

# research OUTREACH

Connecting science with society



## IMPACT ANALYSIS

Issue 110

Isabella Ghiglieno



## Sustainable viticulture using organic fertilisers

Isabella Ghiglieno  
Life Vitisom

<https://bit.ly/2yQQR7Z>

### Demographics

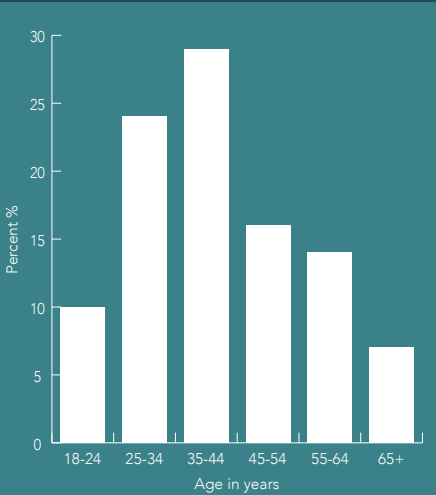


Male 49%

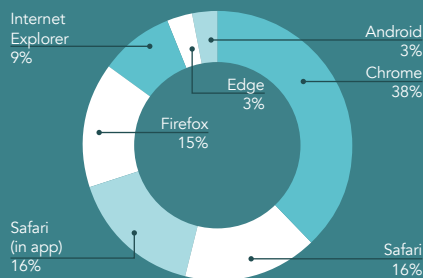


Female 51%

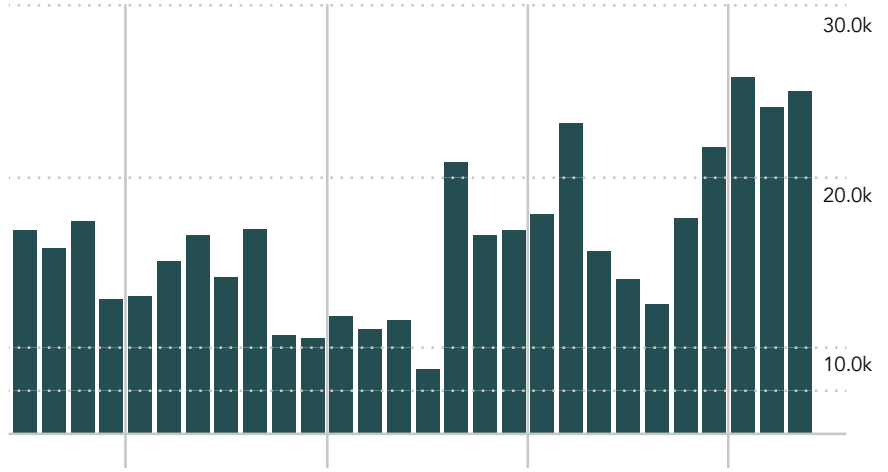
### Age range



### Browser stats



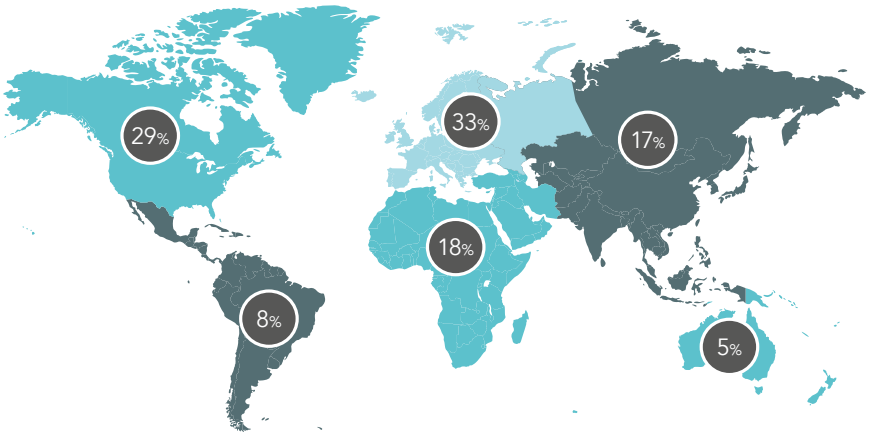
### Number of visits for Research Outreach website



