

Report on AAIN 2015 Social Media Coverage



African Agribusiness Incubation Conference & Expo Sept. 28 – 30

Coordinator: Aderajew Woldu

Sept., 2015

Stage Setup

In coordinating the Social Media Team (SMT) different tools were employed, which includes [Google Groups](#) & [Facebook Group](#). Two hashtags ([#Agbiz2015](#) & [#ecapacity](#)) were used in spreading the word about the AAIN event.

Social media handles are created for this specific event over Facebook, Twitter & Blogger. The respective links to the accounts/pages are listed as follows:

- Facebook: [Africa Incubate AgBiz](#)
- Twitter: [Incubate Ag Biz](#)
- Blogger: [African Agribusiness Incubation Conference](#)

In collaboration with FARA's communication team, we have sorted out a means to manage & promote FARA's official handles in building its on-line visibility & coverage to a wider audience.

Before the event kicks off, an email has sent to major professional networks, that engage Africans in Agriculture, in getting their attention about the event presence over social media with event handles & hashtags. These networks include

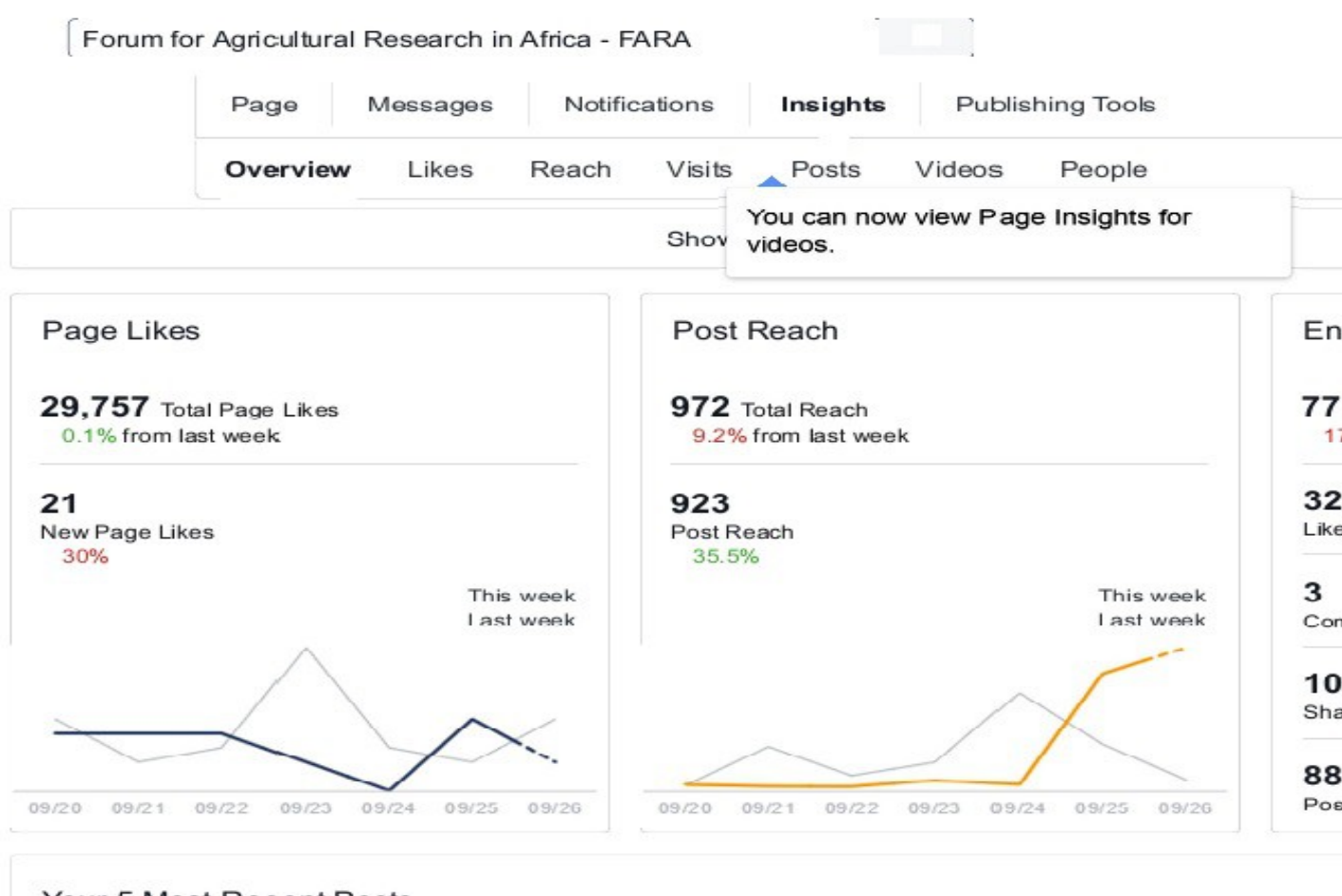
PAEPARD, PARD-SMT, FARA-SMT, FARA-NET, Youth-ARDYIS, CSA D-group, SM4NP, GLF-SMT, CGIAR-SMT & Agri-Hub Ethiopia.

