

ERFP



Social Media report

June 2021 – June 2022





ERFP



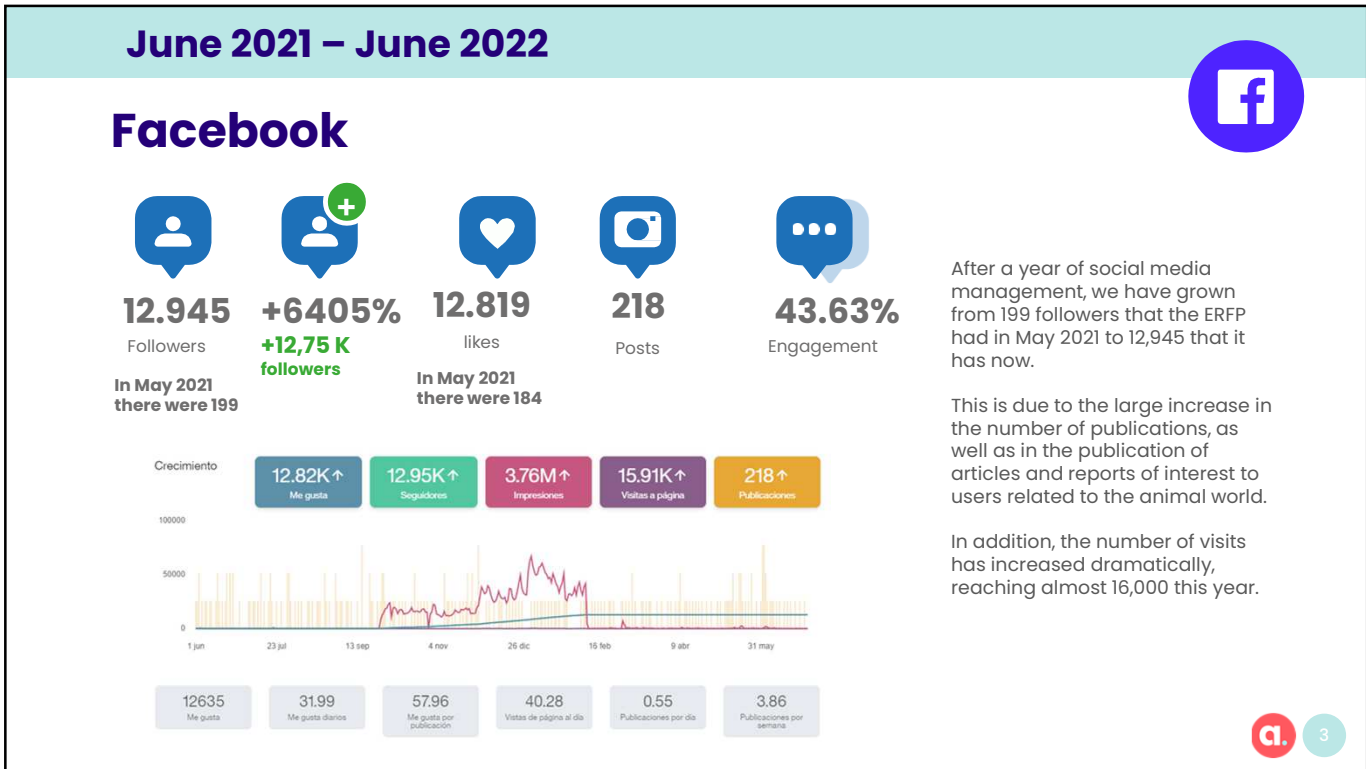
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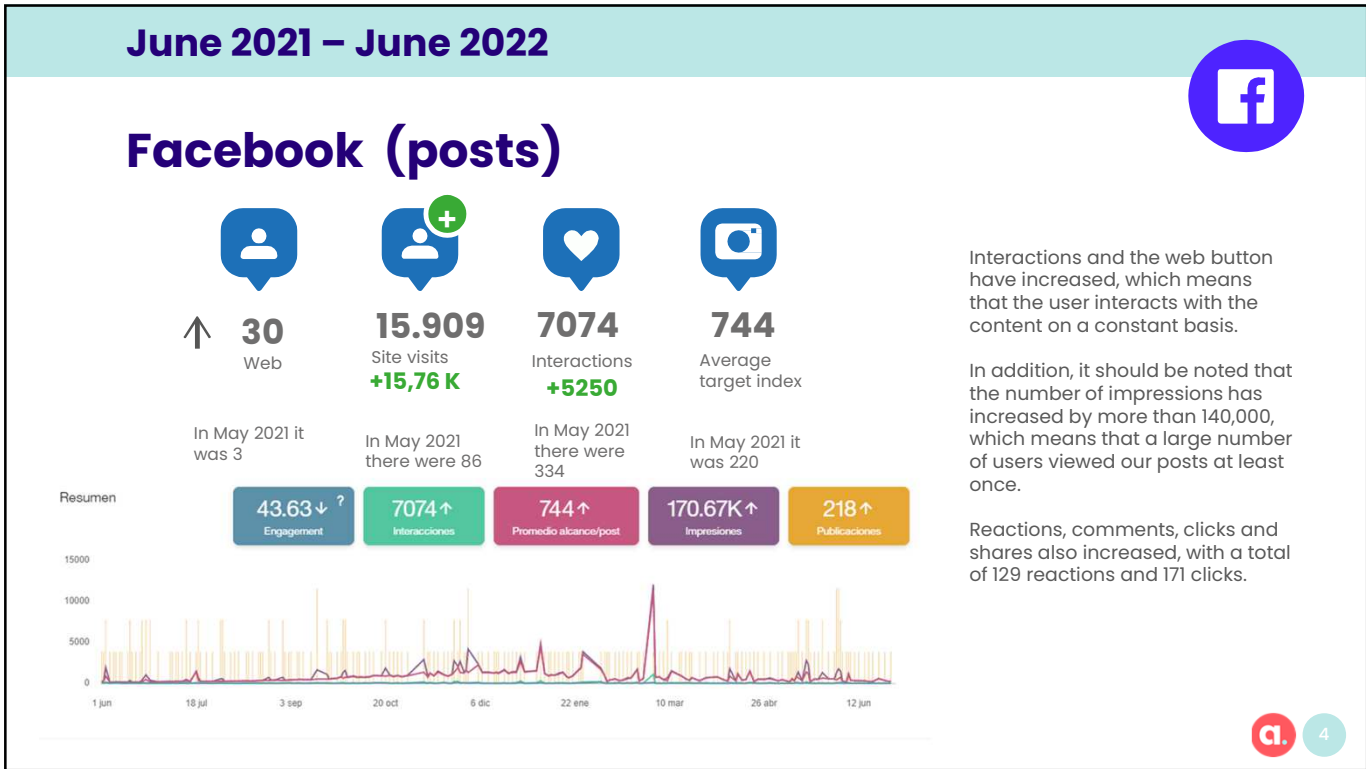
- Facebook
- Instagram
- Twitter
- Results

