

Fuse:

# SOCIAL MEDIA WORKSHOP

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CONSULTANT IN PUBLIC HEALTH MEDICINE

10 DECEMBER 2018

@GMACSCOTLAND

Rules of #THUMB for effective tweeting



T

H

U

M

WeBlink (eg blog/paper)

# STRUCTURE

- Tweeting:

1. The basics
2. Personal analytics
3. Analysing other wider tweeting
4. Social network analysis

The background is a blue gradient. In the corners, there are white line-art illustrations of circuit boards or neural networks, with lines and small circles representing components.

# 1. THE BASICS



# 1. COMPONENTS OF A TWEET (RULE OF THUMB)

## TIMING | HASHTAG | USERNAME | MEDIA | WEBLINK

#UniversalCredit is a hashtag  
Useful for organising & searching

@bmj\_latest is a Twitter username  
(handle). In this case it name  
checks the source (BMJ) and shows  
them that you have mentioned  
them – they may retweet you or  
reply to you



There are two URLs quoted in this  
tweet – one is a Fuse webpage

The other points to an earlier BMJ  
tweet which is shown below the  
Fuse tweet

Images (and videos) can be  
inserted to draw eye in. They can  
also be featured in referenced  
website and shown automatically.

# Rules of #THUMB for effective tweeting



**T**iming

**H**ashtag

**U**username (or handle)

**M**edia

**W**e**B**link (eg blog/paper)

# SCHEDULING TWEETS (TIME)



https://tweetdeck.twitter.com

### New Tweet

From

Tweet

What's happening?

Tweet

Add images or video

Schedule Tweet

Direct message

### Scheduled

All accounts


8:45 AM · Mon 10 December 2018

**Dr Graham Mackenzie** @gmacsco...

Rules of #THUMB for effective tweeting ahead of @fuse\_online workshop

T: timing (is your audience awake & receptive?)  
H: hashtag (to organise & search)  
U: username (or handle - so others see you've mentioned them)  
M: media (📷📹 draws eye in & informs)  
B: weBlink (eg blog/paper)

Rules of #THUMB for effective tweeting

 **T**iming  
**H**ashtag  
**U**username (or handle)  
**M**edia  
**W**eBlink (eg blog/paper)



# HOW TWEETS ARE DISPLAYED



#eph2018

Top Latest People Photos Videos News Broadcasts



Follow



BrightIdeasInHealth @BI... x

Follow

Find people you know

United Kingdom trends · Change

**Harry Redknapp**

36.9K Tweets

**#ImACelebFinal**

Harry Redknapp crowned 'King of the Jungle' in I'm A Celeb final

**Emily**

62.7K Tweets

**#ImACelebrity** 🌟

10.6K Tweets

**King Harry**

22.5K Tweets

**King of the Jungle**

19.3K Tweets

**Holly**

30.1K Tweets

**Quintero**

103K Tweets

**#CopaLibertadores**

60.4K Tweets

**#C4Brexit**

James Melville, Dr Lauren Gavaghan, and 4 more are Tweeting about this

© 2018 Twitter About Help Center Terms  
Privacy policy Cookies Ads info



**Hanna Tolonen** @tolonen\_hanna · Nov 30

Albert Kwan from Canada explained that they have health inequality monitoring system w 70+ indicators. Online data tool to share data and key indicator report to promote results. [infobase.phac-aspc.gc.ca/health-inequal...](https://infobase.phac-aspc.gc.ca/health-inequal...) @PHMRsection @JA\_InfAct #EPH2018 @THLorg



2



6



**Salla Lehtoaro** @SallaLehtoaro · Nov 30

Good morning from the #EPH2018 conference! @TarjaHeponiemi @SinervoTimo @Keskimaki @AnuKaihlalanen @AnnaMariAalto1 Laura Hietapakka = the @StnCope gang. Ready for a new day 🌞



3



12



Retweeted by susie sykes



**Juha Mikkonen** @JMikkonen · Nov 29

Tomo Križna, a Slovenian film-maker, human rights activist, and journalist, gives a strong statement on how the world is ignoring continuing public health crisis in Sudan and other African countries. "Rotting of these people is also about rotting of us." #EPH2018

# HOW TWEETS ARE DISPLAYED



#eph2018

Top Latest People Photos Videos News Broadcasts

Search filters · Show

Who to follow · Refresh · View all



MAPHM @ #EPH2018 @...

Follow



BrightIdeasInHealth @Bl...

Follow



SouthTynesideNHSFT @S...

Follow

Find people you know

United Kingdom trends · Change

Harry Redknapp

36.9K Tweets

#ImACelebFinal

Harry Redknapp crowned 'King of the Jungle' in I'm A Celeb final

Emily

62.7K Tweets

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Quintero

103K Tweets

#CopaLibertadores

60.4K Tweets

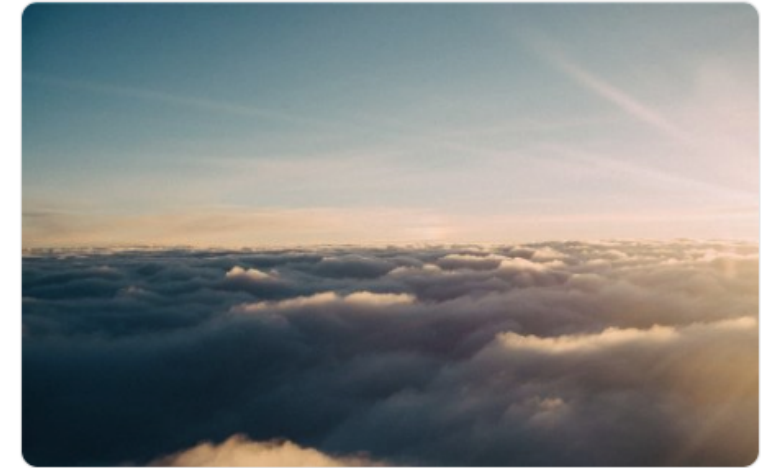
#C4Brexit

James Melville, Dr Lauren Gavanagh, and 4 more



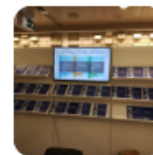
Oxford Medicine @OUPMedicine · Dec 8

Discover the abstracts of papers presented at the 11th European Public Health (EPH) Conference @EUPHActs #EPH2018 #publichealth [bit.ly/2P7BV0l](https://bit.ly/2P7BV0l)



Depaigne-Loth @depaigue · Dec 8

Les "profils santé" des pays européens @OBShealth : données et enjeux des systèmes de santé de chaque pays européens. Actualisés, documentés, écrits par de très bons experts, un outil indispensable #EPH2018.



Matthias Wismar @matthiaswismar

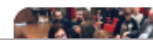
Country Profiles now available for free at the @OBShealth book stall #EPH2018 pick your country in your language (or in English)

