

A photograph of a field of tall, green grasses, possibly a meadow or a field of wildflowers, with a teal rectangular text box overlaid in the center. The grasses are in focus, and the background is slightly blurred, showing a bright sky.

# AGRO VISIBILITY

SoMe and website 2020



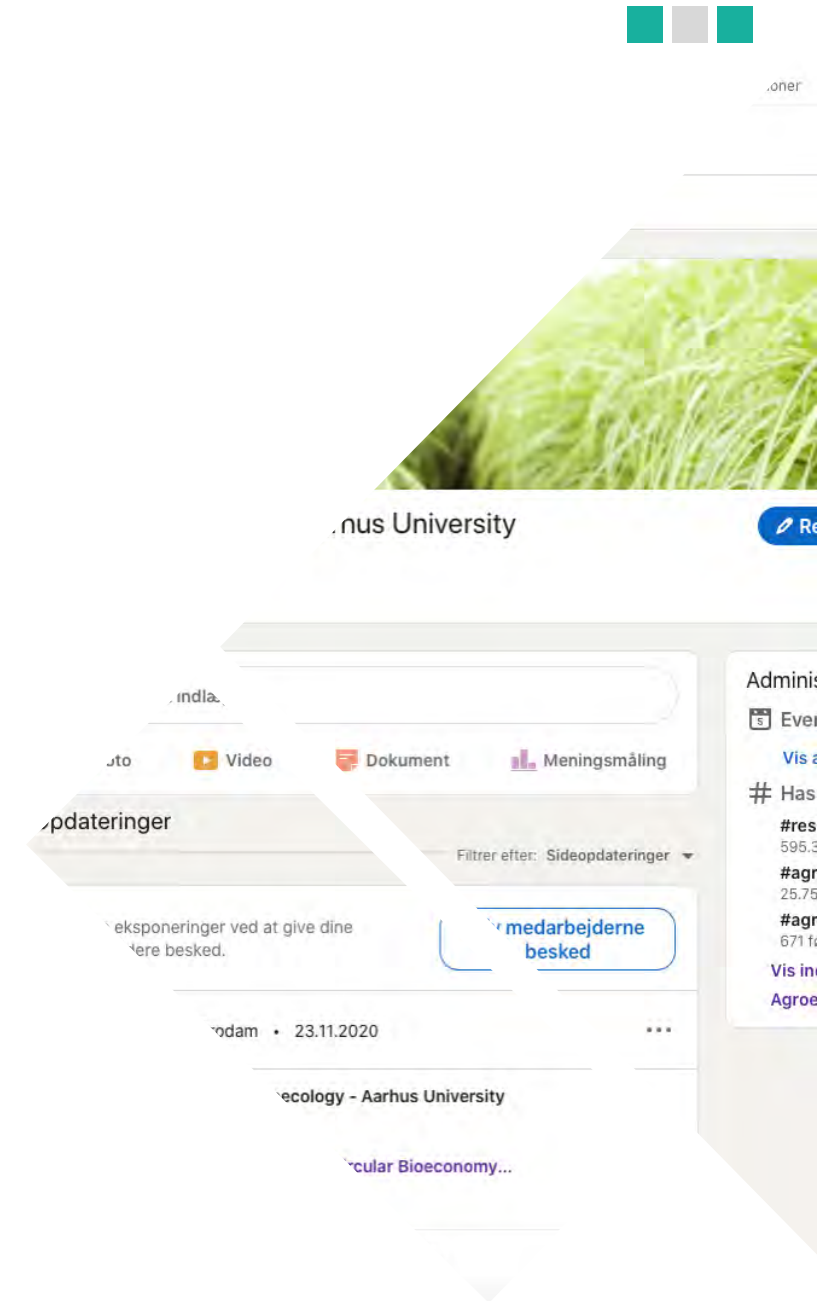
## WEB & SoMe

- LinkedIn – first post 10 December 2019
- Twitter – first tweet 16 January 2020
- Web-site – ongoing update of design and structure



# OUR STRATEGY

- LinkedIn
  - Target group – industry, researchers, authorities, collaborators etc
  - Purpose - branding of AGRO, research results, recruitment, and network
  - English – mainly
- Twitter
  - Target group – press, stakeholders, and organisations
  - Purpose – professional and factual input from AGRO research
  - English – mainly
- How to act as AGRO on SoMe



# OUR GOALS

200

LinkedIn

Engagement - 1-2 %

Relevant #

Tagged in other posts

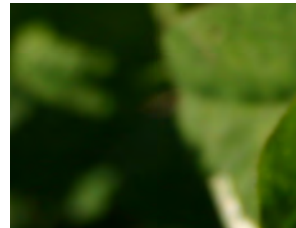
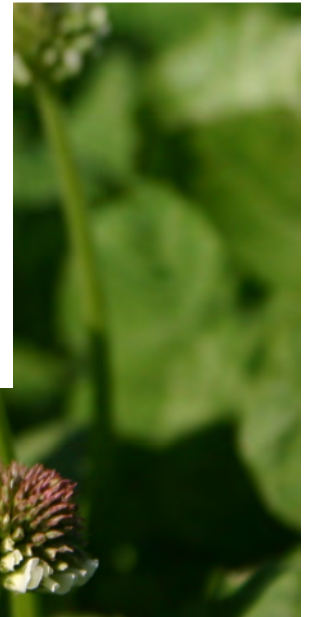
75