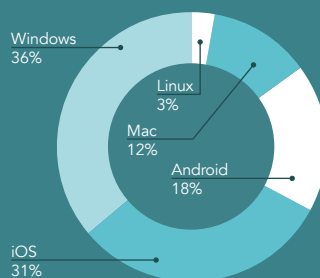
Total number of sessions	96,207
Total number of page views	121,024
Total number of users	80,512
Total number of pages/session	2.95



### Geographical location of web viewers



### Platform and device stats



Tablet 30%



Desktop 43%



Mobile 27%



# Twitter @ResOutreach analysis



## The link to your Twitter post

 <https://bit.ly/3b9P782>

## Demographics



Male 51%



Female 49%

## Key metrics for all content promoted on Twitter



Audience

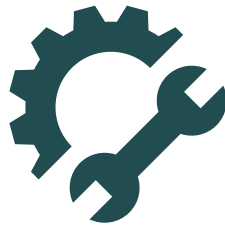
27075



Engagements

1712

## Top interests



Technology

68%



Biology

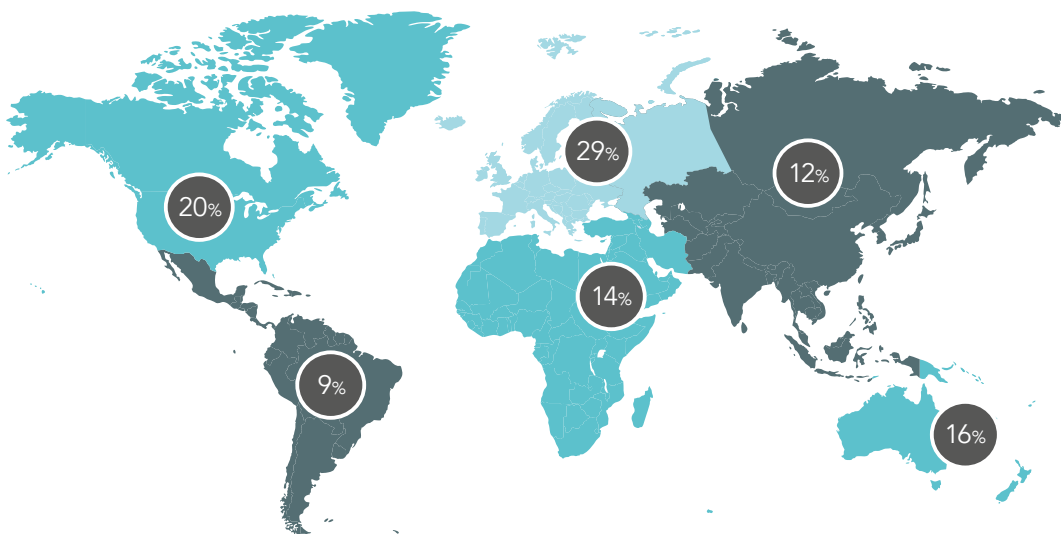
53%



Healthcare

48%

## Geographical location of web viewers



## Device stats



iOS 38%



Android 45%



Desktop 17%



# Facebook.com/ResearchOutreach

Research Outreach  
5 January · 🌐

Isabella Ghiglieno, project manager of Life Vitisom, presents the aims and results of a three-and-a-half-year study in #italy demonstrating how precision #farming in the form of variable-rate technology could enable efficient, cost-effective and low-impact #organic fertilisation of #vineyards throughout Europe.

