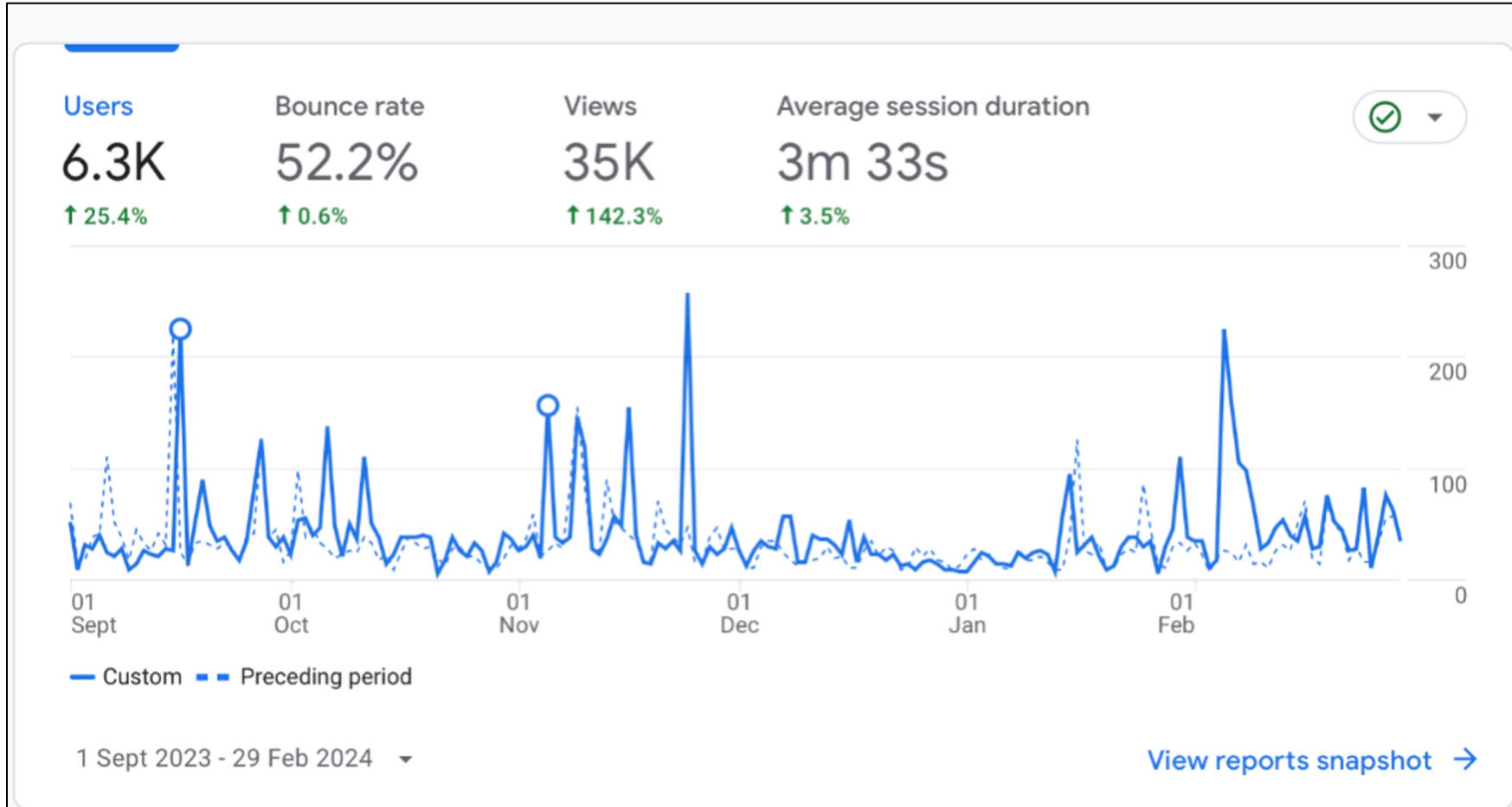


ACB social media and website analytics

September 2023 – February 2024



AFRICAN CENTRE
FOR BIODIVERSITY





Mailer analytics

The ACB general mailing list currently contains 4216 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) = 253.