In getting the local media attention we have utilized the Namibia Broadcasting Corporation network and we have mailed to 60 journalist to cover the event in their respective audiences. The list includes staff members of Channel Africa, BBC, Aljazeera, Net Connect & AllAfrica.com are few to mention.

Pre-event Social Media Metrics

The following pictures, from Sept. 27, shows the official handles (Facebook & Twitter) metrics for that week. This is a benchmark against which we will measure the Social Media Team (SMT) effort in achieving the event organizers mutual interest.

Illustration 1: [FARAAfrica](#) Facebook page insights before the event (on Sept. 27, 2015)





TWEETS 4,953 FOLL 1,152 Following WERS 8,996 FAVORITES 634 LISTS 1 **Following**

FARA Africa

@FARainfo **FOLLOWS YOU**

The primary focus of the Forum for Agricultural Research in Africa is agricultural innovation (#Agrinnovation) for Africa's wellbeing.

Ghana, West Africa

faraafrica.org

Joined October 2012



202 Followers you know



902 Photos and videos

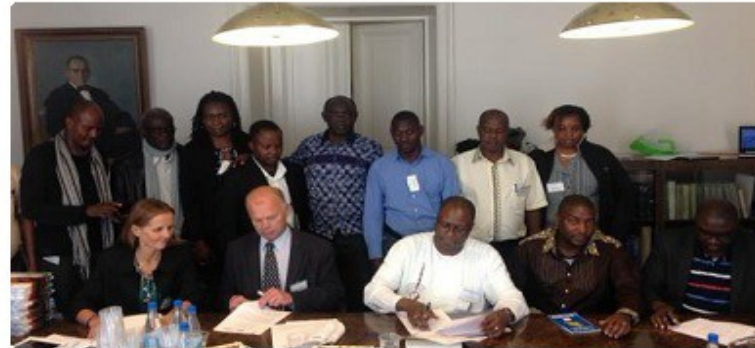


Tweets Tweets & replies Photos & videos

FARA Africa @FARainfo · 15h

FARA, AAIN PARTNERS WITH HAME UNIVERSITY OF APPLIED SCIENCES, FINLAND. faraafrica.org/news-events/fa

...
 Agribiz Incubators



FARA Africa @FARainfo · Sep 25

Illustration 2: FARA's Twitter page (@FARainfo)

Platform	Account	Tweets	Following	Followers
Twitter	@FARAINfo	4953	1152	8996

Table 1. Twitter account status before the AAIN event (on Sept. 27, 2015)

Platform	Account	Likes	Total Reach	Engagement
Facebook	@FARAAfrica	29757	972	77

Table 2 [@FARAAfrica](#) status before the event (Sept. 20-27)

SMT Result

The SMT has reached and engaged thousands across the globe from diverse demographic groups. On the first day of the event the team has reached to 341,783 peoples through 467 posts tagged with #Agbiz2015. It is depicted as follows.

