

ACB Social media and website analytics

March – August 2022



Website Analytics: March 2022 – August 2022

(new website launched in August after a successful migration)

Users

1.5K

↑371.1%

Sessions

1.9K

↑449.6%

Bounce Rate

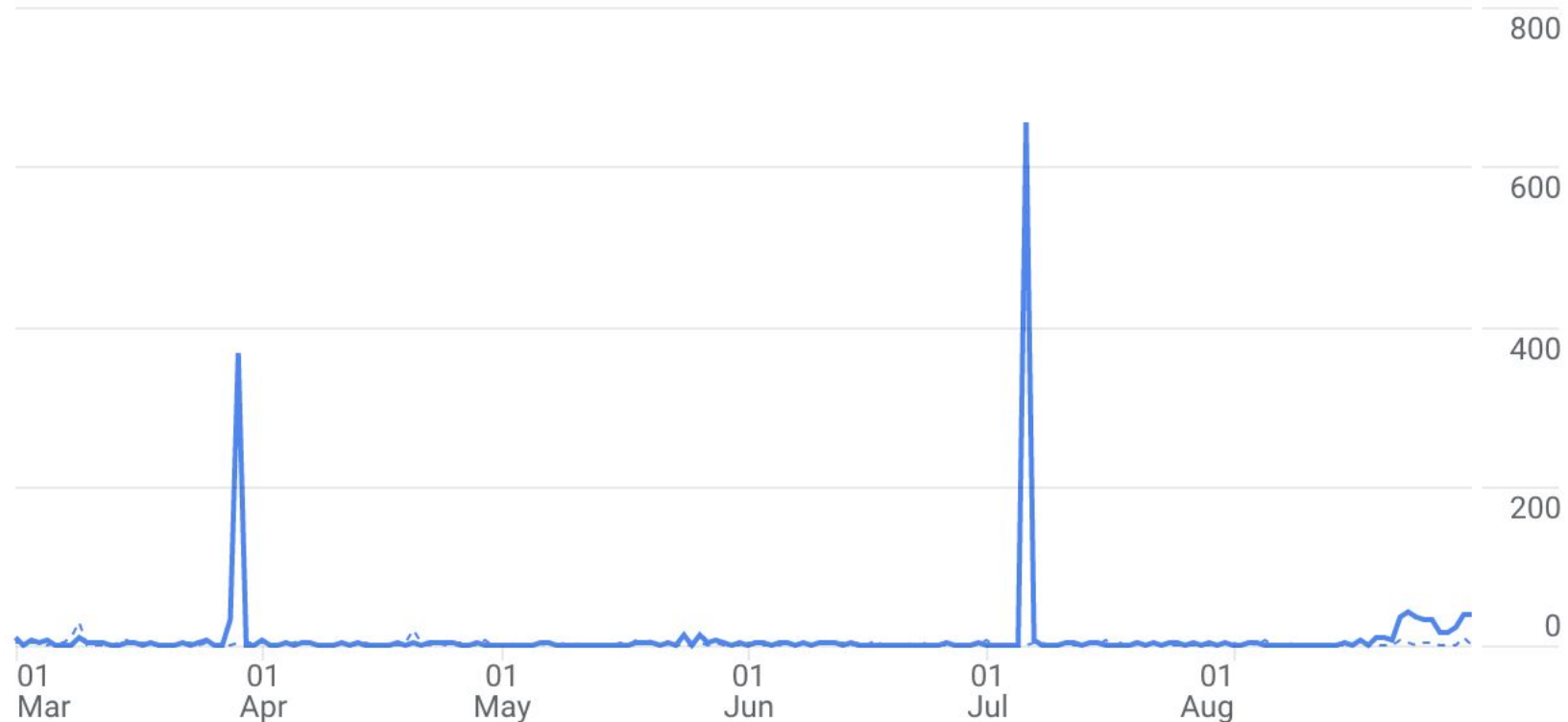
27.69%

↓68.0%

Session Duration

1m 59s

↑327.4%





Website Analytics: March 2022 – August 2022

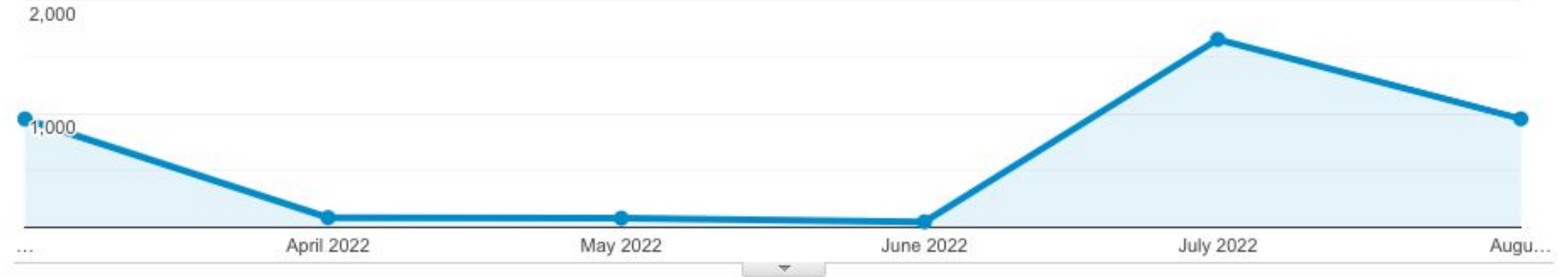
(new website launched in mid August after a successful migration)

Overview

Page Views ▼ VS [Select a metric](#)