Facebook performance overview

Performance

Daily Cumulative ⓘ

Reach ⓘ

13.2K

Content interactions ⓘ

591

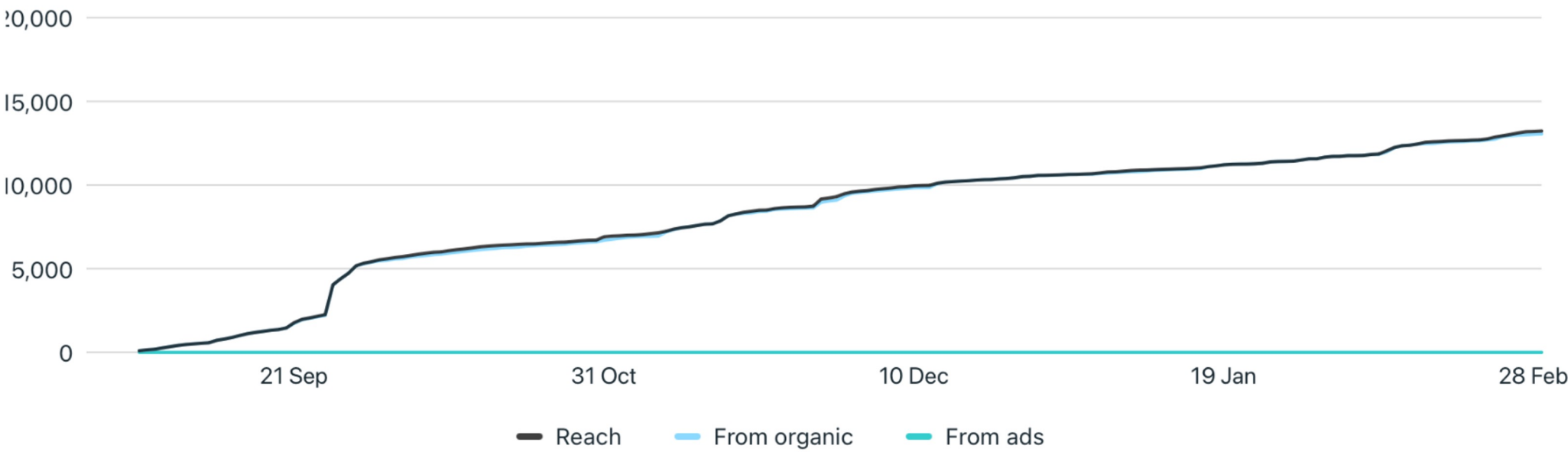
Followers ⓘ

Lifetime

16.7K

Link clicks ⓘ

117



Reach breakdown

Total

13,225

From organic

13,054 ↑ 26.4%

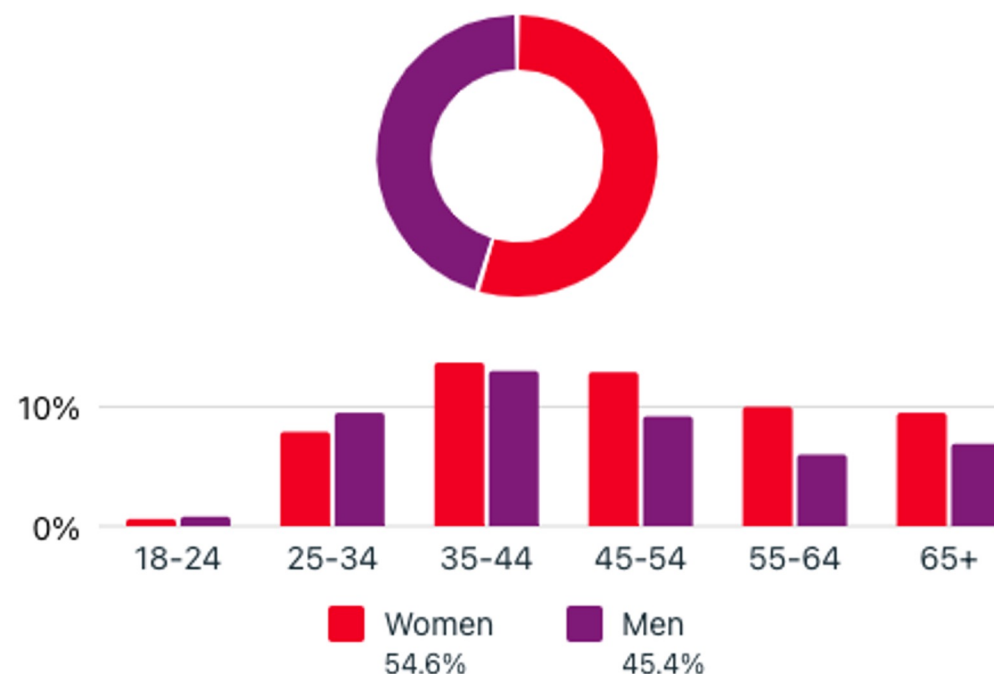


Demographics

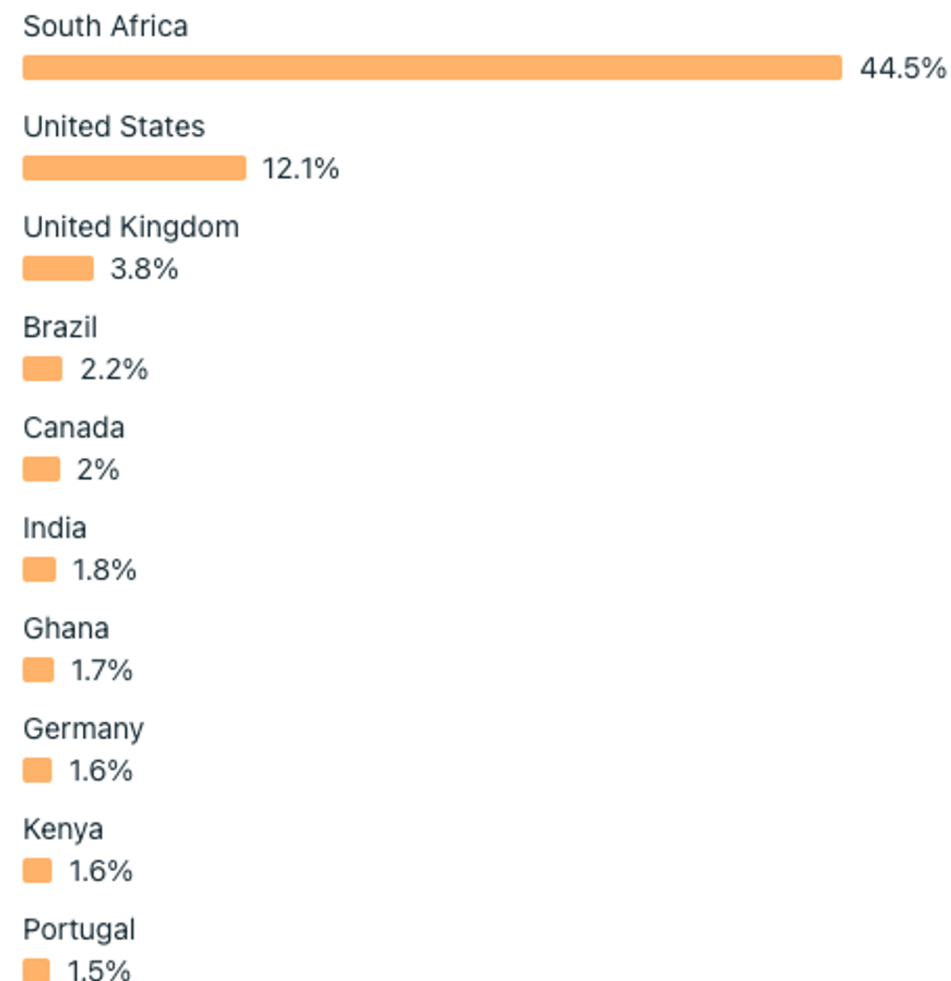
Facebook followers ⓘ

16,738

Age & gender ⓘ



Top countries





Posts with highest reach



ACBIO.ORG.ZA

South African People's Tribunal On AgroToxins Welcomes UN Expert's Assessment Highlighting Human And Environmental Right...

Post impressions ⓘ

1,151

Post reach ⓘ

1,138

Post engagement ⓘ

18



Post impressions ⓘ

842

Post reach ⓘ

683

Post engagement ⓘ

83



Posts with highest reach



African Centre for Biodiversity

Published by Sindy Louise Peters · 8 November 2023 ·

Joining other experts on the South African food system in a collaborative webinar, ACB's Dr Stephen Greenberg will on Wednesday, 22 November, elaborate on the High Level Panel of Experts (HLPE) on Food Security and Nutrition's 13 principles as a framing for agroecology.

The webinar, 'Multiple perspectives, one goal: food system transformation', will explore the complexity of the food system, its interconnected challenges as well as what type of interventions should be taking... [See more](#)

DATE: Wednesday, 22 November 2023
TIME: 10:30am to 12:00pm

Please see registration link below.

Multiple Perspectives, One Goal: Food System Transformation

SPEAKERS:

Tony Gerrans

Who benefits and who pays for industrial animal agriculture—hidden costs of industrial agriculture.

Dr. Andrew Bennie

The necessity of a just transition in the South African food system: key issues and competing perspectives.

Sonia Mountford

