



**Crawford
Fund** FOR A FOOD
SECURE WORLD

Social Media Report

July to June 2019-2020

Prepared by

Cultivate
COMMUNICATIONS

2019-2020 Snapshot

9,426

Total followers

17.79% increase
compared to 2018-19

1,846

New followers

2.8% increase
compared to 2018-19

49,028

Engagements

92.987% increase
compared to 2018-19

2.84 million

Total reach

25.76% Increase
compared to 2018-19

15,500

Clicks

39.54% increase
compared to 2018-19

6,314

Website visits
from social

1,060.66% increase
compared to 2018-19

KPIs

2019-20

New Followers

Reach

Engagement

Clicks

Twitter

8,158 total followers
19.04% increase from 2018-19

1,305 new followers
4.81% decrease from 2018-19

2.38 mil people reached
15.09% increase from 2018-19

15,588 RTs, likes, mentions
8.57% increase from 2018-19

6,038 clicks to content
22.97% increase from 2018-19

Facebook

989 total followers
51.92% increase from 2018-19

338 new followers
19.91% decrease from 2018-19

385,447 people reached
105.78% increase from 2018-19

30,790 likes, comments, shares
180.51% increase from 2018-19

9,462 clicks to content
52.66% increase from 2018-19

Instagram

279 total followers
267.11% increase from 2018-19

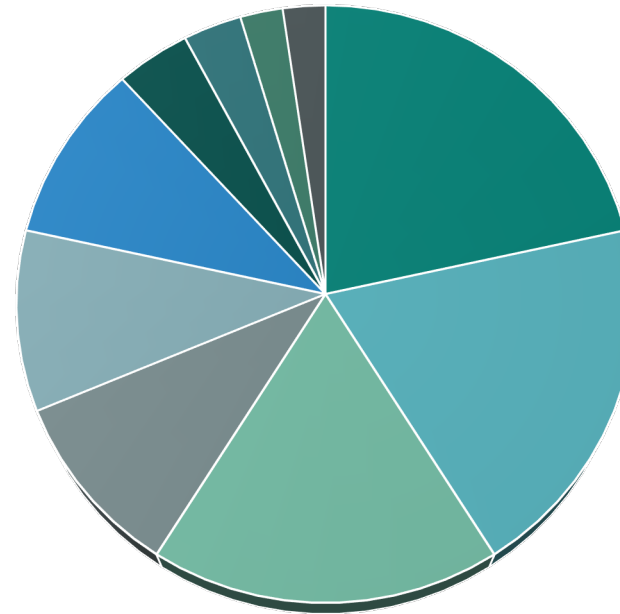
203 new followers
62.56% increase from 2018-19

