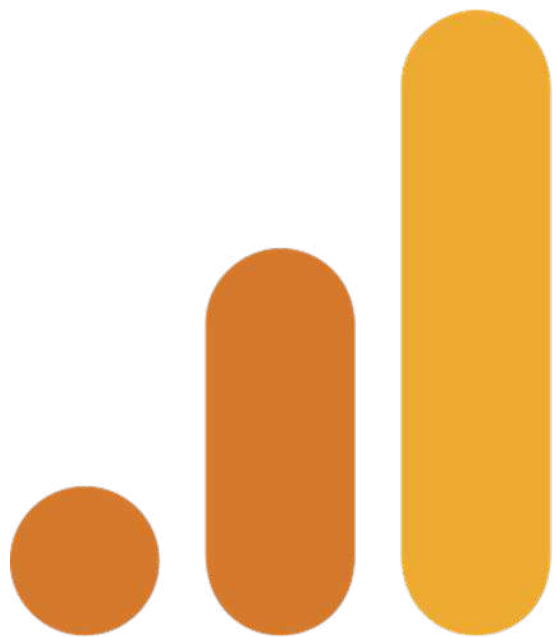




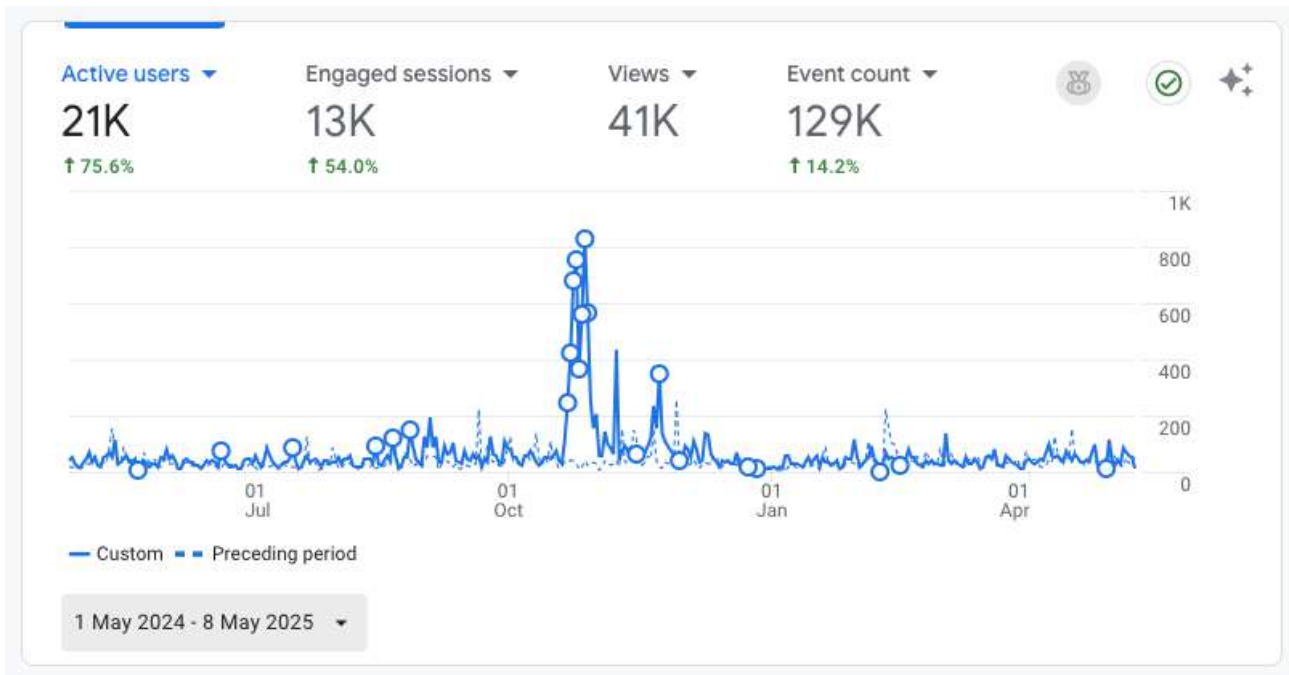
AFRICAN CENTRE
FOR BIODIVERSITY

Social media and website report

May 2024-May 2025



Google
Analytics



***Events:** Specific interactions or actions that users take on a website, including button clicks, form submissions, video views, downloads, and other activities.

Country ▾ +		↓ Active users
Total		20,639 100% of total
1	South Africa	10,232 (49.58%)
2	United States	2,480 (12.02%)
3	United Kingdom	668 (3.24%)
4	Netherlands	483 (2.34%)
5	Singapore	446 (2.16%)
6	France	365 (1.77%)
7	Kenya	362 (1.75%)
8	Germany	361 (1.75%)
9	Hong Kong	265 (1.28%)
10	Ireland	259 (1.25%)

User location





Mailing lists and subscribers

- The ACB general mailing list currently contains 5426 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): 7009.



Significant surge in user engagement

ACB's website and social media platforms saw a significant surge in engagement during the reporting period.

- The number of active users on the website grew by 75% year-on-year, while engaged users increased by 54%.
- On Facebook, our reach expanded by over 200%, accompanied by a 55% rise in content interactions.
- Instagram content interactions also doubled, reflecting a 100% year-on-year increase.

facebook

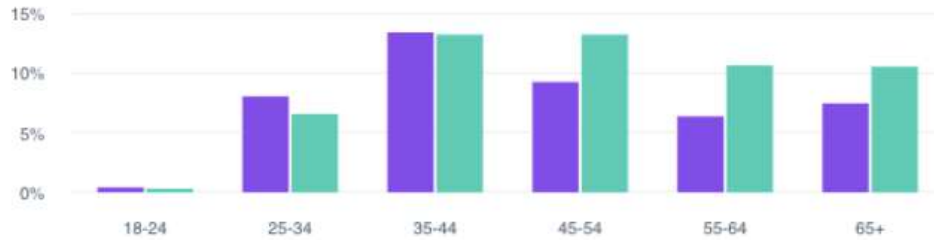
Overview



Demographics

Age and gender

Men 45.20%
Women 54.80%



Location

Towns/cities

Countries

South Africa	7,529
United States	2,078
United Kingdom	651
Brazil	371
Canada	340
India	306
Kenya	293
Ghana	280
Germany	263
Italy	262





African Centre for Biodiversity

Published by [Deidre May](#)



5 September 2024 · 🌐

Ahead of [#COP16Colombia](#), if you want to find out what is at stake regarding 'generative' artificial intelligence (AI) tools, in their application of generating novel digital sequences for GMOs and proteins, register for our webinar next week:

https://t2m.io/BlackBoxBiotech_WebinarInvite_EN.

