



Crawford
Fund FOR A FOOD
SECURE WORLD

Social Media Report

Annual Report 2021

Prepared by

Cultivate
COMMUNICATIONS

2021 Snapshot

12,622
Total followers

2,220
New followers

15,787
Engagements

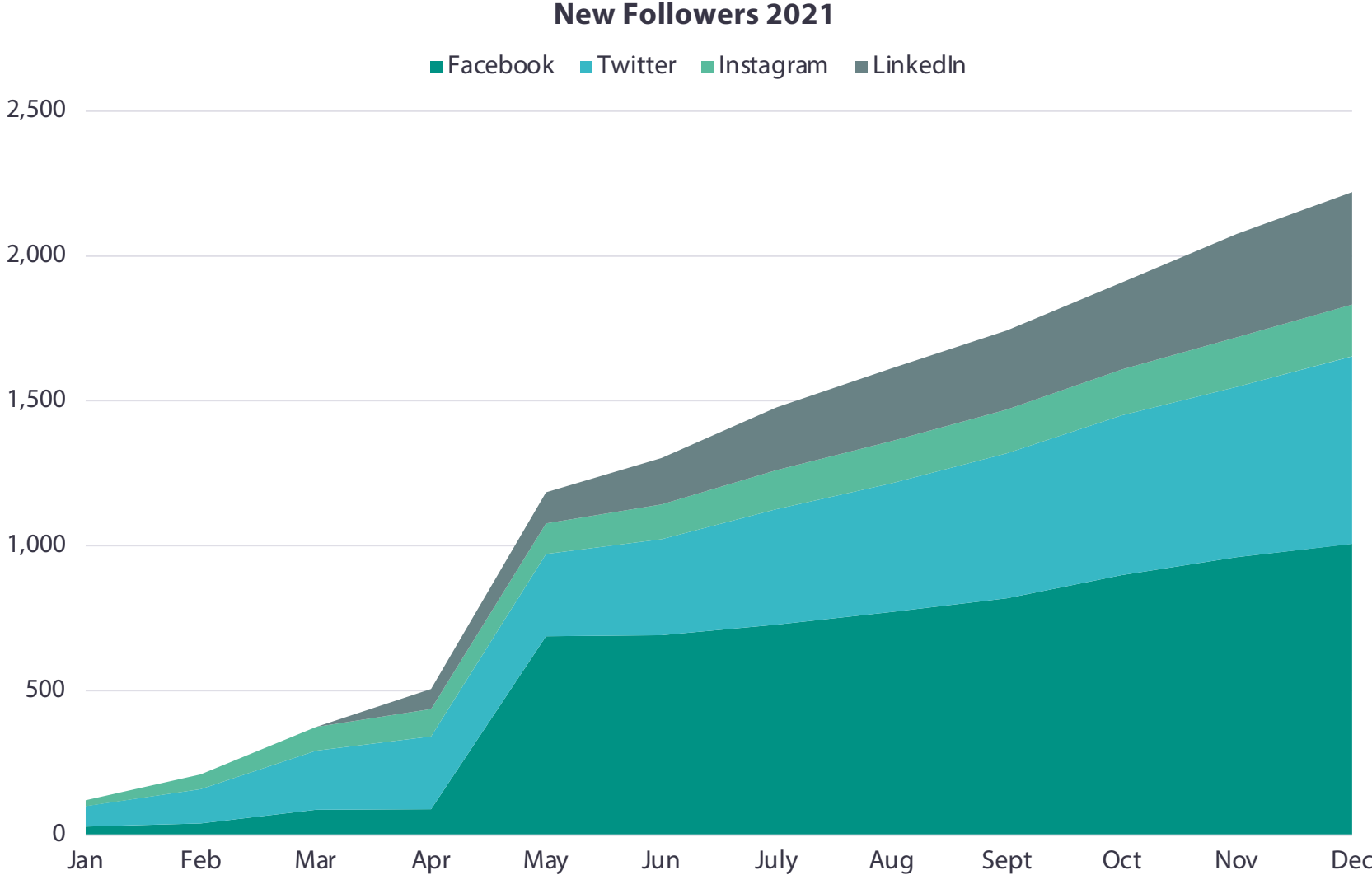
1.563 million
Total reach

6,108
Clicks

5,828
Website visits
