

CRAWFORD FUND 2022 ANNUAL CONFERENCE

CELEBRATING AGRICULTURE FOR DEVELOPMENT - Outcomes, Impacts and the Way Ahead

| 15-16 August 2022 | Canberra, Australia |



#22CFConf Twitter Report

June 27, 2022 - August 31, 2022

cultivate

Top tweets by engagement

Top tweets sorted by the total number of engagements during the campaign period, such as likes, replies and retweets.



 **@alisonrbentley** · Aug 16 · 4:18 PM

Afternoon super-session at #22cfconf presenting alongside the amazing @neenamitter...



 **@ACIARAustralia** · Aug 16 · 9:30 AM

.@AumuaA's Sir John Crawford Memorial Address to open @CrawfordFund Conference ...



 **@AlisonRBentley** · Aug 16 · 9:31 AM

Kicking off the @CrawfordFund #22cfconf in Parliament House in Canberra covering int...



 **@irri** · Jul 22 · 11:00 AM

CGIAR's @irri and @CIMMYT have joined the growing number of sponsors supporting t...




 **@CrawfordFund** · Aug 1 · 3:41 PM

Great to have so many @CGIAR and @AIRCAalliance centers with a presence at our con...



 **@CrawfordFund** · Aug 8 · 3:41 PM

 Once again, our Annual Conference will be live streamed for those unable to join us ...



 **@ACIARCEO** · Aug 16 · 2:34 PM

Wonderful to have Dr Alison Bentley @AlisonRBentley @CIMMYT @CGIAR back in 🇦🇺 to ...

Key Performance Indicators (KPIs) for Twitter

Tracked by day, the graph show the number of impressions all tweets received using the #22CFConf hashtag.

196

Users (i)

983

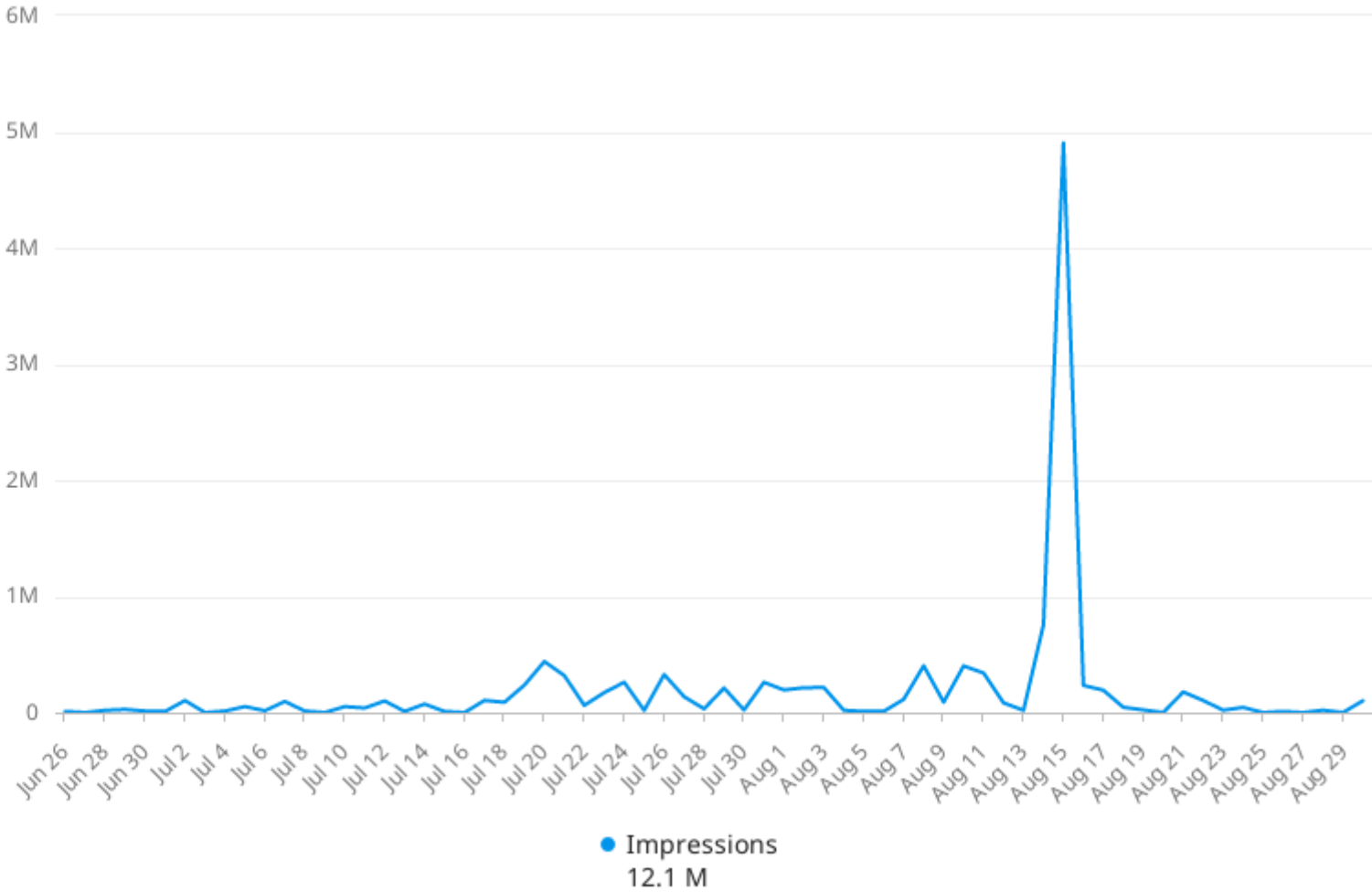
Mentions (i)

