



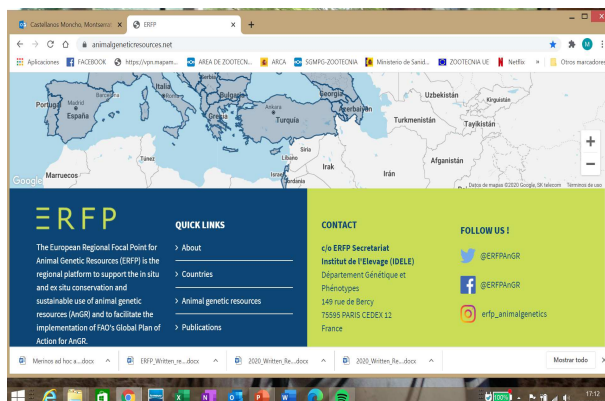
SUMMARY OF COMMUNICATION ACTIONS AND STRATEGY

- WEBSITE: IMPROVEMENTS AND COMPLETENESS
- IMPLEMENTATION OF CONTRACT WITH COMMUNICATION AGENCY ALCANDORA AND ANALYSIS OF SOCIAL MEDIA
- NEW CONTRACT SIGNED
- PROPOSAL OF AD HOC ACTION ON COMMUNICATION
- FINAL POINTS WITH NEEDS



WEBSITE: <https://www.animalgeneticresources.net/>

- It's updated on a regular basis with news, events and documents linked to the functioning of ERFP (General Assembly, Steering Committee, Working Groups, Ad Hoc Actions, Task Forces) and connected to social media
- Regular exchanges are done with Alcandora for social media. A calendar of posts for social media are sent by Alcandora at the beginning of each month to the ERFP secretariat, which validates the content and provides information for the following months.



TWITTER 2019

[Twitter: @ERFPAnGR](https://twitter.com/ERFPAnGR)



The number of followers has increased from 16 to 117.

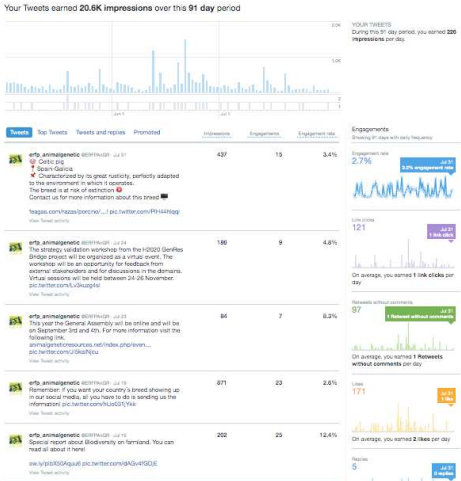
TWITTER 2020



Twitter/ analytics Jul-Agu 2019



Twitter/ analytics May- July 2020



The number of impressions went from 3.1K to 20.6K. The average per day went from 194 to 1107 impressions.