from social

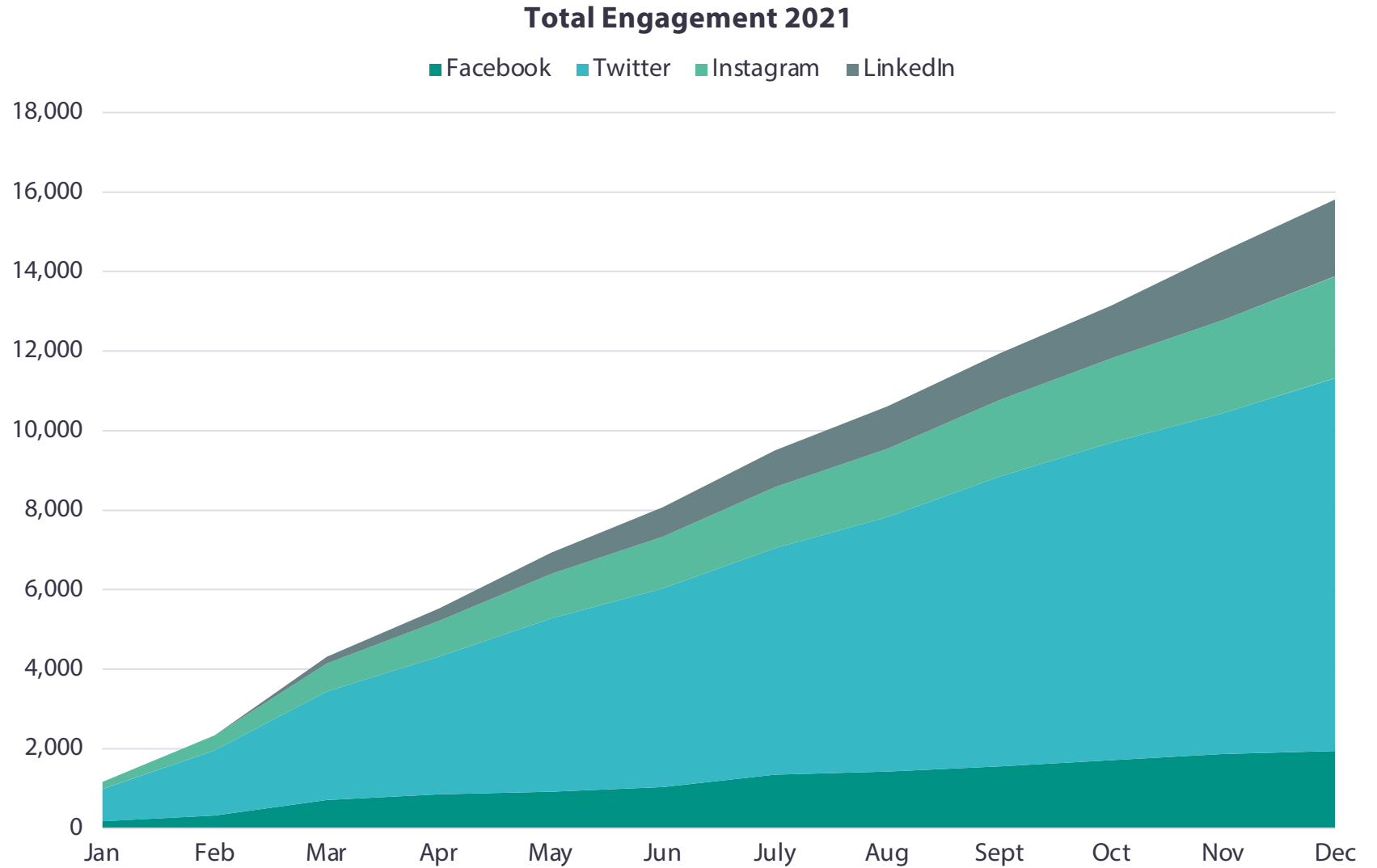
New Follower Growth

Facebook	1,006
Twitter	647
Instagram	179
LinkedIn	388



Engagement Growth

Facebook	1,945
Twitter	9,377
Instagram	2,561
LinkedIn	1,935



Reach Growth

Facebook 47,282

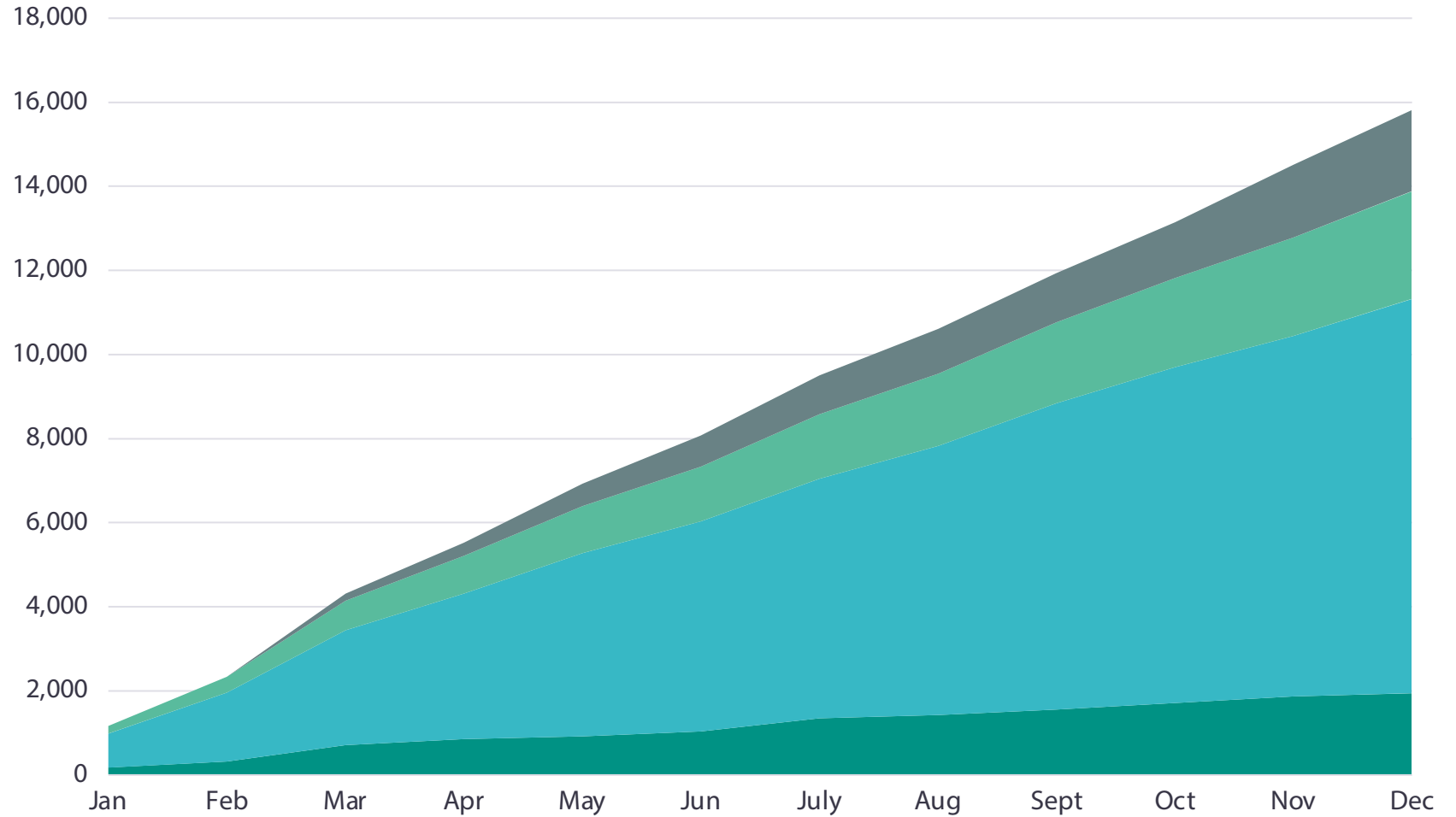
Twitter 1,453,800