12.1M

Impressions (i)

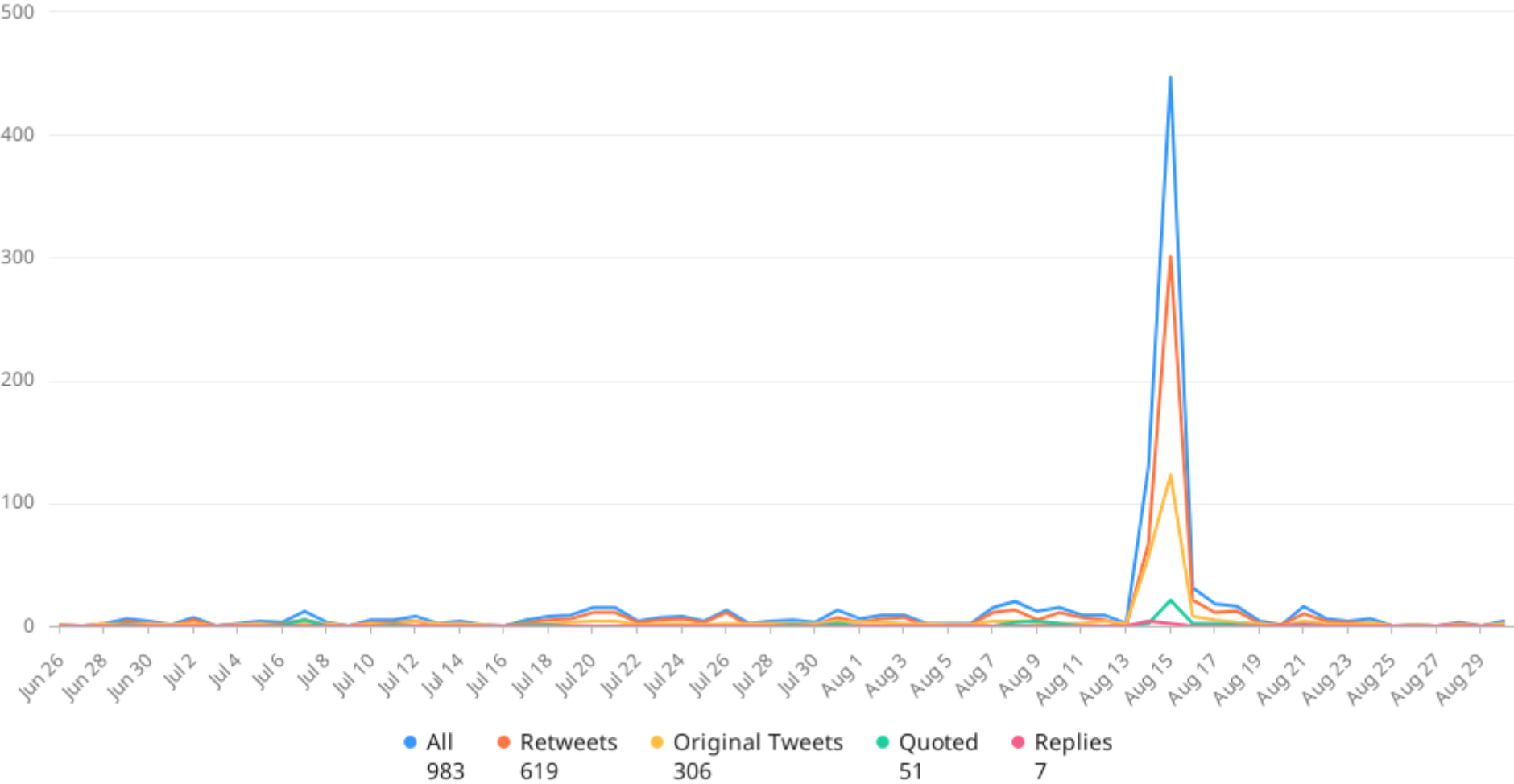
1.09M

Reach (i)



Tweet type breakdown

This graph shows the different types of tweets across the campaign period using the #22CFConf hashtag.