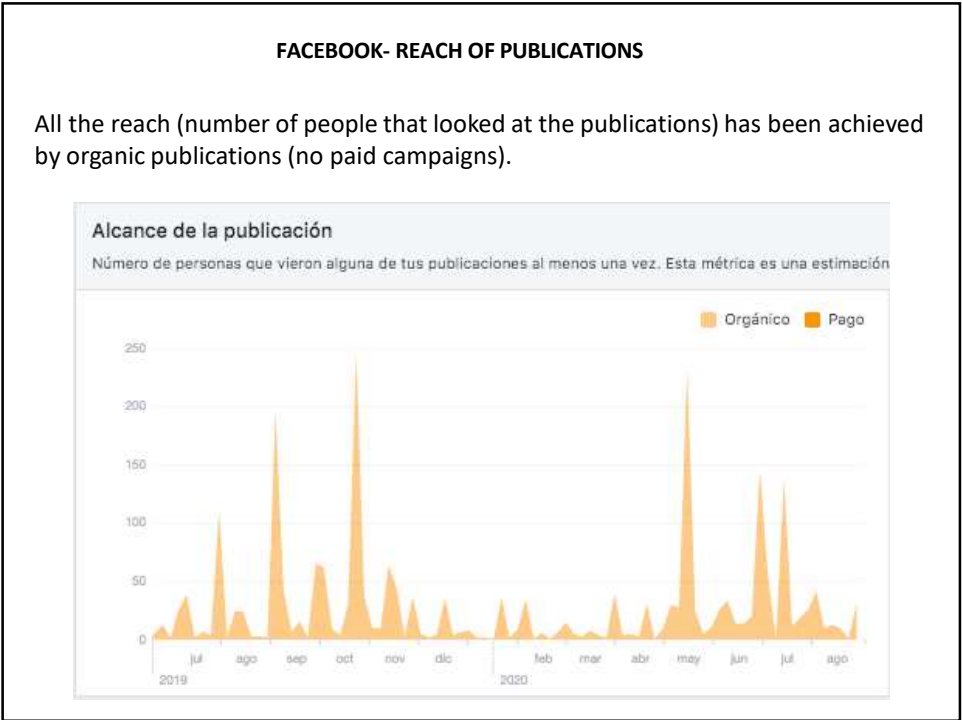
Twitter/ analytics Jul-Agu 2019



Twitter/ analytics May- July 2020



There was a moderate increase in the engagement rate from 1.4% to 2.7%.



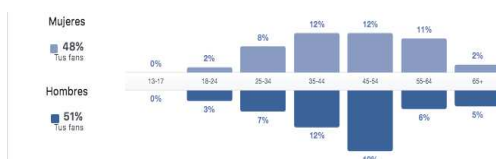
Facebook - Last publications metrics

Fecha	Publicación	Tipo	Segmentación	Alcance	Participación	Promocionar
17/08/2020 14:00	 New BÖLN project for			30	0 1	Promocionar publicación
16/08/2020 14:00	 The Karagounko			30	2 0	Promocionar publicación
09/08/2020 15:00	 The EU Farm to Fork			38	0 0	Promocionar publicación
03/08/2020 15:00	 Listen to the expert's			42	3 0	Promocionar publicación
01/08/2020 15:00	 This year, the General			43	5 0	Promocionar publicación
27/07/2020 14:00	 Celtic pig Spain			46	3 3	Promocionar publicación
25/07/2020 14:30	 This year the General			48	10 2	Promocionar publicación
23/07/2020 14:34	 For a fair, healthy and			47	3 0	Promocionar publicación
17/07/2020 14:31	 Animal genetic			42	7 0	Promocionar publicación
16/07/2020 14:00	 The Icelandic			260	10 15	Promocionar publicación
15/07/2020 15:45	 https://www.natura2000b			31	3 0	Promocionar publicación
15/07/2020 14:19	 Special report about			323	3 5	Promocionar publicación
15/07/2020 08:16	 The always impressive			49	4 1	Promocionar publicación

Facebook/ analytics


About our followers: the majority are from Spain and Greece.

País	Tus fans
España	24
Grecia	12
Portugal	9
Francia	9
Italia	9
Polonia	9
Países Bajos	7
Noruega	4
Finlandia	3
Alemania	2




The main age range is between 45-54 years old.

Instagram



Instagram: [@ERFP_animalgenetics](#)

We have 65 new followers since we started with this account

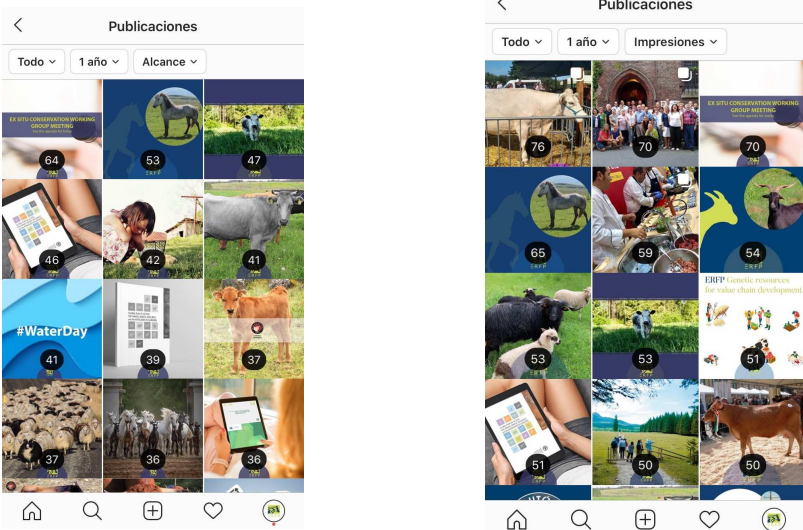


The screenshot shows the Instagram profile for @erfp_animalgenetics. The profile has 48 posts, 65 followers, and 67 accounts it is following. The bio identifies it as 'ERFP Animal Genetic', a governmental organization that serves as a regional platform for the support of management, conservation, and sustainable use of animal genetic resources. It includes the website 'animalgeneticresources.net/' and a link to a translation. Below the bio are buttons for 'Editar perfil', 'Promociones', 'Estadísticas', and 'Contactar'. At the bottom, there are icons for 'Nuevo' (New) and 'Breed', and a grid of recent posts.