Instagram 30,168

LinkedIn 32,645

Total Engagement 2021

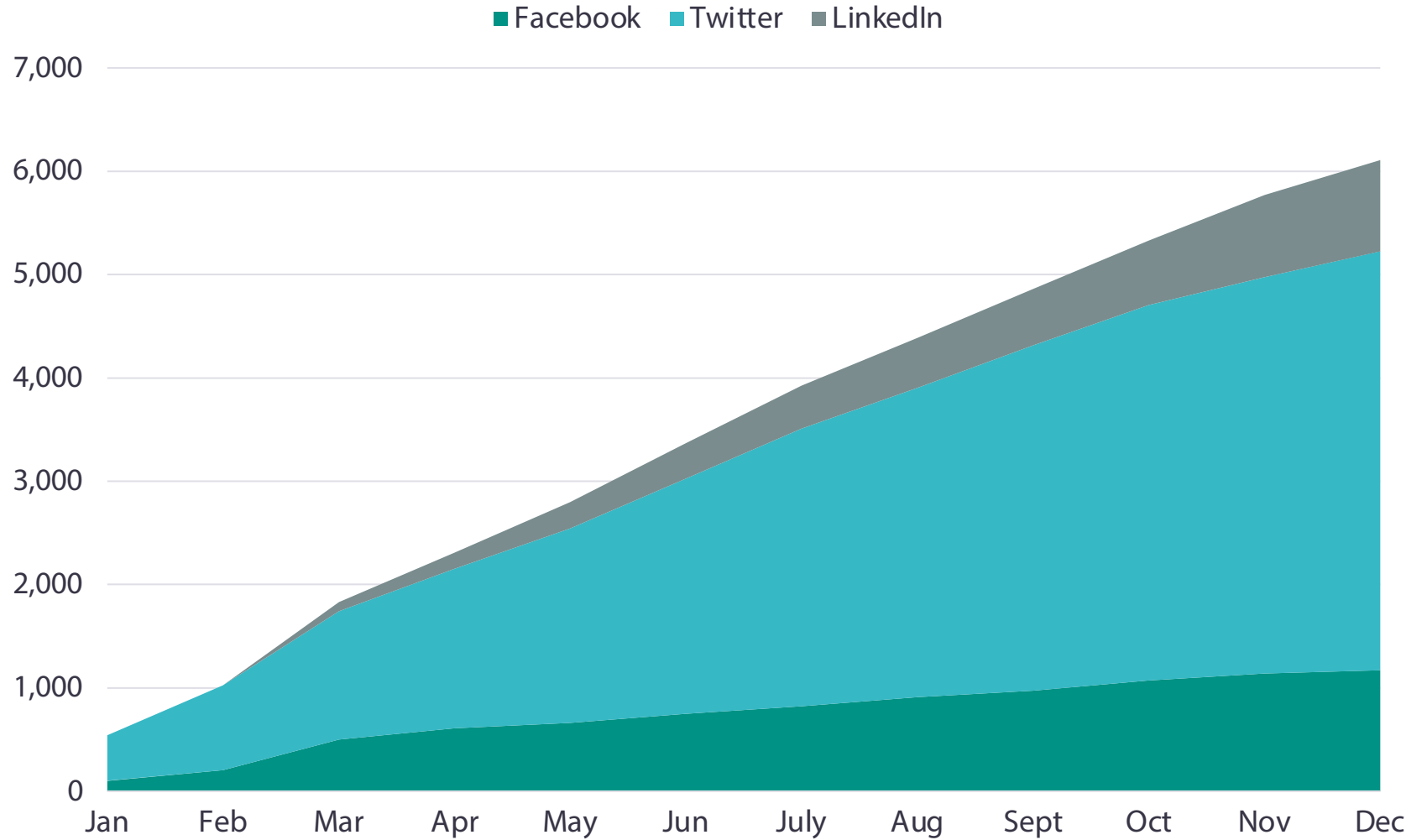
Facebook Twitter Instagram LinkedIn



Clicks Growth

Facebook	1,171
Twitter	4,055
LinkedIn	882

Total Clicks 2021

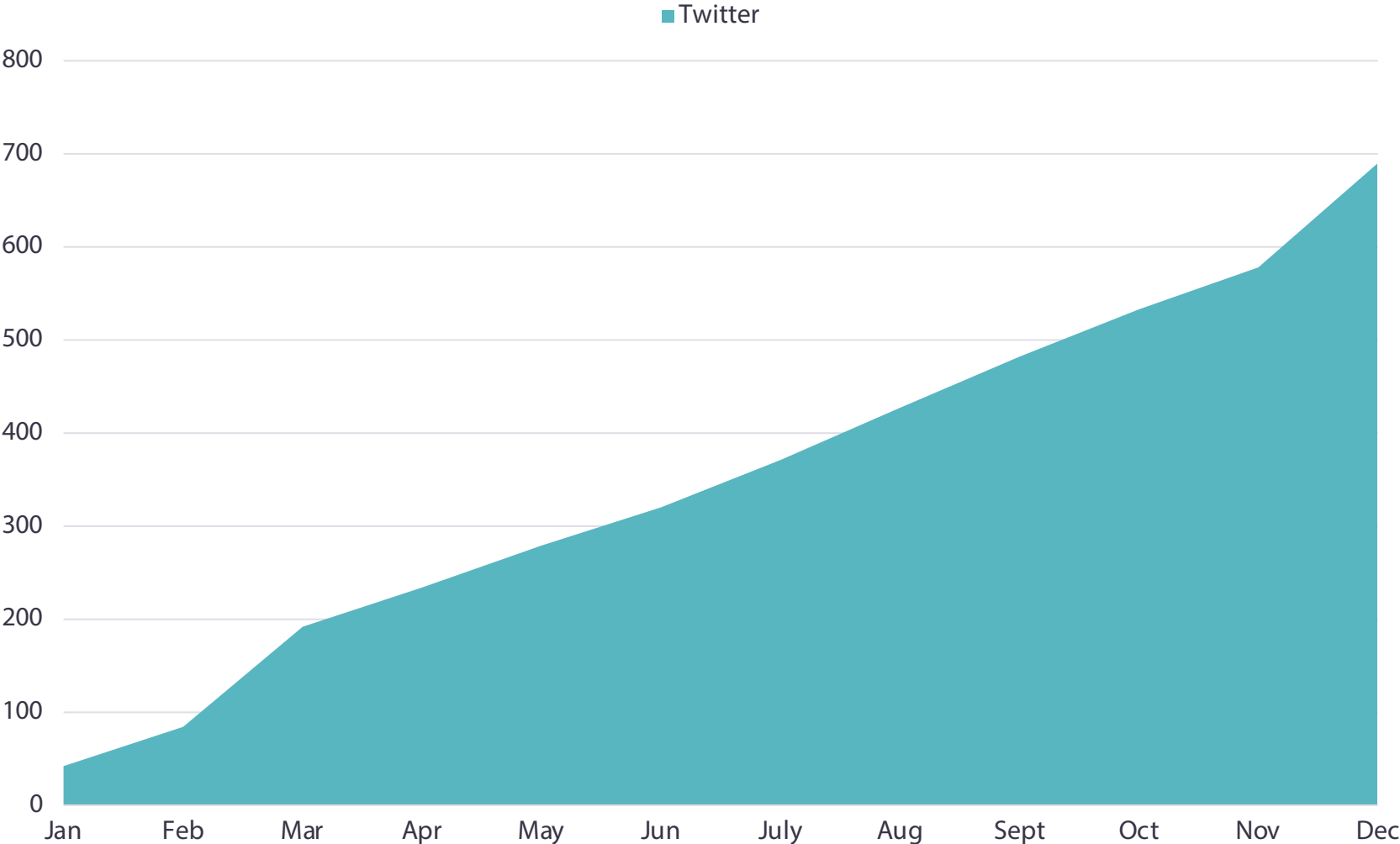


Mentions Growth

Twitter

690

Total Twitter Mentions 2021



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 @KropffMartin @globalrust @JulieBorlaug @thenextnorm @ACIARCEO [cimcentral.com/news/borlaug](https://www.cimcentral.com/news/borlaug)

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

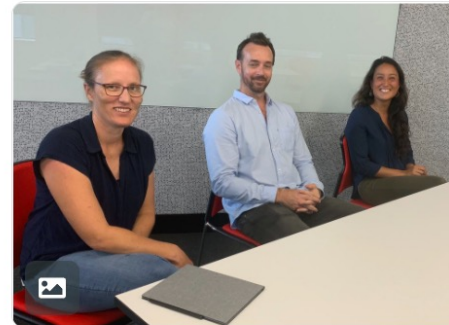
  @CrawfordFund
Tue 7/13/2021 8:21 am AEST

 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  CIARAustralia

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


  @CrawfordFund
Wed 1/27/2021 3:32 pm AEST

Great big thank you to @DiMaybs @GlobalFoodTeam @CSIROnews @DrHikov @QAAFI & Liz Ota @usceduau...