Looking at avian flu and encouraging a systemic perspective when defining imperatives and solutions of the One Health approach.

Dr. Stephen Greenberg

Elaborating on the High-Level Panel of Experts on Food Security and Nutrition (HLPE) 13 principles as a framing for agroecology.

Post impressions ⓘ

994

Post reach ⓘ

887

Engagement ⓘ

45



African Centre for Biodiversity

Published by Sindy Louise Peters · 9 November 2023 ·

There's potentially good news ahead regarding the end of glyphosate use in Europe.

Last month, a vote by member states of the European Union on the European Commission's (EC) proposal to renew the registration of glyphosate for 10 years failed to produce a qualified majority. A new vote is expected on 16 November. Meanwhile, in the US, Bayer had to compensate multiple individuals who developed cancer of the lymphatic system after using glyphosate-based products.

According t... [See more](#)



Post impressions ⓘ

440

Post reach ⓘ

423

Engagement ⓘ

23



Posts with highest reach

African Centre for Biodiversity
Published by Sindy Louise Peters · 1 December 2023 · 🌐

The International Union for the Protection of New Varieties of Plants (UPOV) works for the privatisation of seeds around the world, imposing "intellectual property rights" over plant varieties and enabling companies to monopolise them. UPOV advances corporate rights through seed privatisation and restricts what the rest of us are allowed to do with seeds. If communities are suspected of saving and exchanging their own seeds today, as human beings have been doing since time i... **See more**




Post impressions ⓘ	Post reach ⓘ	Engagement ⓘ
602	560	25

African Centre for Biodiversity
Published by Sindy Louise Peters · 9 February · 🌐

Get your free online copy of African Perspectives on Agroecology: Why farmer-led seed and knowledge systems matter.