Translate Tweet



Christina DS @Christina\_DS · Dec 6

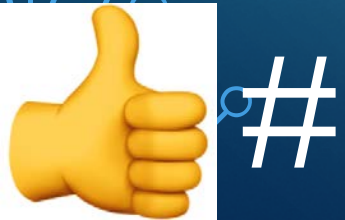
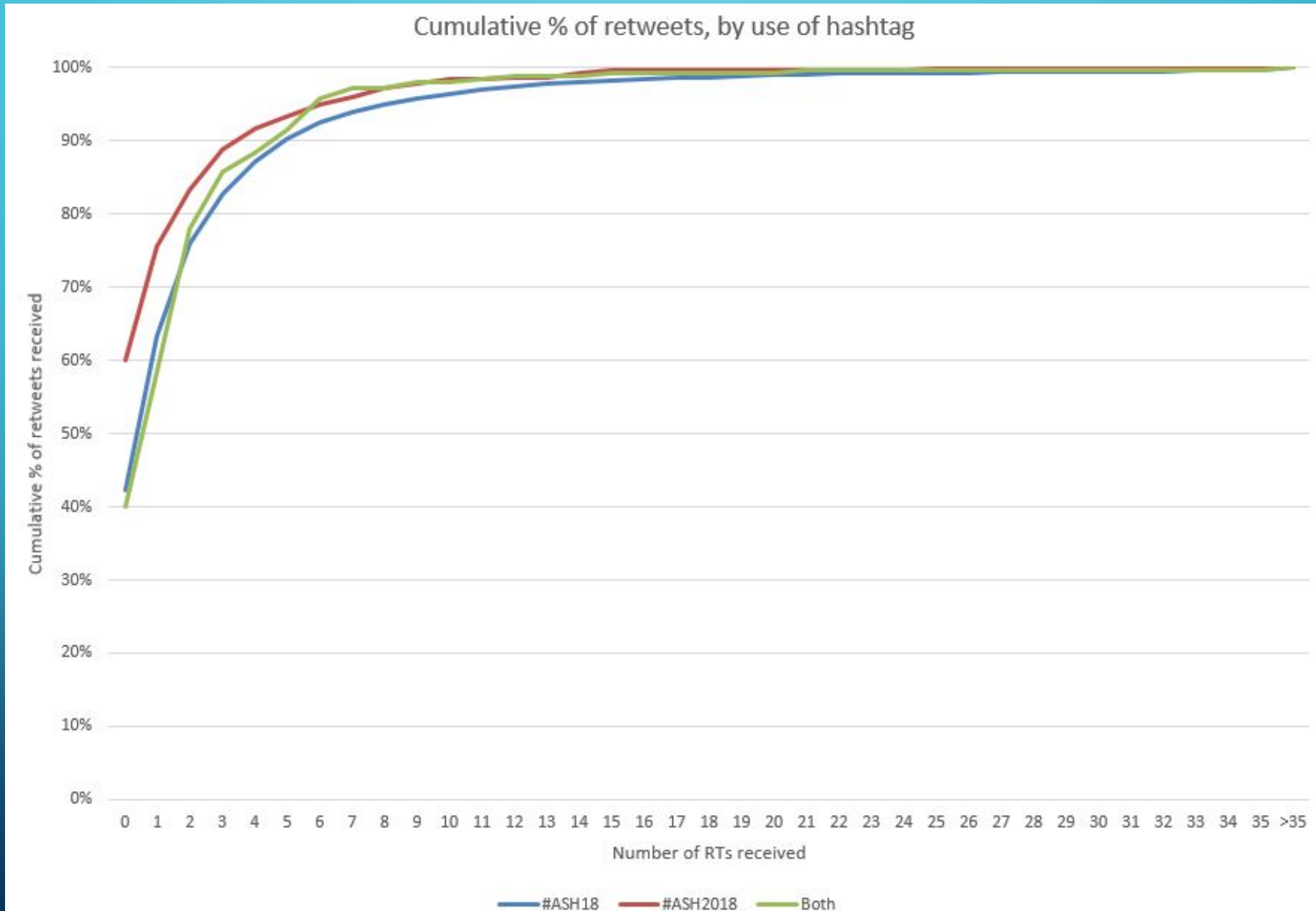
A great experience during #eph2018 - very informative session 🌟 looking forward to future collab opportunities! #healthcomms



Duarte Vital Brito @duartevbrito



# SOME COMMON PITFALLS: HASHTAG DRIFT

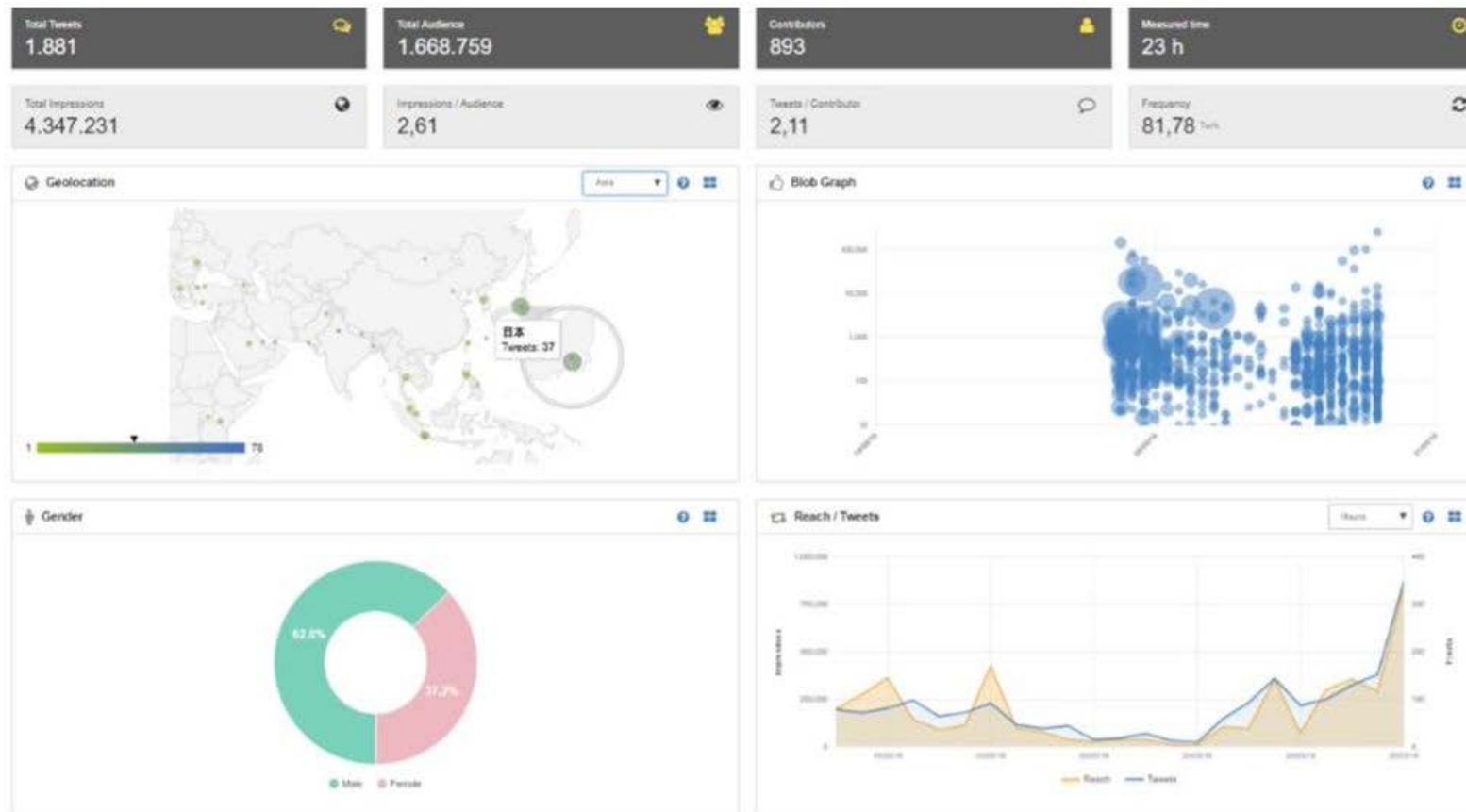


# SOME COMMON PITFALLS: HASHTAG CLASH AMERICAN THORACIC SOCIETY VS ALL THAT SKATE



A quick search for #ATS2018 on Followthehashtag identifies an unexpected spike of activity in Japan