Hourly Day Week **Month**

● Page Views



Page Views

3,772



Unique Page Views

2,291



Avg. Time on Page

00:02:02



Bounce Rate

27.69%



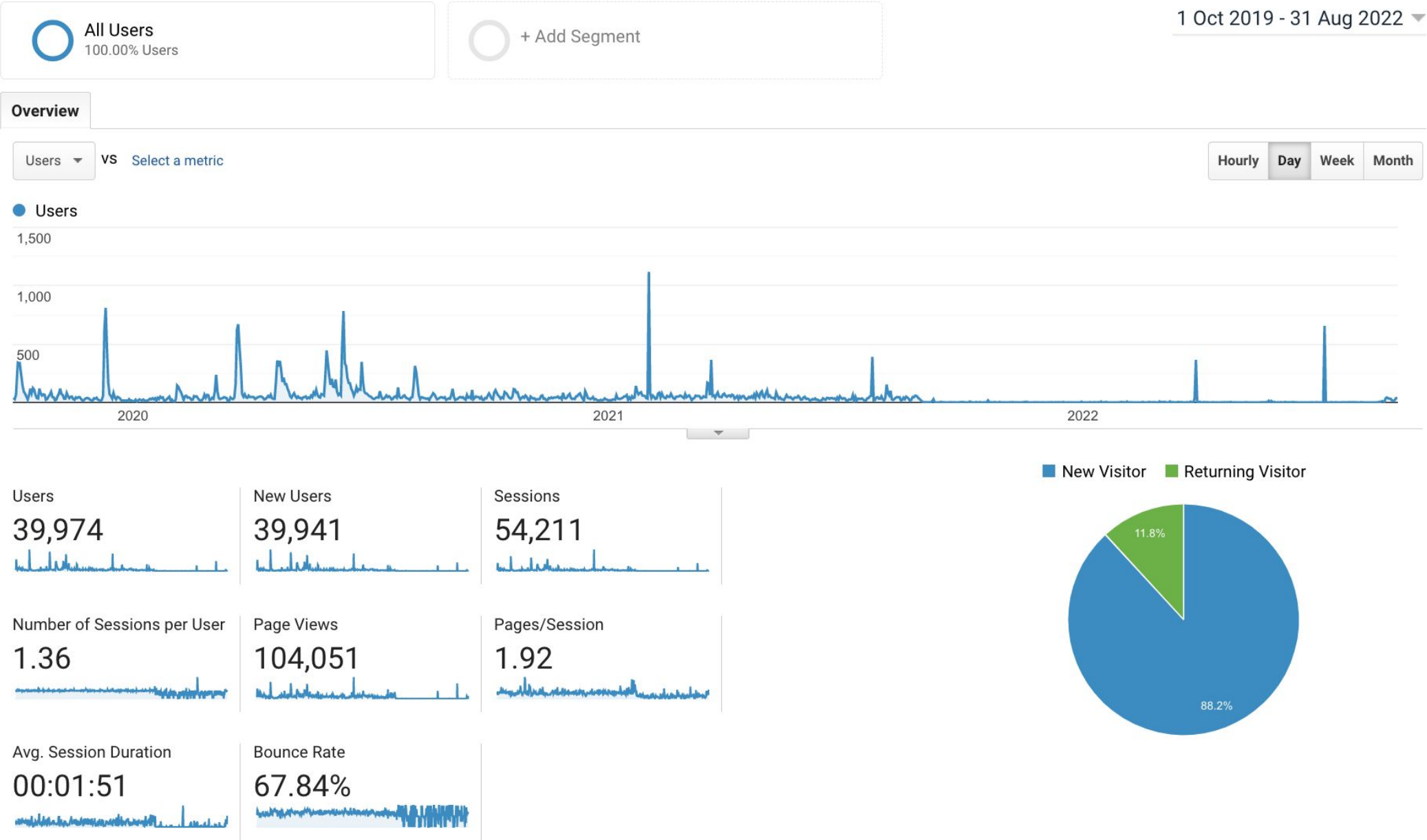
% Exit

50.53%





Website Analytics: October 2019 (when we moved from Matomo to Google Analytics) until end of reporting period 31 August 2022



New Visitor Returning Visitor

11.8%
88.2%

Please bear in mind that we started Google Analytics when we migrated to a new website hosting company. It has taken time for our statistics to catch up with the actual number of website users. Here is the historical data as a reference.



Website Analytics

April 7, 2018 – September 18, 2019

Name	Value
Visits	46,471
Actions	93,493

During this period, ACB’s website had 46 471 visits from Users.
Users interacted with ACB’s website 93 493 times.



Mailing list

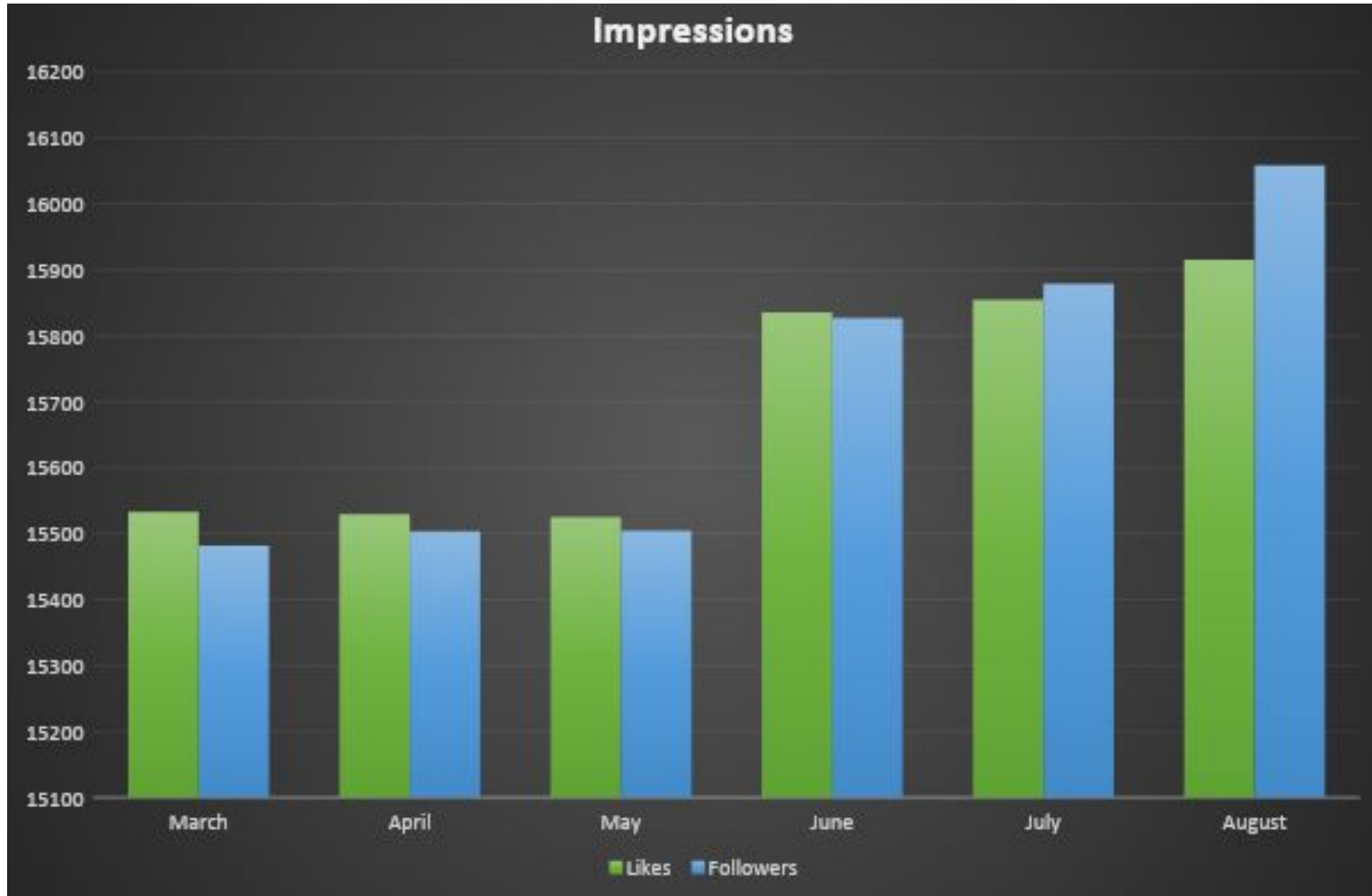
The ACB general mailing list currently contains 4 145 active subscribers.

Media segmented as follows: African countries, pan-African, South African, French, and international media

Overall subscriptions (Mailing lists, media list and specialised lists) = 6 776.



Followers = 17 084 Likes = 16 149





Followers = 17 081

Likes = 16 147

Audience

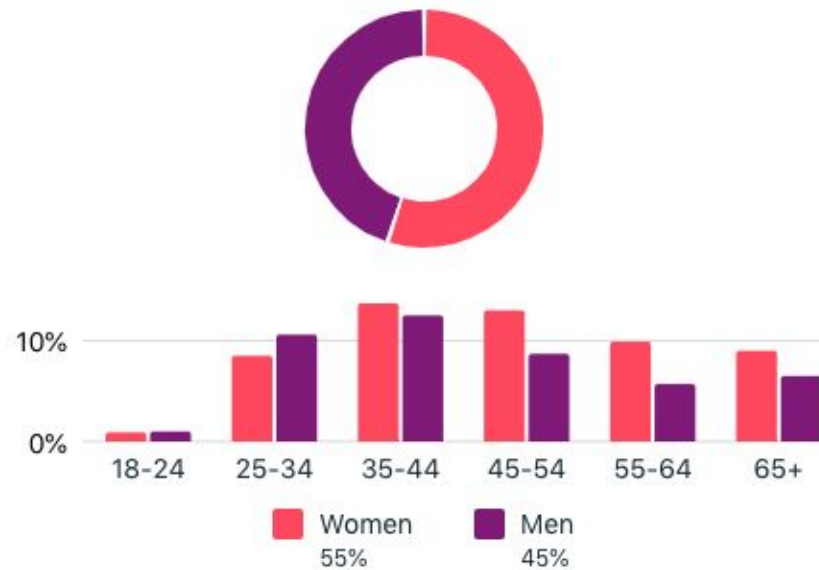
Current audience

Potential audience

Facebook Page likes ⓘ

16,147

Age & gender ⓘ



Top countries

South Africa



United States



United Kingdom



Brazil



Canada



India



Ghana



Germany



Italy



Portugal



Facebook highlights: July

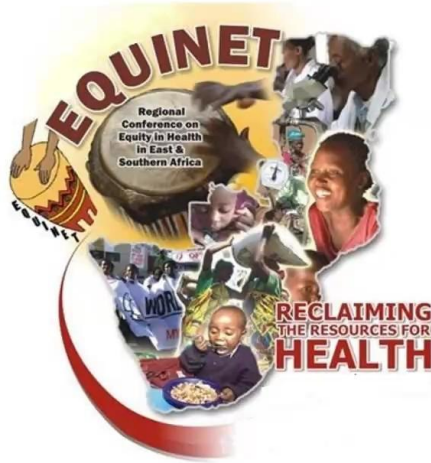
Reclaiming the resources for health.