Edited by scholar-activist Rachel Wynberg, this widely endorsed book includes a chapter by the African Centre for Biodiversity's Stephen Greenberg on corporate expansion in African seed systems: Implications for agricultural biodiversity and food sovereignty.

For more information, click here <https://acbio.org.za/.../african-perspectives-on-.../>... **See more**



Post impressions ⓘ	Post reach ⓘ	Engagement ⓘ
1,130	1,083	53



Posts with highest reach



African Centre for Biodiversity

Published by Sindy Louise Peters · 15 November 2023 ·



Four years ago, some of [The Seed and Knowledge Initiative](#)'s partners decided to launch a programme working at landscape level. Early in the process they decided to develop a set of principles of effectiveness to guide them. They drew on their collective experience of working with communities to draw up this set of principles. This involved in-depth discussion and sharing. They then started using the principles to guide and learn from what they were doing.

Hosting its final ... [See more](#)



Post impressions ⓘ

691

Post reach ⓘ

646

Engagement ⓘ

52



African Centre for Biodiversity

Published by Sindy Louise Peters · 23 February at 11:29 ·



It is with great sadness that we learnt of the passing of Ayanda Kota. We, the staff at the African Centre for Biodiversity, extend our deepest condolences to his family and fellow comrades.

Ayanda will be remembered for standing in solidarity at the intersection of the struggles faced by communities in South Africa – for his pioneering role in founding the Unemployed People's Movement and for tirelessly taking the lead to work for betterment on many fronts. We were honoured... [See more](#)



Post impressions ⓘ

712

Post reach ⓘ

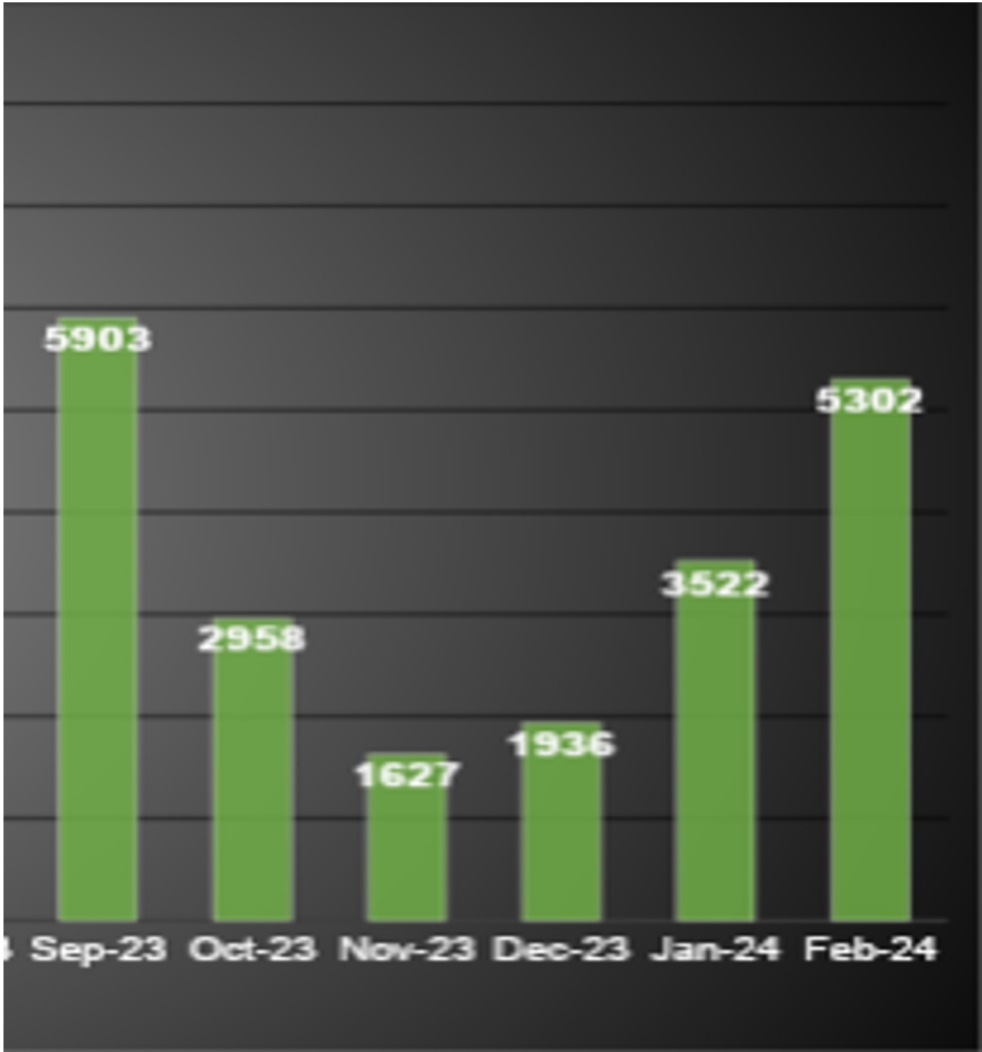
695

Engagement ⓘ

35



X analytics: impressions





Top tweets



ACBIO @_ACBIO
See new briefing on digital agriculture in Africa and implications for smallholder farmers, re ownership of and how data is used; and potential exclusion of people-environment relationships/ knowledge systems. Part 2 next week.
[https://t2m.io/Digitalisation_in_Africa ... pic.twitter.com/2UELpjoGDH](https://t2m.io/Digitalisation_in_Africa...pic.twitter.com/2UELpjoGDH)

Impressions	2,653
Total engagements	88
Detail expands	27
Link clicks	22
Retweets	16
Likes	14





ACBIO @_ACBIO
Over 70 organisations from SA and globally endorse ACB's submission urging SA gov to reconsider decision to grant approval to import GM Wheat. Thank you for saying **#NoGMwheat**.