**Dashboard: #ats2018**



#

# SOME COMMON PITFALLS



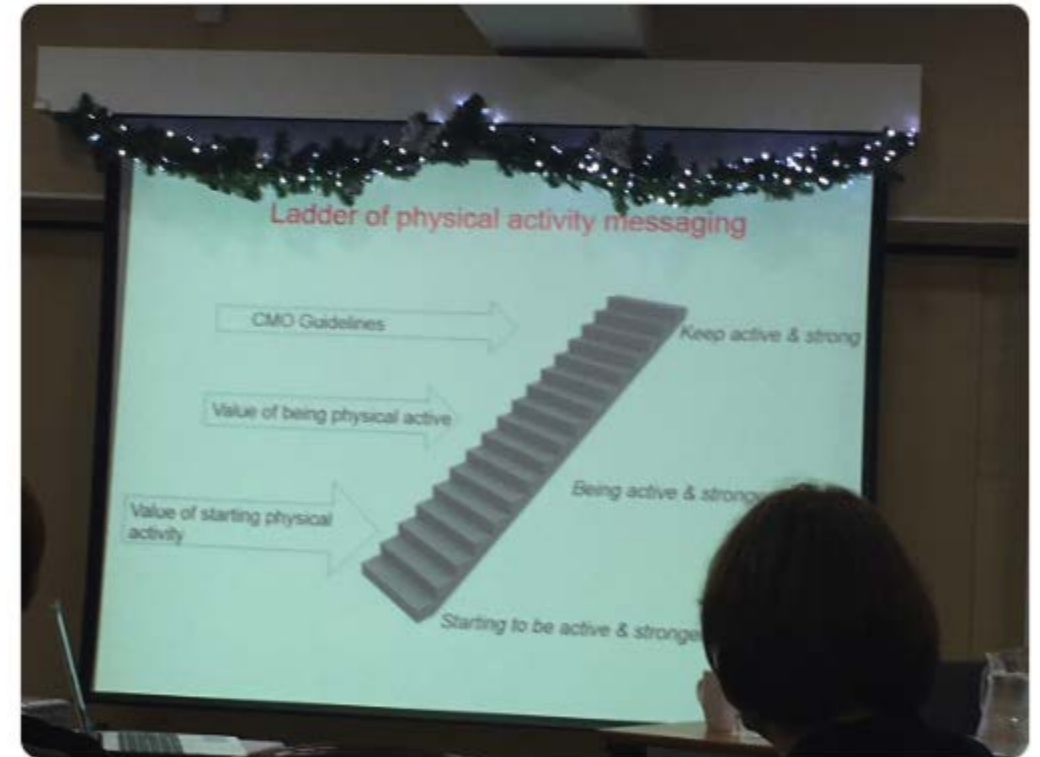
Peter van der Graaf

@pvandergraaf75

Following



@FosteratBristol We need to sell the emotional benefits of physical activity more strongly using clear communication strategies #FusePAW @fuse\_online



10:41 AM - 6 Dec 2018

1 Retweet 1 Like





**M**EDIA AND/OR **W**EB**L**INK?

?



# PURPOSE OF TWEETING?

- Conference
- Campaign
- Other event
- Dissemination of paper/ other information
- Personal CPD
- Others?

# GMC Guidance

## Doctors' use of social media

### Anonymity

- 17** If you identify yourself as a doctor in publicly accessible social media, you should also identify yourself by name. Any material written by authors who represent themselves as doctors is likely to be taken on trust and may reasonably be taken to represent the views of the profession more widely.<sup>10</sup>
- 18** You should also be aware that content uploaded anonymously can, in many cases, be traced back to its point of origin.<sup>11</sup>

### Conflicts of interest

---

- 19** When you post material online, you should be open about any conflict of interest and declare any financial or commercial interests in healthcare organisations or pharmaceutical and biomedical companies.<sup>12</sup>



# TWITTER SEARCH – IS NOT FUZZY



# SOME FURTHER READING ON THE BASICS

- [#ScotPublicHealth and quality of tweeting in 2016:](https://academic.oup.com/jpubhealth/article-abstract/40/2/e189/3862396)  
<https://academic.oup.com/jpubhealth/article-abstract/40/2/e189/3862396>
- [Mitchell & al \(2017\): https://www.cambridge.org/core/journals/infection-control-and-hospital-epidemiology/article/what-makes-a-tweet-fly-analysis-of-twitter-messaging-at-four-infection-control-conferences/6271FF1364299491465BED91FB30BF56](https://www.cambridge.org/core/journals/infection-control-and-hospital-epidemiology/article/what-makes-a-tweet-fly-analysis-of-twitter-messaging-at-four-infection-control-conferences/6271FF1364299491465BED91FB30BF56)

A decorative graphic on the left side of the slide, consisting of a network of white lines and small circles on a blue gradient background, resembling a circuit board or a neural network.

# QUESTIONS?

(WHAT'S HASHTAG FOR TODAY?)



The background is a blue gradient. In the corners, there are white line-art illustrations of circuit boards or neural networks, with lines and small circles representing nodes.

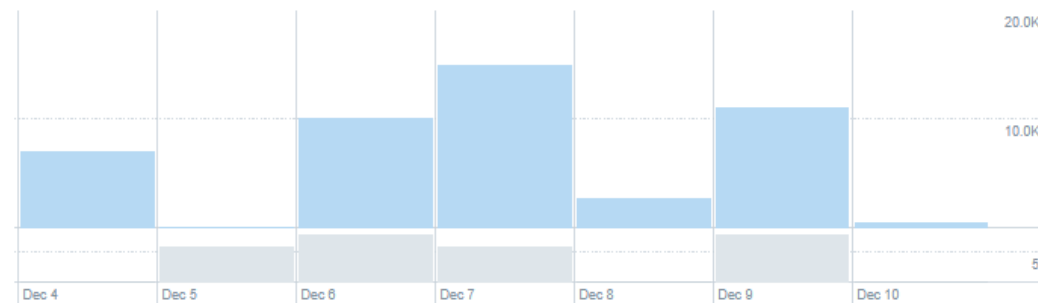
## 2. PERSONAL ANALYTICS



## Tweet activity

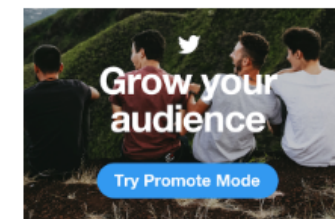
Last 7 Days ▾

Export data

Your Tweets earned **54.3K impressions** over this **7 day** period

## YOUR TWEETS

During this 7 day period, you earned 6.7K impressions per day.



Tweets

Top Tweets

Tweets and replies

Promoted

Impressions

Engagements

Engagement rate



**Dr Graham Mackenzie** @gmacscotland · 16h  
I'm giving tutorial on #socialmedia & #publichealth tomorrow with @fuse\_online, NE England

Initial thoughts in this thread

1st: mapping tweets by/about FUSE

Using @TwitonomyApp: twitonomy.com/map.php?id=0lj... (more points)

& @follow\_hashtag (wrong Newcastle)  
analytics.followthehashtag.com/#/archive/fus...  
pic.twitter.com/r8ytOM9jK

View Tweet activity

Promote

3,239

95

2.9%



**Dr Graham Mackenzie** @gmacscotland · Dec 6  
Top tweet summary of #CAAW18 using NodeXL  
wakelet.com/wake/0f22d0f2-...  
@cascleicester @cwwalker10 @ngican @cuh\_audits  
@hqip @rchtclineffec @sftaudit @rcplondon  
@npda\_rcpch @joannelawless4 @elht\_audit  
@chessellsarah @auditsfh @oswald\_lynda @rcpath  
@rcp\_ffap @leelatchers  
#ClinicalAudit

View Tweet activity

Promote

2,381

61

2.6%



**Dr Graham Mackenzie** @gmacscotland · Dec 7  
Lots of value in conference tweeting

Here's map of #ESCCongress that @sarahhudsonuk & I studied in @Heart\_BMJ paper  
heart.bmj.com/content/early/...

1,861

96

5.2%

## Engagements

Showing 7 days with daily frequency

Engagement rate

13.0%

Dec 10  
3.1% engagement rate

Link clicks

344

Dec 10  
14 link clicks

On average, you earned 49 link clicks per day

Retweets

85

Dec 10  
1 retweet

On average, you earned 12 Retweets per day

Likes

243

Dec 10  
1 like

**Dr Graham Mackenzie** @gmacscotland · Oct 2

I'm delighted to have been accepted onto the UK General Practice (GP) training programme, Feb 2019, after a fascinating 17 years in #PublicHealth

There'll be plenty of opportunities for #QualityImprovement work and addressing social determinants of health #SDoH



77 41 504

## Tweet Activity



**Dr Graham Mackenzie**

@gmacscotland

I'm delighted to have been accepted onto the UK General Practice (GP) training programme, Feb 2019, after a fascinating 17 years in #PublicHealth

There'll be plenty of opportunities for #QualityImprovement work and addressing social determinants of health #SDoH

📷 [pic.twitter.com/n7GzAETntD](https://pic.twitter.com/n7GzAETntD)

|                   |        |
|-------------------|--------|
| Impressions       | 62,949 |
| Total engagements | 4,272  |
| Profile clicks    | 2,139  |
| Media engagements | 1,195  |
| Likes             | 504    |
| Detail expands    | 268    |
| Replies           | 77     |
| Retweets          | 41     |
| Hashtag clicks    | 30     |
| Link clicks       | 18     |



# ALTMETRICS

BMJ

Article Metrics

[? What is this page?](#) [Embed badge](#) [Share](#)

## 'Not your daughter's Facebook': Twitter use at the European Society of Cardiology Conference 2018

Overview of attention for article published in Heart, October 2018



[? About this Attention Score](#)

In the top 5% of all research outputs scored by Altmetric

[MORE...](#)

Mentioned by

 109 tweeters

[What is this page?](#)