There will be interpretation between English, French and Spanish.

In collaboration with Third World Network and ETC Group, we have just brought out a paper to ventilate on the issues aro... [See more](#)



Black Box' Biotech: addressing the risks, hype, and inequities...

Call now

Overview

Reach ⓘ

59,571

Impressions ⓘ

89,523

Interactions ⓘ

152

Link clicks ⓘ

363

Reach ⓘ

59,571

From ads

59,302

From organic
309

From followers

From non-followers

Impressions ⓘ

89,523

From original post

From shares

91

Interactions ⓘ

152

147 from ads

Reactions ⓘ

147

144 from ads

Comments ⓘ

1

0 from ads

Shares ⓘ

4

3 from ads

Saves ⓘ

0

0 from ads





African Centre for Biodiversity

Published by [Sindy Louise Peters](#)

22 November 2024 · 🌐

Sign our petition now to have Terbufos banned with immediate effect!

Let's hold the South African government and chemical industry to account for deaths and serious illnesses from toxic pesticides on the farm and in food.

Sign on and spread the word by sharing this petition with others:

https://t2m.io/PesticideTribunal_BanTerbufos ... [See more](#)

PETITION sign on

* Indicates required question

I support this petition to call for a ban on Terbufos, with immediate effect, and the institution of mechanisms for banning all highly hazardous pesticides (HHPs) within three months.



DOCS.GOOGLE.COM

PETITION sign on

Overview

Views ⓘ

15,131

Reach ⓘ

9,099

Interactions ⓘ

839

Link clicks ⓘ

173

Views ⓘ

15,131



From followers
12%

From non-followers

From ads

From organic

90%

88%

10%

Interactions ⓘ

839

830 from ads

Reactions ⓘ

592

592 from ads

Comments ⓘ

156

154 from ads

Shares ⓘ

88

81 from ads

Saves ⓘ

3

3 from ads





African Centre for Biodiversity

Published by [Sindy Louise Peters](#)



22 October 2024 · 🌐

A precedent-setting ruling by the South African Supreme Court of Appeal in favour of ACB vs Monsanto/Bayer and the State has set aside the commercial approval of genetically modified (GM) drought-tolerant maize.

This marks the first judicial decision concerning GMO decision-making in South Africa, made by a full bench of five judges of the Supreme Court of Appeal (SCA). It sets aside multiple layers of determinations regarding the approval of the application by Monsanto/Bay... [See more](#)



ACBIO.ORG.ZA

Groundbreaking Judgment Of The Supreme Court Of Appeal In ACB Vs Monsanto/Baye...

Overview

Views ⓘ

3,952

Reach ⓘ

2,184

Interactions ⓘ

63

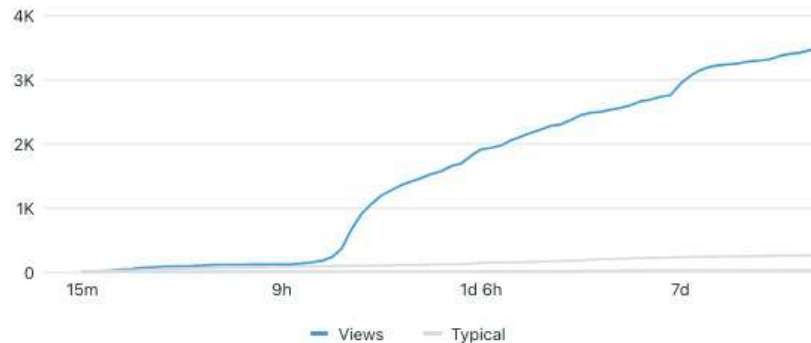
Link clicks ⓘ

54

📈 This post received **more views** compared to your recent Facebook posts.

Views ⓘ

3,952



From followers

16%

From non-followers

84%

📈 This post received **more interactions** compared to your recent Facebook posts.

Interactions ⓘ

63

Reactions ⓘ

29

Comments ⓘ

8

Shares ⓘ

26

Saves ⓘ

0





African Centre for Biodiversity

Published by [Sindy Louise Peters](#)

3 October 2024

In September, ACB research and advocacy officer Sabrina Masinjila participated in a multi-stakeholder workshop hosted by the [Seed Savers Network, Kenya](#). The aim of the meeting was to develop a strategy for grassroots organisations to effectively engage in the Convention on Biological Diversity (CBD) and actualise the Global Biodiversity Framework (GBF).

