Social Media Report
January to December 2019
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
<table>
<thead>
<tr>
<th>KPIs</th>
<th>Twitter</th>
<th>Facebook</th>
<th>Instagram</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Followers</td>
<td>7,565 total followers</td>
<td>815 total followers</td>
<td>173 total followers</td>
</tr>
<tr>
<td></td>
<td>23.96% increase from 2018</td>
<td>94.98% increase from 2018</td>
<td>173 new followers</td>
</tr>
<tr>
<td></td>
<td>1,462 new followers</td>
<td>397 new followers</td>
<td>173 new followers</td>
</tr>
<tr>
<td></td>
<td>24.11% increase from 2018</td>
<td>91.79% increase from 2018</td>
<td></td>
</tr>
<tr>
<td>Reach</td>
<td>2.45 mil people reached</td>
<td>271,550 people reached</td>
<td>20,266 people reached</td>
</tr>
<tr>
<td></td>
<td>28.18% increase from 2018</td>
<td>395.10% increase from 2018</td>
<td></td>
</tr>
<tr>
<td>Engagement</td>
<td>16,805 RTs, likes, mentions</td>
<td>21,101 likes, comments, shares</td>
<td>1,490 likes, comments, shares</td>
</tr>
<tr>
<td></td>
<td>39.90% increase from 2018</td>
<td>899.10% increase from 2018</td>
<td></td>
</tr>
<tr>
<td>Clicks</td>
<td>5,640 clicks to content</td>
<td>5,784 clicks to content</td>
<td>5,784 clicks to content</td>
</tr>
<tr>
<td></td>
<td>28.44% increase from 2018</td>
<td>154.24% increase from 2018</td>
<td></td>
</tr>
</tbody>
</table>
Demographics

Top 10 countries who follow Crawford Fund

<table>
<thead>
<tr>
<th>Country</th>
<th>Percent</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>37.97%</td>
<td>3,247</td>
</tr>
<tr>
<td>United States</td>
<td>7.07%</td>
<td>605</td>
</tr>
<tr>
<td>Kenya</td>
<td>5.52%</td>
<td>472</td>
</tr>
<tr>
<td>India</td>
<td>4.77%</td>
<td>408</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>4.42%</td>
<td>378</td>
</tr>
<tr>
<td>Nigeria</td>
<td>2.86%</td>
<td>245</td>
</tr>
<tr>
<td>Indonesia</td>
<td>1.77%</td>
<td>151</td>
</tr>
<tr>
<td>Canada</td>
<td>1.77%</td>
<td>151</td>
</tr>
<tr>
<td>Italy</td>
<td>0.89%</td>
<td>76</td>
</tr>
<tr>
<td>Russia</td>
<td>0.89%</td>
<td>76</td>
</tr>
</tbody>
</table>
All Social Media

Total Followers 2018 vs 2019
Total Reach 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" @RtIGates @gatesfoundation on important work of international ag research @CIMMYT @IFPRI @ICRISAT @CGIARClimate

The Crawford Fund @CrawfordFund · Jan 25, 2019
Are you an #agriculture enthusiast from Australia keen to work with farmers in developing countries? @RainNetwork have put together a list of funded opportunities for you to have a go at it: bit.ly/2FGPCKW @ACIARAustralia

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/2L2ccz3 #SDG6 #WWWeek @RtIGates @RainNetwork @ACIARAustralia

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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

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Water is one of the Sustainable Development Goals, yet it also plays a role in almost every other SDG.
Top 3 Facebook Posts

2019

**The Crawford Fund**
Published by Buffer on 19 November 2019

Crawford Fund Student Awardee and PhD student, Jori Bremer, travelled to Indonesia to work with Australian Centre for International Agricultural Research in their indiBeef 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.

**The Crawford Fund**
Published by Buffer on 22 September 2019

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 FAA, Board Chair of ILRI.


**The Crawford Fund**
Published by Buffer on 27 November 2019

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.

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**Driving smallholder cattle production in Indonesia**

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

- 7,963 People reached
- 1,031 Engagements

Boosted on 11 Nov 2019
By Cultivate Comms

- People reached: 7,4K
- Post engagement: 938

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

- 3,607 People reached
- 872 Engagements

Boosted on 3 Dec 2019
By Cultivate Comms

- People reached: 3.4K
- Post engagement: 794
Top 3 Instagram Posts

2019

Crawford Fund

Top 3 Instagram Posts

Crawford Fund

I would like to thank the funding bodies who made this project possible: the Crawford Fund, @acesuwaumila and @csu.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 Burkart and Assoc Prof Nicholas Paul for their contributions to all stages of the project. In addition, Sapevi Titi, Tsari, KiliBarang 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.

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Top 3 Instagram Posts

Crawford Fund

“Notcreating 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 (name removed).

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Top 3 Instagram Posts

Crawford Fund

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 🌍

#CIFStudArtists @CrawfordFund
#agriculture-youthresearch
#futurefood
#internationaldevelopment

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