SUMMARY

Twitter

**Title** 'Not your daughter's Facebook': Twitter use at the European Society of Cardiology Conference 2018  
**Published in** Heart, October 2018  
**DOI** 10.1136/heartjnl-2018-314163 [↗](#)  
**Pubmed ID** 30327394 [↗](#)  
**Authors** Sarah Hudson, Graham Mackenzie

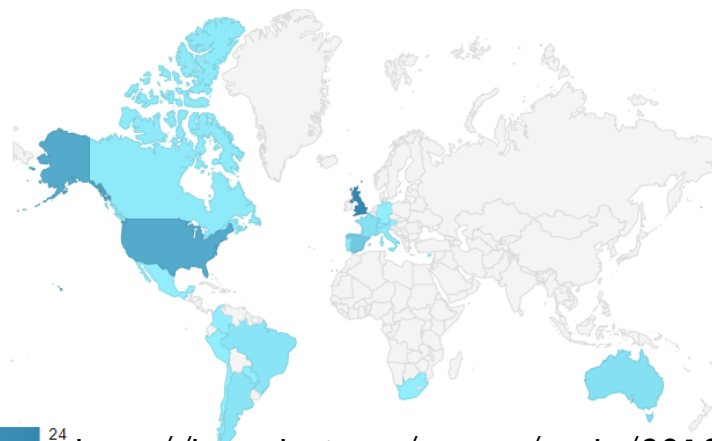
[View on publisher site](#)

[Alert me about new mentions](#)

TWITTER DEMOGRAPHICS

ATTENTION SCORE IN CONTEXT

The data shown below were collected from the profiles of 109 tweeters who shared this research output. [Click here to find out more about how the information was compiled.](#)

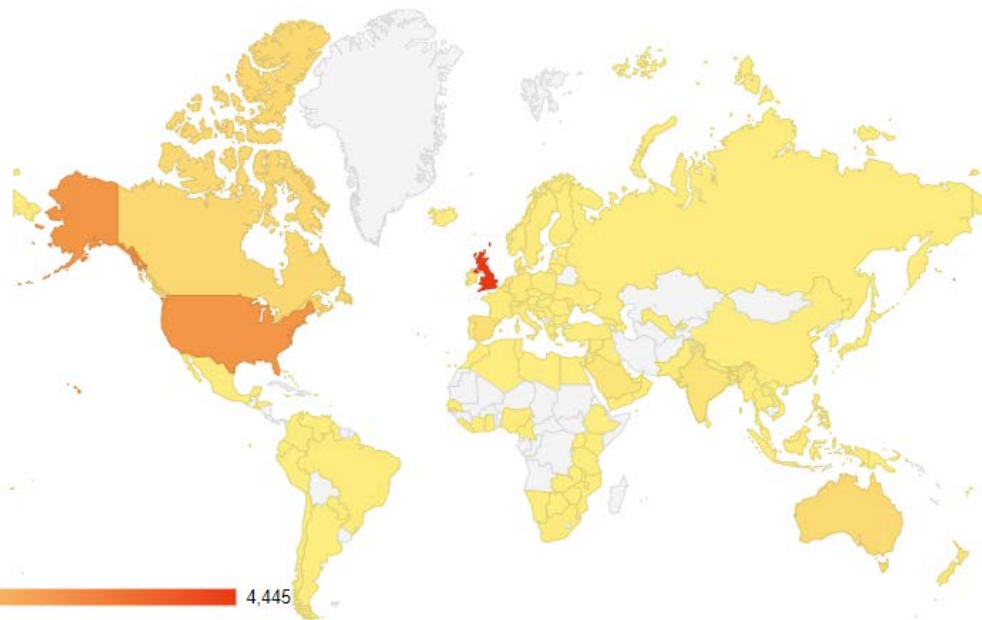


1  24

<https://heart.bmj.com/content/early/2018/10/16/heartjnl-2018-314163#DC1>

# BLOG STATS

Stats for 2018



Country

 United Kingdom

 United States

 Canada

 Australia

 Spain

 India

Views

4,445

2,060

496

448

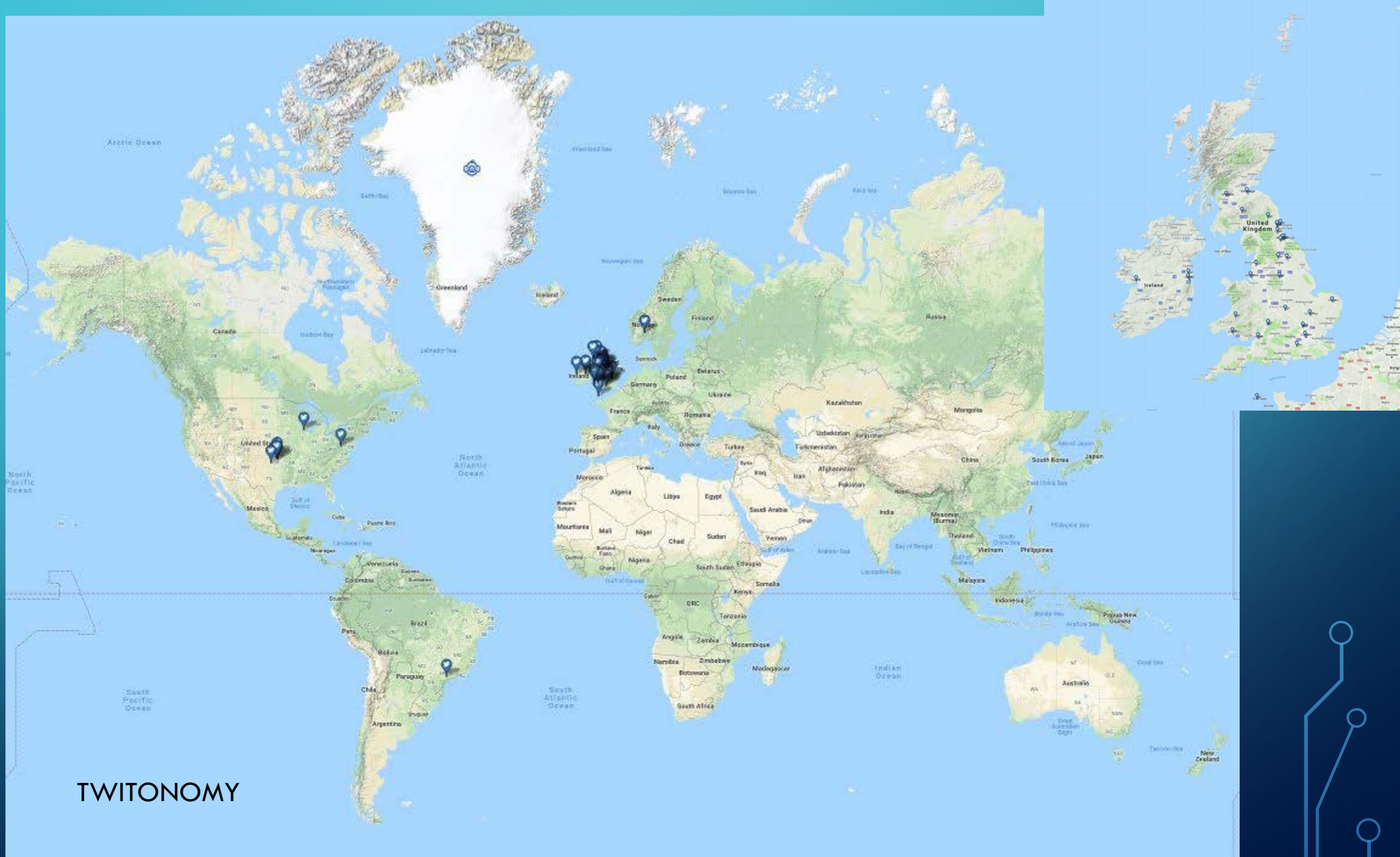
337

249

The background is a blue gradient. In the corners, there are decorative white line art elements resembling circuit boards or neural networks, with lines and small circles.

