Social Media Report
Jan-Dec 2022
2022 Snapshot

- 14,865 Total followers
- 2,243 New followers
- 16,595 Engagements
- 846,602 Total reach
- 8,169 Clicks
- 5,214 Website visits from social
New Follower Growth

Facebook 495
Twitter 752
Instagram 123
LinkedIn 873

New Followers 2022

- Facebook
- Twitter
- Instagram
- LinkedIn
Engagement Growth

Facebook 2,342
Twitter 8,792
Instagram 2,373
LinkedIn 3,088
Reach Growth

Facebook  62,946
Twitter  658,200
Instagram  28,156
LinkedIn  97,300
Clicks Growth

- Facebook: 1,662
- Twitter: 3,193
- LinkedIn: 3,314
Top Tweets

2022

Congratulations to our board member Prof Tim Reeves @ATSE_aust @UniMelb for Queen's Birthday Order of Australia "for significant service to sustainable agriculture research and production." @ACIARAustralia

The Crawford Fund

9:13 AM · Jun 13, 2022

2 Retweets 1 Quote Tweet 44 Likes

The Crawford Fund

9:21 AM · Jul 4, 2022

12 Retweets 1 Quote Tweet 31 Likes

The Crawford Fund

8:21 AM · Jul 4, 2022

12 Retweets 1 Quote Tweet 31 Likes

The Crawford Fund

Lisa Maria is Lead Scientist at @DEarthAfrica and Principal Researcher, Earth Observation for Sustainable Development at @IWMI_SriLanka. bit.ly/3SPsKE

#DigitalEarthAfrica #DEAfrica @GeoscienceAus

crawdfund.org

Proudly announcing the 2022 Derek Tribe Award Recipient – Dr Lisa-Maria R., We have the great pleasure of announcing the Derek Tribe Award recipient for 2022 is Dr Lisa-Maria Rebeiro, Principal Researcher, Earth Observation for...
Top Facebook Posts

2022

The Crawford Fund
Published by Buffer • 2 August 2022

Our Master Class on Sustainable Intensification of Agri- Food Systems in South-East Asia is 
still underway and going well! Prof Shaun Coffey, our Director of Capacity Building, has 
provided this interim report: https://bit.ly/3IaBkgjm

1,666
People reached

240
Engagements

Distribution score

Boost Unavailable

2 comments
3 shares

The Crawford Fund
Published by Buffer • 26 July 2022

Protein deficiency is a significant human health issue in Papua New Guinea (PNG). With 
the world’s fourth highest rate of childhood proteinuria, PNG stands to benefit from the introduction of 
improved fish species.

Young PNG researcher Joshua Hinsey is working to increase fish production, enhance access to 
improved species and build the capacity of fish farmers. Tomorrow, he will be sharing his research with our PNG Committee and guests.


Joshua’s studies and training have been supported by the Australian Centre for International Agricultural Research (ACIAR) with a John Alloway Fellowship hosted at UOW. The Crawford Fund and ANZIO Industry Foundations Scholarships.

#EastDariAgID

The Crawford Fund
Published by Buffer • 19 July 2022

Our ACT Committee invites you to a live afternoon presentation from three local scientists who 
have had real impact through their work, and to network and learn about opportunities to 
engage with the Crawford Fund.

Join us next week to hear from Dr TJ Higgins, Dr Jenny Hankoa and Prof John Blackwell. The 
Hon Margaret Reid AO, the Fund’s ACT Committee Chair will open the event.

Looking forward to seeing you there!

29 July 2022 from 4pm AEST

Register now: https://bit.ly/3yOGoNfm

#EastGenAgID

The Crawford Fund
Published by Buffer • 19 July 2022

Celebrating Australians in International Agricultural Research - The Crawford Fund

1,442
People reached

31
Engagements

Distribution score

Boost Unavailable

2 comments
13 shares

3 shares
Top LinkedIn Posts

2022

The Crawford Fund
1,432 followers
3m ago - Edited

“Australians continue to play significant leadership roles in international agricultural research centres. In this blog, learn about Allison Bentley’s career path from studying at the University of Sydney to becoming the Global Wheat Program Director at CGIAR’s International Maize and Wheat Improvement Center (CIMMYT).”

Sowing the seeds of the future
Crawford Fund - 5 min read

The Crawford Fund
1,432 followers
3m ago - Edited

“The development of Digital Earth Africa has seen the deployment of world-class Australian innovation at unprecedented scales to deliver development outcomes across the African continent. It offers real impact for sustainable development, as well as building resilience and climate change adaptation,” said Dr Lisa-Maria Rebelo, Lead Scientist, Digital Earth Africa and Principal Researcher, Earth Observation for Sustainable Development, International Water Management Institute (IWMI), during her Derek Tribe Award address today.