Regional Network for Equity in Health
in East and Southern Africa (EQUINET)



EQUINET Conference 2022

Catalysing change for health and social justice



Day 1 July 28th 2022
Reclaiming the
Resources for Health



EQUINETConf22 @EQUINETConf22 · 49m

Mariam Mayet, ACbio, Africa presents on "Protecting food sovereignty and biodiversity for health and confronting gene technology" at #EQUINETConf22 day1

#ReclaimingResources4Health #CatalysingChange4Health



Tip

ACB's Mariam Mayet presents on "Protecting food sovereignty and biodiversity for health and confronting gene technology" in Reclaiming the resources for Health conference hosted by Equinet Africa. The conference challenges the neoliberal mantra that there are no alternatives to policies that create social deficits and injustice, and sharing the ideas and creativity of our region. And, further shares and discuss experiences, evidence, analysis, successes and struggles from local to regional level and engagement globally to advance health and wellbeing in East and Southern Africa.



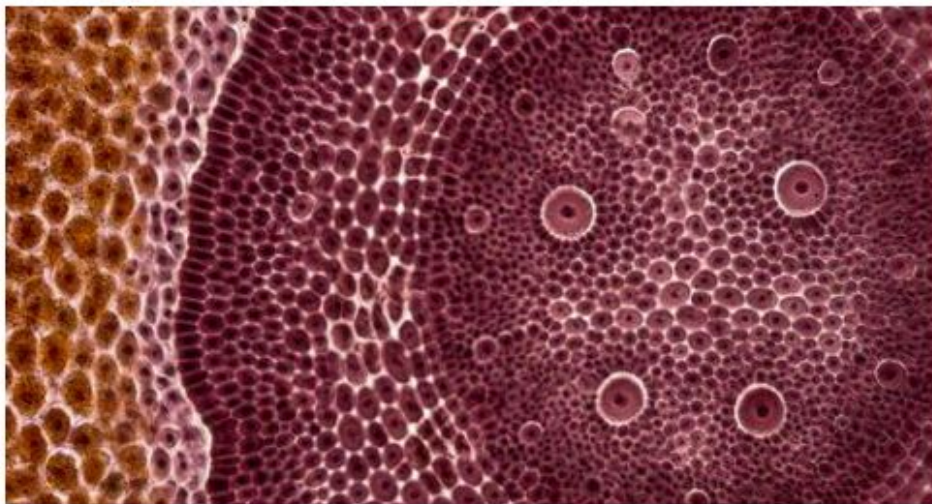
African Centre for Biodiversity

Published by Tamara Reddy [?] · 31 August ·

The ACB has submitted comments to the DALRRD regarding the Regulations to implement the Plant Improvement Act and Plant Breeders' Rights Act, 2018.

The bias towards commercial seed interests is strong, with small-scale farmers and their seed dealt with as exceptions, which only allows farmer seed systems to operate in a limited way.

These exceptions do not constitute legal measures toward descaling industrial agriculture and upscaling agricultural biodiverse, agroecological, regenerative and just agricultural and seed and food systems. Thus, the fundamental needs to support farmer seed systems, ensure the rights and needs of farmers are adequately addressed, and the safeguarding of genetic and agricultural diversity, are absent. Read our comments here. <https://t2m.io/southafrica-plantbreedersrightsact-2018>



ACBIO.ORG.ZA

Regulations Of Plant Improvement Act And Plant Breeders' Rights Act, 2018

Facebook highlights: Posts with the highest reach Publications

Performance

Reach



Total

350

Worst



Best

This post reached more people than **78%** of your 50 most recent Facebook posts and stories.

Reactions, comments and sh...



Total

17

Worst



Best

This post received more reactions, comments and shares than **84%** of your 50 most recent Facebook posts and stories.

Results



Total

4

Worst



Best

This post received more link clicks than **46%** of your 50 most recent Facebook posts and stories.

Facebook highlights: Posts with the highest reach
Publications



African Centre for Biodiversity
Published by Tamara Reddy [?] · 29 April · 

In our research paper, we use Burkina Faso as a real-world example of how rogue capital can enter a country via “philanthrocapitalists” such as the Bill and Melinda Gates Foundation and the companies they fund, to exploit Africa as a living laboratory when it comes to tackling malaria. Country and donor funds are funnelled away from providing relatively cheap responses, such as insecticide-treated nets (ITNs), to a costly array of primarily chemical, drug-based and high-tech ... [See more](#)



THE FINANCIALISATION OF MALARIA

ACBIO.ORG.ZA

The financialisation of malaria in Africa: Burkina Faso, rogue capital & GM /gene drive mosquitoes

Performance

Reach



Total

563

Worst



Best

This post reached more people than **94%** of your 50 most recent Facebook posts and stories.

Reactions, comments and shares



Total

45

Worst



Best

This post received more reactions, comments and shares than **100%** of your 50 most recent Facebook posts and stories.

Results



Total

29

Worst



Best

This post received more link clicks than **98%** of your 50 most recent Facebook posts and stories.

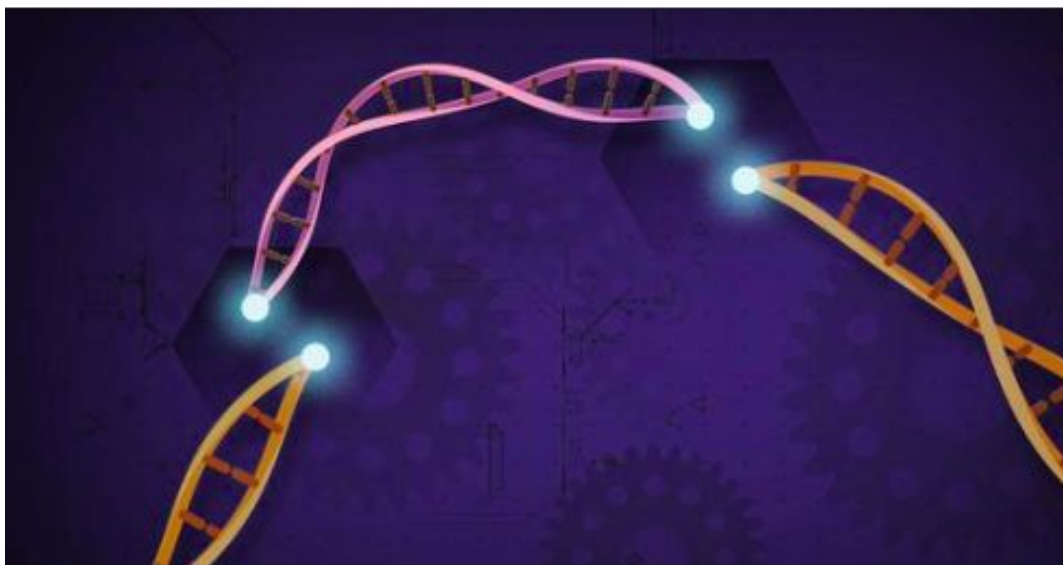
Facebook highlights: Posts with the highest reach Publications



African Centre for Biodiversity

Published by Tamara Reddy [?] · 3d ·

In a new blog, ACB's Mariam Mayet comments on the battle taking place over regulation of new breeding techniques (NBTs) in South Africa. The government rightly determined in October 2021 that the existing regulatory/risk assessment framework for genetically modified organisms (GMOs) should apply to NBTs. This is in line with a European Court of Justice ruling that argues since NBTs entail genetic modifications that do not occur naturally – as with GMOs – these technologies sho... [See more](#)



ACBIO.ORG.ZA

The battle over regulation of new breeding techniques in South Africa

Performance

Reach



Total

643

Worst



Best

This post reached more people than **92%** of your 50 most recent Facebook posts and stories.

