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Abstract

The current report will give an overview of what has been done through the NEFERTITI Project on social media activities since the start of project up to 15.6.2022. The Report describes channels that have been used, content types for each channel and type of audience reached. It also contains statistics on effectiveness of social media efforts, presenting number of people reached by posts published on different channels and showcasing the relation between results and Key Performance Indicators defined in Social Media Strategy and Dissemination and Communication Plan. The document also shows how partners have been using social media channels to raise awareness about the project, promote project activities and disseminate project results. Finally, the document presents what has been done in terms of establishing and promoting synergies with other relevant projects and initiatives.



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1

Introduction

NEFERTITI 



1. Introduction

NEFERTITI is a unique project that establishes 10 thematic networks that bring together regional clusters (hubs) of Demo-activities and the involved actors. NEFERTITI focuses on creating added value from the exchange of knowledge, actors, farmers, and technical content over the networks to boost innovation, to improve peer to peer learning and improve network connectivity between farms actors over Europe. A monitoring and learning program supports the systematic extraction of lessons learnt, lessons to be shared with wide audiences including AKIS actors and public authorities. A web-based platform unlocks the experience, actors, demonstration details and the related content for widespread sharing, enhanced by dedicated production of relevant material in each language of the partners.

Social media networks are identified as an efficient channel of reaching out to different stakeholders, spreading various messages and accomplishing different communication and dissemination objectives. Extensive exploitation of the social media networks from the very beginning of the Project implementation allowed us to boost the knowledge flow, improve the accessibility of the farm-demo events, improve the exchange among agricultural actors, but also to raise awareness not only of the NEFERTITI Project, but also of potential of farm demonstrations to enhance the knowledge and innovation uptake.

This report is divided into 3 sections. The first section reports the overall implemented social media activities and applied approaches and results on Twitter, Facebook, LinkedIn and YouTube. In the second section synergies with other relevant projects are presented together with the communication approaches for informing audience about these synergies and activities that resulted from it. The third section presents an overview of social media overall performance comparing KPIs defined in early stage of the project implementation and actual results achieved by 15.6.2022.



2

Implemented Social Media Activities on multiple channels

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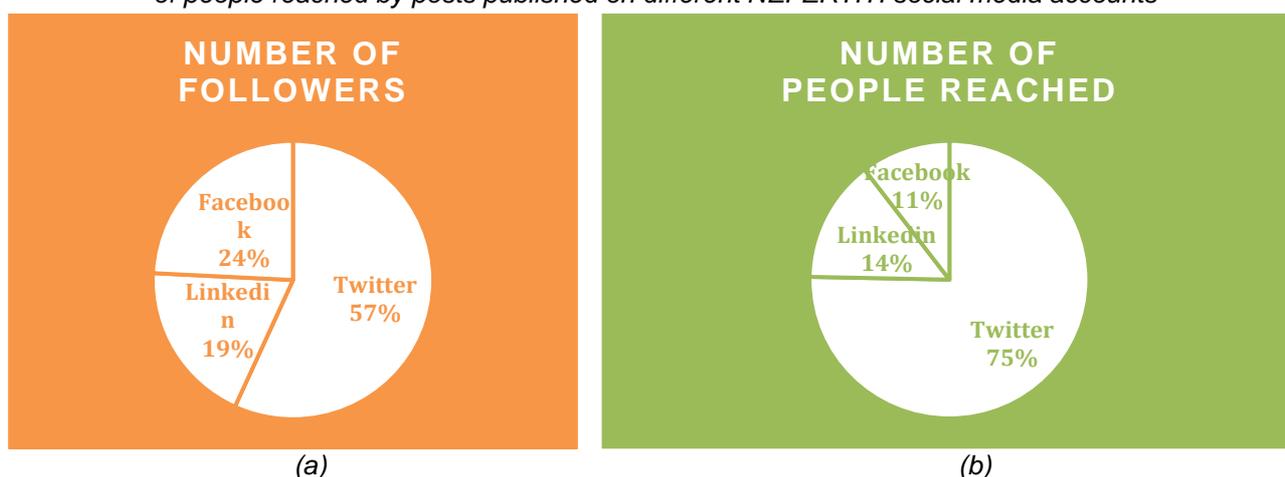
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2. Implemented Social Media Activities on multiple channels

The popularity of certain networks varies in different regions and countries, leading to different recommendations on exploitation of social media platforms such as Facebook, Twitter and LinkedIn. For instance, in Serbian agricultural community, Facebook is far more popular over other social media networks such as Twitter or LinkedIn, which are more popular with academic and business circles. On contrary, in Western EU countries, Twitter and LinkedIn have gained more attention, therefore attracting a huge pool of users of different backgrounds and profiles. From the experience of managing three mentioned social media networks, Twitter proves to be the most effective network for reaching out the agriculture community across EU. From agricultural advisors, researchers, policy makers, to farmers and students – Twitter platform turned out to be the place for everyone. On diagrams presented below you can see the ratio of number of people who follows and who are reached by posts published on different NEFERTITI social media accounts.

Figure: a) Percentage of people who follows NEFERTITI social media accounts per network; b) Percentage of people reached by posts published on different NEFERTITI social media accounts



The type of content published on NEFERTITI social media networks varies from text posts, link shares, images, gifs to videos. Although NEFERTITI activities were organised across EU in different (local) languages, the social media strategy defined English as the official language of NEFERTITI social media networks. However, partners' social media networks were considered as important asset in social media activities which means the most important posts were translated to local languages and disseminated through partners' social media accounts, but also farm demonstrations and other local activities were promoted through the channels of respective partner(s).

NEFERTITI social media accounts were actively used for promotion of farm demonstrations organised both on-spot and virtually, aiming at enhancing visibility of demo-farm activities and what they can offer to the farming community—as proposed in Social Media Strategy developed in early stage of the project. Social media networks were also used for dissemination of EIP-AGRI practice abstracts, Training Kit and various webinars with purpose to share knowledge and practical-oriented outcomes of the project among farming community across EU. Brand awareness has been raised by sharing information about the Project, its objectives, partners and topics related to thematic networks.

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The Covid-19 pandemic has heavily affected organisation of physical events and forced us to take advantage of technology and digital channels and to, at least temporarily, transfer our activities to virtual space. Social media channels were extremely important in this process by supporting all kind of virtual activities, spreading a message and attracting people to various online held activities.

Through constant presence on Social Media Channels (Twitter, LinkedIn and Facebook) and by using different content formats such as text, pictures and videos, besides the brand awareness of NEFERTITI project, the awareness of the importance of knowledge sharing, adopting new technologies and methods in farming practices, peer learning and importance of the ability to adapt to different circumstances (in e.g. during Corona pandemic) was also raised.

Statistic shows a significant number of people who was exposed to NEFERTITI content shared on official project's social media channels which indicates the effectiveness of social media communication in agricultural sector. Over 438,890 people was reached by more then 1,800 posts published on NEFERTITI social media networks (Twitter, LinkedIn and Facebook) which exceed for over 877 % the target number of people reached proposed in the Dissemination and Communication Plan. Precise audience size (number of people who were reached by NEFERTITI content) divided per social media channel is presented in following chapters.

2.1. Facebook

"Nefertiti –Networking European Demonstration Farms" (@NEFERTITI.EU) is created as an official NEFERTITI Facebook page. As one of the main social media networks used by farmers globally, Facebook represents a powerful channel for conducting messages to our target groups. NEFERTITI Facebook page is public, and it has been updated regularly with relevant content, such as project results, events' announcement, events' reporting, recommendations, pictures and other content relevant to the thematic networks and NEFERTITI audience. NEFERTITI Facebook account is followed by 636 people while posts shared until 15th of July reached 45 615 people.

Figure: NEFERTITI Facebook page, @NEFERTITI.EU



NEFERTITI partners and hub coaches also often use Facebook to communicate with farmers and other agricultural experts either via their own personal accounts, their organisations' official Facebook pages or via closed Facebook groups dedicated to agriculture that are popular in some countries. Some hubs even created

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additional Facebook pages dedicated to sharing content that is of special interest to agricultural experts involved in their hubs.

Figure: Scottish NEFERTITI hub Facebook page, @NEFERTITIScottishHub



Figure: Bulgaria NEFERTITI hub Facebook page, @BG.NEFERTITI



2.2. Twitter

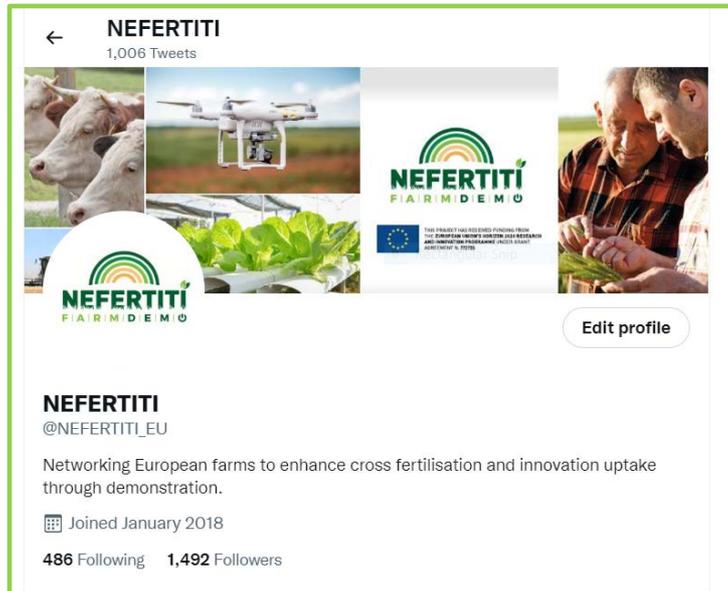
In addition to Facebook page, Twitter profile has been created to provide our followers with high-quality and timely content. Twitter is highly dynamic microblogging platform that allows its users to share short messages more frequently than on other social media networks which is successfully exploited by NEFERTITI team.

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Figure: NEFERTITI Twitter account, @NEFERTITI_EU



Through Twitter account @NEFERTITI_EU we have been disseminating variety of topics of great concern to our followers, referring to the topics in relation to our thematic networks such as data driven decisions for dairy producers, optimizing soil quality, organic production, arable crop sensing and variable rate applications, etc. NEFERTITI Twitter account is also used to raise awareness about the project objectives, partners involved, and project results. Furthermore, content shared on Twitter aimed at informing the audience about farm demonstrations and other events organized under the project, reporting on internal events such as project meetings and promoting collaborations with other relevant projects and initiatives.