Read more about the Award: https://bit.ly/2ZPSnKE

The Crawford Fund
1,432 followers
67

Congratulations to our board member Professor Tim Reeves AM, FTSE Professor, University of Melbourne, former Director-General of CIMMYT and former Chair Agriculture Forum ATSE, for the Queen’s Birthday Order of Australia for ‘significant service to sustainable agriculture research and production’. Read his bio at: https://bit.ly/3OonChu

8 comments - 8 shares
Top Instagram Posts

2022
High Profile Mentions

2022

Thank you to Minister for Agriculture, Fisheries & Forestry @MurrayWatt for acknowledging the impact of our work to increase agricultural activity & improve livelihoods in our region over the past 40 years while speaking at the @CrawfordFund conference today.

#22CfConf #ACIAR40

"We have welcomed Australian support and involvement in CGIAR and its centers from the very beginning, including the important work of Sir John Crawford and the @CrawfordFund," said @JeanBali2 at #22cfconf.

🔗 on.cgiar.org/3A2FQwa

#OneCGIAR @ACIARAustralia @irri

The morning session of the @CrawfordFund conference concludes after discussion of #biosecurity, labour shortages, increasing malnutrition, and more. #Foodsecurity can't be solved by just producing more food - policy, governance, R&D will be invaluable #2022cfconf

More sustainable solutions through global efforts on food security
The impacts of international agricultural research over the past 50 years show significant benefits for the environment and for food security, as well as a co...
High Profile Mentions

2022

The @CrawfordFund again driving conversations on international agricultural development, food security & global climate action at Parliament House.

Well done to all the agricultural researchers, communicators and supporters addressing the big issues!
@ACIARAustralia @RaidNetwork

On the cusp of a food crisis the world is under-invested in agricultural development despite strong evidence of high returns on investment & tangible benefits for the poor. Important food for thought on @CGIAR investment from Dr Phil Pardey #22cfconf

@AlisonRBentley addresses the food crisis exacerbated by conflict in #Ukraine at a @CrawfordFund conference in Australia and stresses urgent priorities ahead of us for a more food secure world.

Read the #pressrelease

cimmyt.org
How bad will we let the food crises get?
Dr Alison Bentley leads the Global Wheat Program at the International Maize and Wheat Improvement Center (CIMMYT) and will be addressing the...
High Profile Mentions

2022

Aussie Ag is a vital contributor to meeting the food security needs of our region. A pleasure to join former Ag Ministers John Anderson & @fitzhunter at the @CrawfordFund conference. Congrats to the fund on your work in support of international Ag research and development.

Dr Sandro Demaio @SandroDemaio - Aug 16, 2022
Great to be back in Canberra today at our nation’s Parliament House, meeting with our national counterparts and chairing two fascinating sessions on sustainable food systems for @CrawfordFund. Now is the time for action on health and climate, through good food. #auspol

Kazza Boots @kazza264 - Aug 16, 2022
Replying to @SandroDemaio and @CrawfordFund
We need good things today. Thanks. Can we change the day to #BeKindAlways

Dr Sandro Demaio @SandroDemaio
Agree, we all need a win.

CrepLife Australia @CropLifeOZ
Technologies, innovations and products from the #plantscience industry are critical to global efforts in agriculture for international development. Come along to hear all the latest at this year’s Crawford Fund Conference: ow.ly/Z8lw5OKeT07

@CrawfordFund

2:34 PM - Aug 16, 2022
6 Retweets 1 Quote Tweet 29 Likes

8:50 AM - Aug 16, 2022
1 Like

5:01 AM - Aug 16, 2022
1 Retweet 4 Likes
High Profile Mentions

2022

The @CrawfordFund Annual Conference is kicking off today!

Tune in virtually to follow all the discussions on #Ag4Dev.

Aug. 15 – 16
@GFARforum, @ACIARAustralia, @CGIAR, @CIMMYT and more!
bit.ly/3yppuXH
#Crawford35 #22cconf

Looking forward to the 2022 @CrawfordFund Annual Conference! We are pleased to sponsor this year’s event: Celebrating Agriculture for Development – Outcomes, Impacts and the Way Ahead:
bit.ly/3yTUTC #22cconf #Crawford35

For Australia:
Biosecurity
Scientific knowledge
Diplomacy

buff.ly/3FcttR9

#WhyAg4Dev @CrawfordFund

Crawford Fund Annual Conference

CELEBRATING AGRICULTURE FOR DEVELOPMENT
Outcomes, impacts and the way ahead.
18-19 August 2022
The Great Hall, Parliament House, Canberra.

Register now

#22cconf

Doing Well by Doing Good

#WhyAg4Dev