73,135 people reached
4,875.17% increase from 2018-19

2,656 likes, comments, shares
3,349.35% increase from 2018-19

Facebook & Instagram Demographics

Top 10 countries who follow Crawford Fund

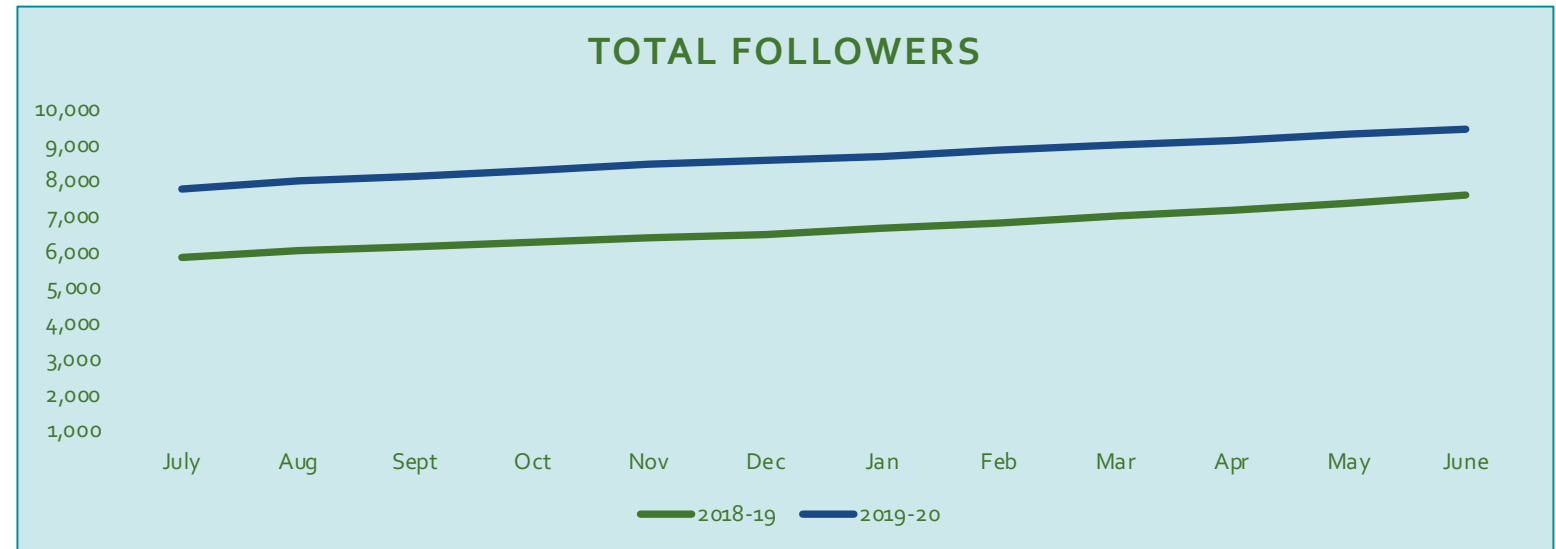


	Country	Percent	Total
1	Australia	37.47%	475
2	Papua New Guinea	5.36%	68
3	Nepal	4.89%	62
4	Bangladesh	2.68%	34
5	India	2.68%	34
6	Pakistan	2.68%	34
7	Indonesia	1.10%	14
8	Tanzania	0.88%	11
9	India	0.66%	8
10	United States	0.66%	8