Read the submission here:
[https://acbio.org.za/.../no-to-gm-wheat-in-south-africa/ ... pic.twitter.com/PzKLLT3ds0](https://acbio.org.za/.../no-to-gm-wheat-in-south-africa/...pic.twitter.com/PzKLLT3ds0)

Impressions	2,088
Total engagements	84
Likes	36
Retweets	27
Profile clicks	5
Replies	4
Detail expands	4

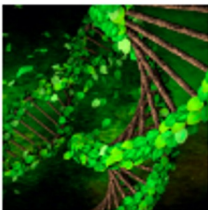


Top tweets

 <p>ACBIO @_ACBIO No to GM wheat in South Africa! Government must reverse approval. Read submission here: https://acbio.org.za/wp-content/uploads/2023/05/call-for-review-approval-gm-wheat-acb-sumbmission.pdf ...</p> <p>Add your organisation via email: comms@acbio.org.za by Mon 15 June. For more info, see briefing. https://t2m.io/unsafe-gm-wheat-sa-food-systems-read ...</p> <p>#NoGMwheat pic.twitter.com/Glho56gNii</p>	<table><tr><td>Impressions</td><td>1,789</td></tr><tr><td>Total engagements</td><td>74</td></tr><tr><td>Detail expands</td><td>23</td></tr><tr><td>Link clicks</td><td>16</td></tr><tr><td>Retweets</td><td>12</td></tr><tr><td>Likes</td><td>11</td></tr><tr><td>Replies</td><td>5</td></tr><tr><td>Profile clicks</td><td>5</td></tr><tr><td>Media engagements</td><td>1</td></tr></table>	Impressions	1,789	Total engagements	74	Detail expands	23	Link clicks	16	Retweets	12	Likes	11	Replies	5	Profile clicks	5	Media engagements	1
Impressions	1,789																		
Total engagements	74																		
Detail expands	23																		
Link clicks	16																		
Retweets	12																		
Likes	11																		
Replies	5																		
Profile clicks	5																		
Media engagements	1																		
 <p>ACBIO @_ACBIO Join ACB's ED Mariam Mayet at the virtual screen of @AGRAWatch @Afsafrica 'Rich Appetites,' 25 April at 6PM where she will unpack how African govts need to respond to billionaire philanthropists to ensure the sustainability of the continent's agriculture. http://tinyurl.com/RichAppetitesTownHall ... pic.twitter.com/3MR80gYag2</p>	<table><tr><td>Impressions</td><td>1,556</td></tr><tr><td>Total engagements</td><td>65</td></tr><tr><td>Likes</td><td>25</td></tr><tr><td>Profile clicks</td><td>14</td></tr><tr><td>Retweets</td><td>13</td></tr><tr><td>Media engagements</td><td>6</td></tr></table>	Impressions	1,556	Total engagements	65	Likes	25	Profile clicks	14	Retweets	13	Media engagements	6						
Impressions	1,556																		
Total engagements	65																		
Likes	25																		
Profile clicks	14																		
Retweets	13																		
Media engagements	6																		



Top tweets



ACBIO @_ACBIO

Yes! SA has upheld Nov 21 decision: risk assessment framework for GMOs will apply to new breeding techniques, despite challenge by Big Ag & Appeal Board decision in their favour. Game-changer for Africa, which faces strong push to adopt novel GM tech:
<https://t2m.io/genome-editing-regulations> ...
[pic.twitter.com/48Y2Ube7qT](https://t2m.io/genome-editing-regulations)

Impressions	2,454
Total engagements	110
Detail expands	42
Likes	24
Retweets	18
Link clicks	18
Profile clicks	6
Media engagements	2

ACBIO @_ACBIO

A just transition shifts ecologically harmful economic activities towards sustainable practices. Fact sheet 1 in our new series explains what a just food system transition should achieve and how we can get there - available in 5 languages:
<https://acbio.org.za/corporate-expansion/just-transition-and-adaptation-in-the-food-system-national-policy-dialogue/> ...
[#agroecology](https://acbio.org.za/corporate-expansion/just-transition-and-adaptation-in-the-food-system-national-policy-dialogue/)

Impressions	1,048
Total engagements	66
Link clicks	33
Likes	15
Retweets	13
Detail expands	2
Profile clicks	2
Follows	1



<p>ACBIO @_ACBIO</p> <p>Climate-smart agri is among a range of false climate solutions on offer, which do not meaningfully contribute to long-term emission reductions. So says ACB's Mariam Mayet who notes that if humanity wants to have a future on Earth, agroecology is essential:</p> <p>https://table.media/en/agrifood/standpunkt/agriculture-in-a-changing-climate-we-only-have-a-future-with-agroecology/ ...</p>	<p>Impressions 922</p>
	<p>Total engagements 77</p>
	<p>Link clicks 27</p>
	<p>Likes 19</p>
	<p>Detail expands 12</p>
	<p>Retweets 11</p>
	<p>Profile clicks 7</p>
	<p>Replies 1</p>



Top tweets



ACBIO @_ACBIO

SA approved GM wheat despite paltry risk assessment. Please read the briefing and call for government to rescind decision in writing to Chairperson, Executive Council GMO Act, Julian B. Jaftha, julianj@dalrrd.gov.za and comms@acbio.org.za.

