in Indonesia**

Jori Bremer traveled to Indonesia as part of her PHD research with the ACIA...

**7,953**

People reached

**1,031**

Engagements

Boost again

Boosted on 11 Nov 2019  
By Cultivate Comms

Completed

People reached **7.4K**

Post engagement **938**

[View results](#)



862

1 comment 8 shares



**The Crawford Fund**

Published by Buffer [?] · 22 September 2019 ·

Like Page



Join us on 16 October for a World Food Day Event: Global Challenges and the 'Next Gen.'

We have partnered with [The University of Melbourne's Faculty of Veterinary and Agricultural Sciences](#) to host the event. The event will feature oration by the 2019 Crawford Fund Medal awardee, Professor Lindsay Falvey FTSE FAIAS, Board Chair of ILRI.

Register here: <http://bit.ly/2ObrNyk>



**7,451**

People reached

**984**

Engagements

Boost again

Boosted on 23 Sept 2019  
By Cultivate Comms

Completed

People reached **7.4K**

Post engagement **948**

[View results](#)



861

2 comments 3 shares



**The Crawford Fund**

Published by Buffer [?] · 27 November 2019 ·

Like Page



Our International Engagement Award is a biosecurity win-win for Australia and the South Pacific's banana industry. Dr Kathy Crew, [Queensland Agriculture](#), travelled to French Polynesia to mentor and collaborate with Dr Maurice Wong to halt banana bunch top virus.



BIT.LY

**International Engagement Award a biosecurity win for the banana industry**

**3,607**

People reached

**872**

Engagements

Boost again

Boosted on 3 Dec 2019  
By Cultivate Comms

Completed

People reached **3.4K**

Post engagement **794**

[View results](#)



772

1 share



# Top 3 Instagram Posts

2019



 **crawfordfund** ...

 **crawfordfund** I would like to thank the funding bodies who made this project possible: The Crawford Fund, @aciaraustralia and @usc.australia.

"I would also like to express a special thanks to those who assisted with this project. First and foremost, to Dr Libby Swanepoel, Dr Sarah Burkhart and Assoc Prof Nicholas Paul for their contributions to all stages of the project. In addition, Sapeti Tiiti, Taati, Kiribanang and Joseph Martin for their extensive support while in-country, as without them the data collection would not have been possible," reflected Hayley Butcher in her Student Award report.


   


 Liked by sarahcantarino and 39 others

DECEMBER 20, 2019





Add a comment... [Post](#)




 **crawfordfund** ...

 **crawfordfund** 'Not creating more with less, rather creating enough with less.'

"A key message that resonated with me was discussion regarding 'not creating more with less, rather creating enough with less'. This point, in my opinion really summed up the entire conference and the experience that I had, identifying that there is no longer a feasible way to continue agriculture research unless a sustainable approach is adopted. This is something that I will keep with me and continue to identify throughout both my career and personal life," said Hayden Morris from @uniofql.

 Liked by cifer\_forests and 30 others

NOVEMBER 15, 2019

Add a comment... [Post](#)



 **crawfordfund** ...

 **crawfordfund** Today we're launching our Instagram account, featuring some of the winners from last year's 2018 International Agricultural Student Awards! This year our mentors, trainers and student awardees will be taking over our Instagram account to showcase their work and activities around the globe.

Follow their journey! ➔

Find out more about our training activities at the [link in bio](#)

[#CFstudentawards](#) [#crawfordfund](#) [#agriculture](#) [#youth](#) [#research](#) [#futureoffood](#) [#internationaldevelopment](#)

 Liked by uneintdev and 28 others

JUNE 12, 2019

Add a comment... [Post](#)