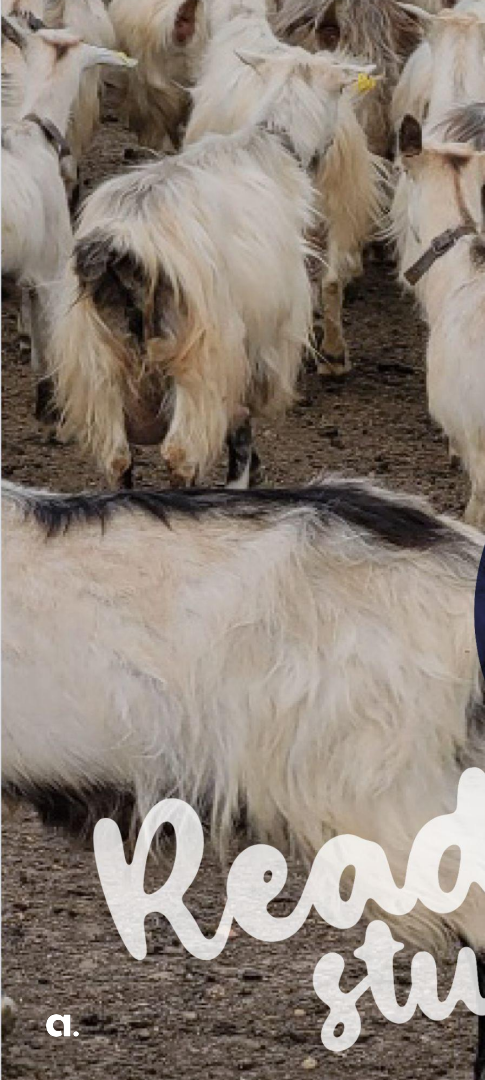




# ERFP 2023

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## Social Media Annual Report



# Table of contents

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01 Introduction

02 Facebook

03 Instagram

04 Twitter

05 Newsletter

06 General Results

07 New strategies and actions

01



# Introduction





In this report we will present the actions and work carried out by the company Alcandora for the communication and advertising strategy of the ERF, taking into account the main highlights and results of the accounts in social media networks and creativities that worked best over the last year. To do so, we make use of tools such as Metricool or Semrush, which help us determine and reflect these results in data. *\*The tools work in different ways and also register differently, so some results may have small variations.*

02



**Facebook**





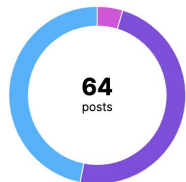
## June 2022 –june 2023 DATA from Metricool



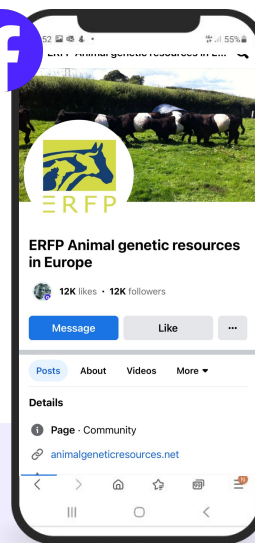
12K Followers +0,12% -0,22% 157 posts 69,8K hits

Data from: Semrush.com jan 2023 to jun 2023

### Posts publicados y su rendimiento



Tipo de post	Posts	Posts/día
<input checked="" type="checkbox"/> Fotografía	31	0,1
<input checked="" type="checkbox"/> Enlace	30	0,1
<input checked="" type="checkbox"/> Vídeo	3	0



We **design, plan and create content for social network Facebook**. All **posts are scheduled** a month in advance and then published. This allows us to **share content not just related to our target but containing current ERFP activity**.

Semrush has uploaded a total of **64 posts in 2023**, more than half of which include image formats and, in total, **3 videos and 30 links**. **Activity is 43% higher compared to the previous year (2022)**.



## Best overall publication



ERFP Animal genetic resources in Europe ✓

15 de noviembre de 2022 · 🌐

🐐 Portuguese Serrana goat breed

🌿 Unique indigenous goat breed with long hair

With a medium height of up to 68cm, it has a large triangular head and sabre like horns directed backwards



#erfp #animalgenetics #serrana #goat #portugal



6,87K hits



118,67 engagement



Shared 19 times

The post “**Portuguese Serrana goat breed**” has achieved the best overall reach, being also the one which has gathered the most **comments**. This implies our Facebook community is most interested in **breed** information and particularly Portugal related content.