### 3. STUDYING WIDER TWEETING





TWITONOMY

See online report

ScotPublicHealth via @gmacscotland

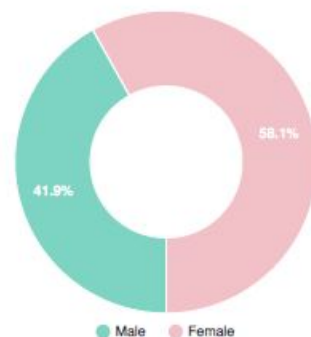
@Fuse\_Online  
@fuse\_online



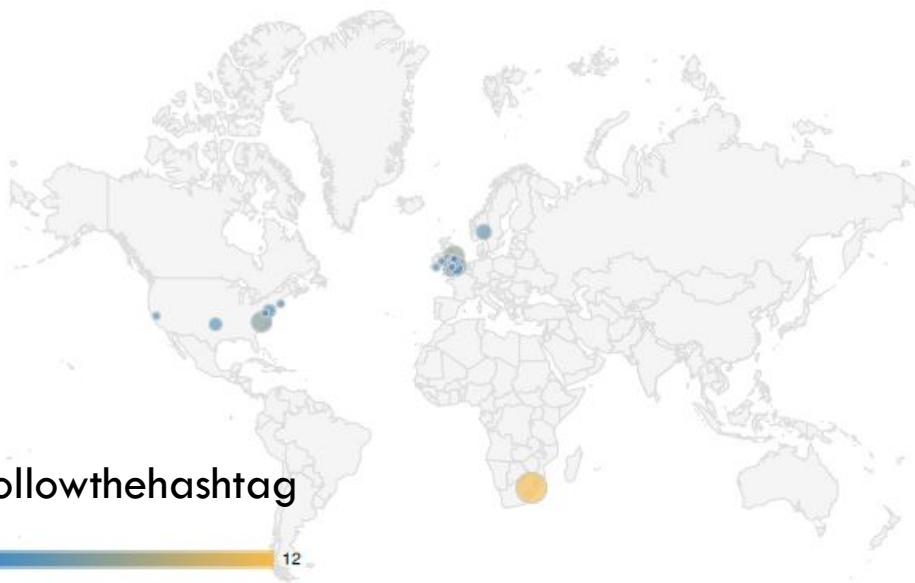
## Blob Graph



## Gender



## Geolocation



Follow the hashtag

See online report

ScotPublicHealth via @gmacscotland

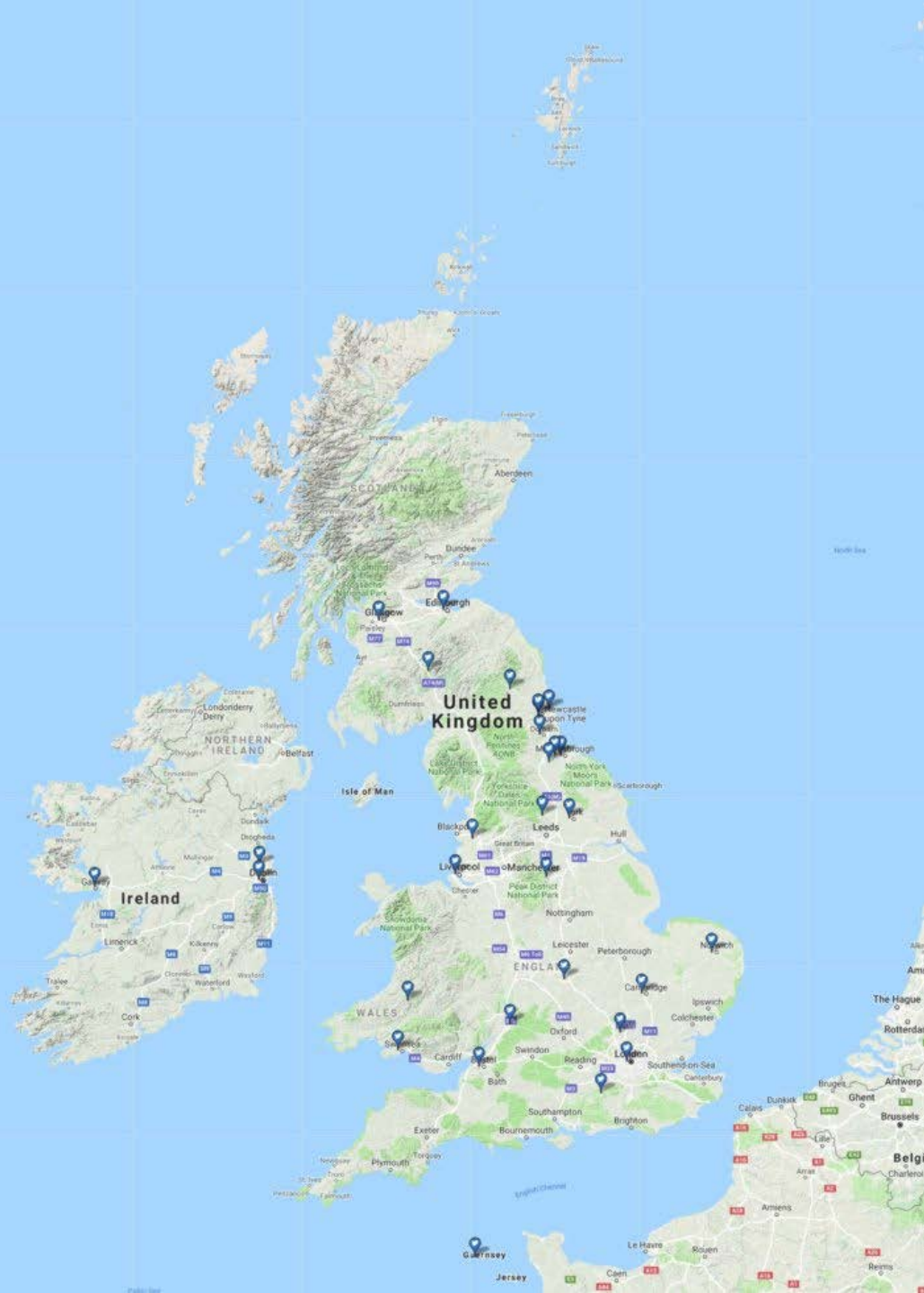
@Fuse\_Online  
@fuse\_online



## Top 10 Tweets by RT's

|  |   |  |
|--|---|--|
|  | <b>Dr Amelia A Lake</b><br><b>@Lakenutrition</b><br>Our @fuse_online review of the evidence demonstrates that the use of #energydrinks by #children and #youngpeople is associated with a number of adverse outcomes and health-damaging behaviours @ShelinaVisram @TeessideUni @NidUni @HIS @Childrensfood | 2018-12-04 09:40:12<br>10<br>Favorites: 14 |
|  | <b>Angeliki Papadaki</b><br><b>@AngelikPapadaki</b><br>Our new policy briefing shows how vending machines contribute to an environment where #obesogenic foods are readily available & how this can be improved to tackle #obesity @sugarsmartuk @FoodRev @DECIPHerCentre @fuse_online @CedarUK             | 2018-12-04 10:16:57<br>8<br>Favorites: 11  |
|  | <b>Eileen Kaner</b><br><b>@EileenKaner</b><br>Hot off the press - our new review of evidence on how to prevent gambling-related problems. So great to work with @ProfBambra and colleagues across @LifChEquity and @fuse_online Effects of prevention and harm reduction interventions on gambling beh...   | 2018-12-06 11:06:44<br>7<br>Favorites: 18  |
|  | <b>ToothFairyBlog.org</b><br><b>@toothfairyblog</b><br>@normanlamb @kaja_ji @Lakenutrition @Childrensfood @MattHancock @sarahwolaston @lucianaberger @BDA_Dietitians @UKSustain @sugarsmartuk @BrineMinister @FoodRev @ShelinaVisram @fuse_online @BDAAndyBurman  | 2018-12-05 09:13:02<br>6<br>Favorites: 13  |
|  | <b>Public Health jobs</b><br><b>@pubhealthjobsuk</b><br>Associate Professor in Sport and Exercise Sciences Durham University £51,630 to £58,089 Closes 02/01 RT @fuse_online https://t.co/mrqGT0irbW  | 2018-11-29 12:40:22<br>6<br>Favorites: 0   |
|  | <b>Shelina Visram</b><br><b>@ShelinaVisram</b><br>@normanlamb @toothfairyblog @kaja_ji @Lakenutrition @Childrensfood @MattHancock @sarahwolaston @lucianaberger @BDA_Dietitians @UKSustain @sugarsmartuk @BrineMinister @FoodRev @fuse_online @BDAAndyBurman @AmandineGardie1                               | 2018-12-05 15:29:56<br>5<br>Favorites: 9   |
|  | <b>HEconEvSynNCL</b><br>NEW BLOG: Heather Brown and @shelly_addison discuss the launch of the @The_NHSA 'Health for Wealth' report, led by @ProfBambra & @dukester24: https://t.co/MZx71DXRTE @UniofNewcastle @NidUni @HIS @fuse_online @NHSAreport #fuseblog   | 2018-11-30 10:04:26<br>5<br>Favorites: 6   |
|  | <b>Dr Amelia A Lake</b><br><b>@Lakenutrition</b><br>Very excited to be @TheCrick for the @Ludwig_Cancer @CRUKresearch #CancerPreventionDiet #conference I'm speaking tomorrow on #foodenvironments @fuse_online #cancerprevention @TeessideUni @TU SSE @BDA_Dietitians @AIN_UK                              | 2018-12-03 11:03:09<br>4<br>Favorites: 15  |
|  | <b>Teesside Uni news</b><br><b>@TeesUninews</b><br>Government urged to stay on course with energy drinks ban as report published today by @CommonsSTC https://t.co/0mtx53XB53 @Lakenutrition @UniofNewcastle @fuse_online   | 2018-12-04 12:17:19<br>4<br>Favorites: 3   |
|  | <b>Newcastle University</b><br><b>@UniofNewcastle</b><br>Government urged to stay on course with energy drinks ban https://t.co/k9dvvhReFa @CommonsSTC @ShelinaVisram @BDA_Dietitians @fuse_online  | 2018-12-05 13:08:36<br>3<br>Favorites: 8   |