Instagram

The reach rate has an average of 30 people for each publication.

The average of impressions is around 55, and is increasing more every time.



Two screenshots of the Instagram post grid for @erfp_animalgenetics. The left screenshot shows a grid of 12 posts with reach values ranging from 36 to 64. The right screenshot shows a grid of 12 posts with impression values ranging from 50 to 76. Both grids include a filter bar at the top with options for 'Todo', '1 año', and 'Alcance' (or 'Impresiones'). The bottom navigation bar is visible on both screenshots.

Some conclusions of social media

- The number of followers, impressions, reach and engagement (likes or retweets) is increasing with each publication and have increased over the time but the increase is slow and moderate.
- The best content to attract people is the one with an image or video about breeds and a call to action and information about the events.
- Facebook has a lot of potential as the reach is continuing increasing.
- Instagram is a very visual social network which can create a high engagement rate. The content showing the best results are galleries: those who have more than one picture.
- We are looking for a type of content that works well and helps to create a bigger community for interaction and supportive synergies.
- **We have to increase visibility and try to fit the need message to the target audience.**
- **NC could contribute further to this growth by encouraging national entities to follow social media and sending news from their countries.**

NEW ALCANDORA CONTRACT

Main objective: **More visibility to ERFP**

In order to reach this goal, there are some specific objectives:

- Show ERFP to a wider audience
- Inform that audience of AnGR in the EU
- Share our values to next generations
- Facilitate coordination and achieve a closer relationship between NC and increase community among members through communication
- Signed by ERFP Secretariat (Director Institute de elevage) and Alcandora (President)
- From June 2020-June 2021. BUDGET: 9.000 EURO (+VAT)

Alcandora Contract



- **1. Social media:**

Facebook (1 post per week), Twitter (3 post per week), Instagram (1 post and 1 story per week), Youtube (1 post per month)

Community Manager: Interaction with the followers looking for engagement, cooperation between accounts and awareness with possibility to contact some influencers

Events tracking in real time with graphic and audiovisual contents

- **2. Institutional video about ERFP**

- **3. Newsletter:** design according to ERFP necessities

- **4. Creation of offline material (flyers and brochures)**

NEW AD HOC ACTION FOR COMMUNICATION

GENERAL GOAL: IMPROVEMENT OF COMMUNICATION STRATEGY

SPECIFIC OBJECTIVES:

- Analysis and assessment of the the current communication activities and follow up the strategy according to the MYPOW
- Proposal of actions and contents for website and social media (flyer, newsletter, brochures)
- Proposal of tools and networking activities looking for stakeholders, influencers and entities of interest for synergies and engagement
- Supportive/integrated cooperation with genresBridge (**WP5 - communications and disseminations results**)

LENGTH: 1-2 YEARS

COMPOSITION: Members of the SC, 1 representative from each WG (to inside/out communicate and channel the information), some expert/s and some representative from Alcandora

BUDGET: 5000 euros

FINAL POINTS AND NEEDS

- We have achieved some improvements on communication in spite of the COVID 19...that has had a big impact in everything.
- There has been some new tools and progress on website, social media interactions, activities from WG and Ad Hoc Actions (i.e flyer Eugena and networking with genbanks by AHA..), exchanges of information with regular news from Secretariat to NCs.
- We need a better development and planification: constant and maintained communication in a long term to generate opinion and get visibility according to MYPOW, GA decisions and progress of GenResBridge with new Ad Hoc action support and taken into account the previous work done on communication by ERFP (past AHA..).
- Increase the use of communication tools internal/externally and better networking: using databases, website and social media looking for visibility, sinergies with related stakeholders/entities/influencers and raising awareness on AnGR
- Important role of NC/WG: Please, be active by sending to Secretariat news of interest (i.e. rare breeds or each month for a country...), pictures, videos, posts/links to country website about the breeds; the secretariat will translate it (automatically) and send a text in English to the NC for validation, and then to Alcandora, and can also be used for illustration of the ERFP country page and.....stimulation of national entities !!

THANK YOU FOR YOUR ATTENTION!