Reactions, comments and shares



Total

8

Worst



Best

This post received more reactions, comments and shares than **58%** of your 50 most recent Facebook posts and stories.

Results



Total

11

Worst



Best

This post received more link clicks than **86%** of your 50 most recent Facebook posts and stories.

Facebook highlights: Posts with the highest reach Publications



Performance

Reach

Total

823

Worst



Best

This post reached more people than **100%** of your 50 most recent Facebook posts and stories.

Reactions, comments and shares

Total

25

Worst



Best

This post received more reactions, comments and shares than **90%** of your 50 most recent Facebook posts and stories.

Results

Total

18


Worst







Best

This post received more link clicks than **88%** of your 50 most recent Facebook posts and stories.

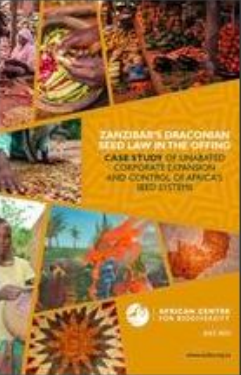
Facebook highlights: Posts with the highest reach Publications

 STOP UPOV

 **Tamara Reddy** shared a post.
[Admin](#) · 26 July at 14:34 · 

 **African Centre for Biodiversity**
22 July at 10:08 · 

Our new paper critiques the Zanzibar draft Seed Bill, arguing that the provisions will undermine the rights of smallholder farmers, by marginalising and crimina... [See more](#)



ACBIO.ORG.ZA
Zanzibar's draconian seed law in the offing
Case study of unabated corporate expansion and control of Africa's seed systems

[View insights](#) 14 post reach >

Performance

Reach

Total
213 Worst  Best

This post reached more people than **32%** of your 50 most recent Facebook posts and stories.

Reactions, comments and shares

Total
8 Worst  Best

This post received more reactions, comments and shares than **58%** of your 50 most recent Facebook posts and stories.

Results

Total
1 Worst  Best

This post received more link clicks than **30%** of your 50 most recent Facebook posts and stories.



Aseed Europe and 2 others Retweeted a Tweet you were mentioned in

African Centre for Biodiversity @_ACBIO have just issued a strong critique of #Zanzibar's draft Seed Bill, which will undermine the rights of smallholder farmers by marginalising & criminalising their #seedsystems: acbio.org.za/zanzibars-drac... @Afsafrica @MVIWATA @LVCSEAf @FIANista pic.twitter.com/B4Klu6E3pA

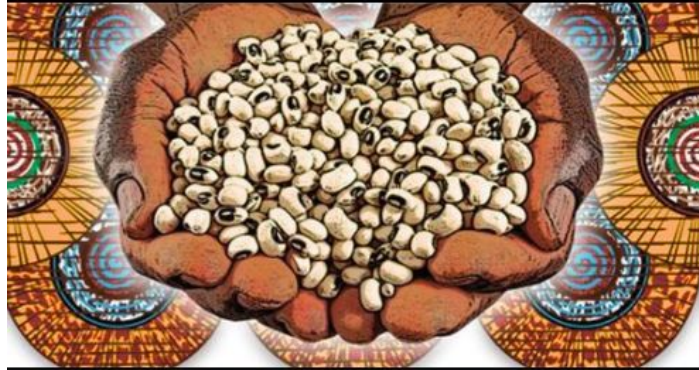
Push for Bt Cowpea in Nigeria. March 2022

African Centre for Biodiversity
9 March · 🌐

In the online press conference, Pushing back Bt Cowpea in Africa hosted together with Health of Mother Earth Foundation on the 7 March, the first panel discussion featured two scientists, Dr Casmir Ifeanyi from the University of Abuja, Nigeria and Christoph Then (Testbiotech e.V.).

In this video segment, Dr Casmir warns of the dangers this technology poses to the environment and human health and underscores the problems with the approval process.

Watch here: <https://youtu.be...> See more



ACBIO.ORG.ZA
Coalition demands a ban of Bt Cowpea in Nigeria and neighbouring West African countries

👍 Get more likes, comments and shares
When you boost this post, you'll show it to more people.


280 People reached 20 Engagements [Boost post](#)

Health of Mother Earth Foundation
9 March at 14:14 · 🌐

You have a rewatch here

African Centre for Biodiversity
8 March at 14:20 · 🌐

In a press conference hosted with [Health of Mother Earth Foundation \(HOMEf\)](#), on 7 March 2022, an African coalition came together to publicise their call for a b... See more




YOUTUBE.COM
Push for Bt Cowpea in Nigeria: opening remarks by Sabrina Masinjila
In a press conference hosted with Health of Mother Earth Foundation (HOMEf...
7

Food Sovereignty Ghana
25 March at 12:48 · 🌐

Pushing back BT Cowpea. Ghana's battle to retain its indigenous centre-of-origin crop – part 1

Part one of the interview with Mr. Edwin Kwaaku Andoh Baffour, Director of Communications of FSG.
Interview/meeting with FSG, HOMEf, and ACB
https://youtu.be/EcA1sVpo_XQ



INTERNATIONAL PRESS CONFERENCE
Pushing Back Bt Cowpea in Africa

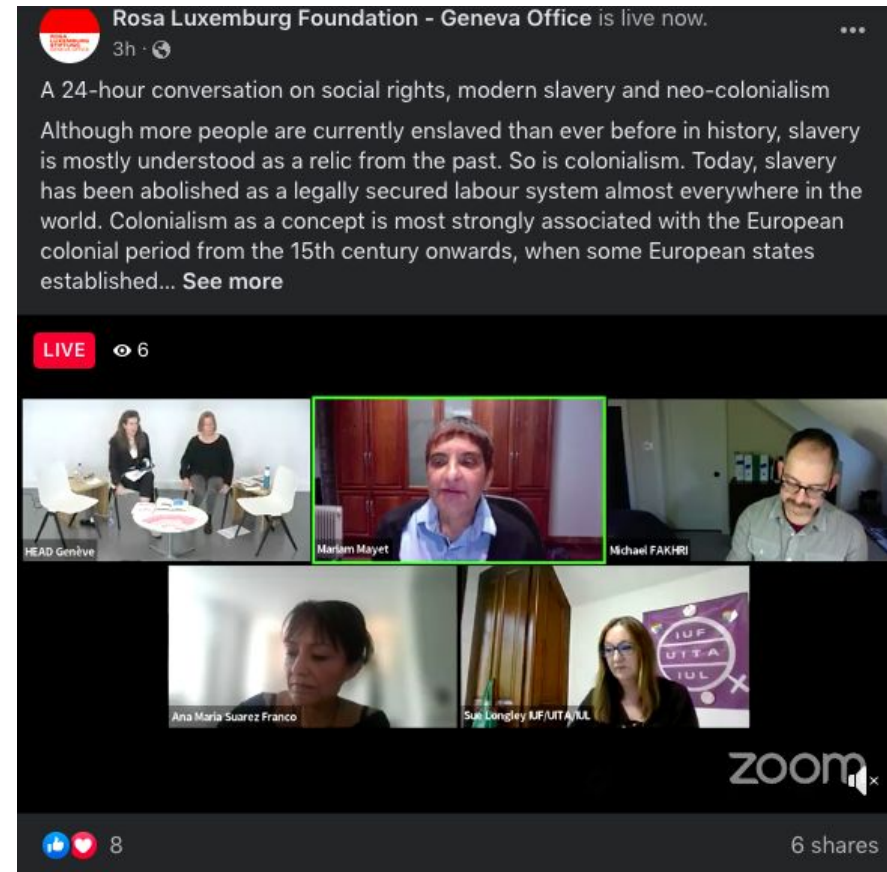
CONFÉRENCE DE PRESSE INTERNATIONALE
Repousser le niébé Bt en Afrique