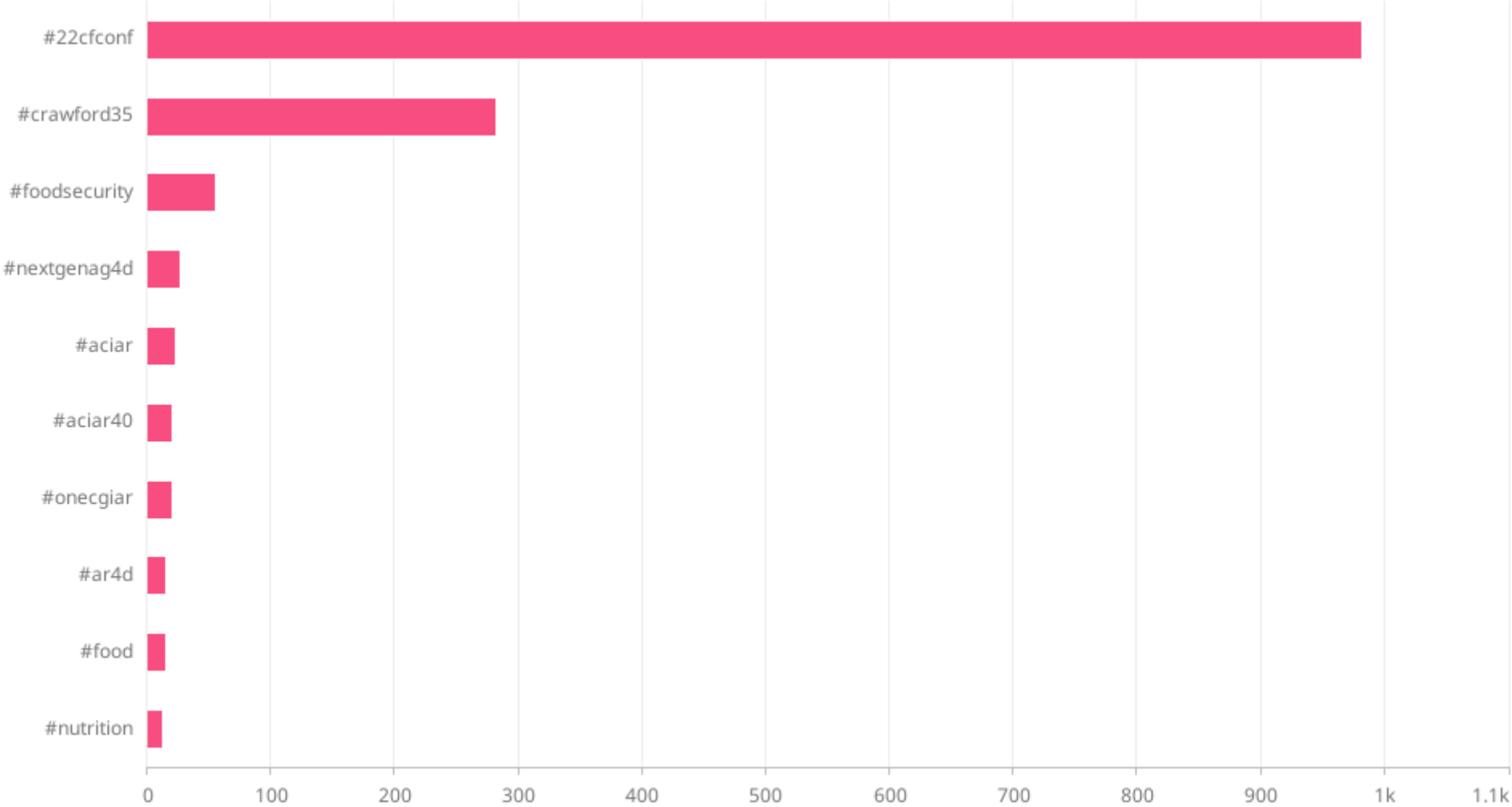
Top keywords

Word cloud of popular keywords associated with the #22CFConf hashtag.

conversation gender equality valuable insights
virtual registration media release centers work
35th anniversary students online food session event impact
food security **annual conference** celebration
security development world conference
issues future poorscholars sponsors impacts
regional director former scholars developing country











Top hashtags

Top hashtags included in tweets using the #22CFConf hashtag.