Note: Twitter no longer allows analysis of demographics

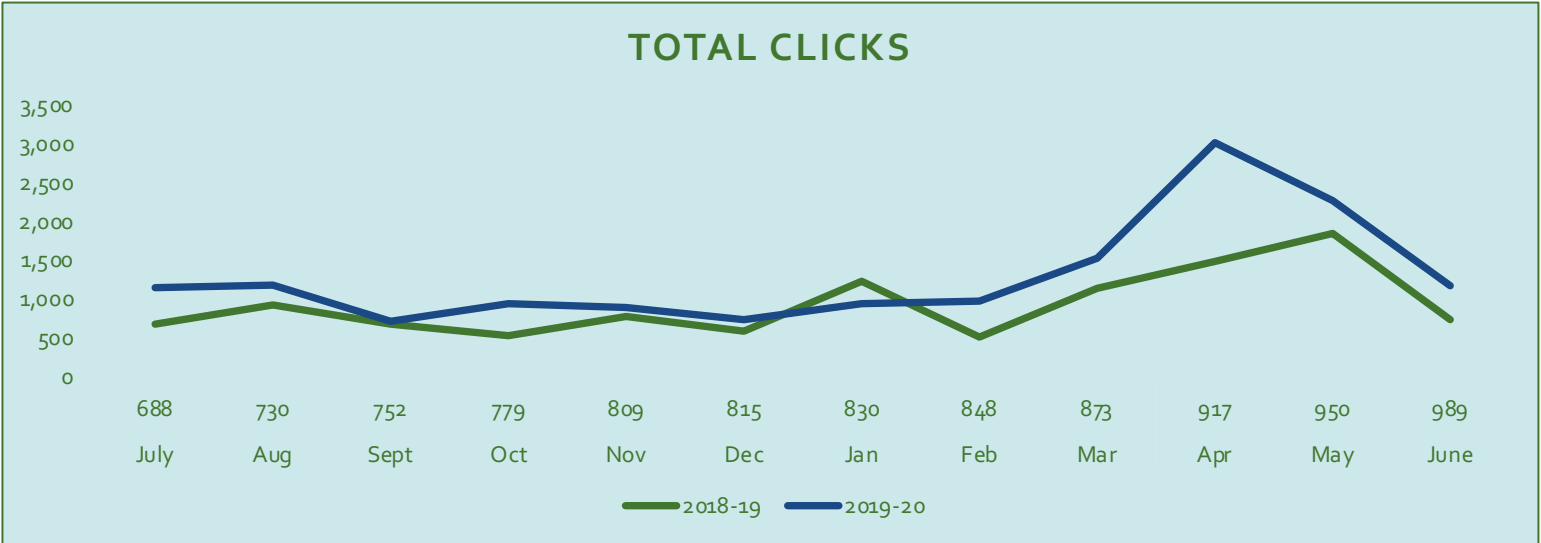
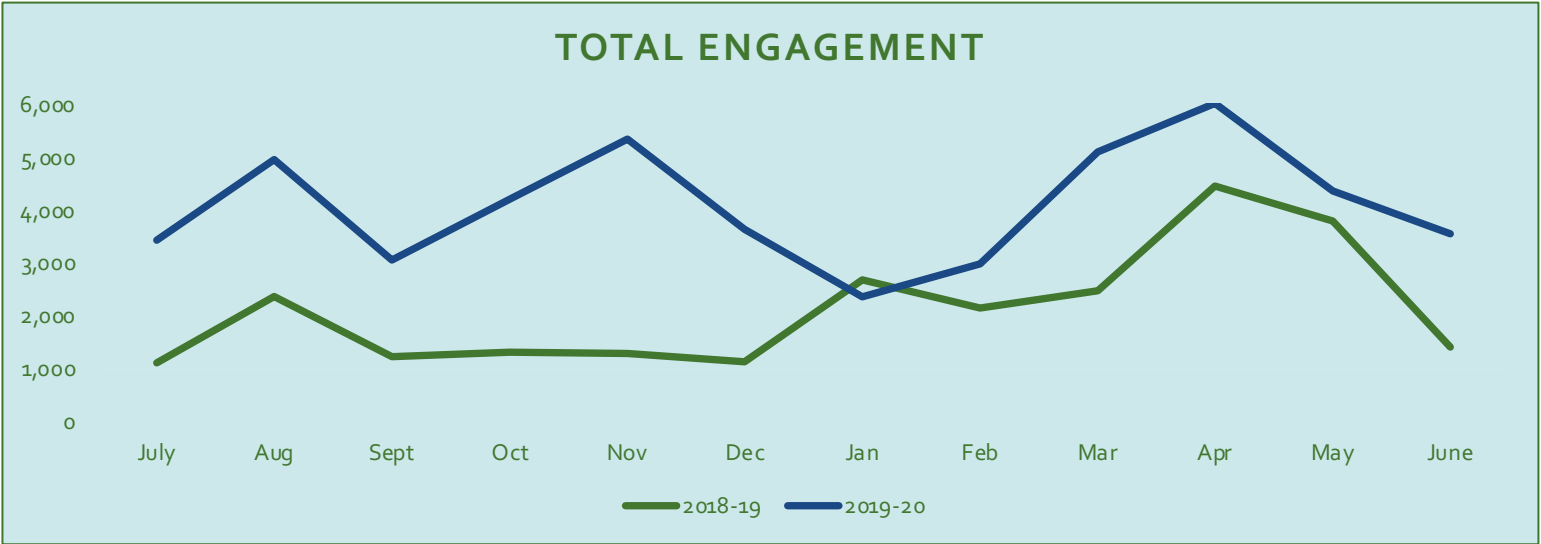
All Social Media