Read more here: <https://acbio.org.za/.../kenya-seed-savers-network-workshop/>



Overview

Views ❶

1,643

Reach ❶

1,292

Interactions ❶

31

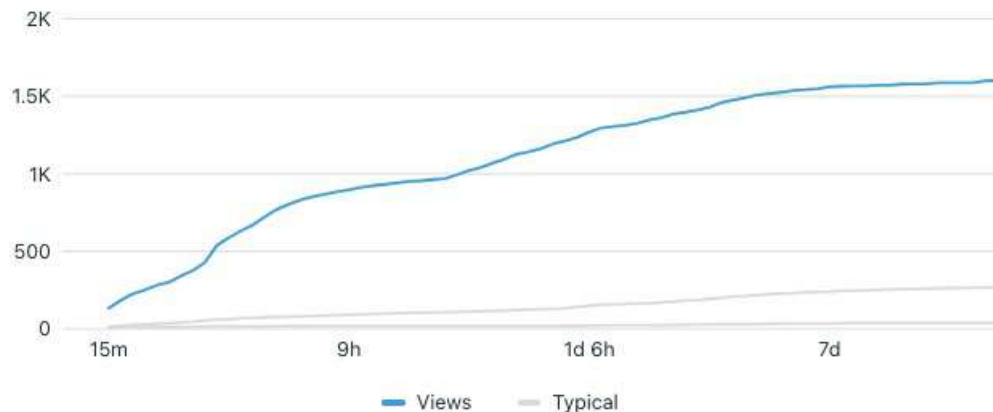
Link clicks ❶

2

↗ This post received more views compared to your recent Facebook posts.

Views ❶

1,643



From followers

From non-followers

36%

64%





African Centre for Biodiversity

Published by [Sindy Louise Peters](#)

30 January · 🌐

"Palesa's Brave Discovery. A guide to why children should not have access to hazardous substances", should be withdrawn because it violates the rights of children and c... [See more](#)



African Centre for Biodiversity

The African Centre for Biodiversity ...

[Call now](#)

Overview

Views ⓘ

21,541

Reach ⓘ

15,608

Interactions ⓘ

9

Link clicks ⓘ

128

Views ⓘ

21,541

30K

20K

10K

0

15m

9h

1d 6h

7d

Views

Typical

From followers

1%

From non-followers

99%

From ads

From organic

1%

99%





African Centre for Biodiversity

Published by [Sindy Louise Peters](#)

5 February · 🌐

Hot off the press is our submission aimed at government, Financing biodiversity in the face of capitalist extractivism and ecocide, where ACB research consultant Dr Ste... [See more](#)



Overview

Views ⓘ

423

Reach ⓘ

255

Interactions ⓘ

11

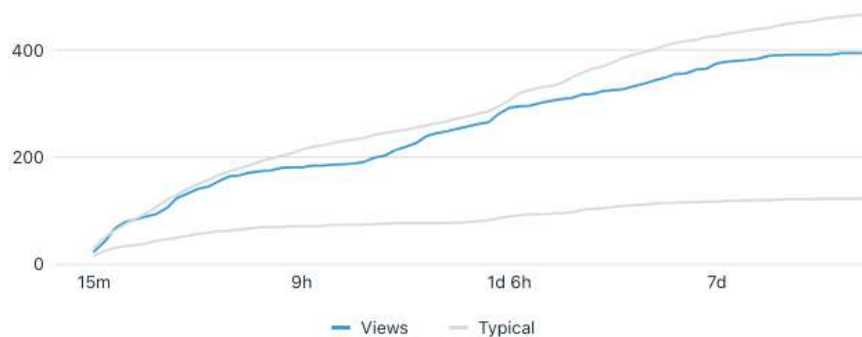
Link clicks ⓘ

2

📈 This post received **more views** compared to your recent Facebook posts.

Views ⓘ

423



From followers

70%

From non-followers

30%





Boost



Food Sovereignty Ghana and 12 others



6

Overview

Views ⓘ

1,050

Reach ⓘ

798

Interactions ⓘ

19

Link clicks ⓘ

--



This post ranked no. 1 in views compared to your last 10 Facebook posts.

[See recent posts](#)

Views ⓘ

1,050

1K

500

0

15m

9h

1d 6h

7d

Views

Typical

From followers

40%

From non-followers

60%







Top tweets






Top tweets

ACBIO @ACBIO

New research highlights glyphosate's extreme toxicity, yet SA's outdated regulations allow even deadlier chemicals like Terbufos to persist in our food system. Sign our petition to [#BanTerbufosNow](#): [t2m.io/PesticideTribu...](#) and help spread the word!



10:40 AM · Nov 26, 2024 · 570 Views

View post engagements

8 16 1

ACBIO @ACBIO · Mar 3

Industry in South Africa is using “derogation” regulations to bypass the country’s stated aim to phase out of [#highlyhazardouspesticides](#) like glufosinate ammonium. We object and unpack the issue as unconstitutional and unlawful: [t2m.io/GLAd derogation_...](#)



1 5 9 618 1 1



Top tweets



In Financing biodiversity in the face of capitalist extractivism and ecocide, Dr Stephen Greenberg critiques SA's Biodiversity Finance Plan & proposes alternatives for open-ended transformative approach for generating resources for biodiversity restoration t2m.io/BiodiversityFi...



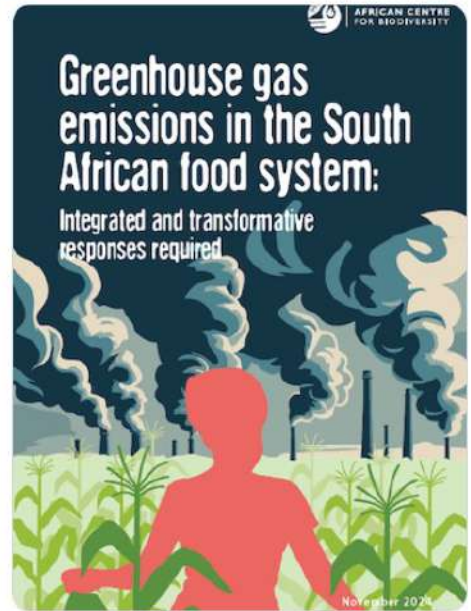
5:35 PM · Feb 5, 2025 · 57 Views



ACBIO @_ACBIO · Nov 25, 2024

This briefing tackles the predicted impact of climate change on South Africa's agri-food system, providing detail on emissions and proposals for reductions, with agroecology as a guiding approach for adaptation.

t2m.io/GHG_emissions_...