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June 2021 – June 2022





Best overall publication:
3.532 reached



The post "How to deal with inbreeding and relationship for breeders and owners" has had the best overall reach.


In addition, this same publication has achieved 15 reactions and two comments, making it one of the posts with which the public has interacted the most.











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June 2021 – June 2022

Instagram





Best overall post

 240 Followers	 + 58,49% +89 followers	 112 Posts	 250 Reached	 1033 Interactions In May 2021 there were 79
 ↑ 7.976 Reactions In May 2021 there were 770	 ↑ 141,43% Engagement In May 2021 it was 116,35%	 6 Clicks May 2021 had 0	 361 Visitas del perfil In May 2021 there were 28	 1015 Me gusta In May 2021 there were 77

On Instagram we have improved in all aspects on the ERFP account, obtaining more interactions, likes, web clicks and impressions.

There has also been a notable growth in profile visits and an increase in engagement, which shows that there is constant interaction with users.

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June 2021 – June 2022

Instagram

10

Comments
+1

8

Saved
+3

1015 ↑

Me gusta

10 ↑

Comentarios

8 ↑

Guardado

112 ↑

Posts

Interacciones orgánicas

2.57

Me gusta diarios

9.06

Me gusta por publicación

0.03

Comentarios diarios

0.09

Comentarios por publicación

101.5

Me gusta por comentario

Further aspects to take into account in which ERFP has gradually improved are the comments and post saving, which always help to maintain the relationship of the account with the users and to be able to answer doubts or questions.

In May 2021, however, there were only 2 comments and no user saved any of the posts, which shows that there has been a considerable change.