467
posts

63
users

49,044
reach

341,783
impressions

Timeline

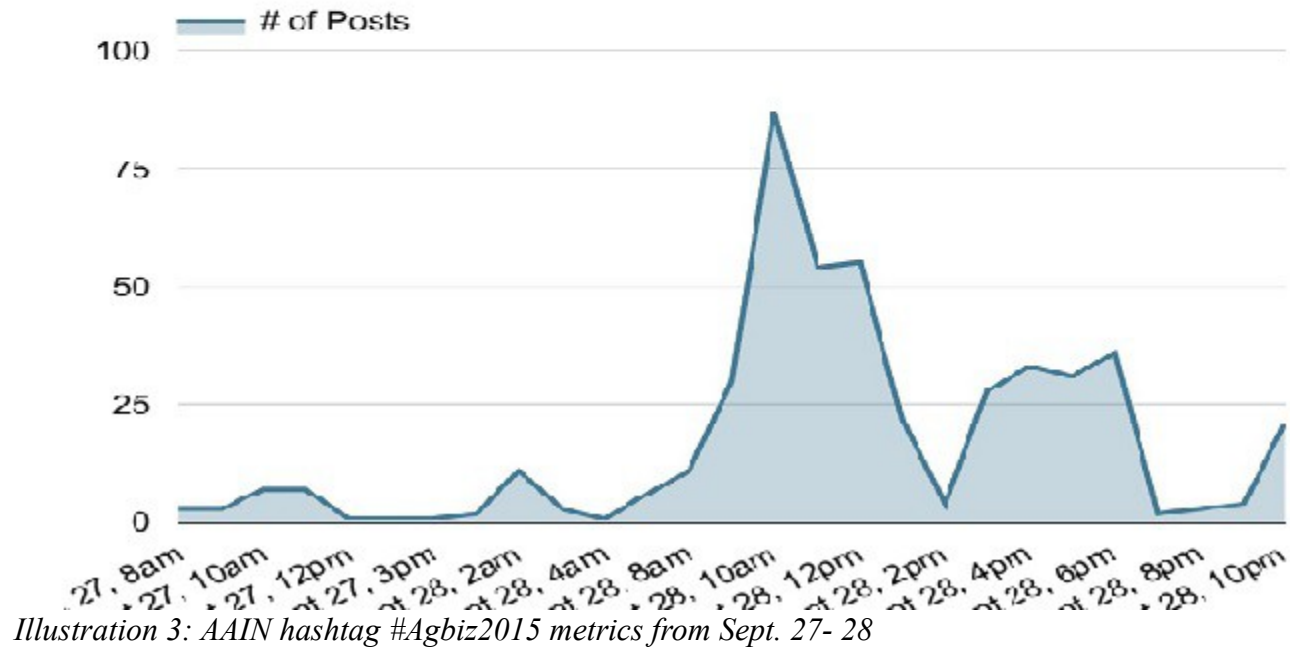


Illustration 3: AAIN hashtag #Agbiz2015 metrics from Sept. 27- 28

SMT Facebook Page

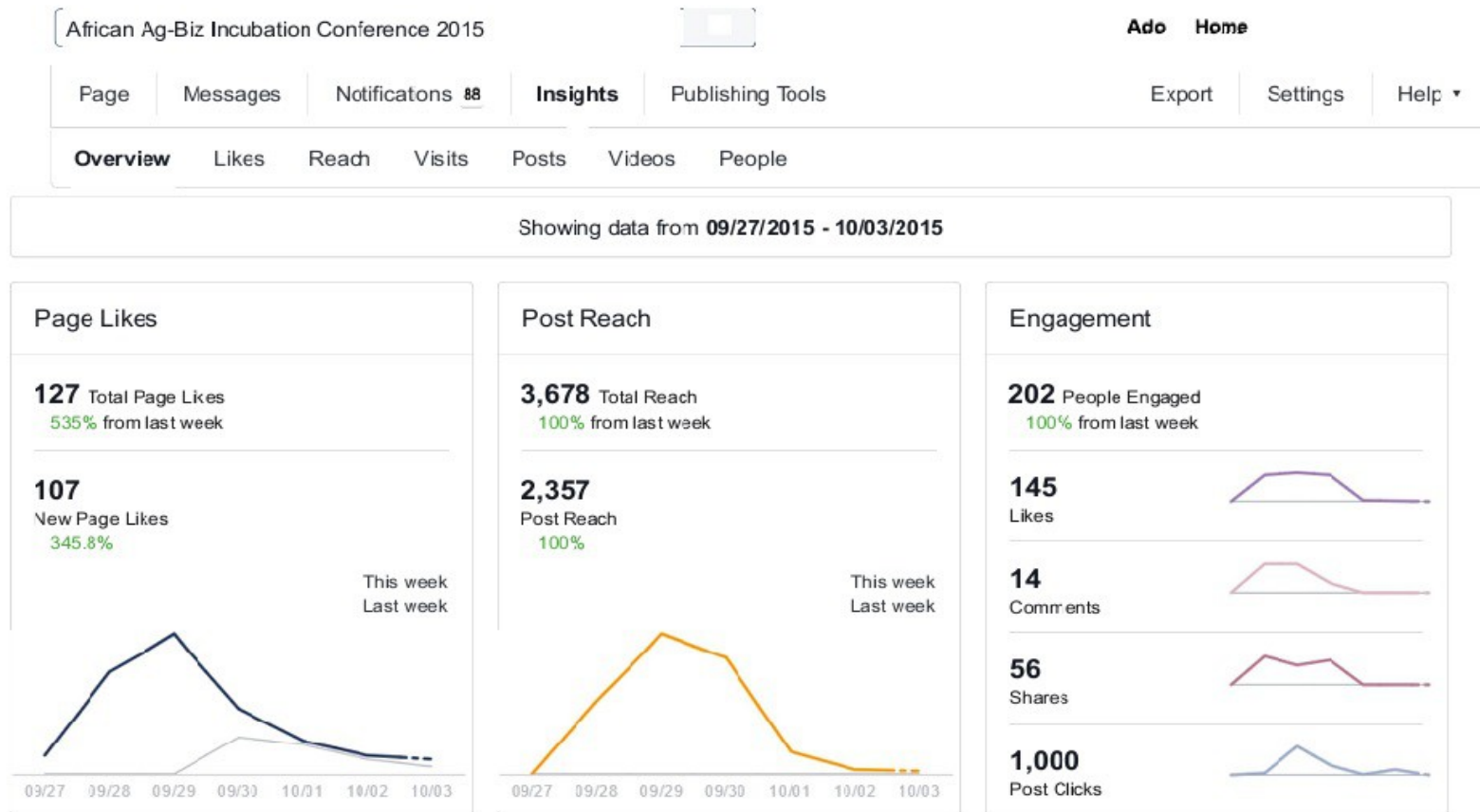


Illustration 4: African Ag-Biz Incubation Conference Facebook Page Insights

Our page [Africa Ag-Biz Incubation Conference 2015](#) has got 127 in a week with a total reach of 3, 678 and 202 peoples engaged in liking, commenting & sharing the information shared on. Posts has got 145 Likes, 14 Comments, 56 Shares & 1,000 Post Clicks.

SMT Twitter Account

[@Incubate_Ag_Biz](#) has posted 173 tweets and got 45 followers



TWEETS	FOLLOWING	FOLLOWERS	FAVORITES	LISTS
173	97	45	61	2

Incubate Ag-Biz
@Incubate_Ag_Biz

6 Photos and videos



Tweets Tweets & replies Photos & videos

 **Incubate Ag-Biz** @Incubate_Ag_Biz · 3h
Can ICT be a solution for agriculture Extension? Share your thought now!
#AAEW2015 #ICT4RAS @EAgriculture @accessagriculture @Ardyis_cta

Illustration 5: SMT Twitter account

FARA Facebook Account

During the week (Sept. 24-30) 225 peoples were engaged on @FARAAfrica: where posts has got 165 Likes, 10 Comments, 45 Shares and 1,164 Post Clicks.