4 6 106



Top tweets

**ACBIO**
@_ACBIO

Palesa's Brave Discovery must be withdrawn by @foodformzansi & @CropLifeSA. It puts responsibility on children to protect themselves from HHPs. This is a gross violation of children's rights. @DOAgov_ZA must protect them through regulatory control.



"Palesa's Brave Discovery" Violates Children's And Consumers' Rights

From acbio.org.za

1:20 PM · Feb 11, 2025 · 81 Views

**ACBIO** @_ACBIO · Mar 22

"We are here to unmask the violence of agrarian feudalism, the dirty secrets of our agriculture system & the complicity of the state for their support in the commission of crimes against humanity of the people of this country," ACB's Mariam Mayet. Live: youtube.com/@SAPeoplesTrib...



8

13

677



Top tweets



ACBIO
@_ACBIO

ACB's Mariam Mayet and Sabrina Masinjila earlier this month participated in the fourth edition of the International Farmer Seeds Gathering in France, speaking in three workshops. Find out more about this key knowledge-sharing event here: acbio.org.za/seed-sovereign...



12:23 PM · Oct 30, 2024 · 259 Views



ACBIO
@_ACBIO

Zimbabwean artist and graphic designer Baynham Goredema is a multidisciplinary creative with over 20 years of experience. Over the past several years he has created iconic covers and layout for many of ACB's publications. View his artwork here:



Artist Gallery: Baynham Goredema

From acbio.org.za

10:18 AM · Dec 2, 2024 · 732 Views

View post engagements



 4

 16

 1







In the selected period, your channel got 2,941 views

Views

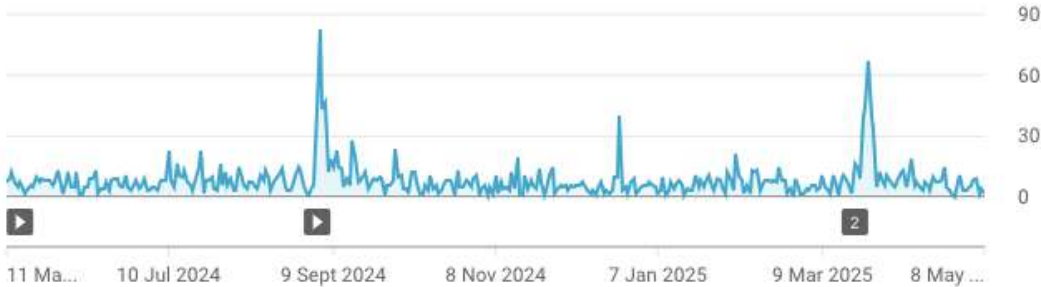
2.9K

Watch time (hours)