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June 2021 – June 2022

Instagram

Best Publication
 Impressions: 260
 Overall reach: 250
 Engagement: 53
 Interactions: 13

erfp_animalgenetics • Seguir

erfp_animalgenetics The Portuguese project "90 seconds with an autochthonous breed" has produced several videos on different species and breeds. Go check the video on the equino Pônei da Terceira, a medium sized, fast, intelligent docile horse. 🐾🐾

#erfp #horse #equino #genetics #breeds #video #portugal

53 reproducciones
16 DE ENERO

Entra para indicar que te gusta o comentar.

The publication about the Portuguese project "90 seconds with an autochthonous breed" was one of the most successful publications.

This reflects that publications that show animals directly generate more interest among users.

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Junio 2021 - Junio 2022

#Hashtags



Hashtag	Impresiones	Video	Impresiones
#equino	260	#video	107
#horse	148	#cowwiththeday	103
#netherlands	140	#england	103
#pony	133	#netherland	103
#horsevew	128	#unitedkingdom	103
#irlandesa	119	#team	100
#geneticresources	108	#animals	98
#worldcongress	108	#european	97
		#czechrepublic	96
		#translation	95
		#englandgoats	95
		#portugal	95
		#baltics	95
		#sheeps	94
		#murretmans	91
		#breeders	91
		#agriculturestudent	91
		#fair	91


Some of the best performing hashtags have been, for example, #equino #horse or #netherlands. This shows that generic hashtags that deal with animal names such as cow, dog, horse, etc. manage to reach more people because they are not too specific. Other successful hashtags deal with genetics and congresses, such as #geneticresources or #worldcongress.



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June 2021 - June 2022

Twitter






208
Followers




28,40%
+46 followers




43.946
Reactions

In May there were
3.612




159
Tweets



29,90%
Engagement

In May 2021 it was
22,98%



605
Interactions
+58

In May 2021 there were
83 interacciones

On Twitter we have also grown significantly in the number of impressions, engagement and interactions.

This improvement in engagement shows that there is a clear and constant interaction with a specific type of users.

In addition, the interactions show that there is an increase in likes and retweets.