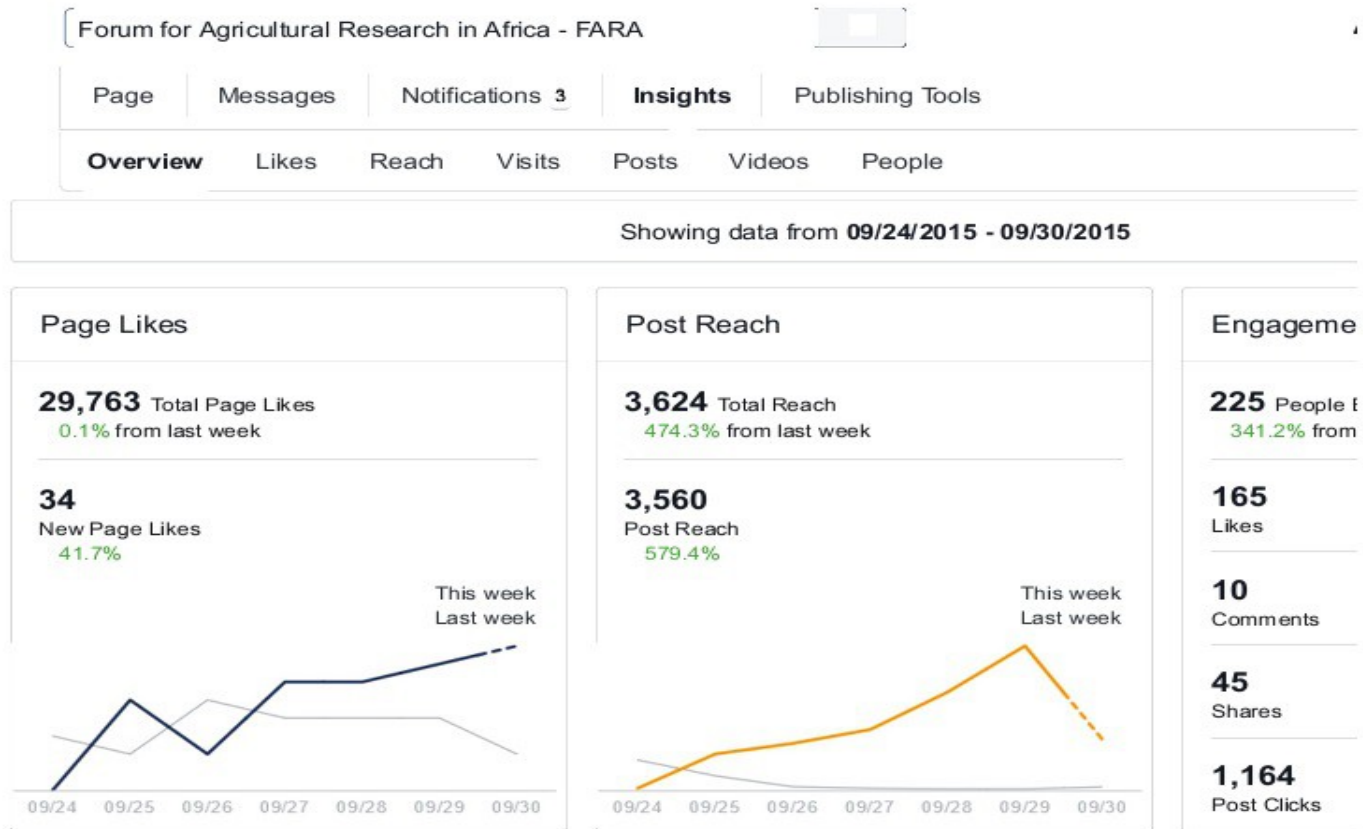


Illustration 6: FARAAfrica Facebook page insights from Sept. 24 - 30

FARA Twitter Account



The image shows a screenshot of the FARA Africa Twitter profile page. At the top, there is a header image featuring a person wearing glasses and a green patterned scarf. Below this, the FARA logo is displayed in green, with a stylized map of Africa to its right. To the right of the logo, statistics are listed: TWEETS (4,983), FOLLOWING (1,156), FOLLOWERS (9,093), FAVORITES (657), and LISTS (1). Below the statistics, there are three tabs: 'Tweets', 'Tweets & replies', and 'Photos & videos'. The 'Tweets' tab is selected. A tweet from FARA Africa (@FARAinfo) dated Oct 5 is visible. The tweet text reads: 'The rehearsal is enough; it's time for the real show and action to begin! "- @Akinbamijo1 youtu.be/D3mVla5d8-w'. Below the tweet, it says 'Organic Farming, AUC CAADP, CAADP and 2 others'. On the left side of the profile, the name 'FARA Africa' and handle '@FARAinfo' are shown. Below this is the bio: 'The primary focus of the Forum for Agricultural Research in Africa is agricultural innovation (#Agrinnovation) for Africa's wellbeing.' Further down, the location 'Ghana, West Africa', website 'faraafrica.org', and join date 'Joined October 2012' are listed.