101.9

Subscribers

+49



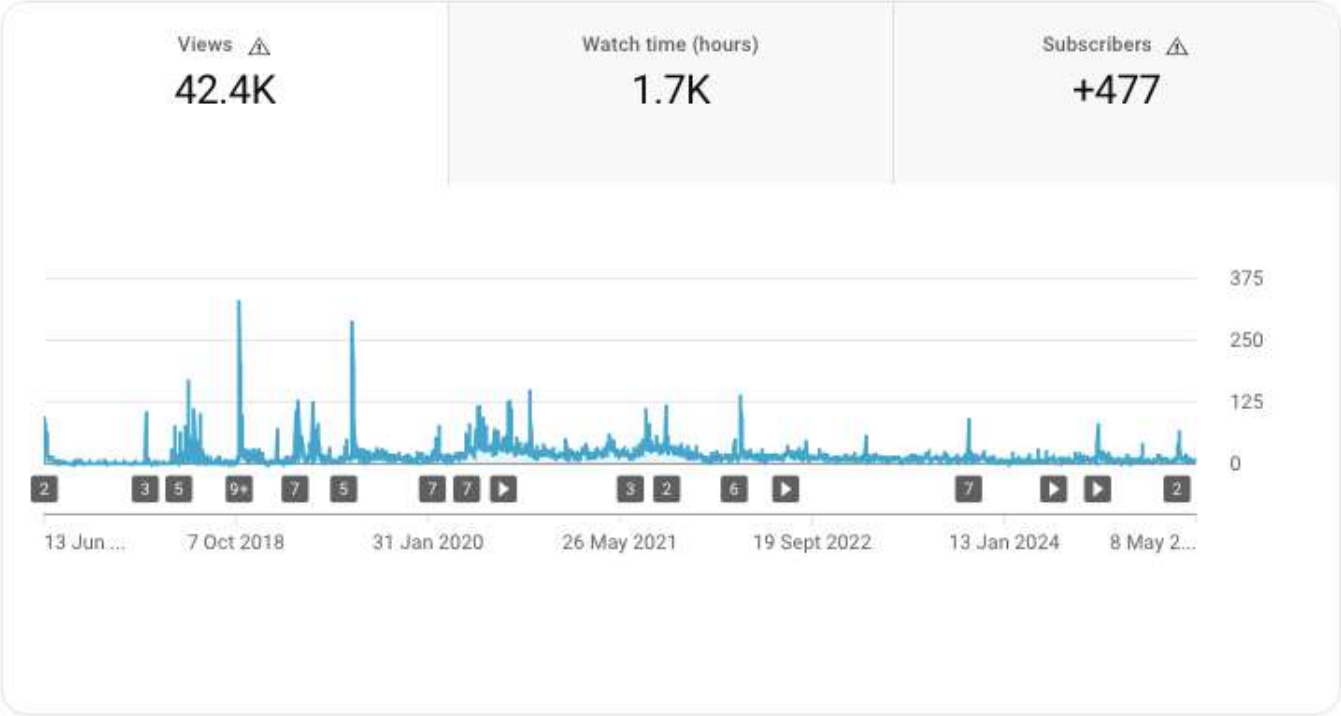


	Content	Average view duration	Views
1	 'Black Box' Biotech: addressing the risks, hype, and inequities underpinning gener... 3 Sept 2024	3:18 (40.1%)	480
2	 Oxitec's failed GM mosquito releases: Forewarnings for Africa and the Target Ma... 29 Apr 2019	2:18 (39.3%)	245
3	 South African People's Tribunal on Agrottoxins – Opening address: Mariam Mayet 24 Mar 2025	1:39 (13.7%)	221
4	 Young farmer Lilian Mbapolo talks about farming in Kalulushi, Zambia 17 Feb 2020	0:46 (56.7%)	204
5	 History of Maize Cultivation and Consumption in South Africa 1 15 Oct 2018	2:04 (41.2%)	192
6	 Visit to Theresa Mutaka's farm, Kalulushi, Zambia 24 Feb 2020	1:52 (36.1%)	161
7	 SeSOTHO Pale ya temo le tshebediso ya poone Aforika Borwa 1 23 Oct 2018	1:25 (17.7%)	148
8	 Reinette Heunis of Suurbraak Aquaponics talks about shaping a sustainable far... 16 Oct 2023	2:24 (53.4%)	135
9	 Value of Household and Community Seed Banks 15 Jun 2018	1:56 (31.5%)	127
10	 SeSOTHO Ditshomo tse fosahetseng tse amanang le GMOs 3 23 Oct 2018	0:46 (8.7%)	74

