


European Regional Focal Point

08/2021



# Report

Social media report



After two year of content creation in social media, we have developed an analysis of the results obtained during this time.

The idea of this report is analysing:


- In which point we were
- What we have achieved
- Improvement for the future and possible actions

Once we go through the numbers of social networks, we will propose some ideas in order to continue growing and improving the presence of ERFP.


Título de la presentación

Twitter



2020



2021




The number of followers has increased from 16 in 2019 to 117 in 2020 and now we have 167.



Título de la presentación


Twitter

The tweets have got




167

followers




14.48K

impressions



160


Tweet





↑ 28.8%

Engagement

Interactions have increased, archiving a:





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Título de la presentación

## Facebook

2020



The number of followers has increased from 50 in 2019 to 131 in 2020 and now we have 214 followers.

2021



Título de la presentación

## Facebook

The facebook page  
have got

Interactions have  
increased, archiving a:



214

followers



16.46K

impressions



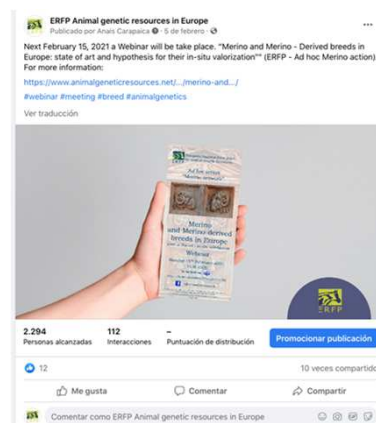
213

publications



↑ 82.26%

Engagement



Título de la presentación

Instagram

2020

erfp\_animalgenetics

48Publicaciones65Seguidores67Siguiendo

ERFP Animal Genetic

Organización gubernamental

Regional platform for the support of management, conservation and sustainable use of animal genetic resources

animalgeneticsources.net/

Ver traducción

Editar perfil

PromocionesEstadísticasContactar

NuevoBreed

2021

erfp\_animalgenetics

144Publicaciones179Seguidores269Siguiendo

ERFP Animal Genetic

Organización gubernamental

Interest information about animal genetics

Regional platform for the support of management, conservation and sustainable use of genetics

animalgeneticsources.net/

Ver traducción

Editar perfil

PromocionesInsightsContactar

BreedNuevo

The number of followers has increased from 65 in 2020 and now we have 179 followers.

a.

7

Título de la presentación

Instagram

The Instagram profile have got

Interactions have increased, archiving a:

179followers

8753impressions

101publications

127.4%Engagement

Publicaciones

eraAlcanceÚltimos 2 años

1452

166

147

126

124

118

116

101

101

100

95

Ordenar por los más recientes

a.

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## Conclusions

- We have increased the number of followers in all platforms.
- The engagement rate, with each publications is increasing
- The impressions of our publications have increased over time
- The best content is the one with an image or video and a call to action
- We are starting to build a community in social media.



## Improvements

- Make promoted publications and post with advertising to reach more followers. (To be implemented in the month of September) = FB and IG ads
- Make more content in video format.
- Make more content for Instagram stories.
- For generate visibility we propose send newsletters.
- Broader the field of topics for farms, hatcheries, breeders, etc.
- Show personal side with testimonials from ERFP