FARA Africa
@FARAinfo

The primary focus of the Forum for Agricultural Research in Africa is agricultural innovation (#Agrinnovation) for Africa's wellbeing.

Ghana, West Africa
faraafrica.org
Joined October 2012

TWEETS 4,983 FOLLOWING 1,156 FOLLOWERS 9,093 FAVORITES 657 LISTS 1

Tweets Tweets & replies Photos & videos

FARA Africa @FARAinfo · Oct 5

FARA The rehearsal is enough; it's time for the real show and action to begin! "- @Akinbamijo1 youtu.be/D3mVla5d8-w

Organic Farming, AUC CAADP, CAADP and 2 others

AAIN SMT Contribution on FARA On-line Visibility

Facebook Page

	Platform	Account	Likes	Total Reach	Engagement
Pre-event	Facebook	@FARAAfrica	29757	972	77
Post-event	Facebook	@FARAAfrica	29763	3624	225

Table 3 Comparison of FARA’s page influence pre & during AAIN

Twitter Account

	Platform	Account	Tweets	Following	Followers
Pre-event	Twitter	@FARAinfo	4953	1152	8996
Post-event	Twitter	@FARAinfo	4981	1152	9087

Table 4 @FARAinfo metrics - pre & post AAIN

Overall Social Media Coverage Analysis

Real-time Tracker: #Agbiz2015



Illustration 7: AAIN event hashtag (#Agbiz2015) global reach metrics (Sept. 27-Oct 01)

The SMT, in collaboration with other outsourced online volunteers, has reached 866, 359 peoples around the globe through 1,071 posts, from September 27 to October 01, 2015. The hash-tag assigned for this event [#Agbiz2015] has been widely used during and after the event. The SMT pages are still getting Likes, Followers, Shares & Comments over Facebook and Twitter. It is still possible to keep the fire burning in advocating agribusiness & promoting good practices to a wider on-line community.

The SMT has employed Twitter & Facebook pages as a major tool to reach agribusiness stakeholders. The figures below shows the share of posts made on the respective platforms and the nature of posts or sharing means.