#NotoGMwheat

[https://t2m.io/unsafe-gm-wheat-sa ...](https://t2m.io/unsafe-gm-wheat-sa)
pic.twitter.com/0nWbwpLa8Z

Impressions	1,327
Total engagements	76
Retweets	21
Likes	21
Detail expands	15
Media engagements	5
Link clicks	5



ACBIO @_ACBIO

No to GM wheat in Africa! The deadline for organisations to sign on is today. Add your organisation to the submission, urging the SA government to reverse its approval of GM wheat by emailing comms@acbio.org.za.

More info here: <https://bit.ly/42GZhaY>
#NoGMwheat pic.twitter.com/xOQVh29gRH

Impressions	1,310
Total engagements	35
Likes	15
Retweets	7
Link clicks	5
Replies	4



Top tweets

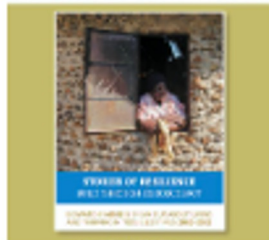
ACBIO @_ACBIO

ACB's legal challenge against Monsanto/ Bayer's bogus drought tolerant GM maize variety will be heard, Tues 7/ Wed 8 Feb in SA High Court – 5 years after we lodged appeal to overturn the approval to commercialise this variety.

[https://t2m.io/Legal_Monsanto_HighCourt ...](https://t2m.io/Legal_Monsanto_HighCourt...)

Impressions	782
Total engagements	44
Link clicks	15
Likes	13
Detail expands	8

BIOWATCH BOOK LAUNCH



ACBIO @_ACBIO

In their new book, 'Stories of resilience built through agroecology,' @Biowatch_SA examines the impact of #agroecology on KZN farmers during the multiple crises that have shaken SA since 2020.

<https://bit.ly/40Hlm7m>
pic.twitter.com/5yBL67iA9E

Impressions	730
Total engagements	30
Likes	12
Media engagements	6
Retweets	4
Link clicks	3



Top tweets

<div data-bbox="315 268 537 486"></div> <div data-bbox="563 272 1189 696"><p>ACBIO @_ACBIO</p><p>Argentina recently presented a draft Bill establishing its accession to the International Union for the Protection of New Varieties of Plants 1991. Social movements are organising to reject this move. Join us in supporting them in their struggle:</p><p>https://docs.google.com/forms/d/e/1FAIpQLScx_TcrUhr4RfKcAqNUJPakw7dQ21bqTaadAxq6LovZF8alEA/viewform ... #StopUPOV</p><p>pic.twitter.com/345gKKQFpT</p></div>	<table><tr><td>Impressions</td><td>801</td></tr><tr><td>Total engagements</td><td>41</td></tr><tr><td>Likes</td><td>13</td></tr><tr><td>Detail expands</td><td>10</td></tr><tr><td>Retweets</td><td>7</td></tr><tr><td>Link clicks</td><td>6</td></tr><tr><td>Profile clicks</td><td>3</td></tr><tr><td>Media engagements</td><td>1</td></tr><tr><td>Follows</td><td>1</td></tr></table>	Impressions	801	Total engagements	41	Likes	13	Detail expands	10	Retweets	7	Link clicks	6	Profile clicks	3	Media engagements	1	Follows	1
Impressions	801																		
Total engagements	41																		
Likes	13																		
Detail expands	10																		
Retweets	7																		
Link clicks	6																		
Profile clicks	3																		
Media engagements	1																		
Follows	1																		
<div data-bbox="315 939 545 968"><p>ACBIO @_ACBIO</p></div> <div data-bbox="315 982 1172 1206"><p>To date nearly 90 organisations have endorsed our submission and urgent call on the 7 UN Special Rapporteurs to intervene & block the cultivation & trade of GM wheat HB4. Join us, sign your organisation on now:</p><p>https://t2m.io/NoGMwheat_support ...! Deadline for endorsements is 15 February.</p></div>	<table><tr><td>Impressions</td><td>612</td></tr><tr><td>Total engagements</td><td>33</td></tr><tr><td>Likes</td><td>12</td></tr><tr><td>Retweets</td><td>9</td></tr><tr><td>Link clicks</td><td>9</td></tr><tr><td>Profile clicks</td><td>2</td></tr><tr><td>Detail expands</td><td>1</td></tr></table>	Impressions	612	Total engagements	33	Likes	12	Retweets	9	Link clicks	9	Profile clicks	2	Detail expands	1				
Impressions	612																		
Total engagements	33																		
Likes	12																		
Retweets	9																		
Link clicks	9																		
Profile clicks	2																		
Detail expands	1																		