### Resumen de interacción ?



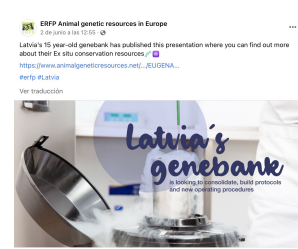
Tipo de interacción	Valor	Variación	Crecimiento
✓ Reacciones	295	-29	-9%
✓ Veces compartido	39	0	0%
✓ Comentarios	14	+3	+27.3%



### Principales reacciones



During this year, Semrush recorded a total of 348 interactions with our publications (*can represent a small margin of error with the metricool tool results*) , with the most positive reactions being "like" or "love" and we received **no negative ones**. Our posts have been **shared on 39 occasions** throughout 2023 and our publications have already received **14 comments**. **These are some of the Facebook posts during 2023:**





03



**Instagram**





## June 2022 - June 2023 DATA from Metricool



266  
followers

+11,78 %

632  
likes

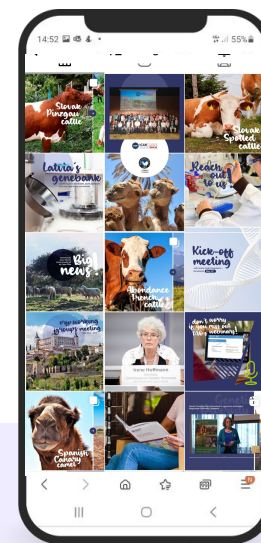
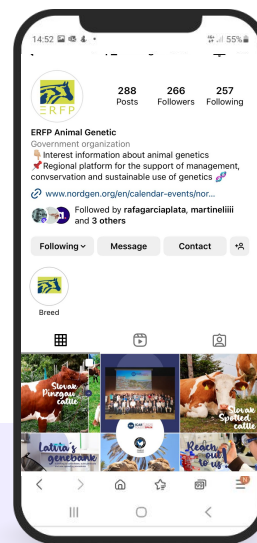
69  
posts

4,1K hits

### Posts publicados y su rendimiento



Tipo de post	Posts	Posts/día
<input checked="" type="checkbox"/> Fotografía	61	0.2
<input checked="" type="checkbox"/> Vídeo	7	0
<input checked="" type="checkbox"/> Carrusel	1	0



Planning on Instagram is more complex than on other social networks because designs are made in such a way that **the images fit together like a puzzle**. That way, the first impression of **the feed of this social network is much more impressive**.

The Semrush tool allows us to view data from last year, in which a **total amount of 69 posts were published**, the majority of them were static photos/images.

Data from: Semrush.com jun 2022 to jun 2023



## Best overall publication



59 hits



389,83 engagement



22 likes

The post on the **Spanish Canary Camel** has achieved the best results so far. Again, as in for Facebook, information and images regarding **breeds** turns out to be the most interesting for our audiences.

We lack on community participation. We encourage all ERFP members to actively share and participate in ERFP social media channels to strengthen our audiences quality wise.



## Resumen de interacción ⓘ



Tipo de interacción	Valor	Variación	Crecimiento
✓ Me gusta	364	+81	+28.6%
✓ Comentarios	20	+18	+900%



The total record of interactions during this 2023 reach 384. It is a network that reflects fewer variety of reactions because every interaction translates into this two = likes or comments.

These are some of the Facebook posts:



04



**Twitter**





## June 2022 - June 2023 DATA from Metricool



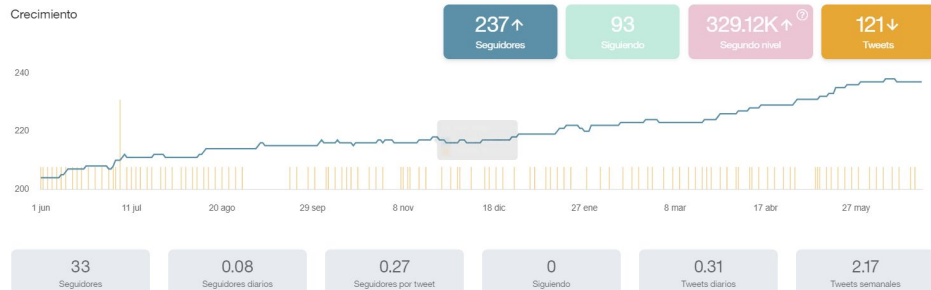
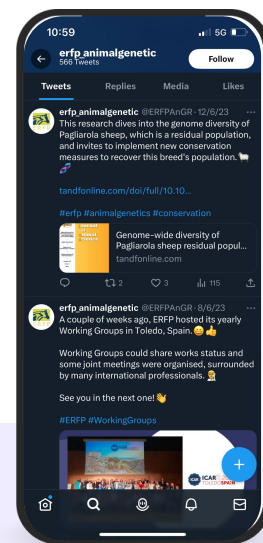
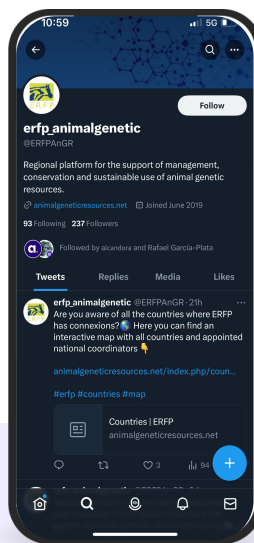
266  
followers

