Social Media Report
Annual Report 2021
2021 Snapshot

- **12,622** Total followers
- **2,220** New followers
- **15,787** Engagements
- **1.563 million** Total reach
- **6,108** Clicks
- **5,828** Website visits from social
<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>1,006</td>
</tr>
<tr>
<td>Twitter</td>
<td>647</td>
</tr>
<tr>
<td>Instagram</td>
<td>179</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>388</td>
</tr>
</tbody>
</table>

**New Followers 2021**

- Facebook
- Twitter
- Instagram
- LinkedIn
Engagement Growth

- Facebook: 1,945
- Twitter: 9,377
- Instagram: 2,561
- LinkedIn: 1,935
Reach Growth

- Facebook: 47,282
- Twitter: 1,453,800
- Instagram: 30,168
- LinkedIn: 32,645

Total Engagement 2021

- Facebook
- Twitter
- Instagram
- LinkedIn
Clicks Growth

Facebook: 1,171
Twitter: 4,055
LinkedIn: 882

Total Clicks 2021

Facebook
Twitter
LinkedIn
Mentions Growth

Twitter

Total Twitter Mentions 2021

Twitter
Top 4 Tweets

2021

@CrawfordFund
Wed 4/21/2021 3:27 pm AEST

Norman Borlaug & @CIMMYT strike again! Borlaug100
smashes yield record in Qld field with 8.72 tonnes/hectare
in crop competition. Research for developing world and
Australia @KroppfMartin @globalrust @JulieBorlaug
@thenextnorm @ACIARCEO @CIICentral @CIICentral
news/borlaug-

Total Engagements
Likes
Comments
Shares
Post Link Clicks
Other Post Clicks
Other Engagements
189
62
1
23
48
55
0

@CrawfordFund
Tue 7/13/2021 8:21 am AEST

🎉 Congratulations to our 2021
Student Award Recipients! This
year we have nine awardees
who will be carrying out
research across a diverse
range of topics focused in
Australia and the Pacific, Asia
and the Americas! 🎉
bit.ly/3r3jaHQ NextGenAg4D
ACIARAustralia

Total Engagements
Likes
Comments
Shares
Post Link Clicks
Other Post Clicks
Other Engagements
186
30
3
6
85
62
0

@CrawfordFund
Wed 1/22/2021 3:32 pm AEST

Great big thank you to @DiMaybs
@GlobalFoodTeam @CSIROnews
@DrHikov @QAAFI & Liz Ota @uscedua-

Total Engagements
Likes
Comments
Shares
Post Link Clicks
Other Post Clicks
Other Engagements
185
27
1
5
—
152
0

@CrawfordFund
Thu 9/2/2021 12:26 pm AEST

📸 Congratulations Dr TJ Higgins AO FAA
FTSE! Dr Higgins has been announced the
Crawford Fund Medal 2021 Awardee for hi-

Total Engagements
Likes
Comments
Shares
Post Link Clicks
Other Post Clicks
Other Engagements
154
39
5
11
13
86
0
Top 4 Facebook Posts

2021

The Crawford Fund
Mon 7/26/2021 3:36 pm AEST

‘Each session is of great worth,’ says Irene Chand about her e-mentoring experience! Irene, a technical officer at the Ministry of...

The Crawford Fund
Tue 1/16/2021 2:36 pm AEST

‘Each session is of great worth’ says...

Introducing our mentors and mentees

Eric Creswell
Honorary Associate Professor
Former School of Environment
and Society, ANU

The Crawford Fund
Mon 8/9/2021 3:36 pm AEST

We are thrilled to welcome Prof Wendy Umerber as Chair of our Morning Keynote: Threats to Global Food Systems from...

Our Annual Conference is a highlight of Australia’s agricultural development and food security calendar. For almost 30 year...

The Crawford Fund
Mon 8/9/2021 2:40 pm AEST

Crawford Fund
Annual Conference

Food & Nutrition Security –
The Biosecurity, Health, Trade Nexus

November 2021

Online and onsite in Canberra, ACT

Total Engagements 210
Reactions 133
Comments 76
Shares 1
Post Link Clicks 0
Other Post Clicks 0

Total Engagements 88
Reactions 44
Comments 3
Shares 3
Post Link Clicks 6
Other Post Clicks 30

Total Engagements 48
Reactions 28
Comments 0
Shares 5
Post Link Clicks 10
Other Post Clicks 5

Total Engagements 33
Reactions 4
Comments 0
Shares 1
Post Link Clicks 23
Other Post Clicks 5
Top 4 Instagram Posts

1. **Have you heard of the RAID Network?**
   Researchers in Agriculture for International Development (RAID) is an Australia-based...
   
   ![Image](image1)
   
   - **Total Engagements**: 29
   - **Likes**: 27
   - **Comments**: 2
   - **Saves**: 0

2. **Save the date! The Crawford Fund Annual Conference returns for 2021!**
   Mark your calendars and follow #21cfcconf...
   
   ![Image](image2)
   
   - **Total Engagements**: 28
   - **Likes**: 27
   - **Comments**: 1
   - **Saves**: 0

3. **From Environmental Science to Ag for Development – People Matter!**
   In this #NextGenAg4D career pathway blog we...
   