Figure: Example of posts for boosting project awareness

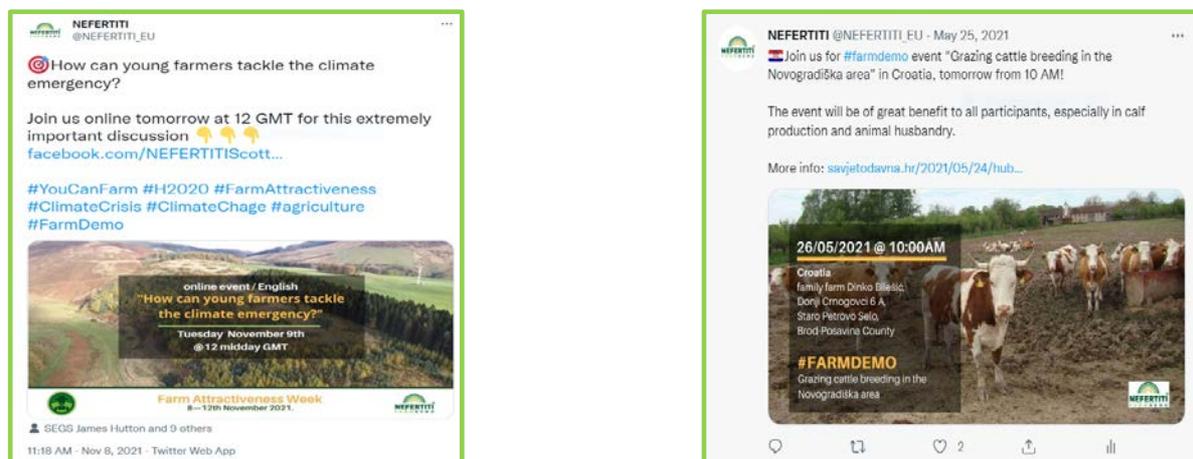


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Figure: Example of Tweets on NEFERTITI Twitter profile, promotion of farm demo events, left on-farm event, right: virtual event



To raise awareness about the NEFERTITI project and its activities, the following hashtags have been used: #farmers, #farmdemo, #technology, #NEFERTITIEU, #agriculture, #farm, #H2020, #agtech, #agbots, #AKIS, #demonstration, #knowledge, #agriculture, #farming, #smartfarming, #organic, #eipagri, #multiactor, #networking, #thematicnetworks, etc.

Figure: Screenshot of statistics showcasing 10 the most used hashtags in last year



Tweets are posted in English, however, project partners share posts in local languages on their institutions' Twitter accounts. NEFERTITI partners also help the WP7 leader to identify topics and interesting tweets, by adding "@NEFERTITI_EU" or #NEFERTITIEU when they tweet something that could be also shared on NEFERTITI's official account.

Metrics shows that @NEFERTITI_EU account is recognized as valuable resource of content. The number of people who follows this account is 1 491, while the following ratio is 3.07 which indicates that people do not follow this account automatically based on follow-back approach, but because of the relevant content that has been regularly posted.

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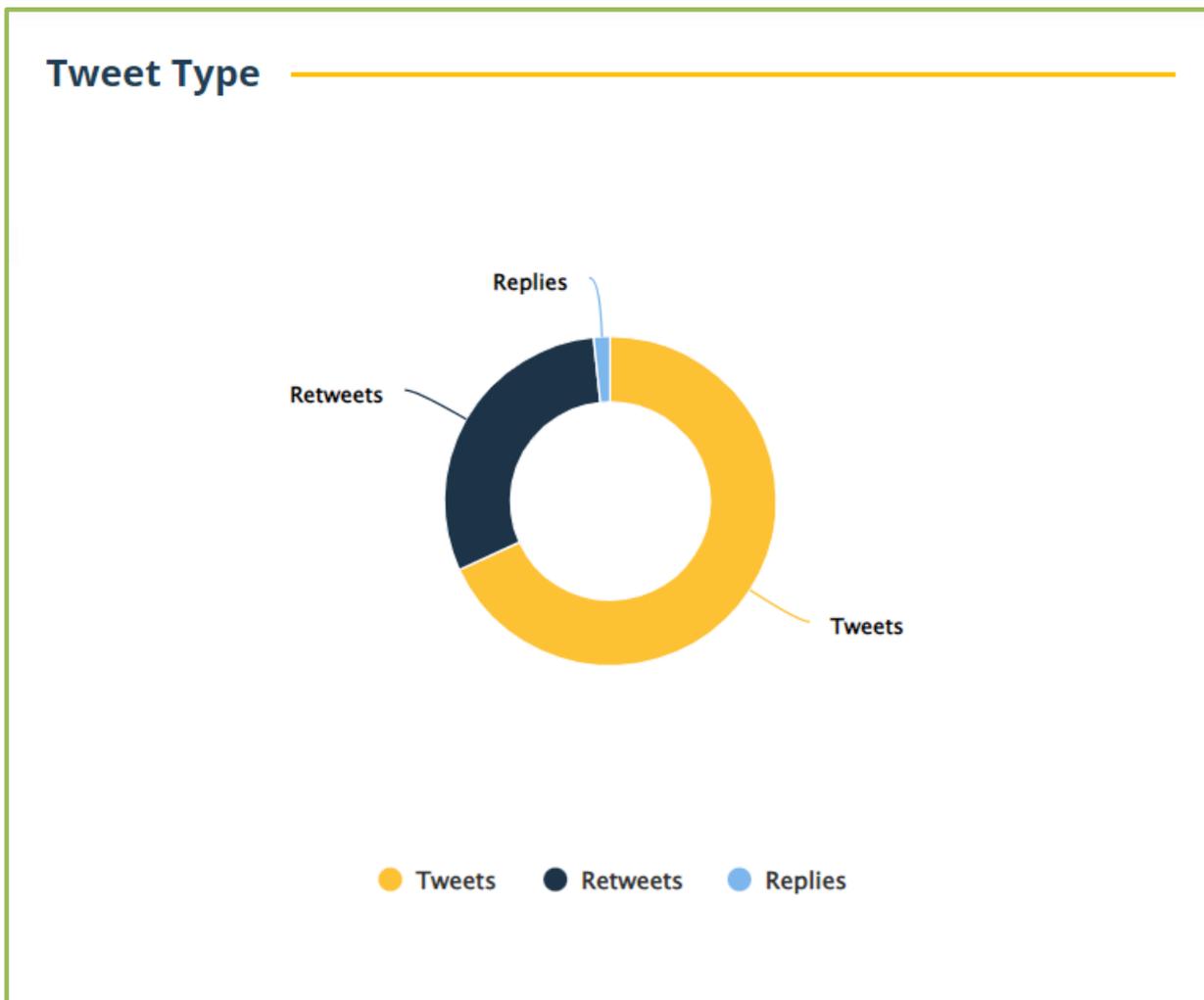
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Figure: General statistics of NEFERTITI Twitter account



Twitter proves to be the most popular social media network for our audience. The posts shared reached out to 330 584 people by June 15th, 2022. Total number of posts shared by this date is 1006 which is a sum of original posts, re-posts of relevant posts shared by other accounts and replies on tweets.

Figure: Diagram showcasing the ratio of tweets, retweets, and replies on tweets



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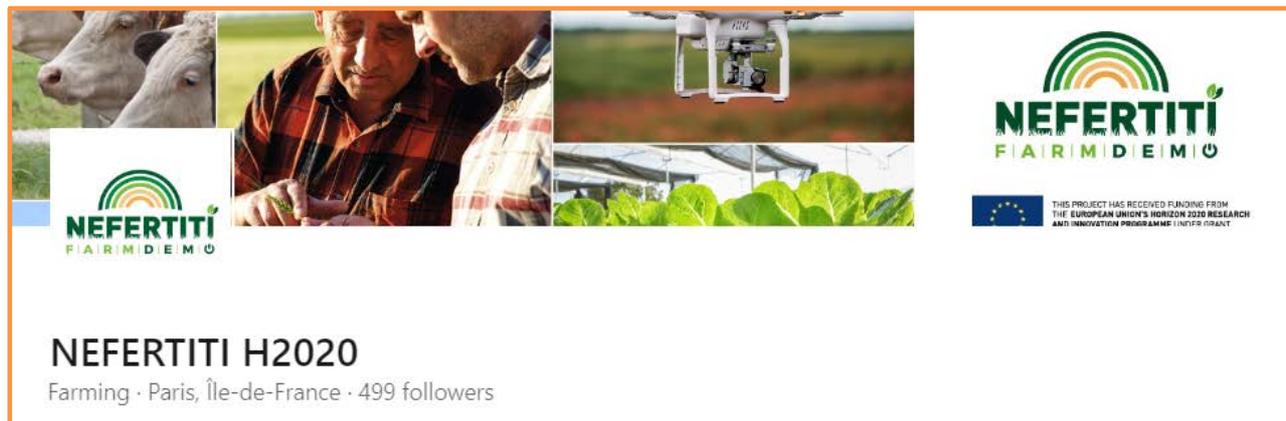
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2.3. LinkedIn

To reach even more diverse target audiences, a dedicated page to NEFERTITI topics has been set up on LinkedIn platform – NEFERTITI H2020. It is open to everyone interested in Exchange of know-how, networking opportunities for farmers, innovation actors and researchers, policy makers and other representatives of farming community or policy recommendations and guidance.

Figure: NEFERTITI LinkedIn page, NEFERTITI H2020



NEFERTITI LinkedIn page counts 499 followers. Total of 336 posts published by 15th of June 2022 have reached 62 693 people. Content shared on LinkedIn aimed at informing the audience about project activities, informing farming actors about demo farm visits across Europe, boosting dissemination of best practices, sharing videos and tutorials as well as useful content about NEFERTITI Thematic networks and topics of interest to our audience. Content types used for this network were: website link shares, YouTube link shares, images and text. Content is written exclusively in English, while partners share project related posts on local languages. The examples of posts published on NEFERTITI LinkedIn page is presented below.