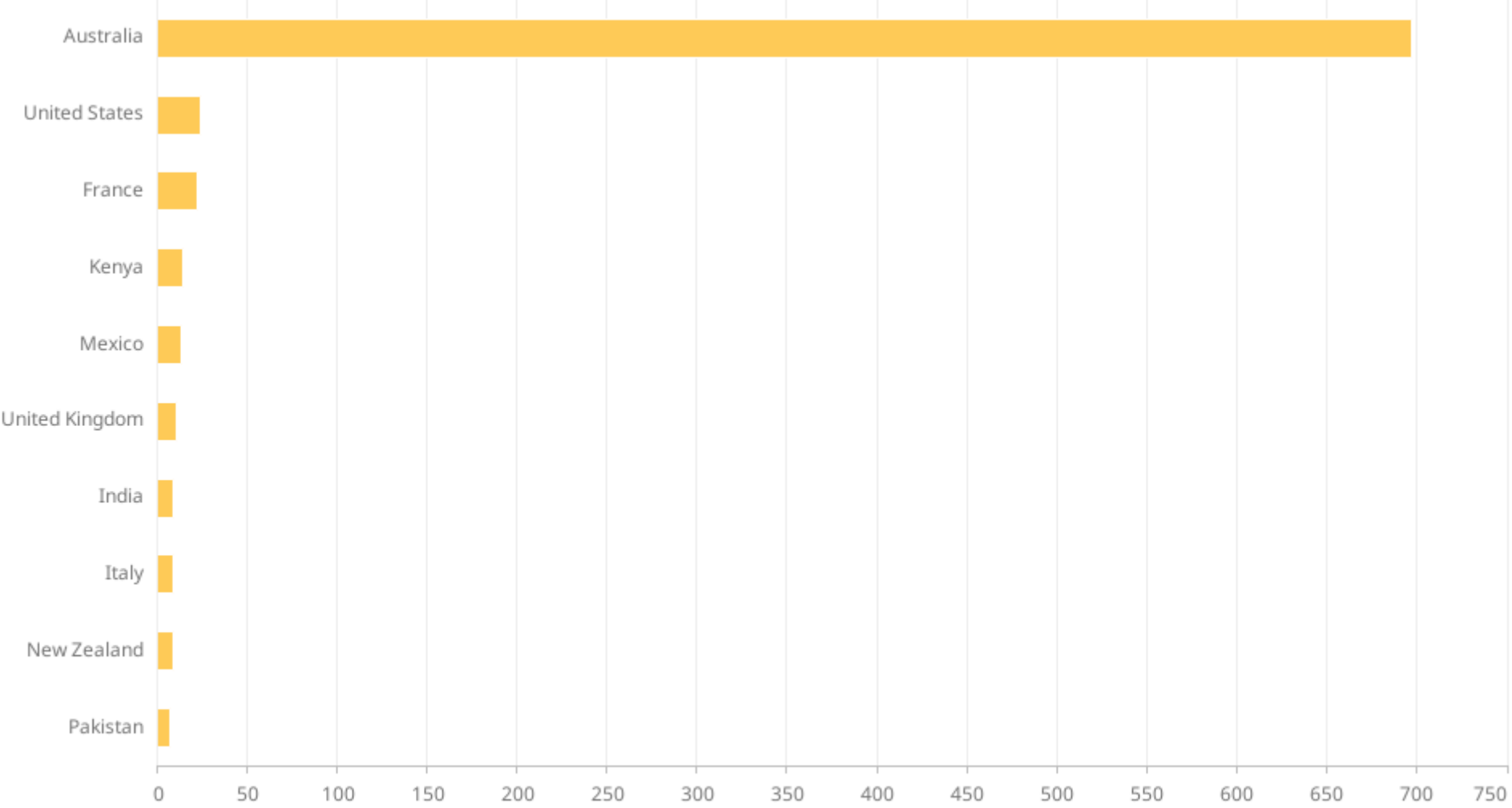
Top Twitter Authors

Top 10 authors by total number of followers.

Author	Tweets	Followers
1  @cgiar	19	143k
2  @ifpri	4	128k
3  @farmingfirst	2	65k
4  @science_academy	1	60k
5  @sandrodemaio	3	54k
6  @cimmyt	25	48k
7  @aspi_org	1	45k
8  @vichealth	2	38k
9  @irri	11	36k
10  @ilri	1	33k

Top Locations

Top 10 locations of users.



Gender Breakdown

Breakdown of gender from Twitter profiles



● Male ● Female