   ![Image](image3)
   
   - **Total Engagements**: 28
   - **Likes**: 26
   - **Comments**: 2
   - **Saves**: 1

4. **Food security is very dependent upon the vagaries of the weather and climate change trends and the impacts these have on wat...**
   
   ![Image](image4)
   
   - **Total Engagements**: 27
   - **Likes**: 26
   - **Comments**: 1
   - **Saves**: 0
# Top 4 LinkedIn Posts

## 2021

<table>
<thead>
<tr>
<th>Post</th>
<th>Date</th>
<th>Reactions</th>
<th>Comments</th>
<th>Shares</th>
<th>Post Link Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doing Well by Doing Good</td>
<td>Thu 12/30/2021</td>
<td>9</td>
<td>0</td>
<td>1</td>
<td>12</td>
</tr>
<tr>
<td>We were thrilled to have Dr Andrew Barnes speak at our Annual Conference today! Discover how collaboration between the...</td>
<td>Wed 12/15/2021</td>
<td>8</td>
<td>1</td>
<td>0</td>
<td>12</td>
</tr>
<tr>
<td>Diagnosis in a fish farmer’s backpack...</td>
<td>Sat 11/13/2021</td>
<td>11</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Dr Jay Anderson, Senior Research Fellow at Southern Cross University, will explain how our work in Laos assists small-holder...</td>
<td>Mon 11/22/2021</td>
<td>10</td>
<td>0</td>
<td>0</td>
<td>8</td>
</tr>
</tbody>
</table>

*Image credits to The Crawford Fund.*
High Profile Mentions

2021

Great to see Australia’s Commissioners for International Agricultural Research, Mrs Fiona Simson (right) & Ms Su McCluskey (left), presenting at the @CrawfordFund’s annual conference.

Follow the event & join the conversation: #21cfconf

Congratulations to Dr Brian Keating on receiving the @CrawfordFund’s 2020 medal for contributions to Sub-Saharan Africa particularly crop modelling systems.

Dr Keating has worked on various ACIAR projects in Africa to improve #foodsecurity.

#21cfconf @UQ_News @CSIRO

In his keynote presentation at the @CrawfordFund annual conference, @prashupingali emphasized the importance of building food systems that are resilient against biosecurity risks like zoonotic diseases.

tci.comell.edu
TCI Director Prioritizes Resilient Food Systems in Crawford Fund Keynote - TCI .. COVID-19 has shown countries around the world that they must work to make their food systems resilient against biosecurity risks, Tata-Cornell Institute for ..

2:27 AM - Dec 15, 2021 - TweetDeck

Congratulations to TJ Higgins on receiving the @CrawfordFund Medal. An extremely worthy recipient.

5. The Crawford Fund @CrawfordFund - Dec 15, 2021
And TJ Higgins - so committed to improving food security in West Africa with Brian Keating.

9:47 AM - Dec 14, 2021 - Twitter Web App
High Profile Mentions

2021

Grateful to Fiona and Colleagues @CrawfordFund for inviting me to speak at the annual conference bringing the @FoodSystems conversation to your community and an even bigger global audience; my key message is -there has never been a better time than now to act & come thr together.

We need to be ambitious and act immediately on food security, and we need to include Indigenous people in planning for solutions: @UN special envoy @Agnes_Kalibata tells the @CrawfordFund annual dinner

"The moment to transform our #FoodSystems is now and it must be central in our effort to achieve the #GlobalGoals."

As we approach 2022, #UNFSS2021 Special Envoy @Agnes_Kalibata stresses that food systems transformation is key to a better future, at @CrawfordFund's #21cfconf.
High Profile Mentions

2021

Using algorithms to improve outputs from remote sensing technology could save agricultural losses due to pest and disease. @ZarcoTejada will speak on precision agriculture at the @CrawfordFund's annual conference on Monday. Tap to register unimelb.me/31NRopE

As I wind down the work of the work assigned by the @UNSG as Special Envoy of the 2021 Food Systems Summit, I invite you to join us for reflections of the last 2 years. More importantly on the journey ahead @FoodSystems @CrawfordFund conference #UNFSS2021

We're proud to support the annual @CrawfordFund conference!

Held on 13-14 December, the #21cfconf will cover risks facing plant, animal and human health, how they impact global food and nutrition security and the emerging innovative solutions critical to overcoming these risks.

On Monday, tune into the @CrawfordFund Annual Conference to hear #UNFSS2021 Special Envoy @Agnes_Kalibata’s 2021 Sir John Crawford Memorial Address!

3:00 PM - Dec 10, 2021 - Sprout Social

2 Retweets 15 Likes

8:02 AM - Dec 13, 2021 - Twitter for Android

6 Retweets 1 Quote Tweet 25 Likes

10:00 AM - Dec 10, 2021 - Twitter for Advertisers

1 Retweet 1 Like

2:49 AM - Dec 12, 2021 - Sprout Social

11 Retweets 1 Quote Tweet 30 Likes