<https://researchoutreach.org/.../sustainable-viticulture-usi.../>



RESEARCHOUTREACH.ORG

Sustainable viticulture using organic fertilisers - Research Outreach

👍❤️👍 6.8K

1 comment 9 shares

## The link to your FaceBook post

 <http://bit.ly/2vKgSoA>

## Demographics



Male 52%



Female 48%

## Key metrics for all content promoted on Facebook



People reached

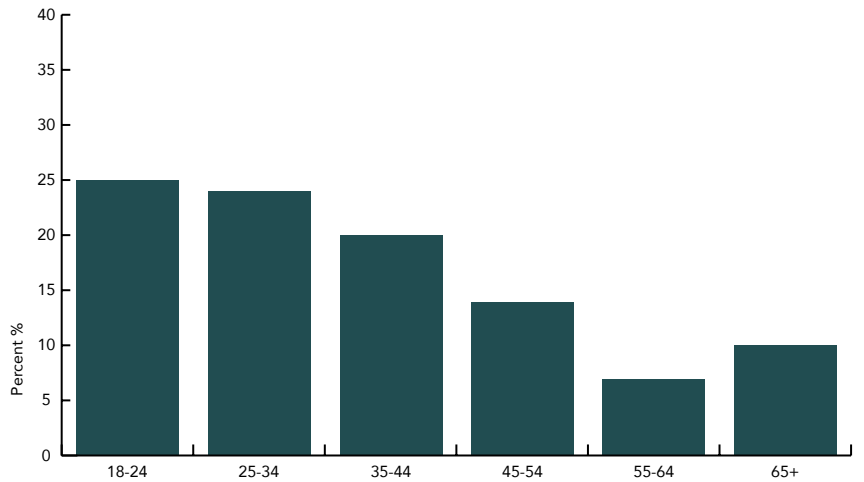
44063



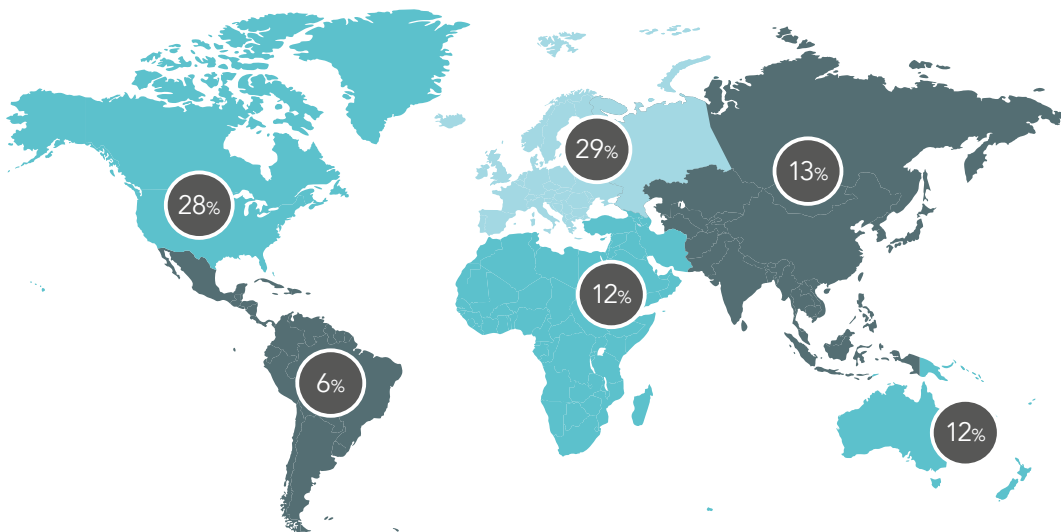
Engagements

7872

## Age range



## Geographical location of web viewers



## Device stats



iOS 39%



Android 45%



Desktop 16%



## OUR SERVICES

Research Outreach isn't just in the business of producing cutting-edge, jargon-free scientific publications. Oh no, we specialise in a range of media services to assist scientists and research teams from all disciplines to achieve next-level communication goals.

- **Research Outreach Quarterly**  
The public outreach quarterly for the research community
- **researchoutreach.org**  
Online portal and catalogue of content
- **Research Project Web Design**  
From a single page to a complex outlet
- **Research Project Posters and Displays**
- **Research Project Video**  
From 1-minute explainers to an entire movie
- **Annual Reports and Research Project Brochures**
- **Workshop and Events**  
From venue hire and stand design, to event promotion and management



Partnership enquiries: [simon@researchoutreach.org](mailto:simon@researchoutreach.org)  
Careers and guest contributions: [emma@researchoutreach.org](mailto:emma@researchoutreach.org)



[researchoutreach.org](http://researchoutreach.org)