Twitter

Engagement – 0,5-1 %

Retweets

Tagged in other posts



# Where are we now?

Exposures, impressions, engagement and followers

- Exposure and impression rate is high
- High engagement
- Our profiles are well visited
- We are tagged in more and more posts
- We have very relevant followers



**Department of Agroecology - Aarhus University**  
 Research · Tjele, Midtjylland · [458 følgere](#)

Research in agroecology at Aarhus University

[Rediger side](#) [Del side](#)

**Nøgletal**  
 Seneste 30 dages aktivitet

- 77** Unikke besøgende ▲ 26 %
- 44** Nye følgere ▲ 62 %
- 9.102** Eksponeringer ▲ 16 %
- 12** Klik på tilpasset knap ▲ 500 %

**Start et indlæg**

Foto Video Dokument Meningsmåling

**Opdateringer**  
 Filtrer efter: Sideopdateringer

Få flere eksponeringer ved at give dine medarbejdere besked. [Giv medarbejderne besked](#)

Opslået af Camilla Brodam · 23.11.2020

**Administrer**

- Events** [Vis alle events](#)
- Hashtags**
  - #research** 595.397 følgere
  - #agro** 25.755 følgere
  - #agroecology** 671 følgere

[Vis indlæg om Department of Agroecology - Aarhus University](#)

# WHO?

## LinkedIn followers - 458

- 35 % research
- 33 % are newly graduates
- 16 % agriculture, climate, and environment
- Mostly Denmark (50%), Belgium, the Netherlands, Sweden, and UK

## LinkedIn unique visitors - 520

- 36 % research
- 11 % press and communication
- 41 % are newly graduates
- Mostly Denmark (50%), France, USA, China, and the Netherlands







The image shows two screenshots. The top one is a LinkedIn profile for the Department of Agroecology - Aarhus University, featuring a banner image of green grass and a bio that reads "Research in agroecology at Aarhus University". The bottom screenshot is a Twitter analytics dashboard for the same department, displaying a 28-day summary of performance metrics.

Metric	Value	Change
Tweets	21	+200.0%
Tweet Impressions	4,678	+148.4%
Profile visits	177	+101.1%
Retweets	26	+271.4%
Followers	103	+15

Metric	Value	Change
Tweets	15	
Tweet impressions	3,640	
Profile visits	133	
Retweets	21	
New followers	9	

# STRATEGY 2021

- Focus on more followers and engagement
- Monitoring and share more posts
- More content and take overs
- Focus on education
- Implementing more SoMe channels like
  - Instagram
  - YouTube



# OUR WEBSITE



- Ongoing redesign and restructuring
- 73.397 visits
- 201.491 page views
- 50.432 unique visitors
- Direct traffic, search engines, and SoMe
- Most popular sites:
  - The frontpage
  - Late blight fungicide table
  - Euroblight
  - Rustwatch
  - About the department
- What about our news and events?



# WHERE TO CLICK?

Coronavirus: Information til studerende og medarbejdere

AARHUS UNIVERSITET

Til studerende Til ph.d'er Til medarbejdere Find

## Institut for Agroøkologi

Om instituttet Forskning Uddannelse Samarbejde Aktuelt

**Velkommen til Institut for Agroøkologi**

Vi forsker i agroøkologi. Samspillet mellem planter, jord, dyr, miljø, klima og mennesker. Vi udvikler bæredygtige løsninger baseret på agroøkologiske principper.

**Om instituttet**

**Forskning**

**Samarbejde**

**Uddannelser**

**Faciliteter**

**Kontakt**

**Publikationer**

**Ledige stillinger**

**Skadedyrsguiden**

**Nyheder**

19.11.2020 | FORSKNING  
**Kortlægning af resistens mod pesticider**  
For at få et bedre indblik i udviklingen af ukrudets resistens mod herbicider, har forskere fra Aarhus Universitet opdateret resistensbilledet i et nyt notat til Miljøstyrelsen.

16.11.2020 | PH.D.-FORSVAR  
**Ph.d.-forsvar: PoN - et SOS for bæredygtighed**  
Igenem et Ph.d. studie udforsker Jakob Raffn et af vor tids fundamentale paradokser, nemlig at 'samfund på trods af agt viden omkring bæredygtighed ikke bliver bæredygtige'. De økonomiske, videnskabelige, politiske, teknologiske, og filosofiske systemer med flere, udgør tilsammen samfundets operativsystemer (SOS). Da disse i deres...