+16,18 %

516  
likes

121  
posts

1,07K hits



Data from: Metricool.com from jun 2022 to jun 2023

We have improved all metrics with ERFP's Twitter Account, with a medium overall **engagement of 52,13**, which is **82,97%** higher than the medium overall engagement for the previous year period (28,49).

In this case, data from Semrush was not true to reality, so we have took all DATA from Metricool. **The total amount of 121 posts were published.**



## Best overall publication



erfp\_animalgenetic  
@ERFPAnGR



When trying to reveal links and connections between breeds, genomic tools are recommended. 🧬🔬 Here there is a study that dived into 9 Swedish cattle breeds history and connections: 🐄🐄

[gsejournal.biomedcentral.com/articles/10.11...](https://gsejournal.biomedcentral.com/articles/10.11...) ✓

#erfp #animalgenetics #breeds

Traducir Tweet



[gsejournal.biomedcentral.com](https://gsejournal.biomedcentral.com)  
Genomic relatedness and diversity of Swedish native cattl...  
Background Native cattle breeds are important genetic resources given their adaptation to the local environment i...

1:32 p. m. · 28 mar. 2023 · **821** Reproducciones

3 Retweets 1 Cita 11 Me gusta



813 hits



52,89 engagement



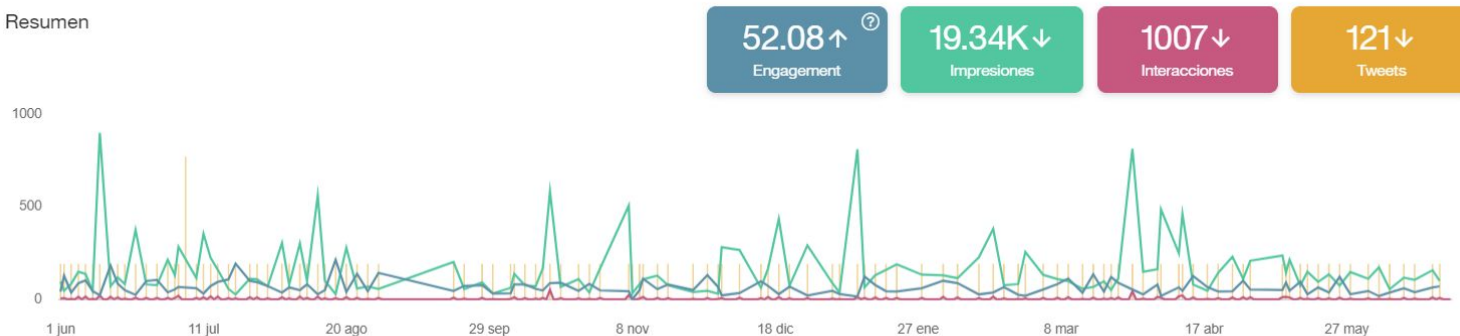
11 likes

This Tweet stands out for its **overall reach**, with the peculiarity of it being a **scientific paper** publication. We've seen how Facebook and Instagram throw good results for breed information, whereas in Twitter our community main interest relays on scientific information.

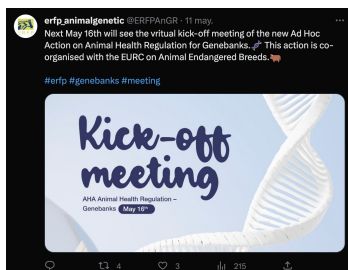


Data from: Metricool.com from jun 2022 to jun 2023

## Resumen



The total record of interactions during the period June 2022 to June 2023 is about 1K and the engagement rate reach more than 52%  
These are some of the Facebook posts during 2023:





05

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# Newsletter



# December 2022 ERFP's Newsletter

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## Content

We elaborate, write and work on the content of a newsletter with our team of PR, copywriters and content creators



## Design

Alcandora's design team is in charge of transferring all this content so that, as a whole, it acquires a corporate image, with a good reading experience for the user, interactive and combining image and vector icon formats.