YOUTUBE.COM
Pushing back BT Cowpea. Ghana's battle to retain its indigenous centre-of-origin crop – part 1
7 3 shares

The ACB together with Health of the Mother Earth Foundation (HOMEf) hosted a press conference where the African coalition came together to publicise their call for a ban on Bt Cowpea in Nigeria and West African countries. This post received 68 engagements, was shared five times and reached 1 116 people on Facebook. It further gained 1 098 impressions, 67 engagements and was shared 16 times on Twitter.

THE 2ND NIGHT OF SOCIAL RIGHTS ON 24 HOURS STRUGGLES AGAINST MODERN SLAVERY & 5-6 MAY 2022 NEO-COLONIALISM

Facebook highlights: May Second Night for Global Social Rights



The second edition of the Night of Global Social Rights (NGSR), a 24-hour conversation on social rights, neocolonialism, and modern slavery, hosted by Rosa Luxemburg Foundation – Geneva Office and Civic City, in the framework of the World Social Forum (WSF), a platform for CSOs to mobilise for social progress, starts today at 12 noon CET. The panel including ACB's ED Mariam Mayet, Special UN Rapporteur on the Right to Food who shared insights around Why and How to Decolonise Food Systems. The event was held in two Studios with in-person audiences: one in HEAD-Geneva, and one in Mexico City within the framework of the World Social Forum 87 guests from 42 cities, belonging to 67 organizations and collectivities. It gained 2040 attendees connected virtually to the debates and conversations and about 40 participants in the Mexico studio and about 20 people in the Geneva studio.

Facebook highlights: Posts with the highest reach

Meetings ACB attended

July 2022



African Centre for Biodiversity

Published by Deidre May [?] · 15 July · 🌐

The ACB has been participating in the #LaViaCampesina Southern and Eastern Africa (LVC SEAf) Regional Youth Training in Harare, Zimbabwe this week. The focus is on political economy and agroecology, with the aim of building the capacity of youth members, based on an understanding of the historical conditions that have shaped the current agriculture and food systems and the practical implementation of agriculture practices.

ACB's Advocacy and Research Officer Rutendo Zendah pr... [See more](#)



YOUTUBE.COM

La Via Campesina Southern and Eastern Africa (LVC SEAf)

187 People Reached

4 Reactions, comments & shares ⓘ

3
Like

3
On post

0
On shares

1
Love

1
On post

0
On shares

0
Comments

0
On Post

0
On Shares

0
Shares

0
On Post

0
On Shares

2 Post Clicks

0
Photo views

2
Link clicks ⓘ

0
Other Clicks ⓘ

NEGATIVE FEEDBACK

0 Hide post

0 Hide all posts

0 Report as spam

0 Unlike Page

Reported stats may be delayed from what appears on posts

Facebook highlights: Posts with the highest reach

Meetings ACB attended

June 2022



African Centre for Biodiversity

Published by Tamara Reddy [?] · 21 June · 🌐

The fourth meeting of the Open-Ended Working Group on the #Post2020 Global Biodiversity Framework (GBF) is underway in Nairobi, Kenya, where parties to the @UNBiodiversity (CBD) are considering how to develop a new blueprint for #ForNature and humanity on the planet. ACB research and advocacy officer Sabrina Masinjila is attending and we continue to urge governments to ensure that the rights of people and nature are upheld over corporate interests.

Watch live here: <https://...> See more



Performance for your post

359 People Reached

8 Reactions, comments & shares ⓘ

7 Like	7 On post	0 On shares
------------------	---------------------	-----------------------

1 Wow	1 On post	0 On shares
-----------------	---------------------	-----------------------

0 Comments	0 On Post	0 On Shares
----------------------	---------------------	-----------------------

0 Shares	0 On Post	0 On Shares
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4 Post Clicks

0 Photo views	0 Link clicks ⓘ	4 Other Clicks ⓘ
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NEGATIVE FEEDBACK

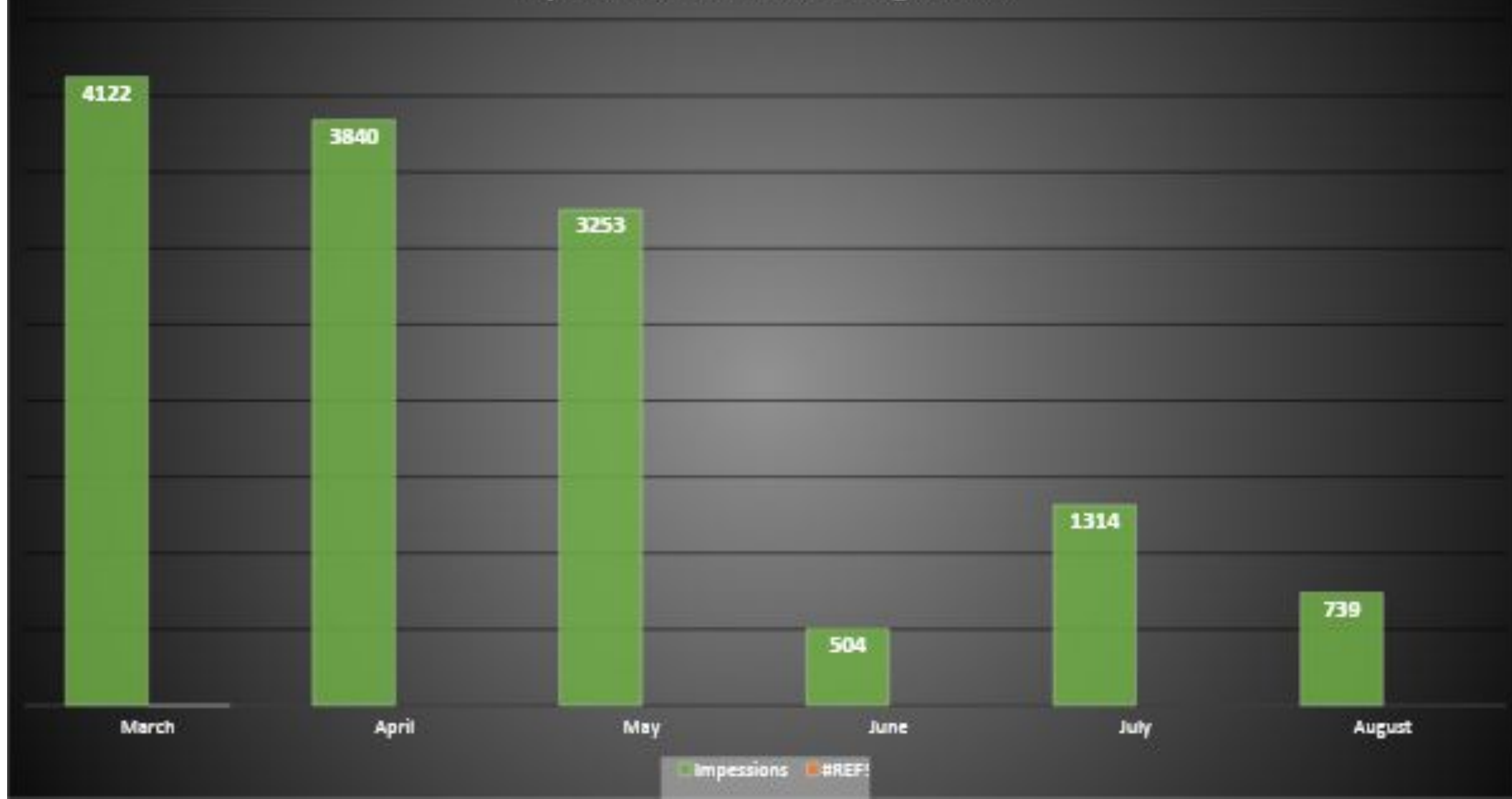
0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