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

  @CrawfordFund
Thu 9/2/2021 12:25 pm AEST

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



Total Engagements	154
Likes	39
Comments	5
Shares	11
Post Link Clicks	13
Other Post Clicks	86
Other Engagements	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...



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



The Crawford Fund

Tue 11/16/2021 2:36 pm AEST

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



Total Engagements	88
Reactions	44
Comments	3
Shares	3
Post Link Clicks	8
Other Post Clicks	30



The Crawford Fund

Mon 8/9/2021 3:36 pm AEST

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

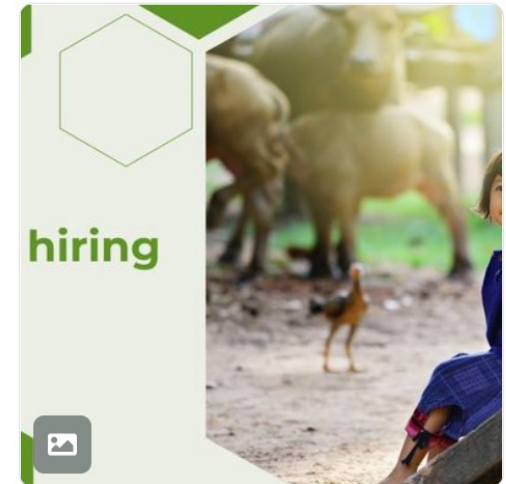


Total Engagements	48
Reactions	28
Comments	0
Shares	5
Post Link Clicks	10
Other Post Clicks	5



The Crawford Fund

Mon 8/9/2021 2:40 pm AEST



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

Top 4 Instagram Posts

 **crawfordfund**
Fri 5/14/2021 3:28 pm AEST

Have you heard of the RAID Network? 🌱 🌱
Researchers in Agriculture for International
Development (RAID) is an Australia-based...



Total Engagements	29
Likes	27
Comments	2
Saves	0

 **crawfordfund**
Wed 5/12/2021 12:08 pm AEST

📌 Save the date! The Crawford Fund
Annual Conference returns for 2021! 🌱 🌱
Mark your calendars and follow #21cfconf...



Total Engagements	28
Likes	27
Comments	1
Saves	0

 **crawfordfund**
Mon 4/19/2021 8:28 am AEST

From Environmental Science to Ag for
Development – People Matter! 🌱 🌱 In this
#NextGenAg4D career pathway blog we...



Total Engagements	28
Likes	26
Comments	2
Saves	0

 **crawfordfund**
Wed 2/24/2021 11:10 am AEST

Food security is very dependent upon the
vagaries of the weather and climate change
trends and the impacts these have on wat...



Total Engagements	27
Likes	26
Comments	1
Saves	0

Top 4 LinkedIn Posts

2021



The Crawford Fund

Thu 12/30/2021 2:36 pm AEST

Take a look at the benefits accruing from Australia's investments in agricultural research and development in this op-ed b...

Doing Well by Doing Good



Total Engagements	22
Reactions	9
Comments	0
Shares	1
Post Link Clicks	12



The Crawford Fund

Wed 12/15/2021 2:36 pm AEST

We were thrilled to have Dr Andrew Barnes speak at our Annual Conference today! Discover how collaboration between the...

Diagnosis in a fish farmer's backpac...



Total Engagements	21
Reactions	8
Comments	1
Shares	0
Post Link Clicks	12



The Crawford Fund

Sat 11/13/2021 11:35 am AEST

Dr Jay Anderson, Senior Research Fellow at Southern Cross University, will explain how our work in Laos assists small-holder...



Total Engagements	19
Reactions	11
Comments	0
Shares	1
Post Link Clicks	7



The Crawford Fund

Mon 11/22/2021 2:36 pm AEST

We are pleased to welcome Dr Robyn Cleland, Chief Environmental Biosecurity Officer at the Department of Agriculture,...