Total Followers 2018-19 vs 2019-20
Total Reach 2018-19 vs 2019-20



Engagement Clicks

Total Engagement 2018-19 Vs 2019-20
Total Clicks 2018-19 Vs 2019-20



Top 3 Tweets

2019-2020



The Crawford Fund
@CrawfordFund

Our CEO [@ChartresColin](#) argues that water, agriculture, nutrition, food security and health are inextricably linked and should be given a high foreign aid priority now and in a post COVID-19 world [@IFPRI](#) [@ACIARAustralia](#) [@IWMI_](#) [@WaterPartnersAU](#) [@ShaunCoffey](#)



COVID-19: Global Food and Nutrition Security and its Impacts on the Poor
COVID-19 may affect global food and nutrition security as well as Australia's foreign aid. Crawford Fund CEO, Colin Chartres, highlights some of the ...
[crawfordfund.org](#)

11:09 AM · Apr 17, 2020 · [Twitter Web App](#)

[View Tweet activity](#)

25 Retweets and comments 37 Likes



The Crawford Fund
@CrawfordFund

"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 ou...
This organization saved more than a billion people from starvation—and you've probably never heard of it.
[gatesnotes.com](#)

6:55 AM · Jul 10, 2019 · [Twitter for iPhone](#)

[View Tweet activity](#)

22 Retweets and comments 49 Likes



The Crawford Fund
@CrawfordFund

"A narrow focus on [#energy](#) & transportation solutions to climate, while important, has prevented us from exploring and investing in indispensable mitigation and adaptation strategies that come from land and nature" [@davidnabarro](#) [@RuthOpenBlue](#) in [@thehill](#)



Industrial food system is at the heart of biodiversity degradation
Ultimately, decision-makers recognize that food systems need to change course.
[thehill.com](#)

8:12 AM · Oct 13, 2019 · [Twitter for iPhone](#)

[View Tweet activity](#)

17 Retweets 19 Likes

Top 3 Facebook Posts

2019-2020

 **The Crawford Fund**
Published by Buffer [?] · 9 April · 🌐

Amazing maize 🌽 in the heart of Kenya 🌍 Bianca Das travelled to Kenya, thanks as part of her PhD research with [The University of Queensland](#) and [CSIRO](#) thanks to our student awards and support from the [Alliance of Bioversity International](#) and [CIAT](#). Read her blog below.



CRAWFORDFUND.ORG

Amazing maize in the heart of Kenya
Bianca Das recently travelled to Kenya as part of her PhD research with...

11,692 People reached **1,287** Engagements **Boost Unavailable**

Boosted on 13 Apr 2020
By Cultivate Comms Completed

People reached	11.2K	Post engagement	1.4K
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[View results](#)



1K

2 comments 2 shares

 **The Crawford Fund**
Published by Buffer [?] · 26 March · 🌐

Queensland international engagement award a 'fruitful' collaboration for Dr Chat Kanchana-udomkan from [Griffith University](#) and Mr Andres Godwin C. Sajise, a researcher at the University of the Philippines. Read more below.



CRAWFORDFUND.ORG

Queensland international engagement award a 'fruitful' collaboration

11,003 People reached **1,358** Engagements **Boost Unavailable**

Boosted on 2 Apr 2020
By Cultivate Comms Completed

People reached	10.8K	Post engagement	1.4K
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[View results](#)



1K

5 comments 5 shares

 **The Crawford Fund**
Published by Buffer [?] · 3 April · 🌐

With the disruption to the university year caused by [#COVID19](#), we are extending the closing date for our 2020 student awards to Friday 26 June 2020. Learn more about the application process and apply today 📄



CRAWFORDFUND.ORG

Applications are open for our 2020 Student Awards!
Want to get involved in International Agriculture Development?

20,986 People reached **2,495** Engagements **Boost Unavailable**

Boosted on 13 Apr 2020
By Cultivate Comms Completed

People reached	20.3K	Post engagement	1.8K
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[View results](#)



899

4 comments 38 shares

Top 4 Instagram Posts

2019-2020



High Profile Mentions

2019-2020



CGIAR GENDER
@CGIARGender

RT @CrawfordFund: Happy International Day of #RuralWomen! To celebrate, check out this Op-Ed by Gianna Bonis-Profumo from @RIELresearch on why applying a #gender lens in #agriculture matters!

bit.ly/2Xmn1j3

@ACIARAustralia @RaidNetwork @CGIARGender
@CGIAR @FPRI



Why applying a gender lens in agriculture matters
The recent CGIAR/ACIAR 'Seeds of Change' conference, held in Canberra, explored a range of issues on how 'gender' can support improved agronom...