Twitter Analytics

Impressions from March – August 2022





Twitter Analytics

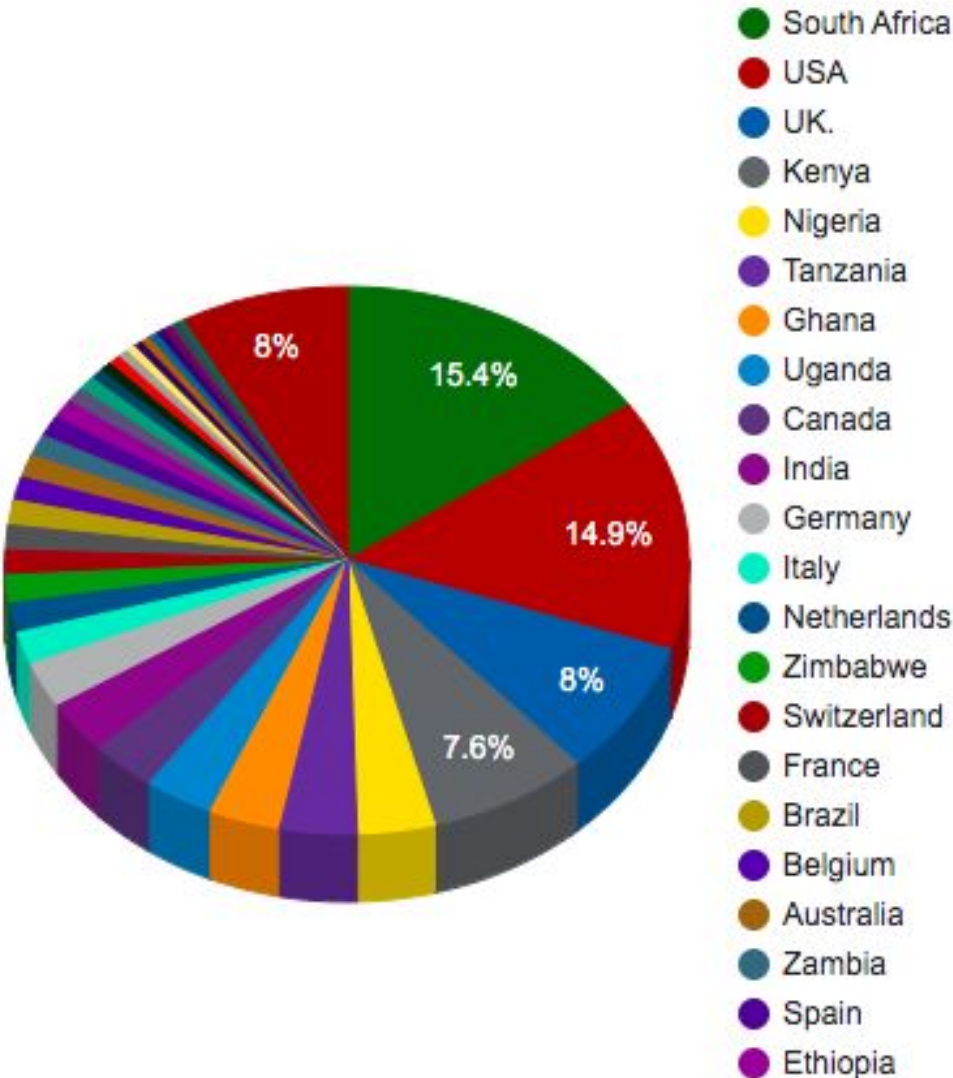
Weekly Geographic Stats

Best Performing Country
Uganda

Least Performing Country
Tanzania

Best Performing City
Kampala, Uganda

Least Performing City
Dar es Salaam, Tanzania



Analysis		Export
Location	Followers	
South Africa	15.41%	
USA	14.91%	
UK	7.98%	
Kenya	7.59%	
Nigeria	3.66%	
Tanzania	3.58%	
Ghana	3.39%	
Uganda	3.28%	
Canada	3.12%	
India	3.12%	
Germany	2.74%	
Italy	1.93%	
Netherlands	1.73%	
Zimbabwe	1.66%	
Switzerland	1.46%	

2022: Top media tweet and tweet

Top media Tweet earned 97 impressions

What measures will be taken to ensure that resources are not captured, but rather used sustainably and that the rights of nature are protected? ACB is at the Post-2020 GBF hosted by [@UNBiodiversity](#) (CBD), and we voice our concerns here [@CBD_Alliance](#): bit.ly/3xXtlvM pic.twitter.com/0r5fs2o5QH



↻ 3 ❤️ 3

June 2022: 225 Impressions. 5 retweets and 8 total engagements

Top media Tweet earned 340 impressions

We warn that the Zanzibar draft Seed Bill will undermine the rights of smallholder farmers, by marginalising and criminalising their seed systems, while aiding the corporate entry and control of seed and agriculture systems on the Isles.
[@sbrnnafisa](#)

t2m.io/zanzibars-seed...
pic.twitter.com/0xgBLtIPNY



↻ 11 ❤️ 13

July 2022: 340 Impressions. 11 retweets and 45 total engagements

2022: Top posts with the most engagement

April 2022: 2,142 Impressions. 20 retweets and 94 total engagements



This video received 2626 views on Vimeo and 55 views on Youtube.



Twitter highlights: July

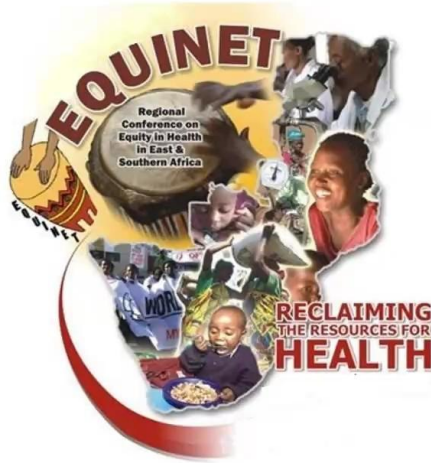
Reclaiming the resources for health conference

Regional Network for Equity in Health
in East and Southern Africa (EQUINET)



EQUINET Conference 2022

Catalysing change for health and social justice



Day 1 July 28th 2022
Reclaiming the
Resources for Health



EQUINETConf22 @EQUINETConf22 · 49m

Mariam Mayet, ACbio, Africa presents on "Protecting food sovereignty and biodiversity for health and confronting gene technology" at [#EQUINETConf22](#) day1 [#ReclaimingResources4Health](#) [#CatalysingChange4Health](#)



EQUINETConf22 @EQUINETConf22 · 2h

Day1 presentations at [#EQUINETConf22](#) include "Protecting food sovereignty and biodiversity for health and confronting gene technology" by Mariam Mayet, African Centre for Biodiversity
Join the conversations throughout the day [#ReclaimingResources4Health](#) [#CatalysingChange4Health](#)

ACB's Mariam Mayet presents on Protecting food sovereignty and biodiversity for health and confronting gene technology in Reclaiming the resources for Health conference hosted by Equinet Africa. The conference challenges the neoliberal mantra that there are no alternatives to policies that create social deficits and injustice, and sharing the ideas and creativity of our region. And, further shares and discuss experiences, evidence, analysis, successes and struggles from local to regional level and engagement globally to advance health and wellbeing in East and Southern Africa.