Total Engagements	18
Reactions	10
Comments	0
Shares	0
Post Link Clicks	8

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](#)



11:57 AM · Dec 14, 2021 · Sprout Social

1 Retweet 8 Likes



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

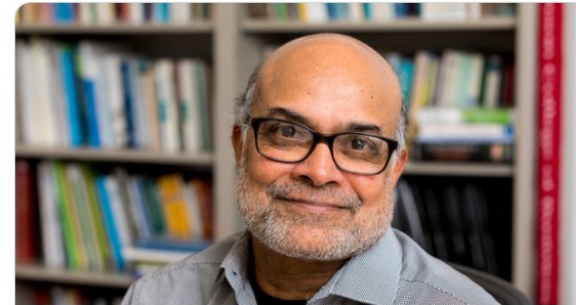


11:30 AM · Dec 14, 2021 · Sprout Social

1 Retweet 10 Likes



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



tci.cornell.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

4 Retweets 11 Likes



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

The Crawford Fund @CrawfordFund · Dec 13, 2021
And TJ Higgins - so committed to improving food security in West Africa with Brian Keating.

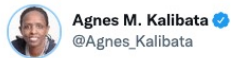


9:47 AM · Dec 14, 2021 · Twitter Web App

2 Likes

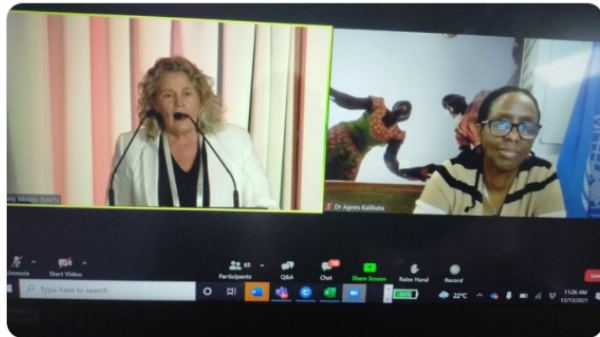
High Profile Mentions

2021



Agnes M. Kalibata
@Agnes_Kalibata

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.



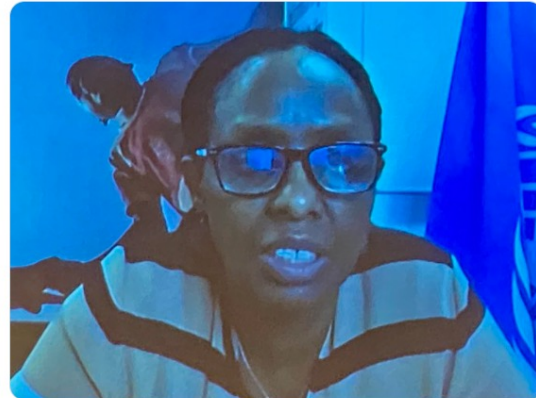
8:27 PM · Dec 13, 2021 · Twitter for Android

5 Retweets 1 Quote Tweet 20 Likes



Kylie Walker
@Kylie_Walker1

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



6:55 PM · Dec 13, 2021 · Twitter for iPhone

7 Retweets 17 Likes



UN Food Systems Summit 2021
@FoodSystems

#HappeningNow | #UNFSS2021 Special Envoy @Agnes_Kalibata's 2021 Sir John Crawford Memorial Address at the @CrawfordFund Annual Conference!

NOW – 8am CET
#21CFconf



Agnes M. Kalibata

6:11 PM · Dec 13, 2021 · Twitter Web App

9 Retweets 35 Likes



UN Food Systems Summit 2021
@FoodSystems

"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.



“ Better food systems will create a better future. The moment to transform our food systems is now and it must be central in our effort to achieve the SDGs.”

AGNES KALIBATA, SPECIAL ENVOY OF THE UN SECRETARY-GENERAL FOR THE 2021 FOOD SYSTEMS SUMMIT

TRANSFORMING FOOD SYSTEMS FOR A BETTER FUTURE FOR ALL

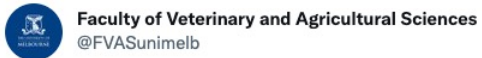


10:19 PM · Dec 13, 2021 · Twitter Web App

8 Retweets 14 Likes

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



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

2 Retweets 15 Likes



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



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

8 Retweets 1 Quote Tweet 25 Likes



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.



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

1 Retweet 1 Like



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

13 Dec
8am CET
#21CFconf
bit.ly/3xjzFRs



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

11 Retweets 1 Quote Tweet 30 Likes