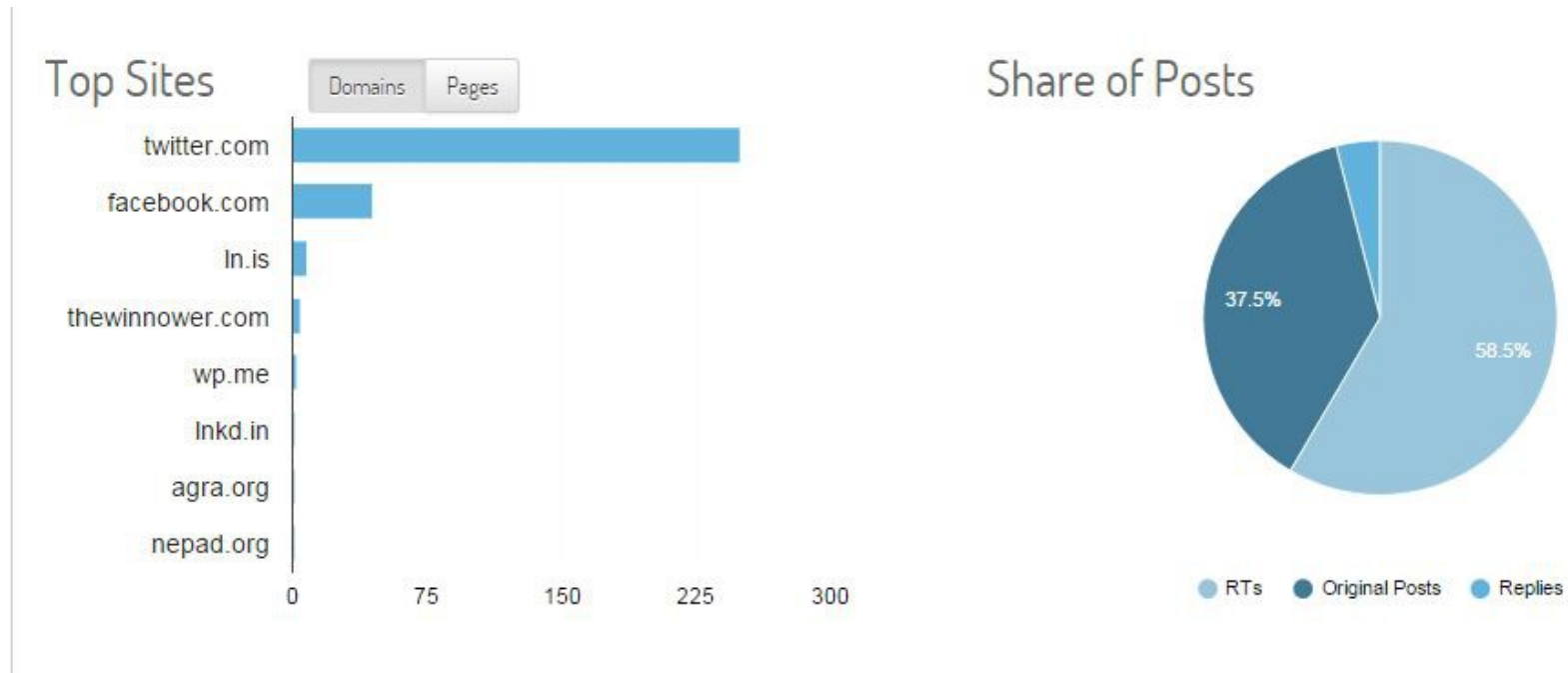


Illustration 8: Top sites where posts are made & share of posts

Way Forward

In light of the wider coverage & FARA's bold visibility that the SMT has brought during the event, it would add more value to FARA's on-line presence in agribusiness & youth arena to keep the social media channels & tools employed for future similar events.

As compared to similar organizations & huge number of social media users in Africa, FARA's on-line presence needs more to be done in engaging more Africans'. As keeping the breast of what is going on African agriculture would help to initiate the youth to farm.

Therefore, the SMT recommends FARA to take this in to account and replicate such initiatives during events in reaching more Africans' over the social media , narrow the information gap and engage them in making the best out of available opportunities in agribusiness.

SMT Members

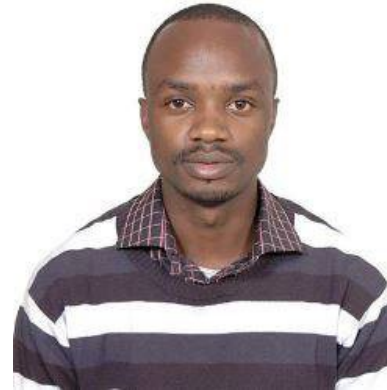


Bola Adedugbe

YPARD Nigeria member

Email: bolaa2001@yahoo.com

Tel:



**Emmanuel Otieno
Ngore**

YPARD Kenya Coordinator

Email: emmanuelngore@gmail.com

Tel: +254712720888



Gbade' O. A. Odularu

Program Officer & YPARD Regional
Coordinator,

Policy & Advocacy/ Visioning and
Knowledge Mgt

Email: godularu@faraafrica.org

Tel: +233 246442623; +233
262442623



Ngouambe Nestor

YPARD Cameroon Coordinator

Email: ngouambe@gmail.com

Tel: +237 77 62 41 21 / 79 71 78 09



Menesia Muinjo
 Chief News & Programming
 Officer
 Namibian Broadcasting
 Corporation
 Email: menesia@hotmail.com



Aderajew Woldu
 YPARD Ethiopia Coordinator
 Email: adulenz@gmail.com
 Tel: +251 937 449 835



Titilayo Femi Kings
 Federal University of
 Technology Akure (FUTA)
 Nigeria
 Email: kingsrealm7@gmail.com



Tolu Olatoye
 YPARD Nigeria Member
 Email: toluolatoye@yahoo.com

On-line Contributors



Juma Ngomuo

YPARD Tanzania Coordinator

Email: jumabngomuo@gmail.com

Tel: +255 753 843 321/789
856246



Raymond Erick

YPARD Mozambique Coordinator

Email: zvavanyanger3@gmail.com