



Social media metrics/reporting

Strengthening Knowledge Management for Greater Development Effectiveness in the Near East, North Africa, Central Asia and Europe

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11 Monday 2021

icarda.org

International Center for Agricultural Research in the Dry Areas

cgiar.org

A CGIAR Research Center



List of channels

Media	Type
LinkedIn	B2B
Facebook	Social
Twitter	Social
YouTube	Stream
Other Sites	
DSpace	Repository
KM Portal	Portal

Metrics monitored per channel

- Day/time
- Total impressions
- Total engagements + Engagements: retweets/share/downloads + Engagements: comments/replies

Post Link	Day, Time	Total Impressions	Total Engagements	Engagement: retweets/shares/downloads	Enga
https://www.facebook.com/...	2:23 PM · Nov 30	879	48	3	
https://www.facebook.com/...	10:30-11:20 AM · Nov 30	356	14	3	
https://www.facebook.com/...	10:01-12:20 AM · Nov 30	262	14	4	
https://www.facebook.com/...	10:02-12:20 AM · Nov 30	288	2	0	
https://www.facebook.com/...	10:03-12:20 AM · Nov 30	326	22	12	
https://www.facebook.com/...	10:04-12:20 AM · Nov 30	248	6	0	
https://www.facebook.com/...	7:27 PM · Eastern Standard Time · Nov 30	54	1	0	
https://www.facebook.com/...	7:27 PM · Eastern Standard Time · Nov 30	39	0	0	
https://www.facebook.com/...	7:27 PM · Eastern Standard Time · Nov 30	86	0	0	
https://www.facebook.com/...	11:03 AM · Eastern Standard Time · Nov 30	135	4	0	
https://www.facebook.com/...	11:30 AM · Eastern Standard Time · Nov 30	176	10	0	
https://www.facebook.com/...	1:12:20 AM · Nov 30	397	15	2	
https://www.facebook.com/...	2:12:20 AM · Nov 30	368	12	0	
https://www.facebook.com/...	3:12:20 AM · Nov 30	397	10	0	
https://www.facebook.com/...	4:12:20 AM · Nov 30	384	8	0	
https://www.facebook.com/...	11:00 AM · Nov 30		16		
https://www.facebook.com/...	1.12.2020	156	2	0	
https://www.facebook.com/...	2.12.2020	155	6	0	
https://www.facebook.com/...	3.12.2020	191	6	0	