The Financialisation of Malaria in Africa. Burkina Faso, Rogue Capital & GM/Gene drive mosquitoes

April 2022: 1182 Impressions. 16 retweets and 78 total engagements

Top media Tweet earned 852 impressions

Burkina Faso is an ex. of how rogue capital, via “philanthrocapitalists” like Bill and Melinda Gates Foundation and co’s they fund, develops high-tech tools to combat malaria. While the chances of success are unknown, the “donors” reap large profits.
t2m.io/financialisati...
pic.twitter.com/8bN71LSARN



2 15 20

Top mention earned 224 engagements



Sasha Alyson 🌍🌍🌍 Karma Colonialism

@TrojanAid · Apr 30

Malaria's not just a disease anymore. It's profit center!

A new report from the African Centre for Biodiversity explains how rogue capital (e.g., the Gates Foundation) monetizes high-tech health tools.

A brief summary of the @_ACBIO report:
acbio.org.za/about/acb

5 32 65

FoodSovereigntyGhana Retweeted



ACBIO @ACBIO · May 18

Le Burkina Faso est un exemple de la façon dont les capitaux voyous, via des « philanthrocapitalistes » comme la @gatesfoundation et les coopératives qu'ils financent, permettent le développement d'outils de haute technologie pour combattre le paludisme.



acbio.org.za

The financialisation of malaria in Africa: Burkina F...
Cliquez ici pour lire la version française

4 4

2022: Highlights from our partners

Top mention earned 94 engagements



New FIAN briefing raises alarm on corporate takeover of **#seeds** & impact on right to food & nutrition @UN_HRC
@MichaelFakhri @_ACBIO @planttreaty @kentnadozie @YasminaBahloul @FAODG @IPCSovereignty @via_campesina #agroecology #StopUPOV #PeasantSeeds
bit.ly/3hXLSG6 pic.twitter.com/RM8Q3rkuGf



19 25



Our movement partners African Centre for Biodiversity @_ACBIO are dismantling inequalities in food systems through:
research
analysis
advocacy
information sharing

#WorldAfricaDay #AfricaDay



rents



Agrochemicals Workshop, Impact on Health and Environment, Johannesburg, organised by **African Centre for Biodiversity** @acbio @thefacipulator @PeasantsLeague @agccconnect @EDFUFoundation
pic.twitter.com/t8rvyGEed



Top mention earned 59 engagements



African Centre for Biodiversity @_ACBIO have just issued a strong critique of **#Zanzibar's** draft Seed Bill, which will undermine the rights of smallholder farmers by marginalising & criminalising their **#seedsystems**: acbio.org.za/zanzibars-drac... @Afsafrica @MVIWATA @LVCSEAf @FIANista pic.twitter.com/B4Klu6E3pA



39 45



YouTube Analytics

In the selected period, the ACB channel received 3 242 views
Impressions = 18.9 K (34.5 % from YouTube recommending ACB's content)

Current Subscribers = 363

Reach (March – August 2022)

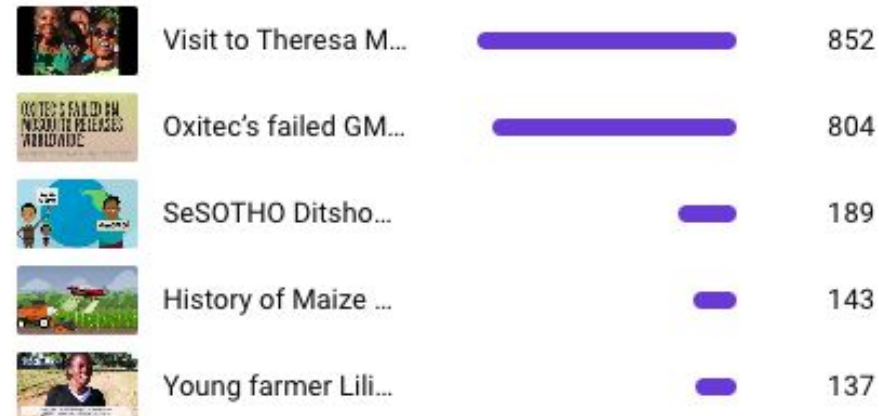
Top geographies

Views · 1 Mar – 31 Aug 2022



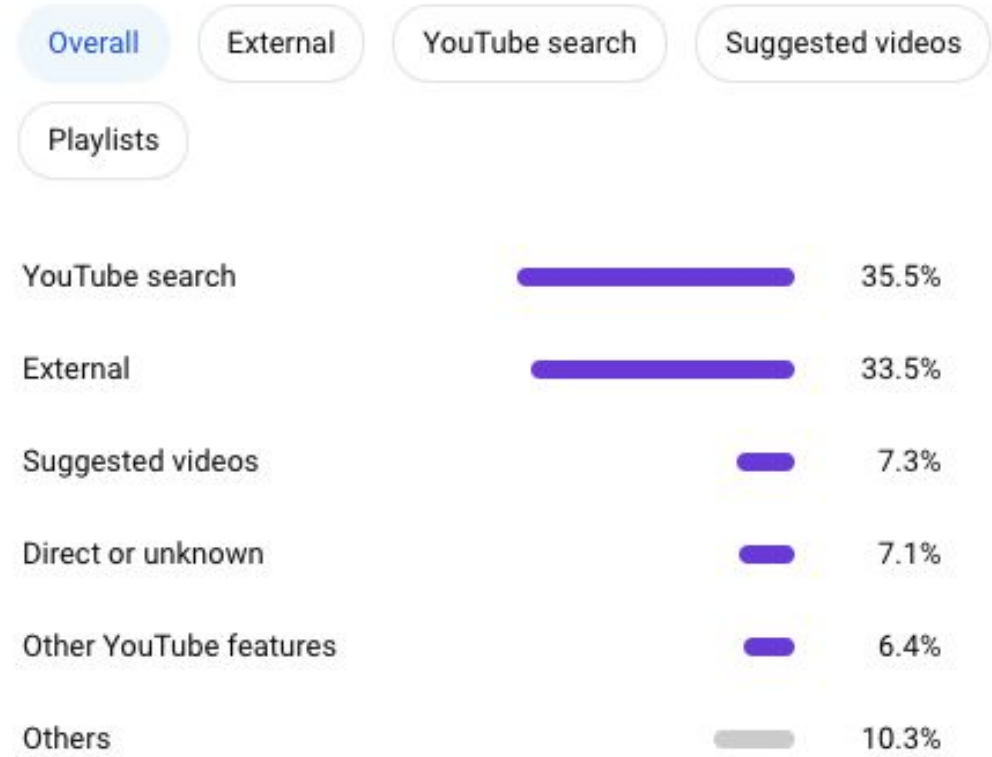
Top videos

Views · 1 Mar – 31 Aug 2022



How viewers find your videos

Views · 1 Mar – 31 Aug 2022



Top videos in this period



Oxitec's failed GM mosquito releases: Forewarnings for Africa and the Target Malaria Project



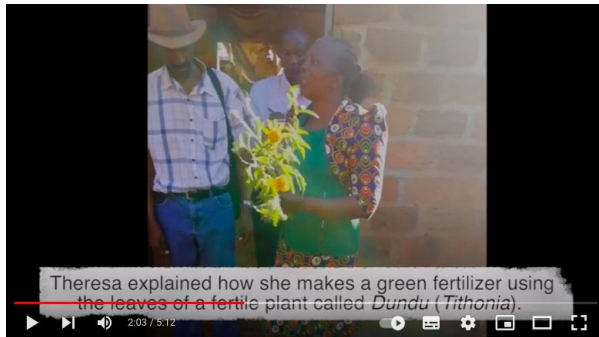
History of Maize Cultivation and Consumption in South Africa 1