Top content



Your channel has had 42,383 views so far

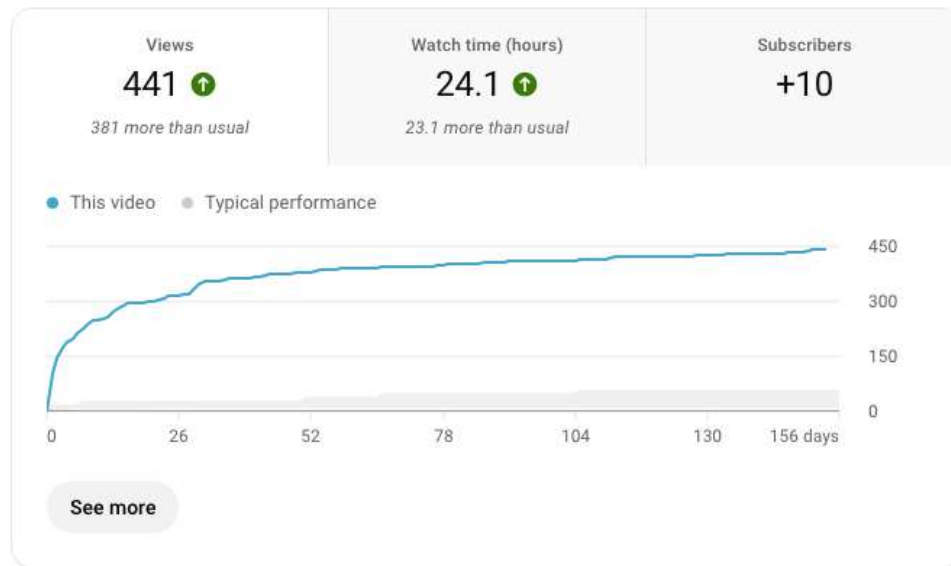


Highlights



Black Box' Biotech: addressing the risks, hype, and inequities underpinning gene

This video has had 441 views since it was published



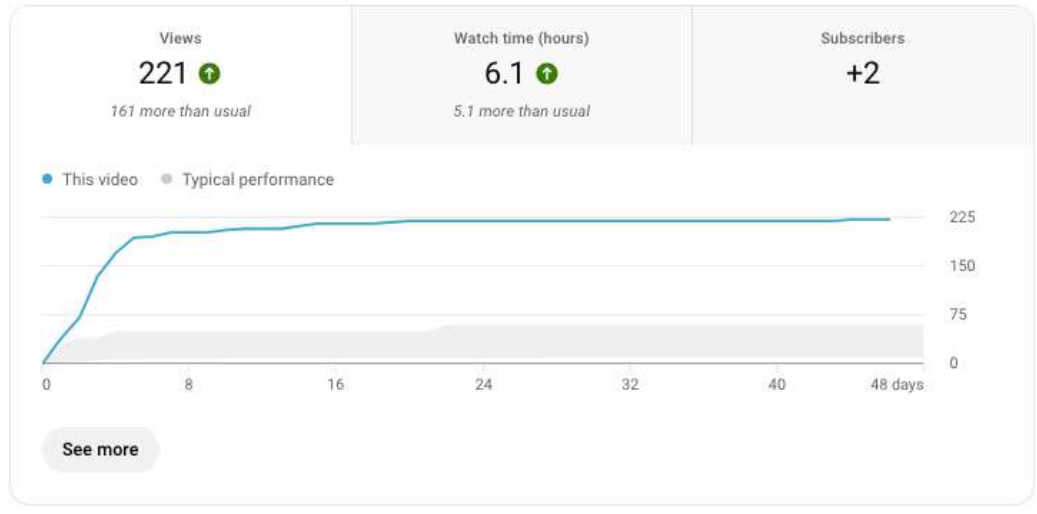
Highlights

21-23 MARCH
2025



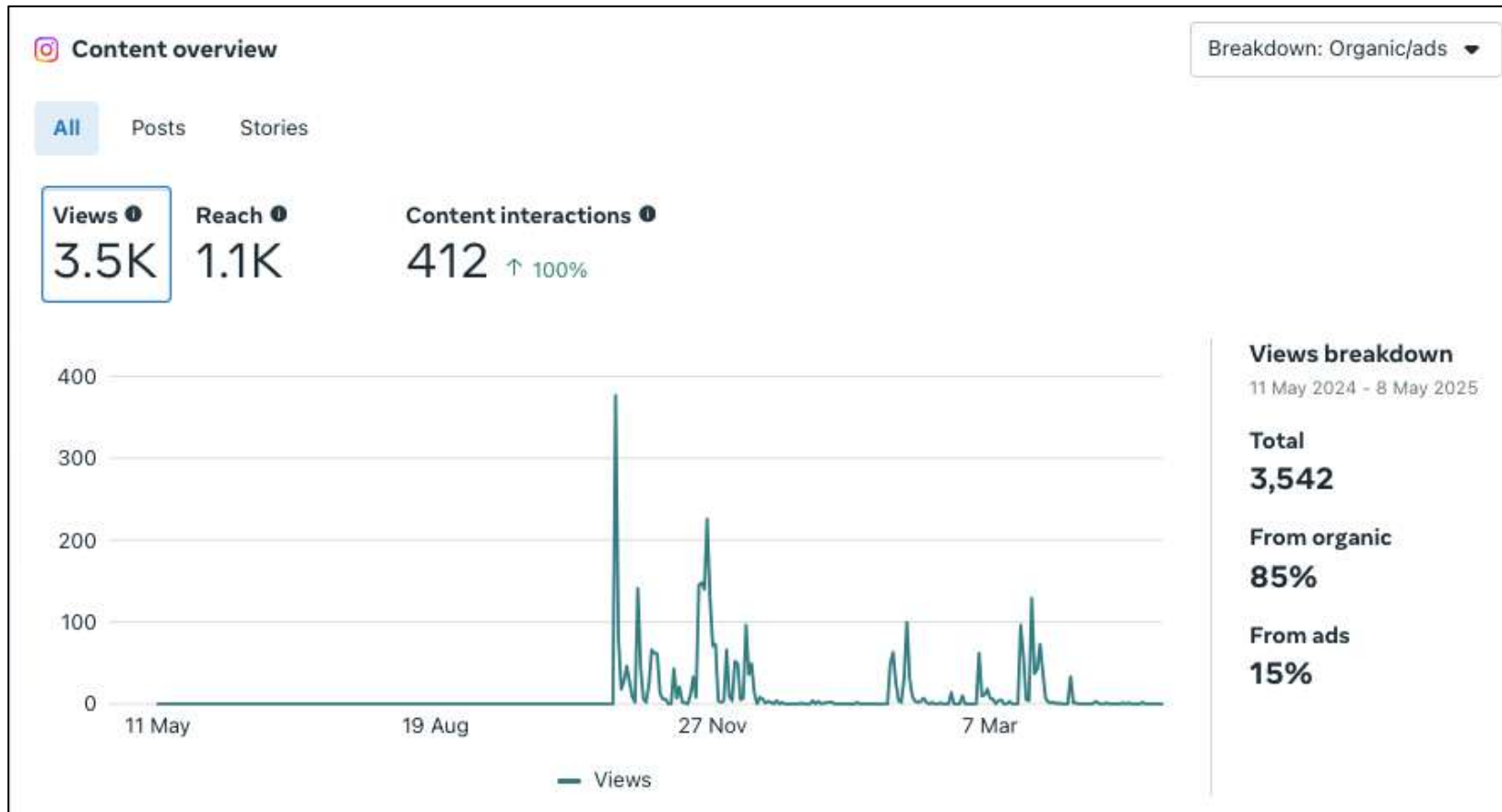
South African People's Tribunal on Agrotoxins – Opening address: Mariam Ma

This video has had 221 views since it was published





Overview



Instagram



acbio_



acbio_ A precedent-setting ruling by the South African Supreme Court of Appeal in favour of ACB vs ... [more](#)

Overview

Views ⓘ

315

Reach ⓘ

234

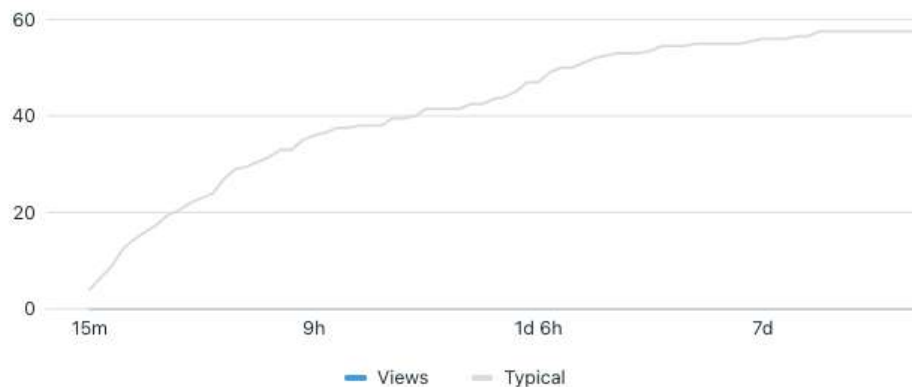
Interactions ⓘ

71

📈 This post received more views compared to your recent Instagram posts.

Views ⓘ

315



Followers breakdown

From followers

52%

From non-followers

48%

Views source

From reshares

136

From feed

132

From others

29

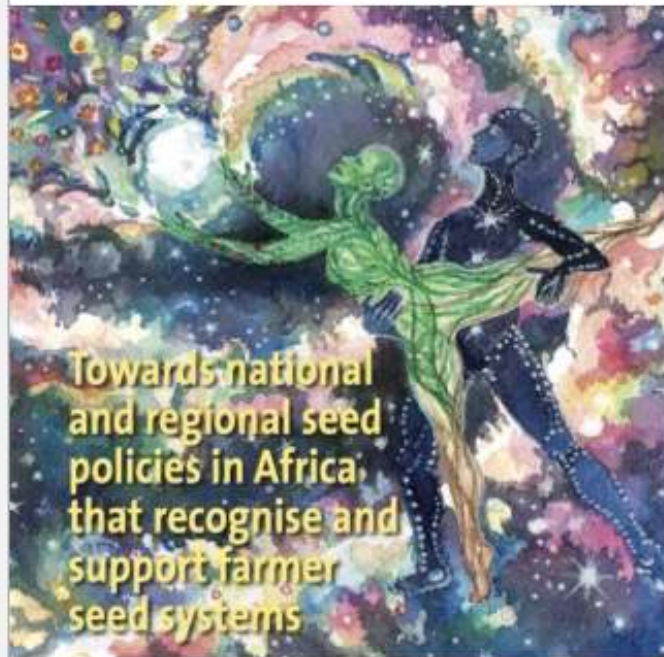
From profile

18



Instagram

20 acbio_



acbio_ Celebrating our more than 20-year legacy, ACB has collated some of the artistic contributions ... more