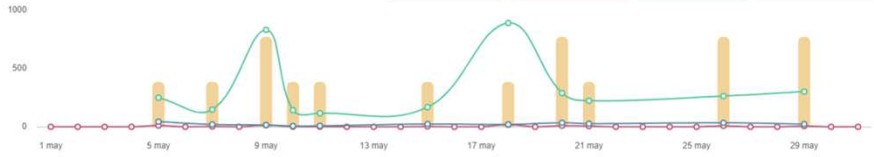
Resumen


22.98↓ ? Engagement

3612↑ Impresiones

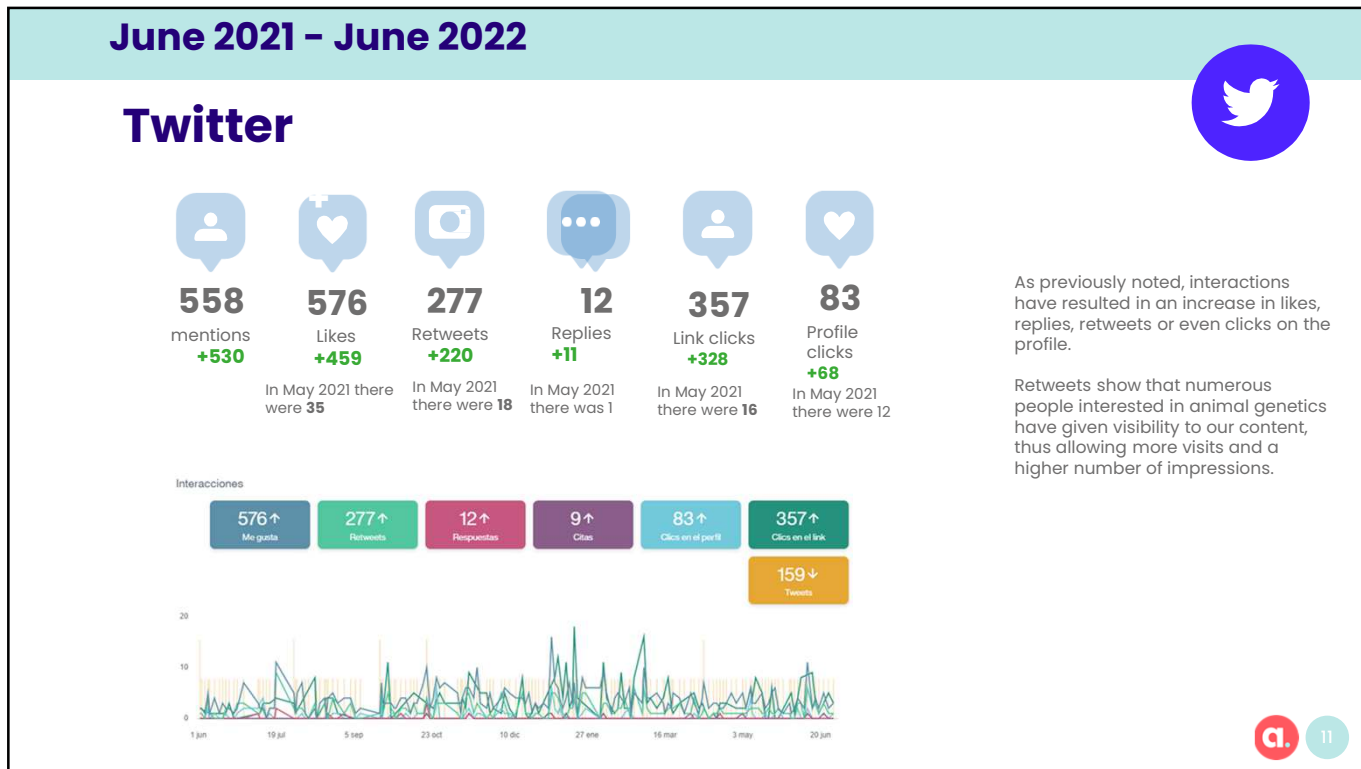
83↑ Interacciones

15↑ Tweets





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June 2021 - June 2022



Twitter


The top 3 posts achieved 2,962, 1,078 and 899 impressions each. These are related to information about webinars and articles related to animal genetics, i.e. posts that allow you to access new links or inform you about upcoming events, allowing the user to access new content.

erfp_animalgenetic
@ERFPAnGR

Do you know what inbreeding is and its consequences? The mating between two related animals with common ancestors has direct consequences on the offsprings' DNA. 🧬

Learn more through these infographics developed by our team 🙌

[#erfp #inbreeding #genetics #infographics #dna](#)




erfp_animalgenetic
@ERFPAnGR

Genetic characterization of breeds at risk of extinction is crucial in order to develop efficient conservation plans. Discover it in this Spanish study on Spanish cattle breeds.

mdpi.com/2076-2615/10/1...


[#erfp #spain #conservation #animalgenetics](#)



erfp_animalgenetic
@ERFPAnGR

Gene banking is becoming an important tool for management of animal genetic resources. Given this, FAO started to hold a series of webinars on cryoconservation. 🖥️ The first three dates were May 18th, 24th and 31th. Next one will be June 28th. 🧑🏫

[#erfp #fao #genebanking #webinar](#)



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Results



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Conclusions of the year

- 1 There has been a clear growth in followers and Facebook has been the social network that has experienced the major growth, perhaps because its target audience, people who care for or deal with animals, is there. Meanwhile, Instagram gives rise to less growth. Moreover, the growth has not only been in followers, but also in interactions, impressions, etc.
- 2 The posts that work best are those that deal directly with the subject of an animal species or those that link to an article of interest or report on a webinar or conference on this topic.
- 3 This increase in followers is clearly due to an assiduity and regularity when publishing, maintaining the publication at least two or three times a week. It will be important, in the future, to be more agile when answering possible doubts or questions from users about a post or information.



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Why should the ERFP be on social networks?

- 1 We must be pioneers, since **we have hardly any competitors** and the ERFP covers a field such as science and genetics, hardly present in social networks.
- 2 Because, in this way, **we can reach researchers and other interested parties** and get them to read our studies and research and come to our events.
- 3 Outreach work is essential in networks to **combat misinformation** and help **bring complex content to all audiences** that know nothing about genetics.



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The importance of Social Media

- 1 It is important to communicate in social networks because the **cost of customer acquisition** is reduced and you can reach many people.
- 2 Algorithm and hashtags allow your posts to **reach your target audience more easily**.
- 3 Social networks allow you to **give visibility to actions carried out by your brand** that otherwise would not be seen by anyone: webinars, articles, events or fairs, etc.