YouTube performance overview: Sep 23 – Feb 24

Overview

Content

Audience

Research

1 Sept 2023 – 29 Feb 2024

Custom

In the selected period, your channel got **1,632 views**

Views

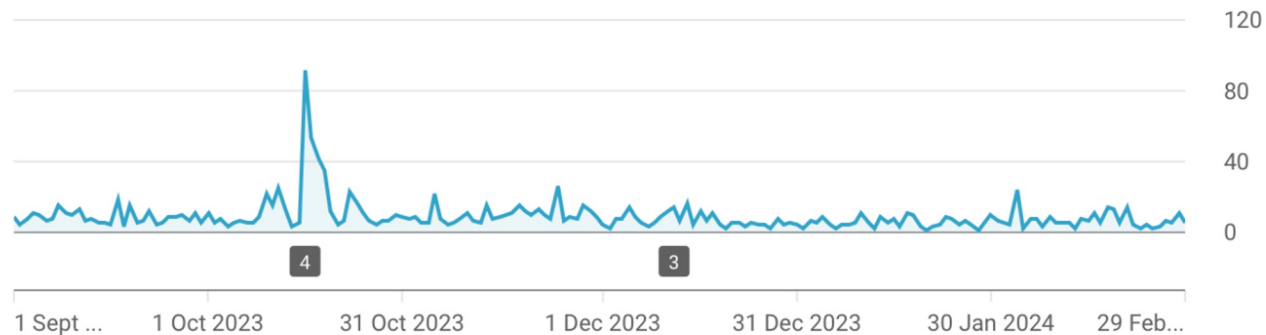
1.6K

Watch time (hours)

47.3

Subscribers

+19



[SEE MORE](#)

Realtime

● Updating live

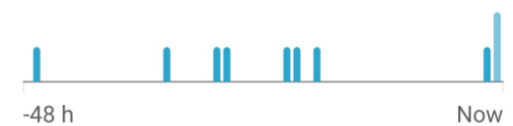
428

Subscribers

[SEE LIVE COUNT](#)

10

Views · Last 48 hours



Top content

Views



SeSOTHo Pale ya temo ...

3



Oxitec's failed GM mosq...

3



History of Maize Cultiva...

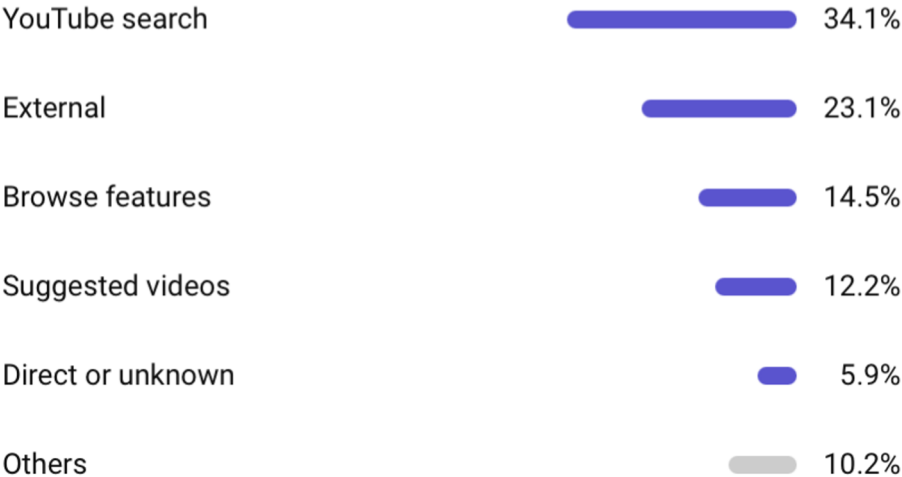
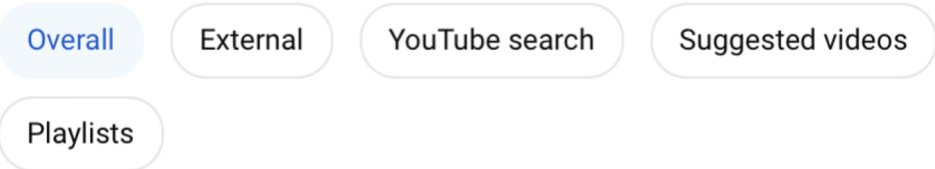
2