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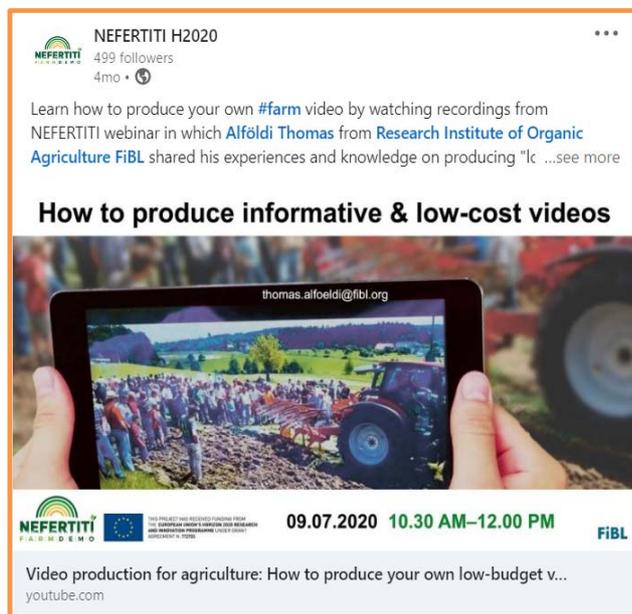
Figure: Examples of posts published on NEFERTITI LinkedIn account: a) raising project awareness – live reporting from the meeting, b) promoting farm demonstrations and other project events --- announcement of an online event, c) sharing know-how – dissemination of video recording from previously held webinar, and d) reporting on farm demonstrations



(a)



(b)



(c)



(d)

2.4. FarmDemo YouTube Channel

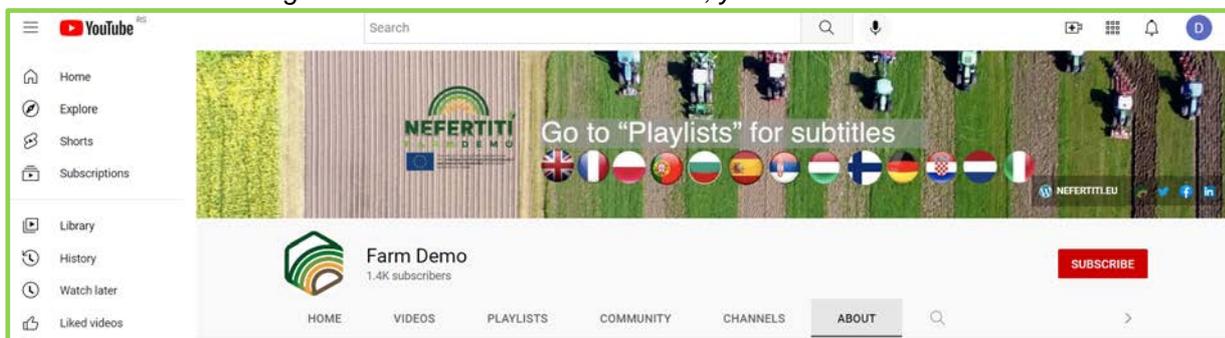
Creation and dissemination of video material is of a great importance to the overall communication efforts. FIBL, but also the other partners have been producing videos during the farm demo events and cross visits sharing the knowledge and highlighting best practices. Additionally, some videos are also dedicated to tutorials, interviews with farmers and other agricultural experts.

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Figure: FarmDemo YouTube channel, youtube.com/c/FarmDemo



When it comes to dissemination of video materials produced under the project, we adopted cross-cutting approach – all videos are firstly published on YouTube platform, and then further disseminated through NEFERTITI accounts on other social media networks, but also through partners' social media accounts, NEFERTITI website and newsletter. All videos are uploaded to the YouTube channel "FarmDemo" setup by the RUR-11 project PLAID and AgriDemo F2F.

Video topics are strategically selected within the process in Task 7.1, although during the project content of videos dynamically adapted according to the progress of the project and specific needs of target groups. Practical/technical videos were most of the time recorded in local languages with implemented tutorials in English, but also many other partners' languages. However, tutorials were mostly produced in English.

Up to 15th of June 2022, a total of 97 videos are realized for NEFERTITI project and they remain available at the FarmDemo YouTube Channel. Together with videos developed under Plaid and AgriDemo F2F projects, FarmDemo Youtube channel is a great resource of over 170 videos uploaded.

When it comes to impact, FarmDemo YouTube channel receives notable attention by agriculture community across EU. A cumulative number of views that are recorded on published videos so far is 281,267, and 1400 people are subscribed to the channel to be constantly updated when new videos are published. Three NEFERTITI videos that received the most views are presented below.

Figure: FarmDemo YouTube channel, screenshot from video about mother-bound calf rearing
Video title: Mechthild Knösel explains the mother-bound calf rearing on her farm



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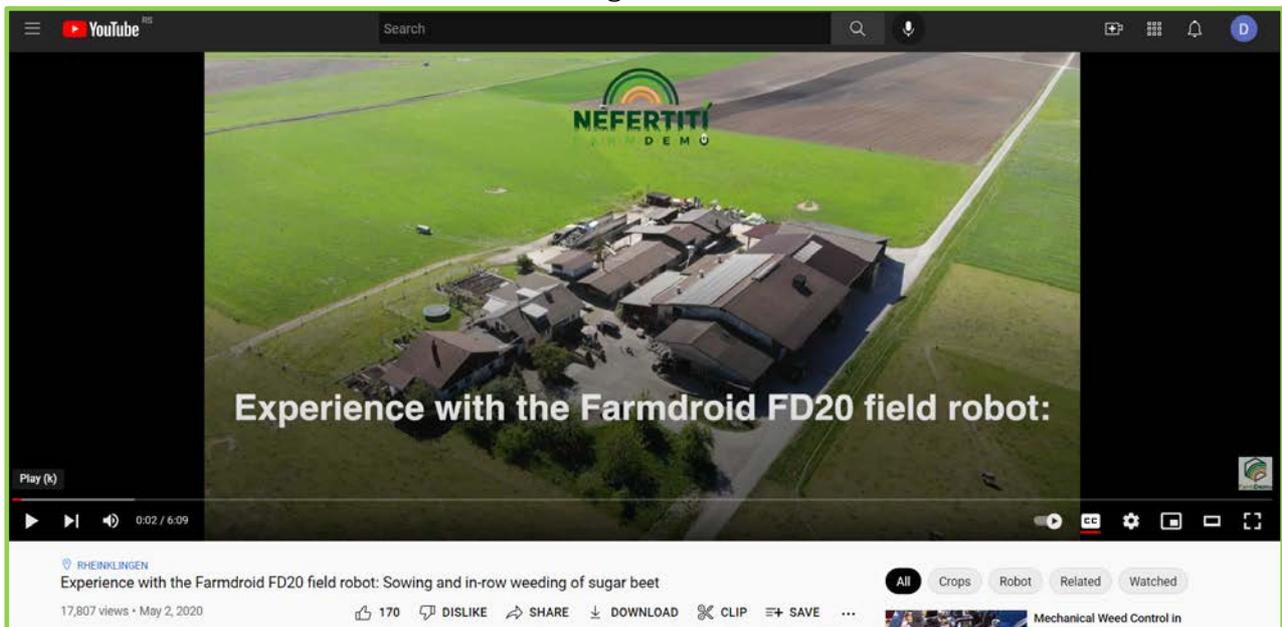
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The video presents experience of Mechthild Knösel the Rengoldshausen farm near Überlingen/DE who switched from conventional calf rearing with teat buckets to the "mother-bound calf rearing" system. In the video she is sharing her tips on how to wean cows and calves with as little stress as possible. The video received 24 099 unique views so far which make it the most popular video developed under NEFERTITI project. Video is available on following link:

https://www.youtube.com/watch?v=VjBWjtc-UjA&t=2s&ab_channel=FarmDemo

Figure: FarmDemo YouTube channel, screenshot from video about sowing and in-row weeding of sugar beet
Video title: Experience with the Farmdroid FD20 field robot: Sowing and in-row weeding of sugar beet



This video presents the Farmdroid field robot for sowing sugar beet. Two of these machines from Denmark are in active use in Switzerland. Their purpose is to reduce manual labor for hoeing in sugar beet. Thanks to the fact that the machine can record the plants' coordinates, it is able, as a next step, to proceed with in-row weeding, i.e., weeding between the individual sugar beet plants. This video has been seen by 17 807 people from the date of publishing (May 2, 2020) until June 15, 2022. Video is available on following link:

https://www.youtube.com/watch?v=jHd_ZQclc34&t=1s&ab_channel=FarmDemo

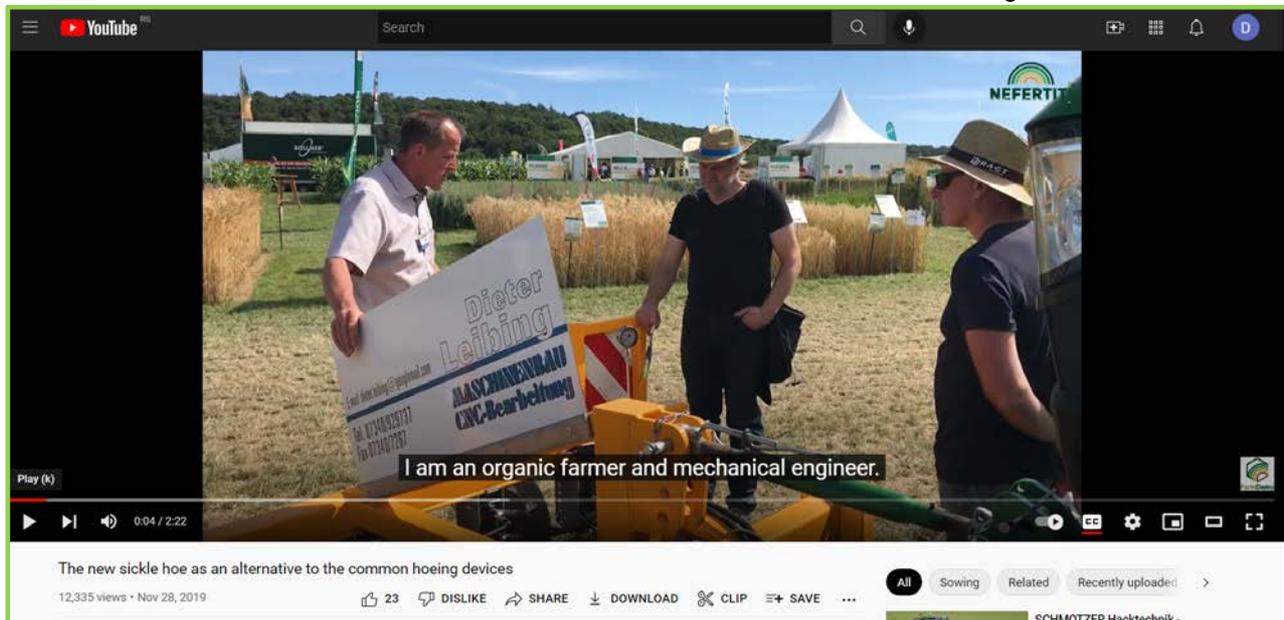
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Figure: FarmDemo YouTube channel, screenshot from video about the new sickle hoe as an alternative to the common hoeing devices

Video title: The new sickle hoe as an alternative to the common hoeing devices



This video presents the experience of Dieter Leibing - farmer and mechanical engineer – who converted his farm to organic agriculture. The common hoeing devices did not meet his needs: they were too complicated for him, had too much abrasion and were too expensive for him. He developed a hoeing frame with one joint per coulter. The hoeing shares can be adjusted in working depth and inclination. The contact pressure is exerted via telescopic gas springs or as a hydraulic variant. Instead of a parallelogram with guiding rollers, a steel skid grinds over the field and thus maintains the shallow working depth of the blades. The hoe is available for front mounting. This video received 12 335 views and it is available on following link: https://www.youtube.com/watch?v=tQBlk9tJo0&t=2s&ab_channel=FarmDemo

2.5. Partners' Social media channels

NEFERTITI project consortium consists of 32 partners distributed across 17 countries. This is a powerful network from which the NEFERTITI project social media communication took advantage off. All partners participate in social media activities, so the synergetic effect has been ensured widespread of NEFERTITI's goals and placed NEFERTITI content on the radar of over 500,000 people across EU.