Overview

Views ⓘ

200

Reach ⓘ

152

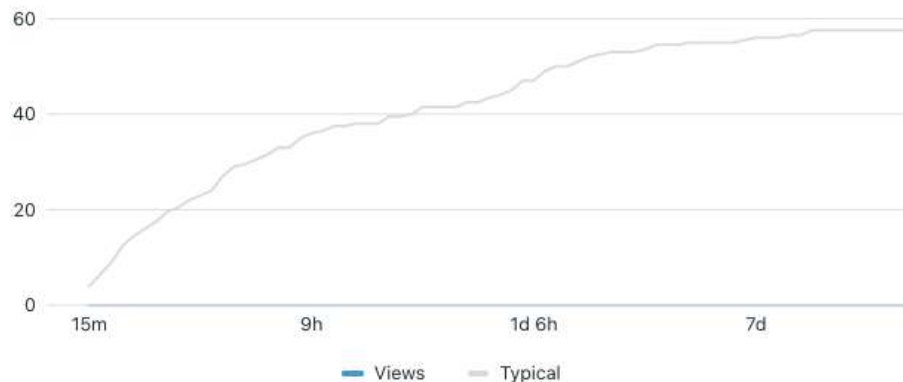
Interactions ⓘ

19

↗ This post received more views compared to your recent Instagram posts.

Views ⓘ

200



Followers breakdown

From followers

56%

From non-followers

45%

Views source

From reshares

94

From feed

90

From others
11

From profile
5



Instagram



acbio_

Greenhouse gas emissions in the South African food system:

Integrated and transformative responses required



November 2024



acbio_ With climate change predicted to impact South Africa's agri-food system in the coming decade...

more

Overview

Views ⓘ

203

Reach ⓘ

147

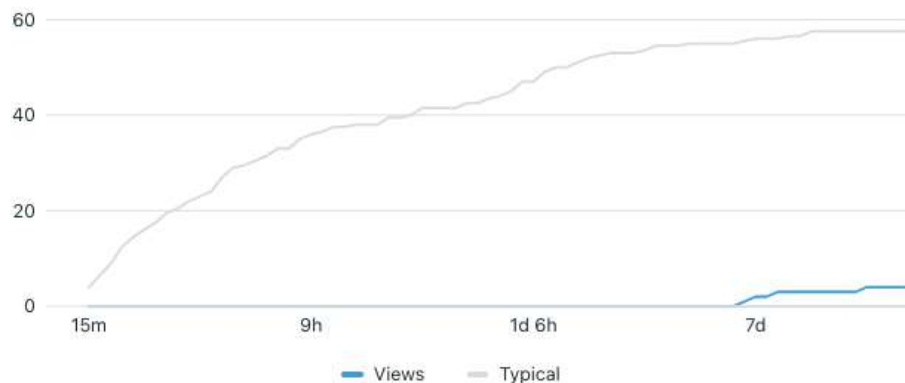
Interactions ⓘ

19

📈 This post received **more views** compared to your recent Instagram posts.

Views ⓘ

203



Followers breakdown

From followers

52%

From non-followers

48%

Views source

From reshares

98

From feed

93

From others

7

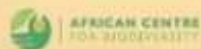
From profile

5



Instagram

acbio_



Harmful subsidies, debt and financing for biodiversity in Africa

Just transition pathways for CBD's COP 16 and beyond

October 2024



acbio_ Our latest briefing paper finds that the harmful subsidies damaging African agriculture cannot ...
more

Overview

Views ⓘ

158

Reach ⓘ

116

Interactions ⓘ

22

This post's views are typical compared to your recent Instagram posts.

Views ⓘ

158

300

200

100

0

15m

9h

1d 6h

7d

— Views

— Typical

Followers breakdown

From followers

73%

From non-followers

27%



Instagram



acbio_



acbio_ Sign our petition now to have Terbufos banned with immediate effect! ... [more](#)

Overview

Views ⓘ

174

Reach ⓘ

115

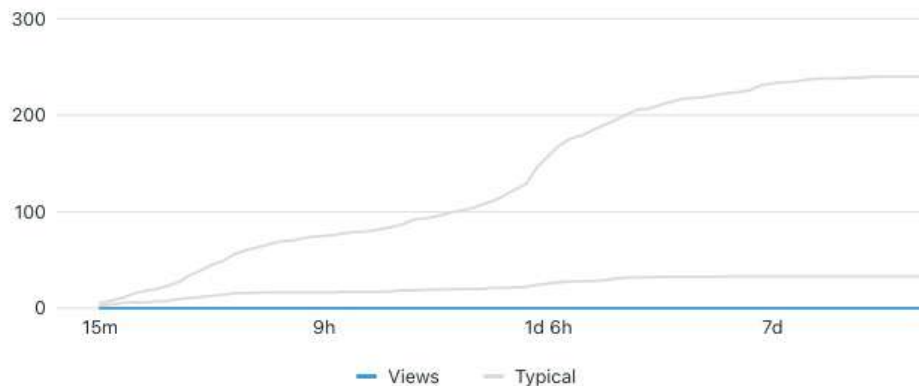
Interactions ⓘ

18

↗ This post received **more views** compared to your recent Instagram posts.