Channel reach

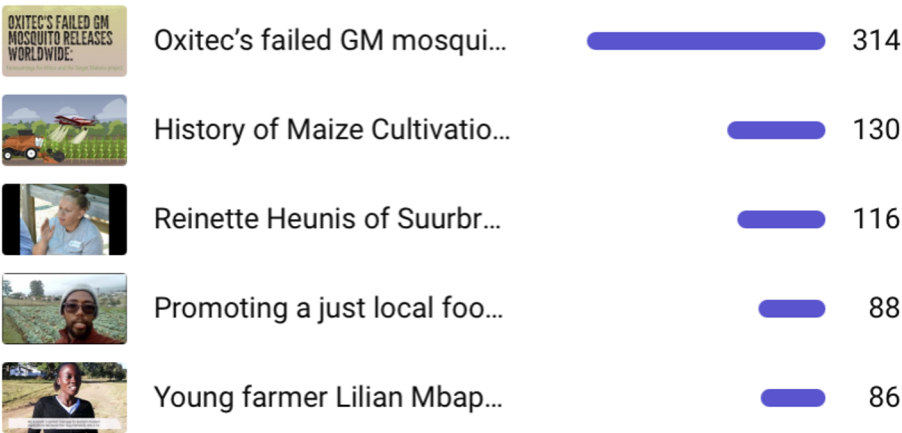
How viewers find your videos

Views · 1 Sept 2023 – 29 Feb 2024



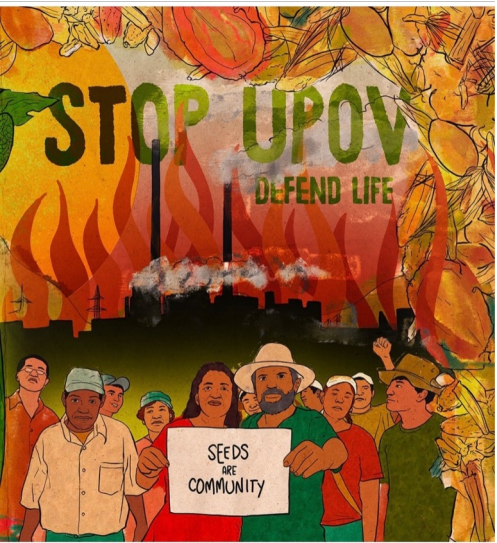
Top videos

Views · 1 Sept 2023 – 29 Feb 2024



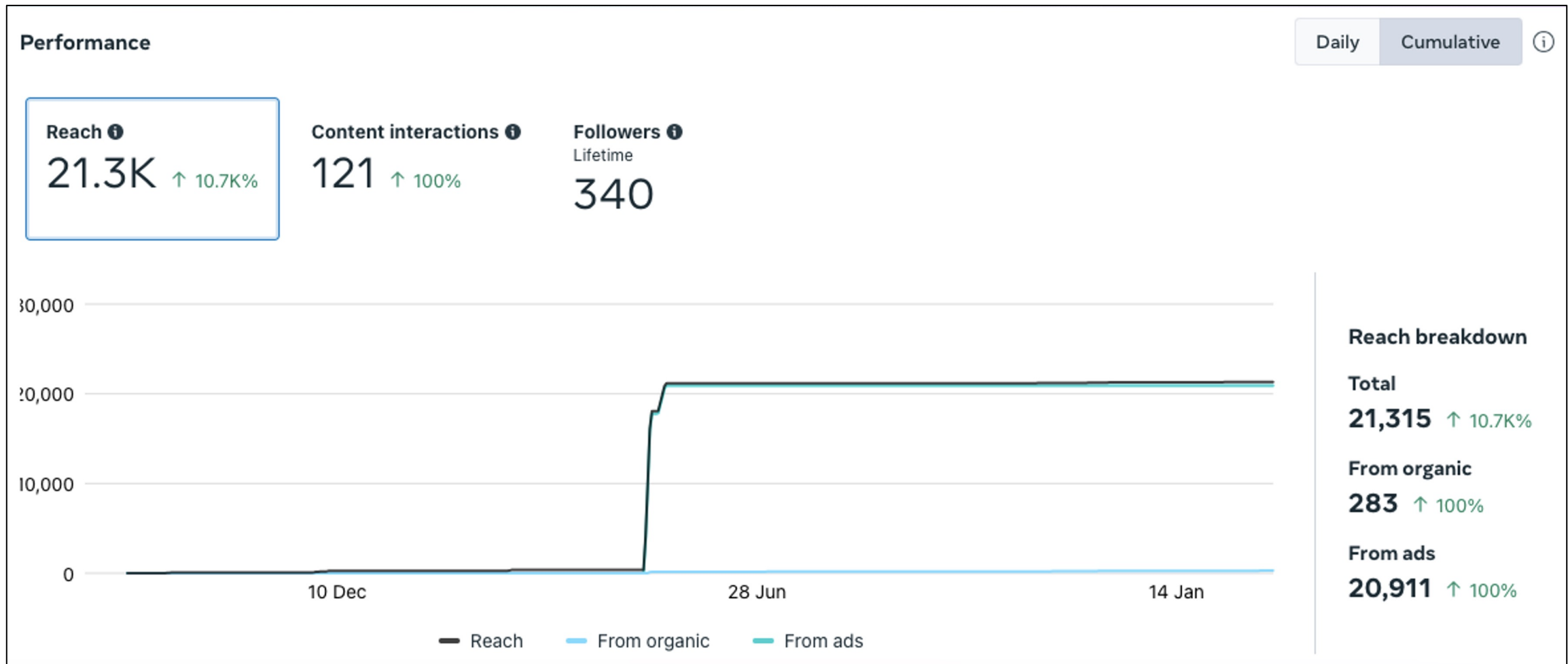


Instagram analytics





Performance overview





Demographics