Various content has been posted using "@NEFERTITI_EU" and "#FARMDEMO" by partners. The main language used for content is on local languages on partners. Partners' social media profiles helped increase the impact of NEFERTITI Project through publications and such as sharing events, pictures and news related to NEFERTITI networks/hubs demo events. Most partners use their social media account to spread information about NEFERTITI activities, results, and achievements from hubs in their countries, but also communicate on overall project results and activities that might be interesting to their audiences. They use their accounts in two ways: 1) to repost / retweet / share posts / videos from NEFERTITI social media accounts; and 2) to upload their own posts / videos. Most partners upload on average 2 posts per month about NEFERTITI on their social media accounts. Furthermore, some partners such as Grünlandzentrum GLZ, FiBL, INTIA and NAAS have made videos related to NEFERTITI for their and/or FarmDemo Youtube video channels.

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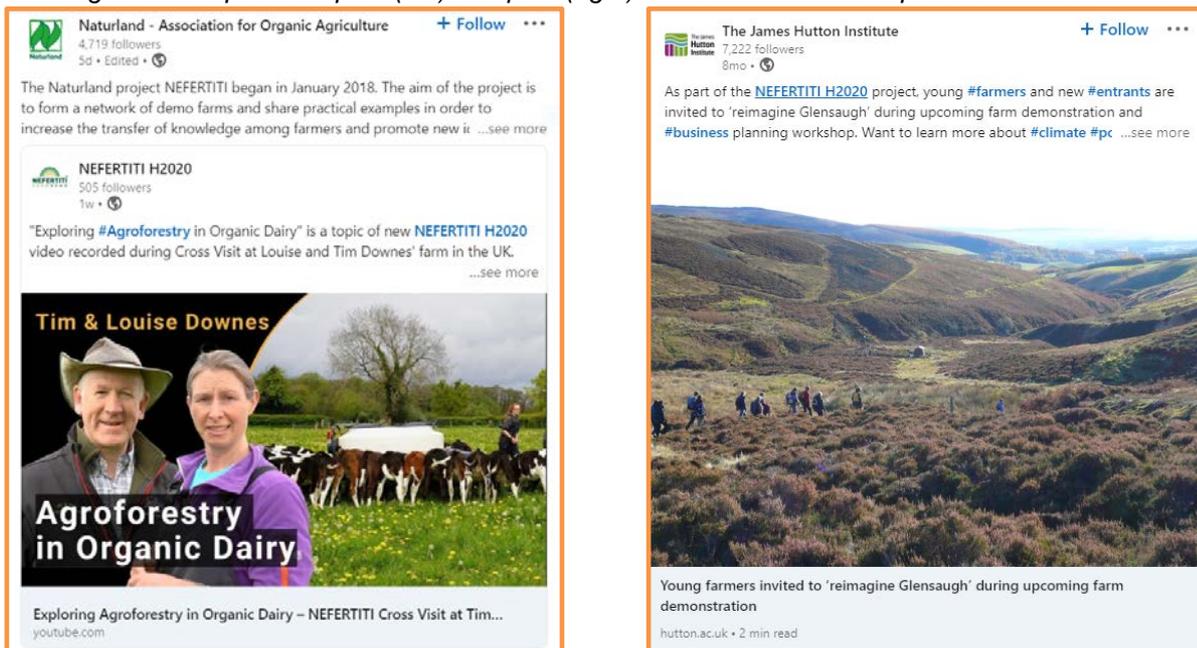
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Figure: Examples of posts about NEFERTITI on partners' Twitter accounts



Figure: Examples of repost (left) and post (right) about NEFERTITI on partners' LinkedIn accounts



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Figure: Examples of posts about NEFERTITI project on partners' Facebook accounts



Besides official organizational accounts that are exploited for communication about NEFERTITI activities, people working in partnering organizations who are involved in NEFERTITI project implementation, extensively use their personal social media networks to spread a word about the project. The impact of this authentic personal „word of mouth“ communication is very effective, and its impact and potential reach are immeasurable.

Figure: Examples of posts published by people working on NEFERTITI project





3

Liaisons with other relevant projects

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3. Liaisons with other relevant projects

Synergies between two or more projects, initiatives or organisations follow the concept that the value of effects combined is greater than the sum of the individual effects. In order to increase its impact but also to enhance the visibility and to reach even wider audience, the NEFERTITI team has been exploring and performing various joint activities with other projects and initiatives. These activities created stable bridges between NEFERTITI and other projects that helped all actors deliver more than they would deliver individually. Examples of synergies between NEFERTITI and other actors are presented in following chapters.

3.1. PLAID and AGRIDEMO-F2F

WP7 dissemination plan also builds on the dissemination plans and targets of PLAID and AGRIDEMO-F2F projects for an effective and logical transfer of successful methods, tools, best practices, and targets groups. This approach implies to social media activity as well: exchange of timely and contextual information will build collaboration networks and will enlarge the number of reached users both for NEFERTITI and PLAID and AGRIDEMO projects. In order to build upon solid base of followers that joint PLAID/AgriDemo YouTube Channel has gained over time, NEFERTITI also publishes its videos through this account, reaching wide audience to whom our video material is also relevant, given the similar focal points of three projects. FarmDemo as a pillar of all three projects has a dedicated web platform (farmdemo.eu) that serves as a main tool for demo farmers for sharing and adopting knowledge, organising and disseminating their events. The first edition of Farm Demo Conference was jointly organised by NEFERTITI, Plaid and AgridemoF2F projects in Brussels in 2019, and it gathered together agricultural experts from all across the EU to share knowledge and experience, network with each other and learn how to improve their demonstration practices. Social media was one of the main channels for informing the audience about the conference, attracting different actors to join and reporting from and after the event.

Figure: Example of posts announcing and reporting on joint activity of NEFERTITI, PLAID and AgriDemoF2F projects: Farm Demo Conference held in Brussels in 2019



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Beside the liaisons with Plaid and AGRIDEMO-F2F projects, meaningful engagement activities were established between NEFERTITI and other relevant projects and initiatives: SmartAgriHubs project, PIC (Plant Inter Cluster), The European Week of Regions and Cities, IPMWORKS and IPMDecisions projects, etc.

3.2. SmartAgriHubs

SmartAgriHubs is H2020 project that aims to realise the digitisation of European agriculture by fostering an agricultural innovation ecosystem dedicated to excellence, sustainability and success. SmartAgriHubs employs a multi-stakeholder approach and covers a broad value-chain network across all EU member states. The end-users form the core of the project and are the driving force behind digital transformation. The development and adoption of digital solutions is achieved by a tight ecosystem of 140 Digital Innovation Hubs embedded within 9 Regional Clusters, which are led by organisations that are actively involved in regional digitisation initiatives and funds. Partnership between NEFERTITI and SmartAgriHubs projects was accomplished through mutual events, exchanging the knowledge and cross-promotion. The cooperation between these two projects lead to the connectivity between actors of both projects in targeted geographical areas in view of demonstrating relevant innovations in the AG Tech sector - efficient demonstration of relevant digital knowledge towards actors of both communities.

Figure: Example of post announcing collaboration between two projects and screenshot of the video jointly created by NEFERTITI, IOF and SmartAgriHubs



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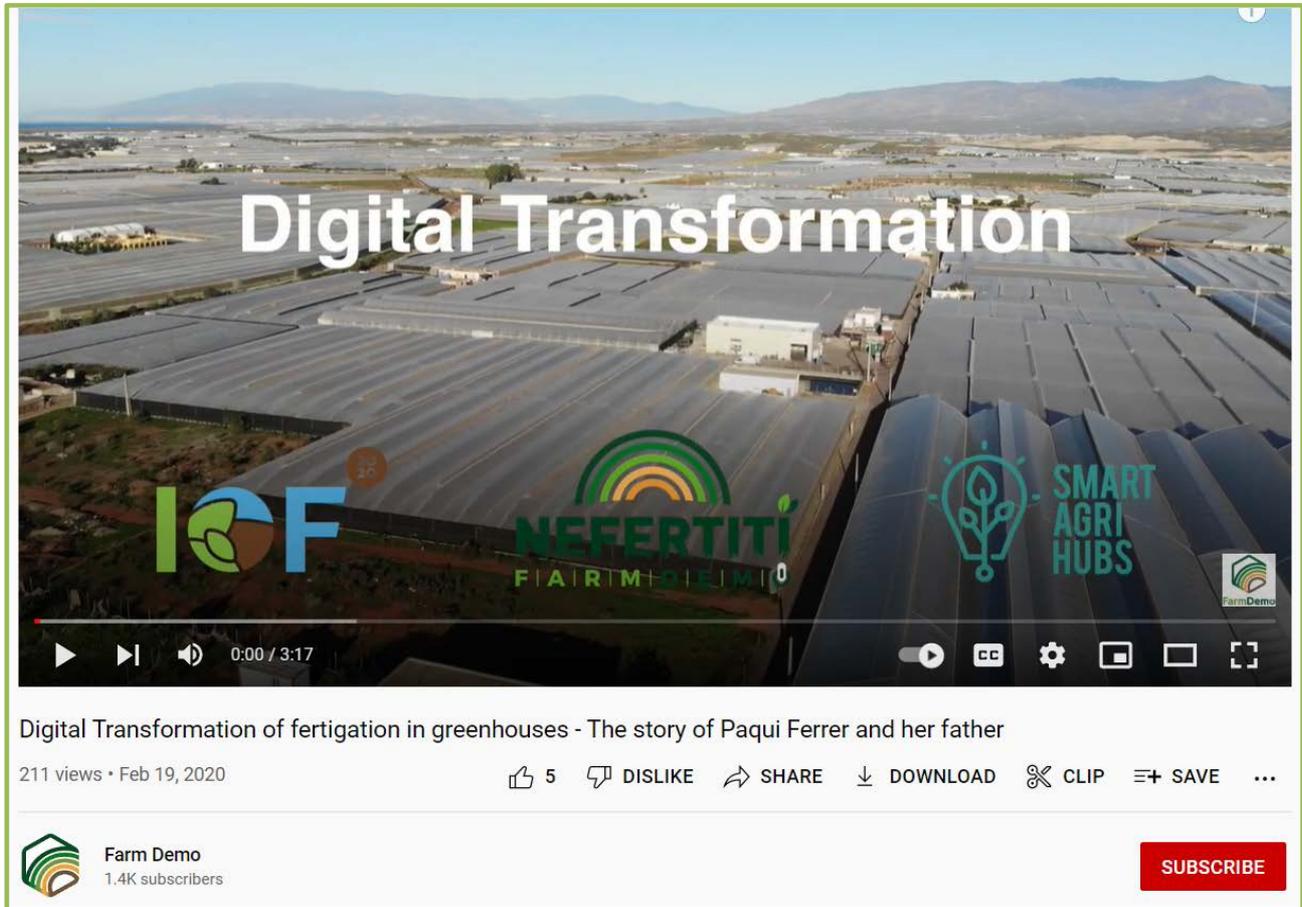


Figure: Examples of posts reporting of joint activities between NEFERTITI and SmartAgriHubs