# PITFALLS OF SOCIAL MEDIA ANALYSIS

- Tweets = tweets + retweets
- Tweeters = tweeters + retweeters
- “Impressions” (number of potential views of a tweet) are often wildly exaggerated

The background is a blue gradient. In the corners, there are decorative white line art elements resembling circuit boards or neural networks, with lines and small circles.

## 4. SOCIAL NETWORK ANALYSIS



G1: fuse\_online fusepaw new research physical activity guidelines fuse  
uniofnewcastle profbambra

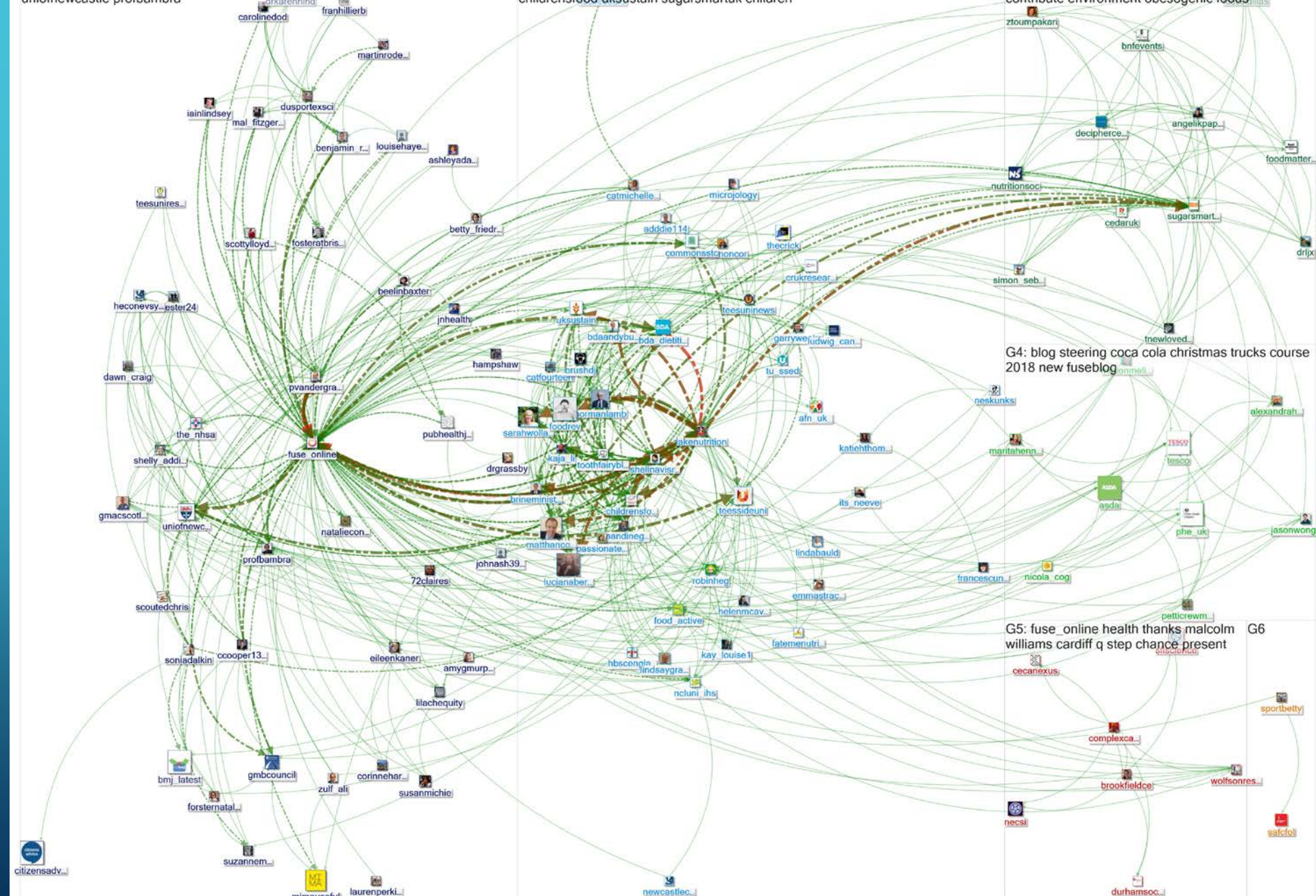
G2: fuse\_online bda\_dietitians drinks lakenutrition shelanavisram amandinegarde  
childrensfood uksustain sugarsmartuk children

G3: new policy briefing shows vending machines  
contribute environment obesogenic foods

G4: blog steering coca cola christmas trucks course  
2018 new fuseblog

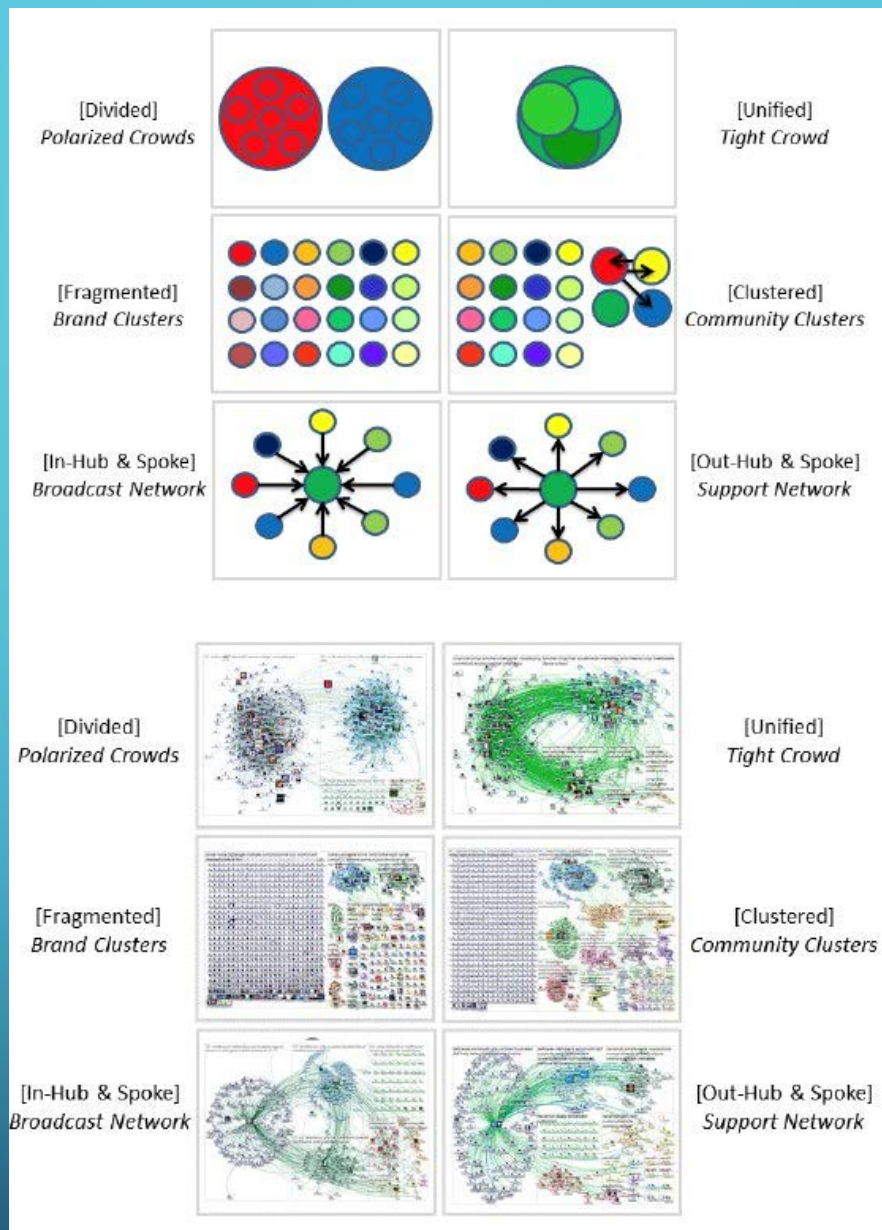
G5: fuse\_online health thanks malcolm  
williams cardiff q step chance present