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Why should the ERFP team like and share contents?



- **To humanize the brand**, put a face on it and thus generate greater interest in the public. In fact, it would be interesting for future content to include **information about employees**. In addition, your brand's posts are shared much more when they are disseminated through your employees.
- Employee engagement increases and that improves their productivity and the service they provide within the company. In addition, it helps to **strengthen ties with other workers**. This translates into a happy and motivated staff.
- Through their networks, **employees recommend services** and products to family, friends and other contacts, thus increasing the network of contacts and reaching a larger number of people.



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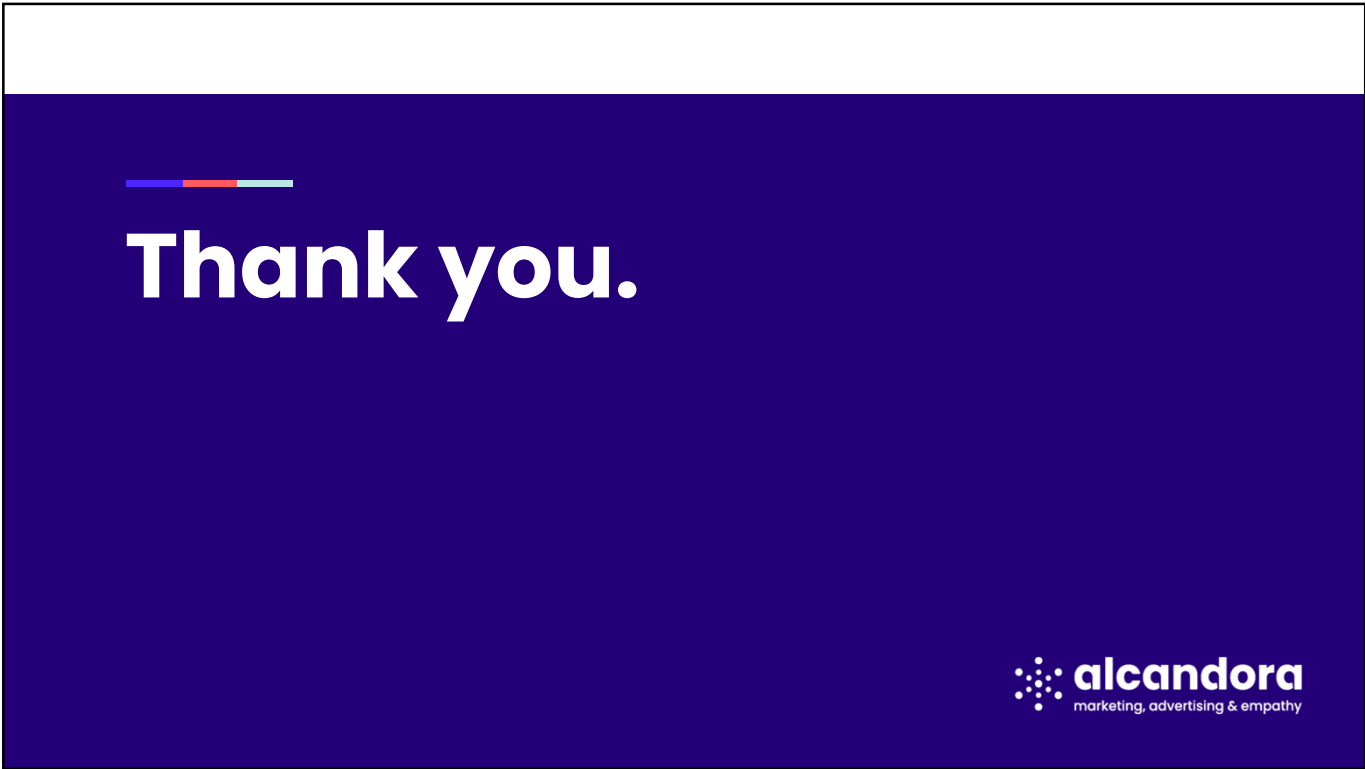
Why is it important to invest in Social Media?



- 1) It is your channel to introduce yourself to the world: without optimized social networks, less people will want to know anything about you.
- 2) Social networks improve your positioning in search engines and your SEO positioning.
- 3) They provide traffic to your website and your services.



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