3.3. PIC – Plant Inter Cluster

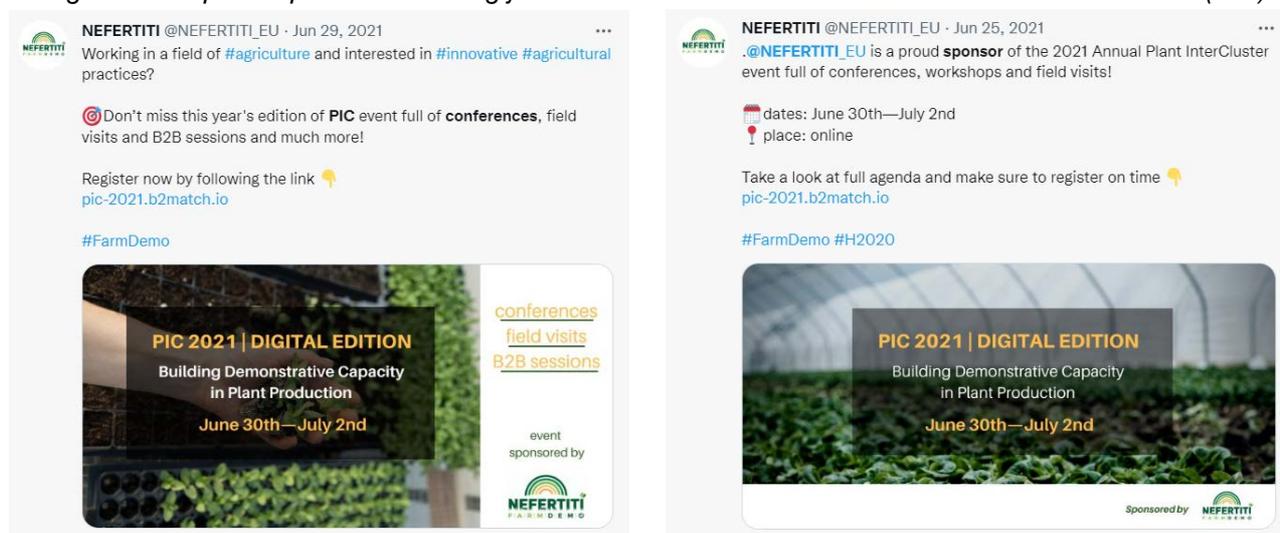
PIC – Plant Inter Cluster is international network of clusters gathered together around key sectors - cereals, fruit and vegetables, ornamental horticulture, medicinal plants, mushrooms, seeds and winegrowing. In 2021, NEFERTITI contributed to the realisation of Annual Plant InterCluster event, under Work Package 6 <https://pic-2021.b2match.io/>. During the event, NEFERTITI partners were in charge of organising several events which were supported by dedicated social media campaign.

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Figure: Examples of posts announcing joint activities between NEFERTITI and Plant Inter Cluster (PIC)



3.4. IPMWORKS

IPMWORKS is H2020 project that aims to promote the adoption of IPM strategies, based on an EU-wide network of farmers, who will both progress further in the adoption of IPM (Integrated Pest Management) – through peer-to-peer learning and joint efforts – and demonstrate to other farmers that holistic IPM “works”; i.e., allows a low reliance on pesticides with better pest control, reduced costs, and enhanced profitability. IPMWORKS will stimulate access to the ‘IPM Decisions’ platform (an online platform that is easy to use for the monitoring and management of pests that is developing under the IPM Decisions project) and provide information on the IPM methods. IPMWORKS project is a part of FarmDemo projects’ family, and it relies on a will further develop the platform created under NEFERTITI project. As NEFERTITI’s sister project, IPMWORKS will take advantage of successful methods, tools, and best practices from NEFERTITI.

Figure: Screenshot of the post announcing the synergies between NEFERTITI and IPMWORKS projects and announcing the growth of FarmDemo cluster



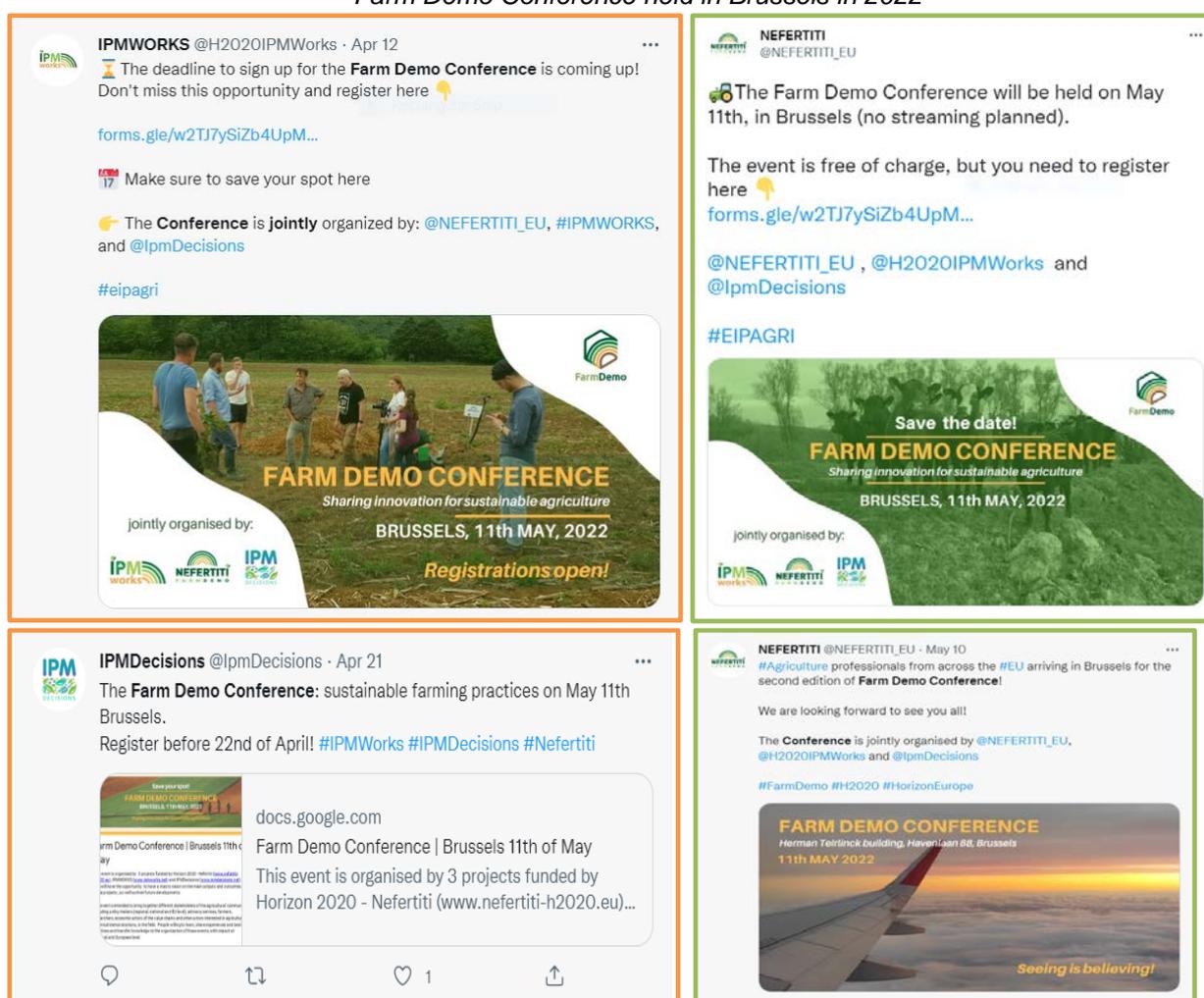
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IPMWORKS, IPMDECISIONS and NEFERTITI projects jointly organised the second edition of Farm Demo Conference in May 2022 and brought together agricultural community in the Brussels to encourage the improvement of the farm demonstrations across Europe. Furthermore, the three projects organised a Farm Demo Policy Dialogue event on Farm Demo networks for sustainable agriculture that combined presentations and discussions with a visit to a demonstration farm that implements holistic Integrated Pest Management, thus significantly reducing pesticide use. All these activities were supported by extensive social media campaign performed by three projects' social media managers. The example of posts can be found below, while the video summarizing Policy Dialogue day and Farm Demo Conference is available here <https://www.youtube.com/watch?v=d3DhEU9VOp0>.

Figure: Example of posts announcing joint activity of NEFERTITI, IPMWORKS and IPMDecisions projects: Farm Demo Conference held in Brussels in 2022



3.5. The European Week of Regions and Cities

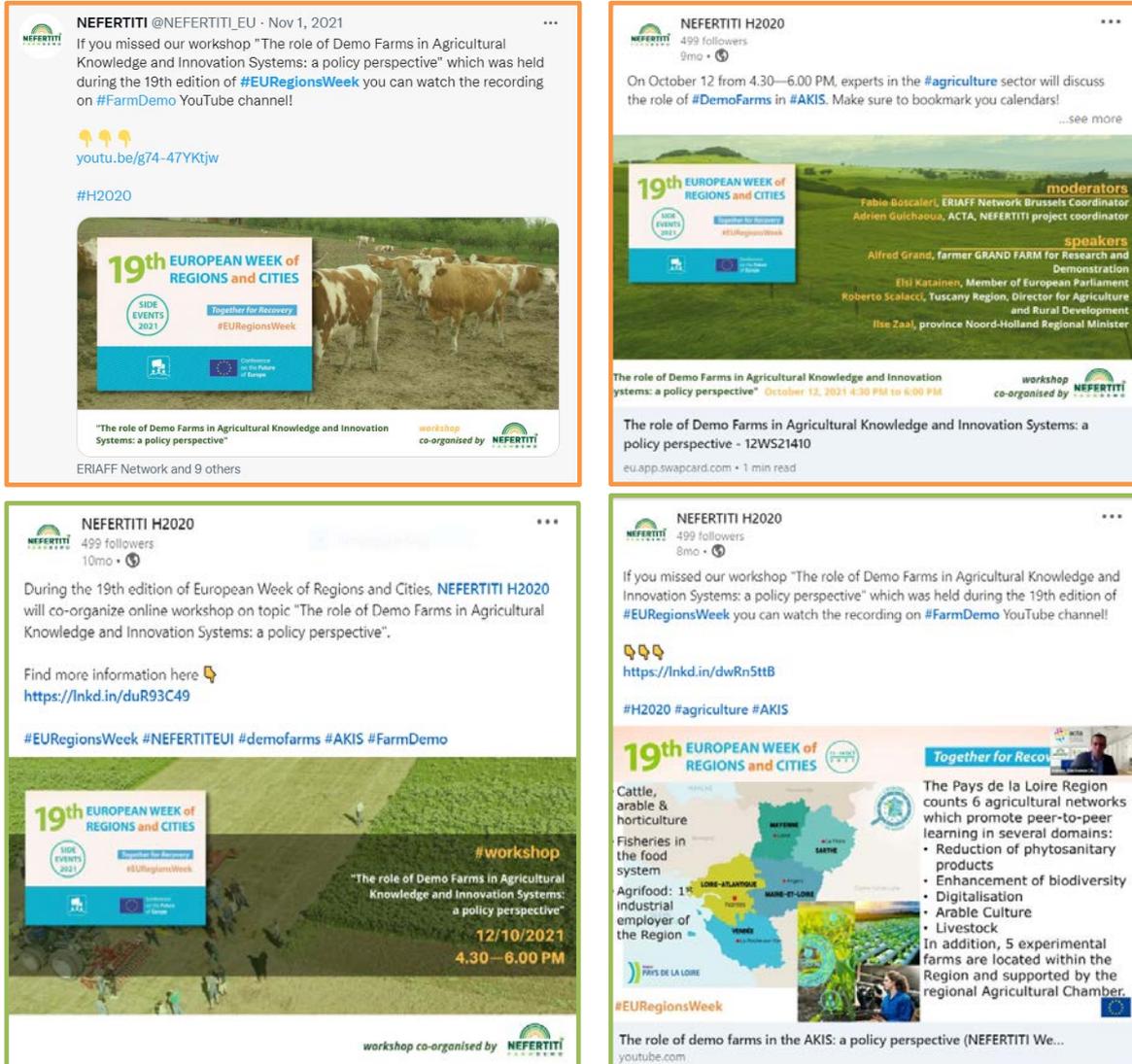
The European Week of Regions and Cities is an annual four-day event during which cities and regions showcase their capacity to create growth and jobs, implement European Union cohesion policy, and prove the importance of the local and regional level for good European governance. In the program of European Week of Regions and Cities 2021, NEFERTITI organized an online workshop emphasizing the importance of peer-to-peer learning in agri-food innovation uptake, building on the experience of the NEFERTITI project: "The role of Demo Farms in the Agricultural Knowledge and Innovation Systems: a policy perspective".

