

Re:search Aether

THE NEOGIANT PROJECT: UNLOCKING THE POWER OF WHITE GRAPE MARC TO IMPROVE ANIMAL WELFARE

iAMR @i_AMResponsible · Mar 17
 I find it so cool when we discover possible paths to success in our fight against AMR right in our backyard, tapping into natural resources that have been around for thousands of years. I wish these researchers lots of luck in their research and in producing innovative results! 😊

Research Aether
 @ResearchAether

#AMR is finding its way into society through the drugs that we feed our #livestock, but now @NeoGIANT_H2020 has found a way to use the waste from vineyards to support #animalwelfare without #antibiotics: researchaether.com/featured/the-n...

@Wellcome_AMR
 @AMRActionFund
 @i_AMResponsible



researchaether.com
 The NeoGIANT project: Unlocking the power of white grape marc to improve ...
 Image: Grape marc extracts also hide a well-known antioxidant and antimicrobial power that NeoGIANT wants to unlock by creating solutions for...

3:42 PM · Mar 16, 2023 · 53.7K Views

Direct email campaign

95% EU research project leaders
 5% public sector employees

Reach

21,450

Total opens

4,881

(unique users)

Average publication session duration

3minutes 8seconds

Online media

Facebook, LinkedIn, Twitter

Views

81,865

Engagement

(likes, comments, shares, clicks)

1,777

Average article session duration

1minute 45seconds

Total audience

Reach

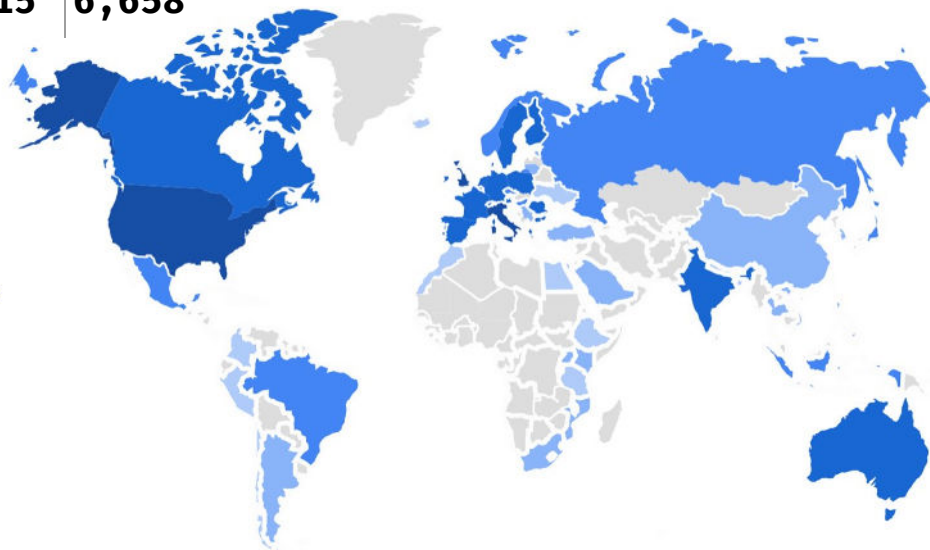
103,315

Online engagement

6,658

Top 5 domains recorded by number of sessions:

1. @gmail.com
2. @ucl.ac.uk
3. @cam.ac.uk
4. @ugent.be
5. @weizmann.ac.il



Initially, the organic uptake on social media was slow, so two weeks post-publishing we launched a campaign aimed directly at agriculture, vineyards and antimicrobial resistance (AMR) communities which then saw a huge spike in traffic.

In total, Twitter generated 53,700 views from a community attracted to agriculture and AMR, whilst Facebook groups allowed us to reach 25,679 unique users largely through (vineyard-related) closed groups. LinkedIn performed less well but still achieved 2,486 impressions.

As a platform, this is still very much our launch phase and now that we know which communities respond well to the **NeoGIANT** project, we are very much looking forward to publishing your second article.