11.11.2020 | FORSKNING  
**Nyt automatiseret system til klassificering af terrænregioner**  
Forskere fra Institut for Agroøkologi ved Aarhus Universitet har udviklet et system til terrænklassificering på forskellige skaler baseret på data om klima, jord og terræn. Det kan bruges til at klassificere og kortlægge terrænregioner i bl.a. Danmark.

05.11.2020 | DCA  
**Omlægning til økologi har foldende effekt på landbrugets kvælstofudvaskning**  
Stramninger i kravene til det konventionelle landbrug har reduceret forskellen i kvælstofudvaskning fra konventionelt og økologisk landbrug.

**Arrangementer**

MAN 16 NOV 09:00-16:00 | **CANCELLED: Ph.d.-kursus: Near infrared spectroscopy in soil science**  
The course is designed to provide an in depth theoretical and practical knowledge of visible near-infrared spectroscopy (NIRS) and its application to soil science. The objectives of the course are to develop the participants' ability to use NIRS sensors and provide the basic skills to analyse soil spectra.

ONS 25 NOV 12:18-15:10 | Online  
**Webseminar om Conservation agriculture: Resultater og konklusioner fra en vidensyntese**  
På seminaret fremlægges forskning fra Aarhus Universitet resultater og konklusioner fra en vidensyntese, som samler tilgængelig viden om dyrkningsystemet "Conservation Agriculture".

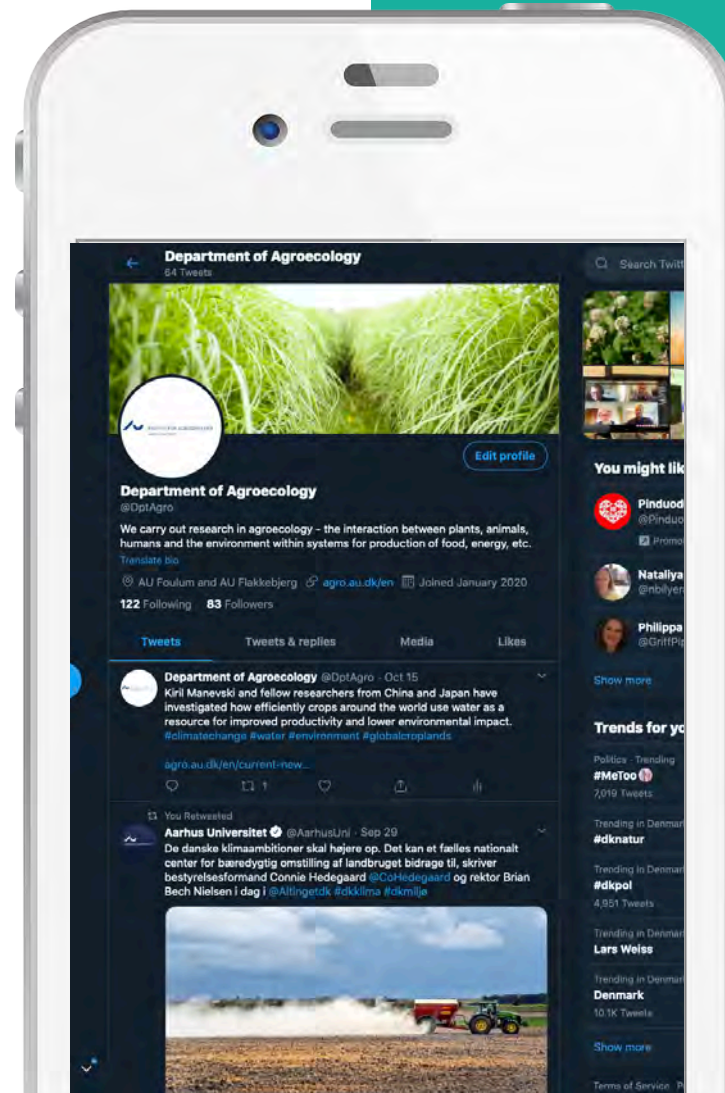
TOR 03 DEC 13:00-15:00 | Online  
**Online seminar: Green biorefinery - technologies for producing protein from green biomass**  
An insight in technologies enabling extraction and use of protein from green leaves from grasses, legumes, beetroots etc.

MAN 28 JUN 09:00-20:00 | Hotel Park, Viasatvej 28, 5500 Middelfart, 200 m from the railway station.  
**Technologies for a Danish Zero Greenhouse Gas Emission Agriculture**  
Aarhus University iCLIMATE centre is organising a one-day national workshop on technologies to reduce green-house gas (GHG) emissions from agriculture.

Læs flere nyheder fra Institut for Agroøkologi

Se alle arrangementer

# NEXT STEP



FOLLOW  
US



## HOW TO CONTINUE?

- CREATE MORE RELEVANT CONTENT
- ENGAGE IN HOUSE RESEARCHERS
- TAKEOVERS
- NEW MEDIAS
- MORE NEWS
- SHARE, LIKE, RETWEET, COMMENT, TAG
- FINISH THE WEBSITE REDESIGN & RESTRUCTURE
- SOME COURSES FOR RESEARCHERS