## European Regional Focal Point for Animal Genetic Resources

Regional platform for the support of management, conservation and sustainable use of animal genetic resources (AnGR).

# Newsletter

December 2022

### Our key mission

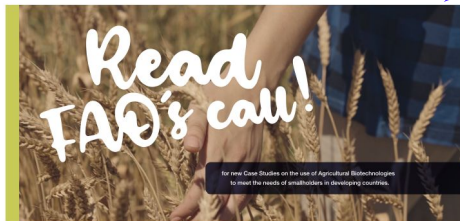
Since 2001, our main goal remains to facilitate the collaboration, coordination of work and exchange of information and experience between different European countries and governmental and non-governmental organizations. With a scientific scope and always dealing with the support of **in situ** and **ex situ** conservation and sustainable use of AnGR, we facilitate and help with the implementation of FAO's Global Plan of Action for AnGR.



### What we do

#### Support FAO in the implementation of the Global Plan of Action

The Global Plan of Action for Animal Genetic Resources was adopted in 2007 at the first International Technical Conference on Animal Genetic Resources in Switzerland. From ERFP we contribute to the implementation of up to 23 Strategic Priorities contained in this global plan.



#### Design and implementation of an AnGR Strategy for Europe

This whole **Strategy** was developed by ERFP and posed a joint effort of all the ERFP network. It was developed with support from the ERFP Steering Committee and ERFP working group experts, and was then revised and approved by the national coordinators with the aim of facilitating the implementation of the GPA in the European countries.



AnGR include all livestock species, breeds and strains that are of economic, environmental, scientific and cultural interest. Preserving the diversity of these resources is essential for ensuring sustainable livestock development, rural livelihoods, culture and tradition as well as environmental stewardship and food security.

Furthermore, AnGR are the genetic base for the livestock breeding programs needed to ensure current and future livestock production. The aim of this Strategy is to maintain the wealth and minimize the loss of livestock genetic diversity, to support breeding, diversification and innovation, and build resilience in the livestock sector.

#### Collaboration with EURC-EAB, the European Reference Centre of Endangered Animal Breeds

EURC-EAB **will provide**, from 2023 on, scientific and technical advice to the European Commission aimed at establishing and harmonizing methods for the conservation of endangered breeds, as well as the preservation of genetic diversity within these breeds.

This includes the breeding of cattle, pigs, sheep, goats and horses. The EURC-EAB will also support governments and breed organizations in the implementation and further development of European breeding regulations (EU 2016/1012).

To this regard, ERFP will work closely with the organization to establish priorities or needs and to disseminate existing guidelines and tools for implementing breeding and conservation strategies of endangered breeds. Most of this collaboration was discussed in our last ERFP General Assembly which took place last September in Porto, Portugal.

#### GenRes Journal

ERFP participated in the **GENRES Bridge project** that launched in 2020, a new open-access peer-reviewed online journal.

The Genetic Resources journal serves as a platform to share global knowledge and tools used within the community of practitioners of plant, animal and forest genetic resources involved in monitoring, collecting, maintaining, characterizing and using *in situ* or *ex situ* genetic resources for food and agriculture.

The journal publishes original research as well as methods, strategies, guidelines, case studies or reviews on a variety of topics including documentation, conservation, assessment, characterization and evaluation of genetic resources or biodiversity, socioeconomic practices, policy guidelines or similar. Authors are invited to submit original research, reviews or short communications that cover the scope of the journal. For further details, see About the journal and review our Author Guidelines.



#### ERFP General Assembly



One of our most precious and fruitful events is our annual meeting. Last September 3rd we called in an international meeting which was held in the Legendary Hotel in the city of Porto, Portugal.



During these sessions we gathered to catch up on all our Working Groups projects, learn of new regulations and challenges and look upon our next exercise year. This time and Portugal being our host country, we had the chance to dive into some **Portuguese local breeds** by local expert Nuno Carolino.

Besides assessing ERFP's annual progress and financial reports, we covered several presentations on the status on our different Working Groups. On an overall presentation, ERFP Secretariat Coralie Danchin shared some key and useful points for all attendees and Working Groups, like the idea of developing infographics in English, a type of material that had worked incredibly well before.