SeSOTHO Ditshomo tse fosahetseng tse amanang le GMOs 3



Young farmer Lilian Mbatpolo talks about farming in Kalulushi, Zambia



Visit to Theresa Mutaka's farm, Kalulushi, Zambia

4059 views

5696 views

1236
views

2448
views

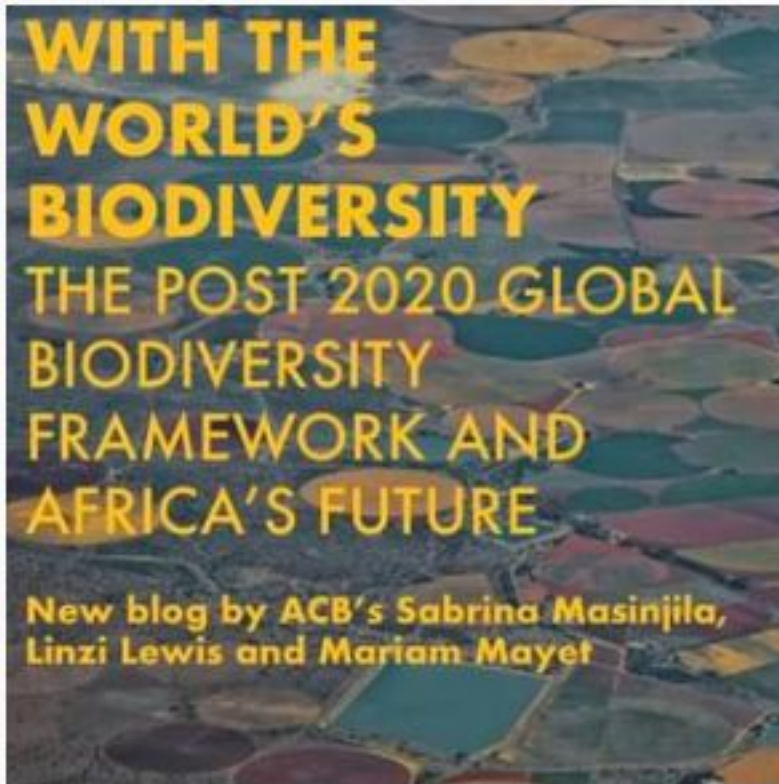
899 views



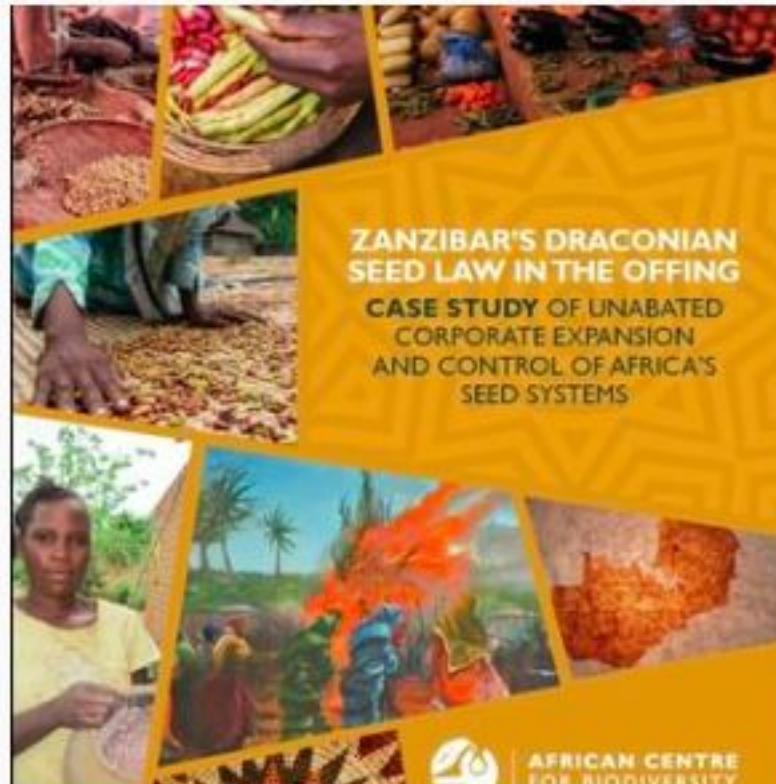


Instagram Analytics

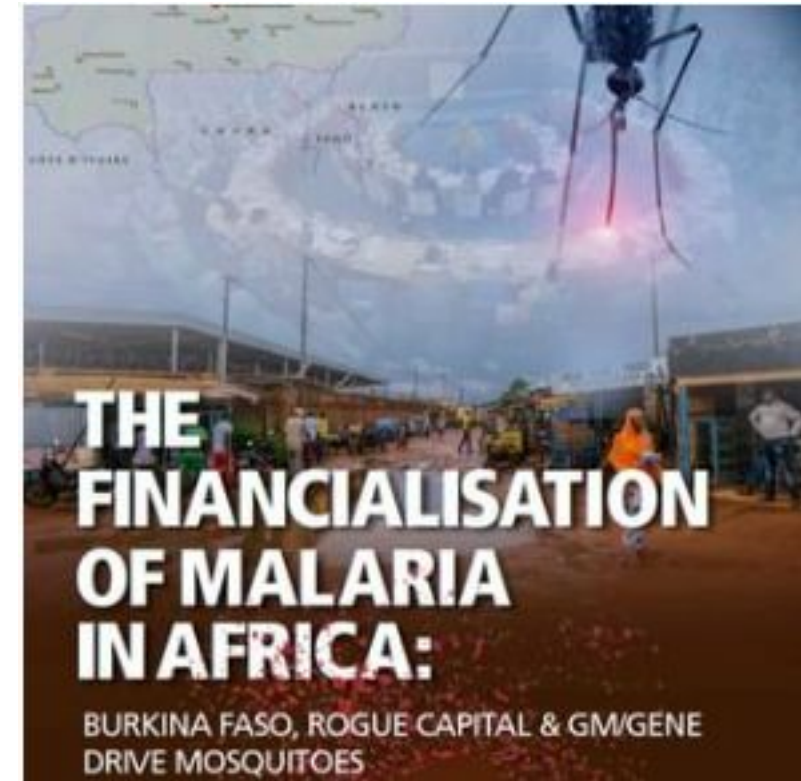
Current Followers = 293



9 likes



25 likes



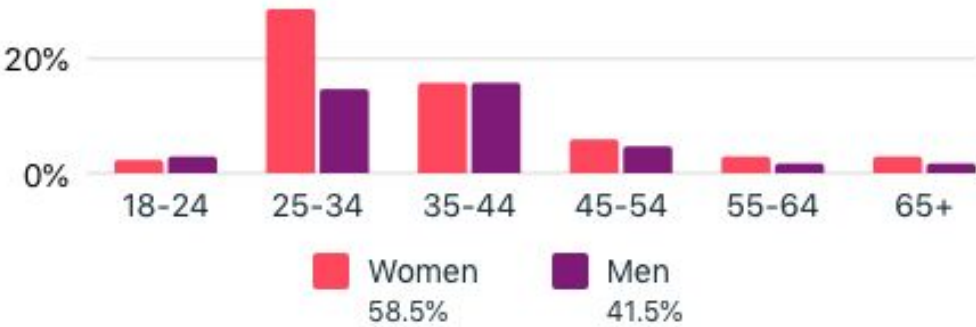
5 likes



Instagram followers ⓘ

293

Age & gender ⓘ



Top countries