3:01 PM · Oct 15, 2019 · Hootsuite Inc.

7 Retweets and comments 13 Likes



Andrew Campbell
@ACIARCEO

Very pleased to join the Hon Lopao'o Natanielu Mu'a, Minister for Agriculture, Fisheries & Forestry in Samoa and Tilafono David Hunter of MAFF to celebrate the #Pacific Plant Biosecurity Capacity Building Partnership with ACIAR, @dfat, @CrawfordFund & Kalang



10:18 AM · Sep 30, 2019 · Twitter for iPhone

6 Retweets and comments 19 Likes



Bayer Crop Science AU
@Bayer4CropsAU

We're at #19cfconf with fellow leaders in the #agriculture, #energy and #water sectors to join the conversation about Australia's agricultural development and #foodsecurity. @CrawfordFund #agchat0z #ausag



1:29 PM · Aug 13, 2019 · Twitter Web App

3 Retweets 15 Likes



Bruce Campbell
@bcampbell_CGIAR

Congrats to Dr. Robert Zougmore, CCAFS Regional Program Leader for West Africa, 2019 recipient of @CrawfordFund's Derek Tribe Medal. Well deserved for his outstanding work in agricultural research & natural resource management in Africa. Link: eventbrite.com.au/e/the-2019-cra...



7:04 PM · Sep 5, 2019 · Hootsuite Inc.

18 Retweets and comments 26 Likes

High Profile Mentions

2019-2020



Together with [@CoralCoE](#), our scientists spent 16-years studying adaptive coral reef management in Papua New Guinea.

In this blog, [@jacq_lau](#), [@JoshuaCinner](#) & [@MicheleLBarnes](#) reflect on the lessons learned: bit.ly/2Ktjn20

[#EarthDay](#) [@CrawfordFund](#) [@jcu](#) [@FISH_CGIAR](#)



9:00 PM · Apr 24, 2020 · [Buffer](#)

9 Retweets 14 Likes



A creeping problem in crop protection is [#pesticide](#) resistance, says John Julius Manuben, from the [#NextGen](#) Plant Science Network.

Check out his blog to learn more: on.cgiar.org/397qWGx
[@ACIARAustralia](#) [@RaidNetwork](#) [@CropLifeIntl](#) [@CrawfordFund](#)



4:30 AM · Mar 7, 2020 · [Buffer](#)

2 Retweets 5 Likes



RT [@CrawfordFund](#): In [@CGIAR](#) research centres, such as [@ICARDA](#) the whole mandate is to help put food on the table through various pathways.

Read more from [@grheard](#)'s trip to Morocco thanks to support from [@dfat](#) and [@AustArabCouncil](#) bit.ly/3aNuXQX



8:42 PM · Mar 17, 2020 · [Hootsuite Inc.](#)

4 Retweets 11 Likes



"Those of us who haven't heeded the message need to heed it quickly. We need to change the way we manage land rather than wait another five years until it gets worse," says [@CrawfordFund](#) CEO Colin Chartres.



Q&A: The impact on climate denial on food security
Colin Chartres, CEO at the Crawford Fund, believes Australia is in a prime position to lead on climate-smart agriculture for a food-secure future. But ... devex.com

5:28 AM · Jan 17, 2020 · [Sprout Social](#)

4 Retweets and comments 6 Likes



"We must transform the way food is produced, processed and consumed. The pace of change required has never been seen before" says CCAFS Program Director [@bcampbell_CGIAR](#). Join his presentation at 10.15am AEST [@CrawfordFund](#)'s annual conference! crawfordfund.org/wp-content/upl... [#19cfconf](#)

8:05 AM · Aug 13, 2019 · [Hootsuite Inc.](#)

4 Retweets 5 Likes