G6





G4: fusepaw fuse\_online physical activity research guidelines policy new policies need





[illegible]

A complex network graph visualization showing a dense web of nodes and edges. The nodes are represented by small, colorful icons and labels, and the edges are represented by a dense network of green lines. The graph is highly interconnected, with a large central cluster and several smaller clusters, all connected by a dense network of green lines. The overall shape of the graph is roughly circular, with a large central cluster and several smaller clusters, all connected by a dense network of green lines. The nodes are labeled with various text, including names, dates, and other identifiers. The edges are represented by a dense network of green lines, indicating a high degree of connectivity between the nodes. The graph is a visual representation of a complex network, likely representing a social network or a system of interconnected components.






|                 |                |
|-----------------|----------------|
| G9:             | G11:           |
| esccongr...     | esccongre...   |
| jamacard...     | escardio...    |
| jama_cur...     | patients h...  |
| howardb...      | G1... G16:     |
| good write      | esc... time    |
| response        | esc... esc...  |
| reviewers       | car... G19:    |
| heart           | risk... esc... |
| effect          | G1...          |
|                 | esc... G18:    |
|                 | esc... esc...  |
| G10:            | esc...         |
| esccongr...     | car... G20:    |
| patients        | esc... esc...  |
| afib risk       | G1...          |
| fibrillation... | G21:           |
| stroke...       | esc... esc...  |
|                 | cle... esc...  |

G12: G14:  
s escoc... escoc...  
news 2018  
e.micha... escg...  
24:G23:G22:G2...  
sc.fra... ca... ob...  
2.G... G... G...  
s.es...es...he...e...  
G3...G... G... G...  
G.G.G.G.G.G.G.G.  
e...  
G.G.G.G.G.G.G.G.  
e...G.G.G.G.G.G.G.  
t...G.G.G... G.G.  
G.G.G.G... G.G.G.G.

G10:  
escong  
patients  
afib risk  
fibrilación  
stroke...

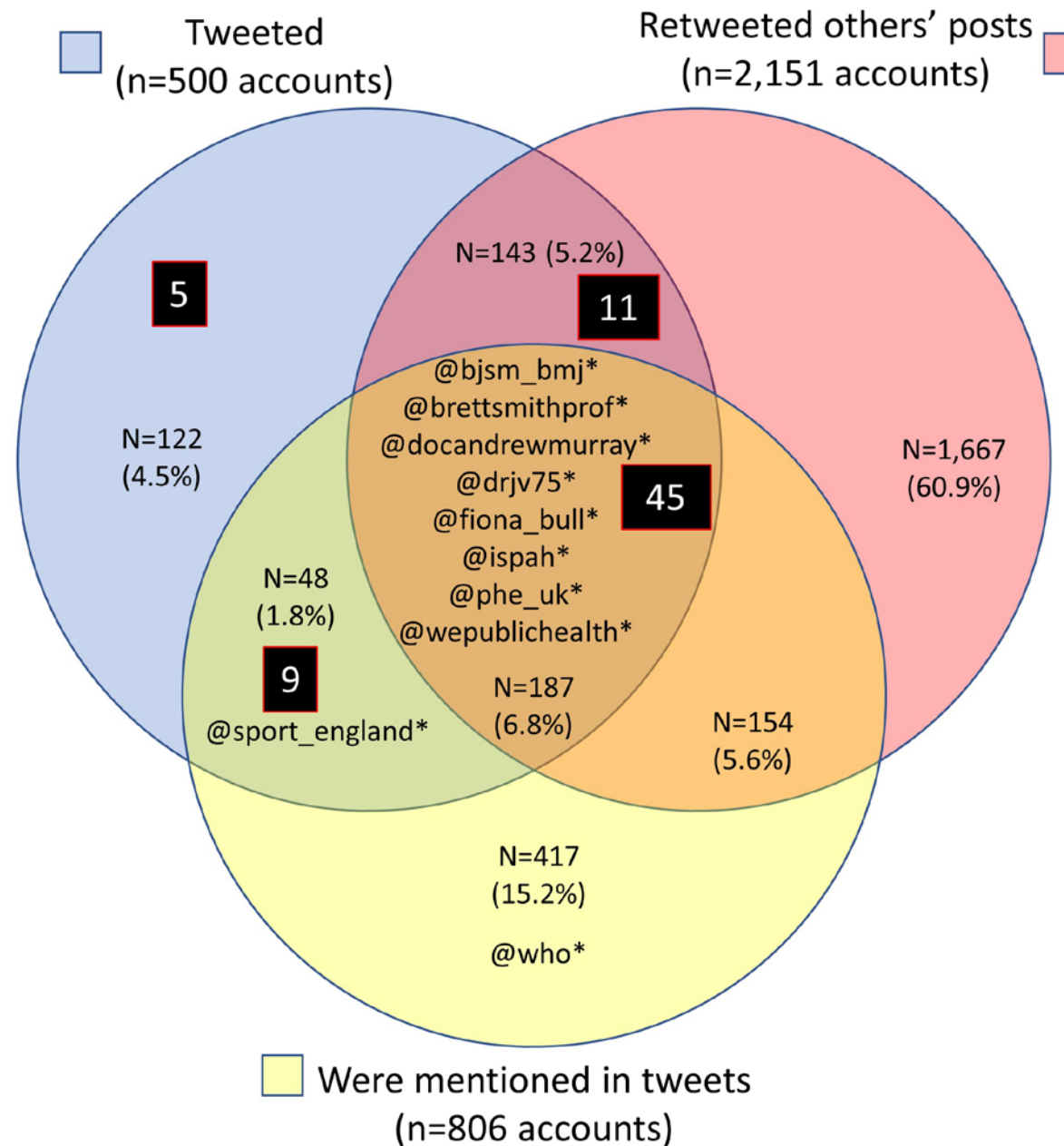
G1... G18:  
esc... esc...  
esc... esc...  
... car... G20:  
esc... esc...  
G1...  
... esc... G21:  
cle... esc...