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Figure: Example of posts announcing and reporting on joint activity of NEFERTITI and European Week of Regions and Cities



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4

Monitoring and Evaluation



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4. Monitoring and evaluation

In order to monitor and evaluate success rate of social media activities, we have implemented of several analytical tools, such as Facebook insights, Twitter Analytics, YouTube Analytics and LinkedIn Analytics, which are official analytics tools of these social media networks. Additionally, we used Tweet Binder and Foller.me to get deeper into Twitter metrics. For measuring success of social media campaigns which were dedicated to acquiring participants for specific events and monitoring their successes, we used bit.ly link generator tool.

Metrics show that KPIs set in Social Media Strategy and Communication and Dissemination strategy are successfully met. Content shared was measured by total number of videos uploaded on FarmDemo YouTube channel and total number of posts published on three social media networks Twitter, Facebook and LinkedIn and the number exceed the KPI for 184% and 174.6 % for YouTube and other social media networks respectively. When it comes to the effectiveness of content shared and effectiveness of overall social media strategy implementation, it is measured by total number of people reached through NEFERTITI social media channels which counts over 438,000 and makes 877.8 % of KPI reached; and total number of video views on FarmDemo YouTube channel which counts over 280,000 and makes 562.5% of KPI reached. Social media results with KPI achieved were reported in deliverable Deliverable n°7.3 : Midterm report on dissemination and communication plan implementation which covered period from beginning of the project until 30.11.2019, and in the Periodic Reports which covered period until 31.12.2020. In Annex 2 Effectiveness tracker tool presents statistics for period from 01.01.2021. until 15.06.2022, while Annex 1 presents Social Media Audit for entire project duration. Table with KPIs and actual results for period from beginning of the project until 15.06.2022. is presented below.

Table: Overview of KPIs achieved from beginning of the project until June 15, 2022

	Target (KPI)	Actual result	Target achieved (yes/no)	% Of KPI reached
Total number of posts published on Facebook, Twitter, and LinkedIn	1,040	1,816	yes	174.6 %
Number of people reached with social media posts (TW, FB, LN)	50,000	438,892	yes	877.8 %
Number of NEFERTITI videos published on FarmDemo project	50	97	yes	194%
Number of total video views	50,000	281,267	yes	562.5%

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5

Conclusion

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5. Conclusion

Social media networks prove to be great supporting tool for various communication and dissemination activities. They have a power to effectively spread a message, inform people or spread a knowledge gained. Although communication on social media networks require conciseness, this can be compensated by higher frequency of posting which is especially useful when it comes to all kinds of reminders, repeated information etc (i.e. uploading numerous blog posts on the same topic could be considered as a hard sell, while doing the same thing on social media is completely fine, people used to it).

NEFERTITI Social Media statistics shows that EU agricultural community mostly uses Twitter for communication and interactions. NEFERTITI Twitter account is actually followed by far more people than the account is following (over three times more people that follow NEFERTITI than accounts that are followed by NEFERTITI), which means that followers are organically and authentically gained – not automatically based on follow-backs which would be a case if the numbers of followers and followings is similar.

Content that has been shared on NEFERTITI social media accounts so far had different aims: 1) to inform farming actors about demo farm visits, attract them and engage in demo activities, 2) to spread the lessons learnt and increase the information flow, support efforts to boost innovation uptake and networking between farming and innovation actors across Europe, 3) to raise awareness of the project and farm demo cluster through content structured around thematic networks, organisations involved in project implementation, and posts announcing project results and findings.

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6

Annexes

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The logo features the word "NEFERTITI" in a bold, grey, sans-serif font. The letters are stylized with grass blades at their base. The final letter, "I", is replaced by a stylized green leaf icon.



6. Annexes

6.1 NEFERTITI Social Media Audit

SITE	LINK	PROFILE NAME	FOLLOWERS	FREQUENCY OF POSTS	NUMBER OF PEOPLE REACHED
FACEBOOK	https://www.facebook.com/NEFERTITI.EU	NEFERTITI.EU	636	8.78	45 615
TWITTER	https://twitter.com/NEFERTITI_EU	NEFERTITI_EU	1492	18.63	330 584
LINKEDIN	https://www.linkedin.com/company/nefertiti-h2020/	NEFERTITI H2020	499	6.2	62 693
YOUTUBE	https://www.youtube.com/c/FarmDemo	FarmDemo	1400+	1.8	281 267 (video views)

SITE	LINK	PROFILE NAME	% OF POSTS WITH MENTIONS	% OF POSTS WITH #	% OF POSTS WITH LINKS
FACEBOOK	https://www.facebook.com/NEFERTITI.EU	NEFERTITI.EU	60 - 63%	48 - 60%	57%
TWITTER	https://twitter.com/NEFERTITI_EU	NEFERTITI_EU			
LINKEDIN	https://www.linkedin.com/company/nefertiti-h2020/	NEFERTITI H2020	N/A	N/A	N/A
YOUTUBE	https://www.youtube.com/c/FarmDemo	FarmDemo			



6.2. NEFERTITI Social Media Effectiveness Tracker for period 01.01.2021 – 15.06.2022.

SOCIAL MEDIA EFFECTIVENESS TRACKER

DATE OF POST	SOCIAL MEDIA PLATFORM	CATEGORIES	TARGET AUDIENCE	CALLS TO ACTION	IMPRESSIONS	COMMENTS / REPLIES	LIKES / FAVORITES	SHARES / RETWEETS	CLICKS	TOTAL ENGAGEMENT
2/6/2022	Twitter	video	Farmers Advisors	Watch video	677		12	6	30	725
1/6/2022	Twitter	video	policy makers, farmers, advisors	Watch video	386		12	4	21	423
11/5/2022	Twitter	image	policy makers, farmers, advisors	/	271		9		15	295
11/5/2022	Twitter	image	policy makers, farmers, advisors		538		9	2	17	566
11/5/2022	Twitter	image	policy makers, farmers, advisors		267	1	5	1	25	299
11/5/2022	Twitter	image	policy makers, farmers, advisors		569		11	3	7	590

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DATE OF POST	SOCIAL MEDIA PLATFORM	CATEGORIES	TARGET AUDIENCE	CALLS TO ACTION	IMPRESSIONS	COMMENTS / REPLIES	LIKES / FAVORITES	SHARES / RETWEETS	CLICKS	TOTAL ENGAGEMENT
11/5/2022	Twitter	image	policy makers, farmers, advisors		167		6	2	4	179
7/6/2022	Linkedin	video-repost	Farmers Advisors	Watch video	19		2		1	22
2/6/2022	Linkedin	video	Farmers Advisors	Watch video	183		5	2	17	207
1/6/2022	Linkedin	video	policy makers, farmers, advisors	Watch video	376	1	16	3	30	426
11/5/2022	Linkedin	image	policy makers, farmers, advisors	/	281		11	2	12	306
11/5/2022	Linkedin	image	policy makers, farmers, advisors		74		1		3	78
11/5/2022	Linkedin	image	policy makers, farmers, advisors		251		5		74	330
11/5/2022	Linkedin	image	policy makers, farmers, advisors		443		3	1	5	452
11/5/2022	Linkedin	image	policy makers, farmers, advisors		169		4	1	4	178

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11/5/2022	Linkedin	image	policy makers, farmers, advisors		91		5		10	106
11/5/2022	Twitter	image	policy makers, farmers, advisors		196		7	3	13	219
11/5/2022	Twitter	image	policy makers, farmers, advisors		339		6	3	21	369
11/5/2022	Twitter	image	policy makers, farmers, advisors		216		9	2	11	238
11/5/2022	Twitter	image	policy makers, farmers, advisors		1,089		13	8	31	1141
11/5/2022	Linkedin	text - repost	policy makers, farmers, advisors		92		3			95
11/5/2022	Linkedin	image	policy makers, farmers, advisors		154		5		7	166
11/5/2022	Linkedin	image	policy makers, farmers, advisors		251		11	1	16	279

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11/5/2022	Linkedin	image	policy makers, farmers, advisors		131		3		4	138
11/5/2022	Linkedin	image	policy makers, farmers, advisors		543		20	1	111	675
2/6/2022	Facebook	video	Farmers Advisors	Watch video	225		8	4	17	254
1/6/2022	Facebook	video	policy makers, farmers, advisors	Watch video	218		6	4	14	242
11/5/2022	Facebook	image	farmers, advisors, policy makers		89		2	1	3	95
11/5/2022	Facebook	image	farmers, advisors, policy makers		101		3		3	107
11/5/2022	Facebook	image	farmers, advisors, policy makers		129		3		6	138
11/5/2022	Facebook	image	farmers, advisors, students		81		4			85
11/5/2022	Facebook	image	farmers, advisors, policy makers		131		4		8	143
11/5/2022	Facebook	image	farmers, advisors, policy makers		79		4		1	84