A **full report** on the **Information & Documentation Working Group** was shared, covering their achievements and immediate challenges, which include their contribution to and ad hoc action on transboundary breeds, the support on the implementation of AnGR strategy and implementation of new indicators for EFABIS (European Farm Animal Biodiversity Information System). The team, chaired by Enrico Sturaro, also raised a proposal to work along with other Working Groups on the **Conservation of Genetic Resources at Landscape Level through Demonstration Cases**.

The *in situ* **Conservation Working Group**, chaired by Danijela Bojkovski, also presented their **annual report** and defined their current working areas. Among their short and medium term challenges, the team face the review of definitions, frameworks and specific *in situ* conservation programs, the detection and coordination of the main actors involved (interface between researchers, breeders, policy makers) or the strengthening of the cooperation and networking with breeders. Other lines of action include the characterization of the traits/features responsible for the adaptation of local breeds to specific ecosystems and farming systems, the support of landscape management with local breeds and the collaboration with transboundary breeds (AHA).

The *ex situ* **Conservation Working Group** is chaired by Fernando Tejerina and their **annual report** covered the development of the European Genebank Network for Animal Genetic Resources EUGENA, now including Hungary among 12 other countries, with up to 13 gene banks and over 1.300.000 genetic samples. The growth of this network has been exponential. The team is also in charge of providing documentation software for gene banks and has developed an ad hoc action which goal is to help standardize the management practices in animal gene banks and to guide towards the implementation of a Quality Management System QMS.



### Walking towards 2023...

Our most immediate challenges for this new year intend to boost our organization and all of our teams to achieve even more successful and impactful results. There are quite a few things planned for this 2023:

#### Collaboration ICAR Congress in Toledo, Spain, happening late May 2023

Also, we are planning several *ad hoc* actions. We are calling out for participation for a particular action on small native horse breeds in the Baltic Sea region. Contact our team! Also, another *ad hoc* action will deal with specific measures for AnGR **ex situ Conservation Working Group** in the framework of animal health legislation.

## Contact and participation

Are you a main player in AnGR? Follow ERFP to know its activities and give your feedback.

### Follow our Social Media:



If you are somehow involved in AnGR: JOIN ERFP by asking your National Coordinator you will take part of the Task Forces (TF) and Ad Hoc Actions (AHA) related to the objectives of each Working Group (WG)

[www.animalgeneticresources.net](http://www.animalgeneticresources.net)

Contact point Secretariat:  
coralie.danchin@idele.fr

c/o ERFP Secretariat | Institut de l'Élevage (IDELE)  
Département Génétique et Phénotypes  
149 rue de Bercy, 75595 PARIS CEDEX 12 (France)

06



## General results





In line with the results achieved last year, we have achieved **an increase in the engagement rate despite the fact that we have continued to maintain the static image format in the posts.** We have observed that the posts that talk about different animals and their characteristics have a good result and, in addition, we have noticed that the number of comments on networks such as Facebook is increasing.



The network with the best engagement is Instagram, also due to the fact that it is the most visual and where graphic content has best presence, which usually creates more impact than the copy format, as for instance in Twitter network.



The design and layout of the newsletter was a success. This type of actions allow us to **impact users who are really interested in the ERFP, personalize the information, collected and generate a higher engagement rate.**

06

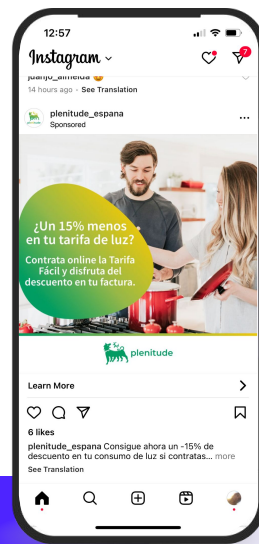
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## **New strategies and actions**



## Social Media Campaigns

Meta



*\*Meta campaign example for Plenitude España*

Social media campaigns allow us to improve our weak points in each of the networks, **such as maintaining or generating more followers, increasing interactions, getting more users with interest to see our publications...**

In the case of Facebook and Instagram, campaigns are managed with a common tool: **Meta**, which allows us to segment by audiences and launch creativities in different formats with the budgets that best fit to the business.

From alcandora we are in favor of **maintaining a minimum investment throughout the year in advertising on social media** to promote with a little more investment the months that interest us.

Moreover, from all campaigns **we will obtain a data report on the results gained** and the target users that showed more interest.

**There is also the possibility of boosting publications and tweets when we want them to have special relevance or impact.**



# ¡Thank you!

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