Event specific reporting example

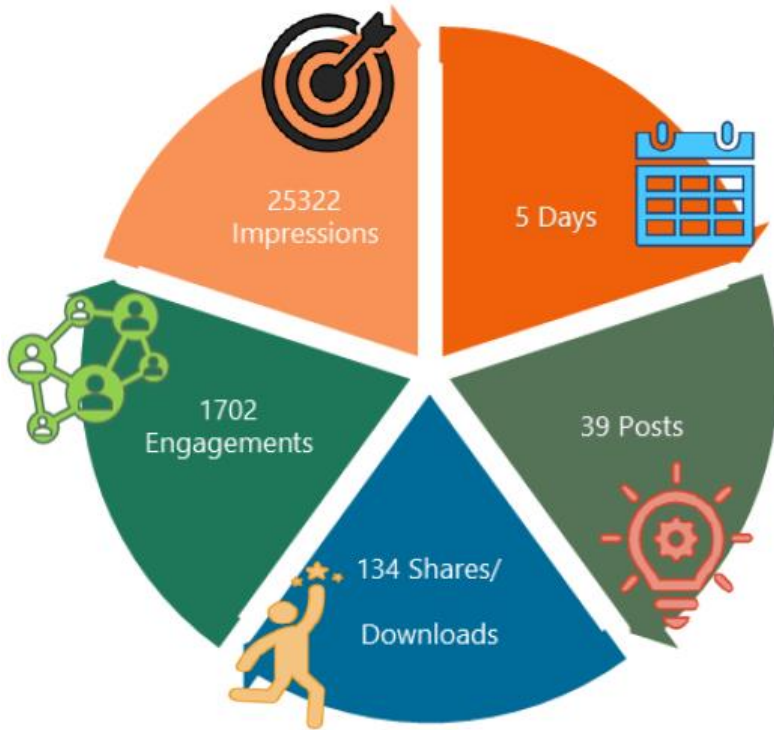


Fig. 1: Social media analysis of Virtual Learning Route-Sudan

ROUND MODEL

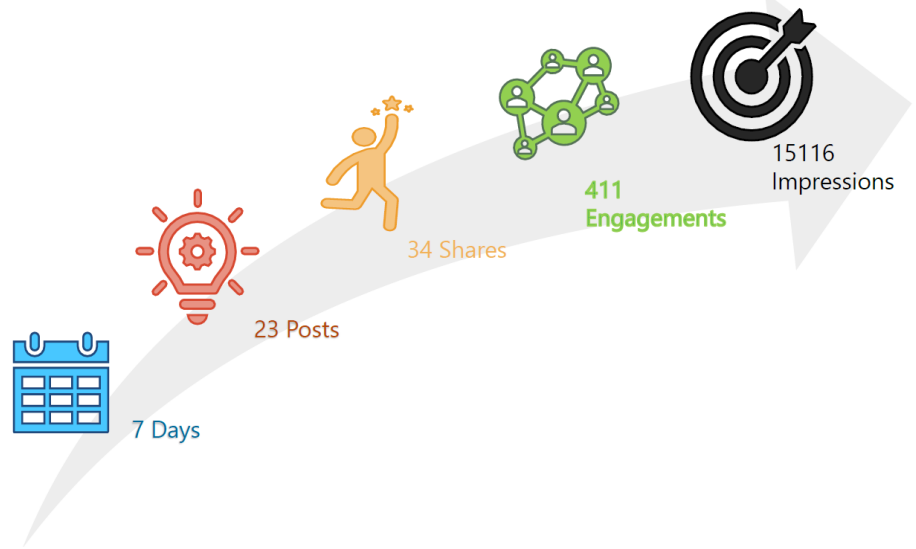


Fig. 2: Social media analysis of SKIM Virtual Learning Week

GROWTH MODEL

Suggestions on reporting frequency

- The SKiM project is able to monitor the SKiM KM Portal, MEL webpages and repositories regularly: **Quarterly Reporting is suggested in 2021.**
- For event specific social media campaigns, SKiM employs the dono and partners' social media channels: **Event-basis extraordinary reporting is in place.**

Virginia Tech Agricultural & Applied Economics
4 December 2020 · 🌐

It's the last day we're sharing about the SKiM project Jeff Alwang is participating in with International Center for Agricultural Research in the Dry Areas - ICARDA!

How can strengthening knowledge management help rural development? Local community champions and institutions use knowledge to build enabling multi-stakeholder ecosystems, foster innovation and skill sharing, and improve capacity development to enhance job opportunities for young people and vulnerable groups. Thanks for walking with ICARDA and Procasur Corporation this week through the #Sudan Virtual Learning Route, a path of knowledge management, sharing and development, and identifying and scaling best practices in development research. Looking forward to explore more? Ask the Source Providers - connect through the Learning Survey #SKiM project funded by International Fund for Agricultural Development (IFAD) CIHEAMBari CGIAR Research Program on Grain Legumes and Dryland Cereals - GLDC CGIAR

MEL.CGIAR.ORG
MEL - Monitoring, Evaluation & Learning

CIHEAM Bari
3,193 followers
1mo · Edited · 🌐

Can peer-to-peer learning systems be a sustainable way to management best practices?

Navigating through the latest approaches to knowledge management **PROCASUR Corporation / Corporación PROCASUR** "Learn established knowledge management system, taking place brokering best practices among providers and seekers, co organizations, and acting as innovation platforms for rural Read more in Sudan Country Source Book: <https://bit.ly/315GT5e> funded by **International Fund for Agricultural Development**

ICARDA: International Center for Agricultural Research in the Dry Areas
#CIHEAMBari Virginia Tech Department of Agricultural & Environmental Sciences
CGIAR

Sudan Country Source Book
Best Practices and Innovations in Knowledge Management
assets, tools and approaches

International Center for Agricultural Research in the Dry Areas - ICARDA
30 November 2020 · 🌐

How can local best practices transition to institutional knowledge management?

ICARDA partnered with Procasur Corporation to assess capacity and enhance the #knowledge management #Sudan, documenting winning strategies from local interventions for scaling to suitable contexts in the region. The precious knowledge has the potential to grant better results to the local communities' efforts and to provide synergy ground for extensionists and research organizations in the area. |Walk the virtual learning route via <https://bit.ly/315GT5e> #SKiM project funded by International Fund for Agricultural Development (IFAD) CIHEAMBari Virginia Tech CGIAR Research Program on Grain Legumes and Dryland Cereals - GLDC CGIAR Research Program on Climate Change, Agriculture and Food Security

Procasur Africa
30 November 2020 · 🌐

How can local best practices transition to institutional knowledge management?

International Center for Agricultural Research in the Dry Areas - ICARDA partnered with Procasur Corporation to assess capacity and enhance #knowledge management skills of key #rural institutions in #Sudan, documenting winning strategies from local interventions for scaling to suitable contexts in the region. The precious knowledge has the potential to grant better results to the local communities' efforts and to provide synergy ground for extensionists and research organizations in the area. |Walk the virtual learning route via <https://bit.ly/315GT5e> #SKiM project funded by International Fund for Agricultural Development (IFAD) CIHEAMBari Virginia Tech CGIAR Research Program on Grain Legumes and Dryland Cereals - GLDC CGIAR Research Program on Climate Change, Agriculture and Food Security

Tweet

إيفاد @IFADarabic

في ظل مشروع #SKiM الممول من إيفاد، قدمت @ICARDA و @PROCASUR مسار تعلم افتراضي، وتبادل أفضل الممارسات المعرفية وتوسيع نطاقها في #السودان. هل تفكر في التواصل معنا؟ اسأل المصادر من خلال استطلاع التعلم bit.ly/2HHHCf8

4:31 pm · 4 Dec 2020 · Twitter Web App



Synergies & Suggestions

- **How to increase our reach and measure hidden results behind numbers?**

By synergizing with Project stakeholders, growing their outreach;

By landing multi-stakeholders dissemination campaigns, tapping wider audience.

- **How to create synergies amongst MEL team?**

By sharing results and best practices;

By testing best practices and reporting strategies.