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11/5/2022	Facebook	image	farmers, advisors, policy makers		108		5		1	114
11/5/2022	Facebook	image	farmers, advisors, policy makers		335		6		40	381
11/5/2022	Facebook	image	farmers, advisors, policy makers		24		7		2	33
11/5/2022	Facebook	image	farmers, advisors, policy makers		226		8		13	247
11/5/2022	Facebook	image	farmers, advisors, policy makers		489		6		6	501
5/5/2022	Facebook	gif	farmers, advisors	follow the link to save your seat now	46		2		4	52
21/4/2022	Facebook	link	farmers, advisors	register now	91		2		5	98
12/4/2022	Facebook	video	farmers, advisors, policy makers	save your spot	203		1		7	211
7/4/2022	Facebook	image	policy makers, farmers, advisors		870		6		54	930
7/4/2022	Facebook	image	policy makers, farmers, advisors		136		4		5	145

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7/4/2022	Facebook	image	policy makers, farmers, advisors		167		2		20	189
7/4/2022	Facebook	video	policy makers, farmers, advisors		474		9		55	538
7/4/2022	Facebook	image	policy makers, farmers, advisors		601		4		59	664
7/4/2022	Facebook	image	policy makers, farmers, advisors		783		7		82	872
7/4/2022	Facebook	image	policy makers, farmers, advisors		121		5		18	144
6/4/2022	Facebook	image	policy makers, farmers, advisors		111		3		4	118
6/4/2022	Facebook	image	policy makers, farmers, advisors		196		14		34	244
6/4/2022	Facebook	image	policy makers, farmers, advisors		860		4		63	927

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5/4/2022	Facebook	image	policy makers, farmers, advisors		145		4		44	193
5/4/2022	Facebook	image	policy makers, farmers, advisors		89		3			92
5/4/2022	Facebook	image	policy makers, farmers, advisors		403		4	1	9	417
1/4/2022	Facebook	image	policy makers, farmers, advisors		441		28	2		471
10/5/2022	Linkedin	image	policy makers, farmers, advisors		489		15	1	8	513
5/5/2022	Linkedin	image	farmers, advisors, policy makers	register now	242		10	1	8	261
12/4/2022	Linkedin	link	farmers, advisors, policy makers,	register now	203		6	4	17	230
8/4/2022	Linkedin	image	policy makers, farmers, advisors		197		9		194	400

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8/4/2022	Linkedin	image	policy makers, farmers, advisors		1,748	6	37	3	139	185
7/4/2022	Linkedin	image	policy makers, farmers, advisors		212		2		37	251
7/4/2022	Linkedin	video	policy makers, farmers, advisors		267		8	1	5	281
7/4/2022	Linkedin	image	policy makers, farmers, advisors		476		8		104	588
7/4/2022	Linkedin	video	policy makers, farmers, advisors		527	1	6	1	175	710
7/4/2022	Linkedin	image	policy makers, farmers, advisors		185		5		9	199
7/4/2022	Linkedin	image	policy makers, farmers, advisors		1,166	1	35	4	300	340
7/4/2022	Linkedin	image	policy makers, farmers, advisors		160		1		14	175

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6/4/2022	Linkedin	image	policy makers, farmers, advisors		300		7	2	41	350
5/4/2022	Linkedin	image	policy makers, farmers, advisors		506		15	2	186	709
6/4/2022	Linkedin	image	policy makers, farmers, advisors		300		7	2	41	350
5/4/2022	Linkedin	image	policy makers, farmers, advisors		443	1	14		17	475
5/4/2022	Linkedin	image	policy makers, farmers, advisors		300		7	2	41	350
5/4/2022	Linkedin	image	policy makers, farmers, advisors		352	1	14		15	382
1/4/2022	Linkedin	link	policy makers, farmers, advisors		77		3		3	83
10/5/2022	Twitter	image	farmers, advisors, policy makers,		232		8	3	15	258

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5/5/2022	Twitter	gif	farmers, advisors, policy makers	register now	589		4	4	18	615
21/4/2022	Twitter	image	farmers, advisors, policy makers,	register now	1068		16	6	51	1141
12/4/2022	Twitter	image	farmers, advisors, policy makers,		606		2	4	11	623
7/4/2022	Twitter	image	policy makers, farmers, advisors		1718	1	26	11	70	1826
7/4/2022	Twitter	image	policy makers, farmers, advisors,		807		10	4	50	871
7/4/2022	Twitter	image	policy makers, farmers, advisors		676		8	2	45	731
7/4/2022	Twitter	image	policy makers, farmers, advisors,		584		5	4	40	633
6/4/2022	Twitter	image	policy makers, farmers, advisors		298		7	3	17	325

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6/4/2022	Twitter	image	policy makers, farmers, advisors,		136		4		6	146
6/4/2022	Twitter	image	policy makers, farmers, advisors		915		13	7	57	992
5/4/2022	Twitter	image	policy makers, farmers, advisors,		435		9	1	53	498
5/4/2022	Twitter	image	policy makers, farmers, advisors		706	1	13	4	55	779
5/4/2022	Twitter	image	policy makers, farmers, advisors,		435		9	1	53	498
5/4/2022	Twitter	image	policy makers, farmers, advisors		241		5	2	12	260
5/4/2022	Twitter	image	policy makers, farmers, advisors,		723		7	5	11	746
1/4/2022	Twitter	image	farmers, advisors, policy makers		1284		17	11	23	1335
29/3/2022	Linkedin	video	farmers		301		14	5	14	334

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28/3/2022	Linkedin	video	farmers, advisors, policy makers		413		11	8	17	449
23/3/2022	Linkedin	image	farmers, advisors, policy makers		209		8	4	14	235
18/3/2022	Linkedin	image	farmers, advisors, policy makers		125		5	4	1	135
15/3/2022	Linkedin	image	farmers, advisors, policy makers		83		3	1	6	93
11/3/2022	Linkedin	image	farmers, advisors, policy makers		255		14	5	12	286
23/2/2022	Linkedin	video	farmers, advisors		145		5	1	3	154
2/2/2022	Linkedin	video	farmers		212		9		5	226
2/2/2022	Linkedin	video	farmers		33		1	1		35
28/1/2022	Linkedin	video	farmers, advisors		271		9		9	289
5/1/2022	Linkedin	video	farmers, advisors		93		2		2	97
29/12/2021	Linkedin	video	farmers, advisors		208		6	1	2	217
23/12/2021	Linkedin	image	all followers		170		10	1		181
23/12/2021	Linkedin	video	farmers, advisors		66		1		24	91
30/11/2021	Linkedin	image	policy makers, farmers		423		15			438

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30/11/2021	Linkedin	image	policy makers, farmers, advisors		131		4	1	2	138
30/11/2021	Linkedin	image	policy makers, farmers, advisors		122		2	1	7	132
12/11/2021	Linkedin	image	farmers, advisors	join webinar	40		2			42
11/11/2021	Linkedin	image	farmers, advisors		45		3	1	2	0
10/11/2021	Linkedin	image	advisors	register for a webinar	92		4	1	4	101
9/11/2021	Linkedin	image	farmers	join webinar	50		1		1	52
9/11/2021	Linkedin	image	farmers	register to webinar	64		3		1	68
9/11/2021	Linkedin	image	farmers		141		6	1	4	152
8/11/2021	Linkedin	image	farmers, advisors, policy makers		15		1			16
8/11/2021	Linkedin	image	farmers, advisors		88		5		1	94
8/11/2021	Linkedin	image	farmers advisors		94		4		1	99
5/11/2021	Linkedin	image	policy makers, farmers, advisors		148		5	1	7	161
5/11/2021	Linkedin	image	farmers		87		4		3	94

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5/11/2021	Linkedin	image	farmers, advisors		184		8	2	10	204
1/11/2021	Linkedin	video	policy makers		146		6	2	3	157
15/10/2021	Linkedin	video	farmers, advisors		119		4	1	7	131
6/10/2021	Linkedin	image	farmers, advisors		111		3	0		114
24/9/2021	Linkedin	image	policy makers	register now	254		12	3	30	299
20/9/2021	Linkedin	image	policy makers	register now	94		6	1	1	102
10/9/2021	Linkedin	image	farmers, advisors	register now	175		9	2	10	196
9/9/2021	Linkedin	image	policy makers		378		13	1	17	409
6/9/2021	Linkedin	image	farmers, advisors		151		4		4	159
23/8/2021	Linkedin	video	farmers, advisors		129		4	2	5	140
15/07/2021	Linkedin	image	farmers, advisors, policy makers		235		11	2	13	261
2/7/2021	Linkedin	image	farmers, advisors, policy makers		27		3			30
1/7/2021	Linkedin	image	farmers, advisors, policy makers		22		2			24
30/6/2021	Linkedin	image	farmers, advisors, policy makers		19		1			20

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29/06/2021	Linkedin	image	farmers, advisors, policy makers		42		3		1	46
29/3/2022	Facebook	video	farmers		186		2		2	190
29/3/2022	facebook	video	farmers		65					65
28/3/2022	Facebook	video	farmers, advisors, policy makers	register now	61					61
22/3/2022	Facebook	image	farmers, advisors, policy makers	register now	138		4		16	158
18/3/2022	Facebook	image	farmers, advisors, policy makers	register now	29		1		2	32
15/3/2022	Facebook	image	farmers, advisors, policy makers	register now	80		7		6	93
11/3/2022	Facebook	image	farmers, advisors, policy makers	register now	42		6		8	56
23/2/2022	Facebook	video	farmers	watch video	295		2		4	301
28/1/2022	Facebook	video	policy makers, farmers, advisors	watch video	110		3		1	114
5/1/2022	Facebook	video	farmers	watch video	74					74
29/12/2021	Facebook	video	farmers	watch video	94		2		1	97
23/12/2021	Facebook	video	all followers		92		5		1	98

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23/12/2021	Facebook	video	policy makers, farmers, advisors	watch video	85		1			86
30/11/2021	Facebook	image	policy makers, farmers, advisors		86		1		2	89
30/11/2021	Facebook	image	policy makers, farmers, advisors		89		2		5	96
30/11/2021	Facebook	image	policy makers, farmers, advisors		141		4		7	152
12/11/2021	Facebook	image	farmers, advisors, policy makers	watch webinar	109		2		2	113
11/11/2021	Facebook	image	farmers, advisors, policy makers,	join us	333		10		6	349
10/11/2021	Facebook	image	farmers, advisors, policy makers	register now	99		4		3	106
9/11/2021	Facebook	image	farmers, advisors, policy makers,	register now	84		3		1	88
9/11/2021	Facebook	image	farmers, students	register now	87		2		1	90

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9/11/2021	Facebook	image	farmers, advisors, students, policy makers	register now	77		4			81
9/11/2021	Facebook	image	farmers, students	join us	73		1			74
8/11/2021	Facebook	image	farmers, advisors, students, policy makers		81		3		1	85
8/11/2021	Facebook	image	farmers, students	join us	69		1		1	71
8/11/2021	Facebook	image	farmers, advisors, students, policy makers	join us	83		4		4	91
8/11/2021	Facebook	link	farmers, students	join us	27		1		0	28
5/11/2021	Facebook	link	farmers, advisors, students, policy makers	register now	84		2		1	87
5/11/2021	Facebook	image	farmers, students	register now	489		8		6	503
1/11/2021	Facebook	video	farmers, advisors, students, policy makers	watch video	130		3		4	137
15/10/2021	Facebook	video	farmers, advisors	watch video	108		5		4	117