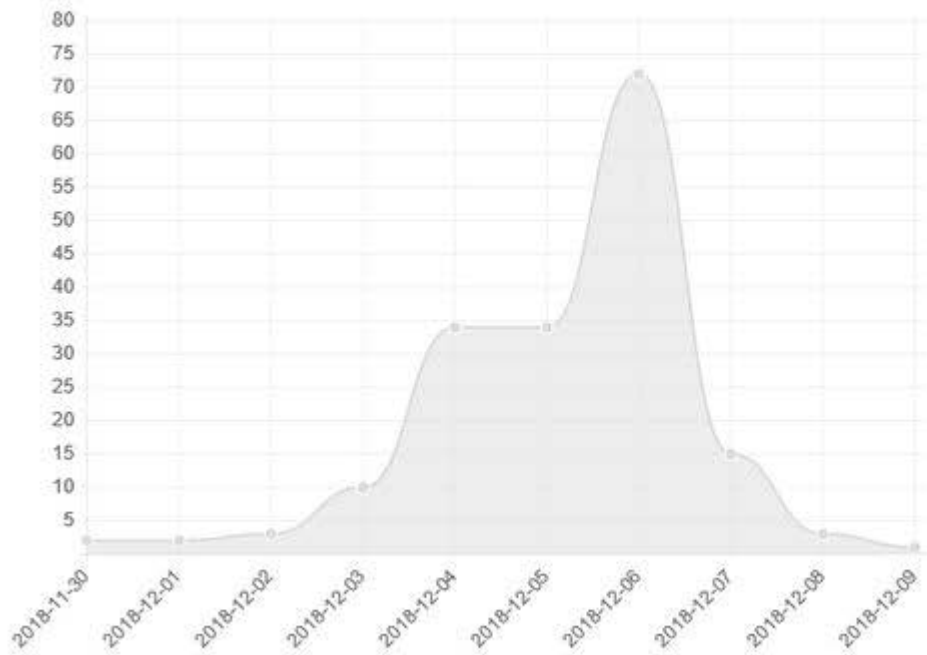
| The problem  | Why it is important  | The solution   |
|--|--|--|
| 1 Finding the needle in the haystack<br>                    | If using NodeXL to search by city, country or region cannot reliably find tweets that have "location" active in both their Twitter profile and tweets  | The individual tweeter should turn off location in their tweets (but not in Twitter profile)<br><br>NodeXL will not show earlier tweets, so will need to rely on more basic tools  |
| 2 Exaggerating the impact of minnows and sticklebacks<br>  | Small fish keep turning up as influencers in social network analysis, despite lacking real influence   | Using "top influencer" list, look at NodeXL map and individual tweets to work out if tweeters are truly influential  |
| 3 Are the big fish also big hitters?<br>                   | Big tweeters may attempt to muscle in on topics that are not their expertise, with potentially damaging consequences   | Look beyond basic social media metrics (eg number of followers)<br><br>Use NodeXL maps to study interactions for these tweeters (replies, retweets)  |
| 4 Slicing out the spam<br>                                 | Social media "spam" is never acceptable and should be reported and removed from analysis   | Report the spam using Twitter<br><br>Remove the spammers using the "-" function in Twitter searches and NodeXL analysis  |
| 5 Finding the one that got away<br> <p>"IT GOT AWAY!"</p> | Sometimes people forget to use the hashtag, and sometimes these tweets are widely shared anyway, spreading the message far and wide. These will not turn up in social network analysis unless you look for them specifically | Have a broad search strategy when you are studying a Twitter campaign<br><br>Look at the Twitter feeds of people interested in topic and ask around<br><br>If you find tweets that were not included initially, add to NodeXL search |

Haystack <http://adigaskell.org/2016/03/31/why-you-should-learn-what-not-to-look-for/needle-haystack/>; Minnow <https://nature.mdc.mo.gov/discover-nature/field-guide/ozark-minnow>; big fish <https://www.cleargreen.com/blog/big-fish-big-red-moon-lunar-eclipse>; spam [https://en.wikipedia.org/wiki/Spam\\_\(food\)](https://en.wikipedia.org/wiki/Spam_(food)); the one that got away [https://www.cartoonstock.com/directory/o/one\\_that\\_got\\_away.asp](https://www.cartoonstock.com/directory/o/one_that_got_away.asp)

Number of tweeters in this group identified for summary of 130 most retweeted tweets (n=70)



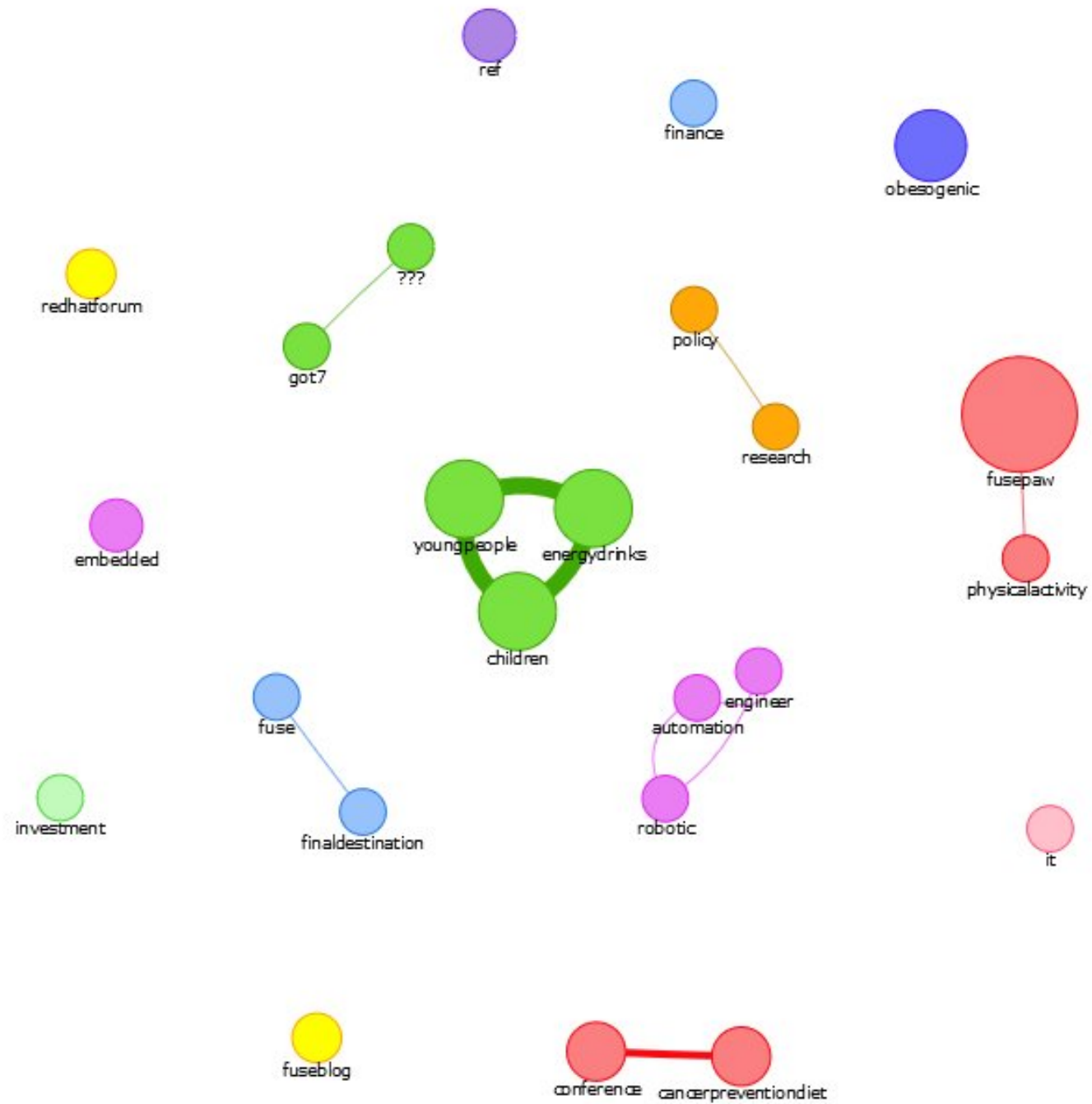
\* = top 10 by NodeXL estimate of "betweenness centrality"  
% = % of total participants



| Top hashtags (frequency) |    |
|--------------------------|----|
| #fusepaw                 | 23 |
| #energydrinks            | 11 |
| #children                | 11 |
| #youngpeople             | 11 |
| #obesogenic              | 9  |
| #cancerpreventiondiet    | 5  |
| #conference              | 5  |
| #embedded                | 3  |
| #ref                     | 3  |
| #fuseblog                | 2  |







# FURTHER READING ON SOCIAL NETWORK ANALYSIS

- ScotPublicHealth blog: [www.scotpublichealth.com](http://www.scotpublichealth.com)
- ESSO38 paper: [https://www.ejso.com/article/S0748-7983\(18\)32018-3/fulltext](https://www.ejso.com/article/S0748-7983(18)32018-3/fulltext)

# CONCLUSIONS

## Rules of #THUMB for effective tweeting



**T**iming  
**H**ashtag  
**U**sername (or handle)  
**M**edia  
**W**e**B**link (eg blog/paper)

- Be clear about your purpose in tweeting
- Try to be positive
- Treat it as any broadcast (ie with caution)
- Consider options for measuring impact
- Decided on hashtag yet?
- What would NodeXL map look like if we just used @Fuse\_online in search?



An abstract graphic on the left side of the slide, consisting of a network of light blue lines and small circles, resembling a circuit board or a neural network diagram. The lines are vertical and horizontal, with some diagonal connections, and the circles are placed at various points along these lines.

QUESTIONS?