Views ⓘ

174



Followers breakdown

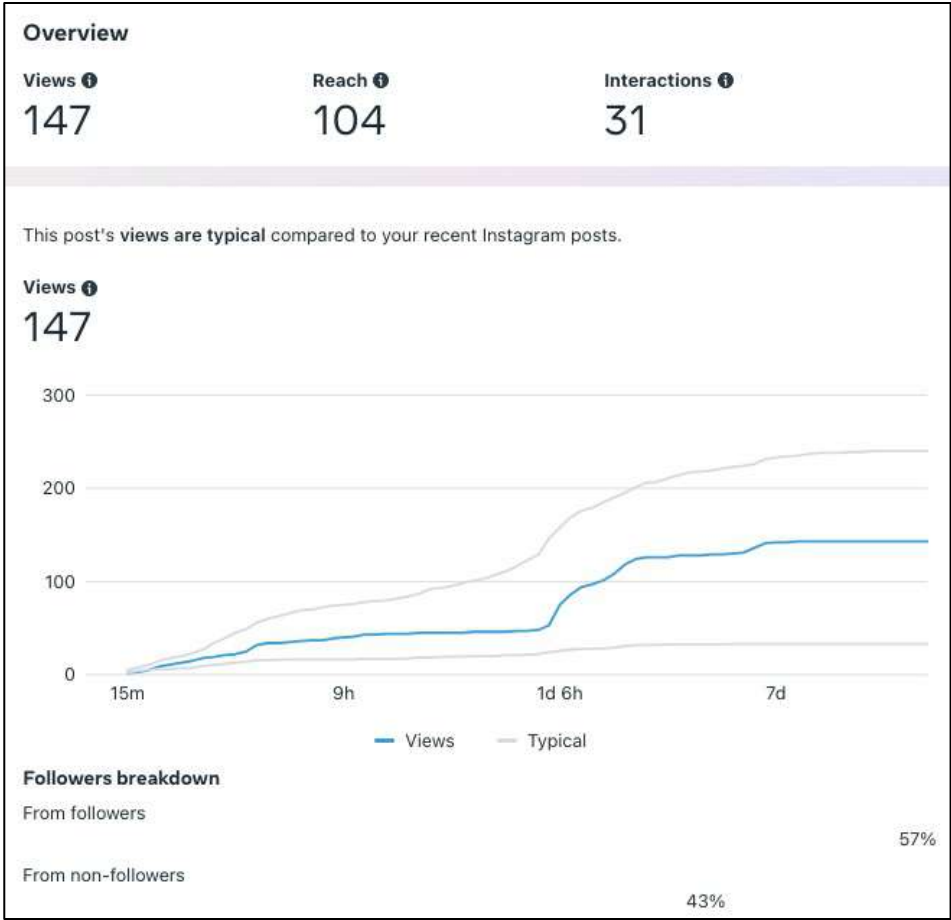
From followers

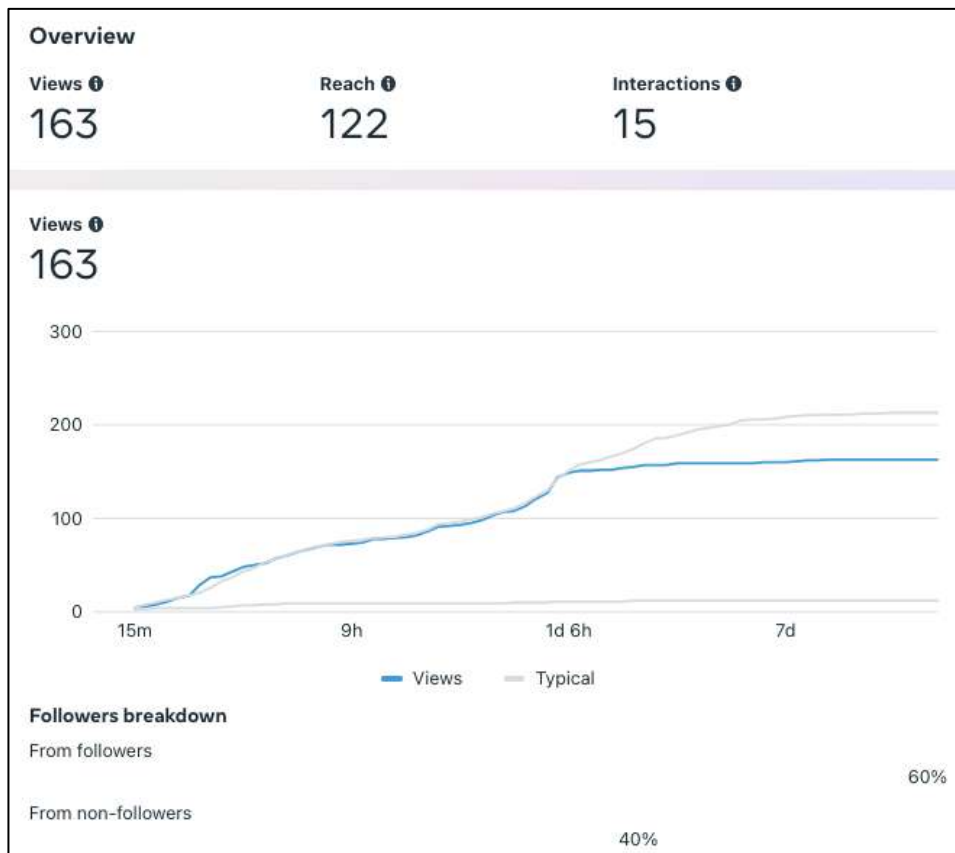
61%

From non-followers

39%









ACB's legacy podcast: celebrating 20 years of resistance against GMOs in Africa

ACB's two-decade legacy by African Centre for Biodiversity

S01 E01 | May 13, 2024 | 01:04:01

 Copy RSS feed

 Listen on ...

 Share

 Website

All time

92

This figure reflects only the number of listens recorded via the RSS platform. However, the podcast is also available through a web post, on YouTube, Spotify, and other podcast platforms, so the total number of listens is likely significantly higher.