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6/10/2021	Facebook	link	farmers, advisors, policy makers	register	91		3		7	101
6/10/2021	Facebook	image	farmers, advisors	join	84		1		3	88
20/9/2021	Facebook	link	farmers, advisors, policy makers	register	94		2		2	98
10/9/2021	Facebook	image	farmers, advisors	join	95		2		1	98
9/9/2021	Facebook	image	policy makers	take a look	331		15		5	351
6/9/2021	Facebook	video	farmers, advisors	watch video	64		1		1	66
23/8/2021	Facebook	video	farmers, advisors	watch video	75		1		1	77
15/7/2021	Facebook	image	policy makers, farmers, advisors		131		9		1	141
2/7/2021	Facebook	image	farmers, advisors		69		1		1	71
1/7/2021	Facebook	image	policy makers, farmers, advisors		63		1			64
30/6/2021	Facebook	image	farmers, advisors		104		6			110
29/6/2021	Facebook	image	farmers, advisors		61		1			62
25/6/2021	Facebook	image	farmers, advisors		88		5		1	94

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24/6/2021	Facebook	image	farmers, advisors		29		9		4	42
22/6/2021	Facebook	image	farmers, advisors	join us	61		3			64
21/6/2021	Facebook	image	farmers, advisors		115		5		8	128
29/3/2022	Twitter	video	farmers	watch video	303		7	1	10	
28/3/2022	Twitter	video	farmers, advisors, policy makers	join FDC	510	1	7	5	8	531
21/3/2022	Twitter	link	farmers, advisors, policy makers	watch video	594		11	7	30	642
18/3/2022	Twitter	image	farmers, advisors, policy makers	save your spot	188		4	2	4	198
14/3/2022	Twitter	image	farmers, advisors, policy makers	register now	703		7	7	30	747
11/3/2022	Twitter	image	farmers, advisors, policy makers	save your spot	552		12	6	10	580
23/2/2022	Twitter	video	farmers	watch video	866		9	4	12	891
1/2/2022	Twitter	video	farmers, advisors	watch video	493	2	3	4	12	514
23/2/2022	Twitter	video	farmers	watch video						0
28/1/2022	Twitter	video	farmers, advisors, policy makers	watch video	304		2	1	1	308

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5/1/2022	Twitter	video	farmers	watch video	678		7	3	9	697
29/12/2021	Twitter	video	farmers, advisors	watch video	501		7	3	11	522
23/12/2021	Twitter	gif	all followers		1288		6	1	17	1312
1/12/2021	Twitter	image	policy makers, farmers, advisors		474		4	1	11	490
30/11/2021	Twitter	image	policy makers, farmers, advisors		436		4	1	8	449
30/11/2021	Twitter	image	policy makers, farmers, advisors		812		6	5	9	832
30/11/2021	Twitter	image	policy makers, farmers, advisors		299		2		4	305
12/11/2021	Twitter	link	farmers, advisors, policy makers	sign in	658		6	1	9	674
11/11/2021	Twitter	image	farmers, advisors, policy makers	register now	2893		3	4	53	2953
10/11/2021	Twitter	image	advisors, students		386		2		2	390
10/11/2021	Twitter	image	advisors, students		812		6	5	10	833

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9/11/2021	Twitter	image	policy makers, farmers, advisors	register now	269		2		5	276
9/11/2021	Twitter	image	policy makers, farmers, advisors	register now	485		3	3	13	504
9/11/2021	Twitter	image	farmers, students	register now	220		2		1	223
9/11/2021	Twitter	image	farmers, students	register now	364		4	1	2	371
9/11/2021	Twitter	image	farmers, students, advisors, policymakers	register now	199		1		1	201
8/11/2021	Twitter	image	policy makers, farmers, advisors	learn more	1049		6	6	6	1067
8/11/2021	Twitter	image	students	register now	447		4	3	5	459
8/11/2021	Twitter	image	policy makers, farmers, advisors	join us	3931		6	6	32	3975
8/11/2021	Twitter	image	students, farmers	register now	142		1		2	145
5/11/2021	Twitter	image	policy makers, farmers, advisors	learn more	196		1	1	5	203

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5/11/2021	Twitter	image	students, policy makers, farmers, advisors	register now	1105		5	5	33	1148
1/11/2021	Twitter	video	policy makers, farmers, advisors	learn more	337		7	4	16	364
15/10/2021	Twitter	video	farmers advisors	watch video	307		4	1	5	317
6/10/2021	Twitter	image	policy makers, farmers, advisors	save your spot	1348		8	5	32	1393
6/10/2021	Twitter	image	students	register now	269		2	1	14	286
23/9/2021	Twitter	link	policy makers	register	404		4		17	425
20/9/2021	Twitter	link	policy makers	save your spot	942		12	2	16	972
10/9/2021	Twitter	link	policy makers	register	1208		14	6	10	1238
6/9/2021	Twitter	video	farmers	watch video	333		2	1	2	338
22/8/2021	Twitter	link	farmers	watch video	787		4	2	3	796
15/7/2021	Twitter	image	policy makers, farmers, advisors		3556		15	7	30	3608

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2/7/2021	Twitter	image	policy makers, agricultural organisations, advisors	check the agenda	969		5	1	6	981
30/6/2021	Twitter	image	policy makers, farmers	watch the programme	817		5	1		823
29/6/2021	Twitter	image	policy makers	check the agenda	1473		6	2	10	1491
28/6/2021	Twitter	link	policy makers, advisors, farmers	register	903		4	2	16	925
24/6/2021	Twitter	link	policy makers, advisors, farmers	register	1220		4	3	7	1234
23/6/2021	Twitter	link	policy makers		1443		6	3	7	1459
22/6/2021	Twitter	link	farmers		514		1		5	520
20/6/2021	Twitter	image	advisors		1021		7	1	10	1039
1/6/2021	Twitter	link	farmers, food producers		1211		6	2	2	1221
1/6/2021	Twitter	image	farmers	join us	705		4		3	712
25/5/2021	Twitter	image	farmers	join us	476		2		3	481
27/4/2021	Twitter	link	policy makers	save your spot	553		1		2	556
14/4/2021	Twitter	image	policy makers, farmers		986		5	2	42	1035

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14/4/2021	Twitter	image	policy makers, advisors, farmers		820		4	1	28	853
13/4/2021	Twitter	image	policy makers, advisors, farmers		502		1			503
13/4/2021	Twitter	image	policy makers, advisors, farmers		508		1		4	513
13/4/2021	Twitter	image	policy makers, advisors, farmers		1037		7		13	1057
13/4/2021	Twitter	image	policy makers		913		3	1	7	924
8/4/2021	Twitter	video	farmers, advisors	watch video	968		4	3	13	988
24/3/2021	Twitter	video	policy makers, farmers, advisors	watch video	3827		17	7	32	3883
15/3/2021	Twitter	image	policy makers, farmers, advisors		585		3		7	595
15/3/2021	Twitter	image	policy makers, advisors, farmers		916		4	2	8	930

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15/3/2021	Twitter	image	policy makers, farmers, advisors		462		2		8	472
15/3/2021	Twitter	image	policy makers, advisors, farmers		649		2	1	3	655
15/3/2021	Twitter	image	farmers, advisors		892		4	1	12	909
15/3/2021	Twitter	image	policy makers, advisors, farmers		466		3		2	471
15/3/2021	Twitter	image	policy makers, farmers, advisors		844		1	1	1	847
15/3/2021	Twitter	image	policy makers, advisors, farmers		425		1		6	432
10/3/2021	Twitter	image	policy makers, farmers, advisors		1597		9	4	10	1620
2/3/2021	Twitter	image	policy makers, advisors, farmers		1426		6	4	8	1444

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24/2/2021	Twitter	image	farmers, advisors, policy makers		1405		3	4	12	1424
18/2/2021	Twitter	image	policy makers, advisors, farmers	save your spot	914		6	4	13	937
15/2/2021	Twitter	image	farmers, advisors, policy makers	save your spot	961		9	3	14	987
1/2/2021	Twitter	image	policy makers, advisors, farmers		2796		15	7	48	2866
27/1/2021	Twitter	image	farmers, advisors, policy makers		859		7	1	8	875
25/1/2021	Twitter	image	policy makers, advisors, farmers		1689		12	4	22	1727
25/1/2021	Twitter	image	researchers		891		2	1	2	896
20/1/2021	Twitter	video	policy makers, advisors, farmers	watch video	650		8	1	12	671
13/1/2021	Twitter	video	farmers, advisors, policy makers	watch video	1184		12	4	28	1228
6/1/2021	Twitter	video	policy makers, advisorS	watch video	849		5	3	11	868

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25/5/2021	Facebook	image	farmers, advisors, policy makers		67		3			70
										0
27/4/2021	Facebook	image			74		1		1	76
14/4/2021	Facebook	image	policy makers, advisors, farmers		730		15		19	764
13/4/2021	Facebook	image	policy makers, advisors, farmers		98		6		1	105
13/4/2021	Facebook	image	policy makers, advisors, farmers		100		5		4	109
13/4/2021	Facebook	image	policy makers, advisors, farmers		314		9		7	330
8/4/2021	Facebook	image	policy makers, advisors, farmers	register	93		3			96
24/3/2021	Facebook	video	policy makers, advisors, farmers	watch video	76		4		1	81
15/3/2021	Facebook	image	policy makers, advisors		340		5		6	351

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15/3/2021	Facebook	image	policy makers		57		2		2	61
15/3/2021	Facebook	image	policy makers, advisors, farmers		41		1		1	43
15/3/2021	Facebook	image	farmers, advisors, policy makers		35		1		1	37
15/3/2021	Facebook	image	policy makers, advisors, farmers		36		1			37
15/3/2021	Facebook	image	policy makers, advisors, farmers		62		1		4	67
15/3/2021	Facebook	image	policy makers, advisors, farmers		61		1		1	63
10/3/2021	Facebook	image	policy makers, advisors, farmers		166		14		4	184
24/2/2021	Facebook	image	policy makers, advisors, farmers	register now	71		2		2	75
18/2/2021	Facebook	image	policy makers, advisors, farmers	register now	69		2		2	73

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15/2/2021	Facebook	image	policy makers, advisors, farmers	register now	79		1		3	83
2/1/2021	Facebook	image	policy makers, advisors, farmers		504		17		21	542
27/1/2021	Facebook	image	policy makers, advisors, farmers		90		3		2	95
25/1/2021	Facebook	image	policy makers, advisors, farmers		252		11		11	274
20/1/2021	Facebook	image	policy makers, advisors, farmers		65		1			66
20/1/2021	Facebook	video	farmers, policy makers, advisors,	watch video	81		1		2	84
13/1/2021	Facebook	video	farmers, policy makers, advisors,	watch video	90		5		5	100
7/1/2021	Facebook	image	students, farmers	register now	117		6		2	125

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