

[See online report](#)

ScotPublicHealth via @gmacscotland

CleanAirDay
cleanairday



Overview

See online report

ScotPublicHealth via @gmacscotland

CleanAirDay

cleanairday



cleanairday

2017-06-07 17:22hrs - 2017-06-13 21:27hrs

Total tweets:

1.500

Contributors:

920

Total impressions:

10.618.434

Tweets / Contributor:

1,63

Total audience:

3.230.884

Measured time:

148h

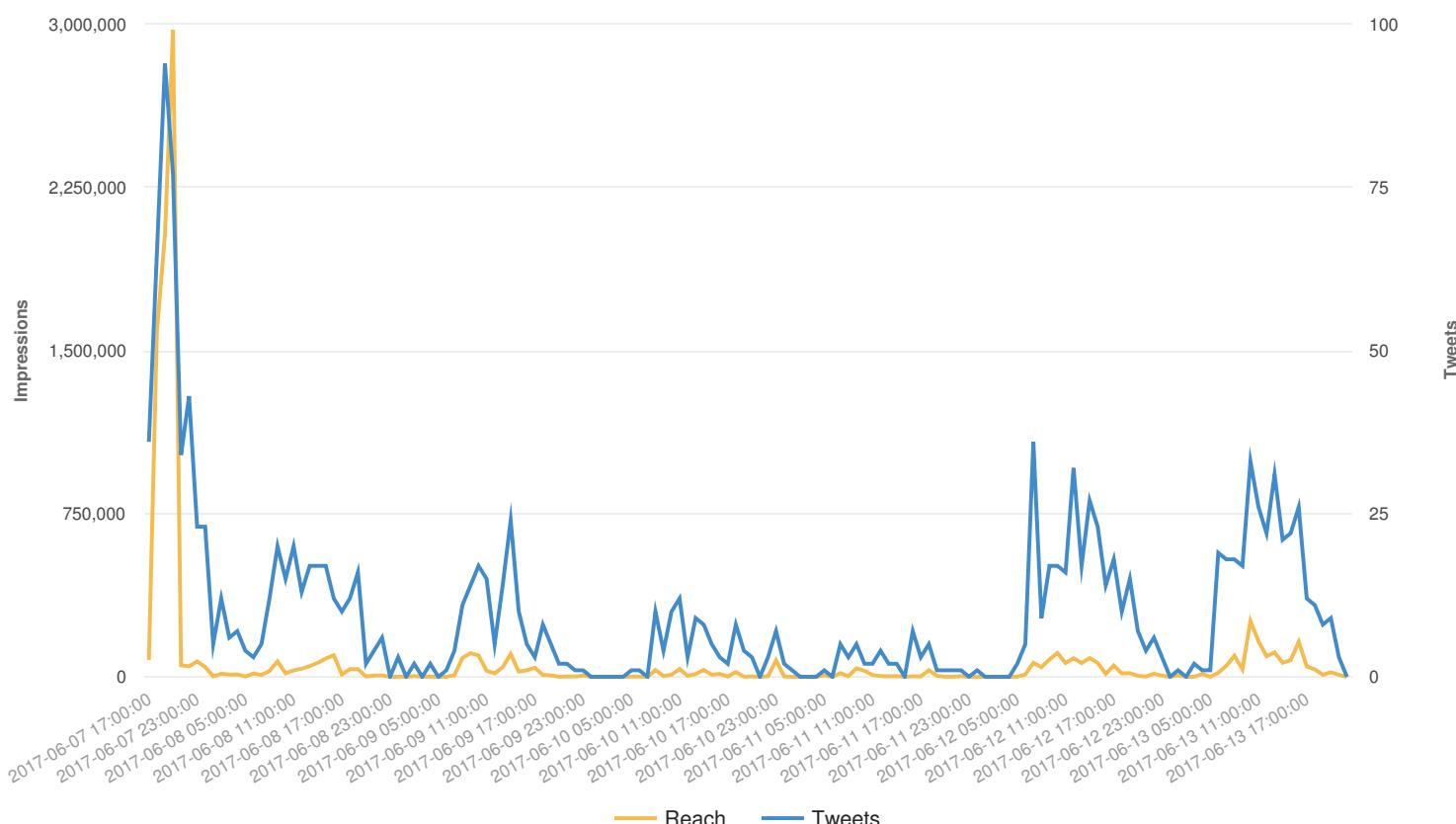
Impressions/Audience:

3,29

Frequency:

10,13

Reach / Tweets



See online report

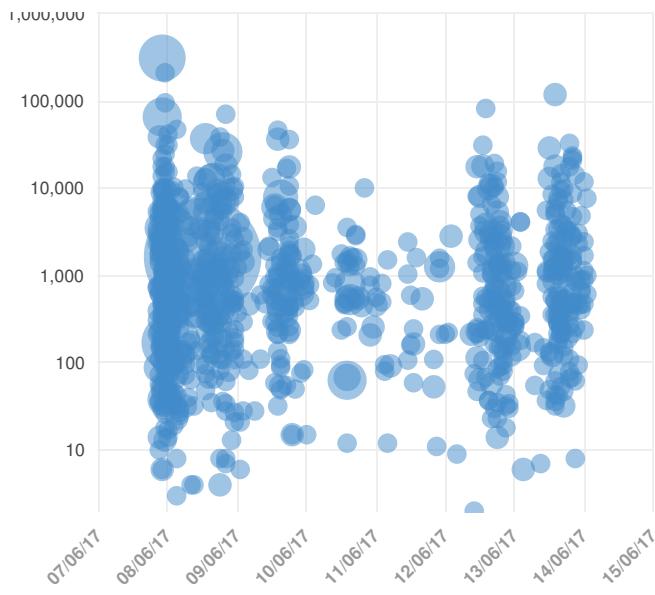
ScotPublicHealth via @gmacscotland

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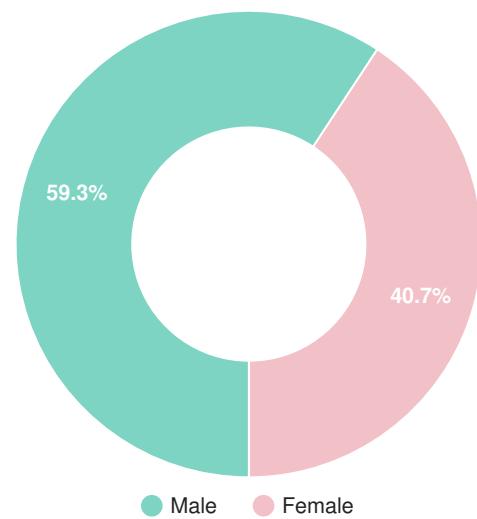
cleanairday



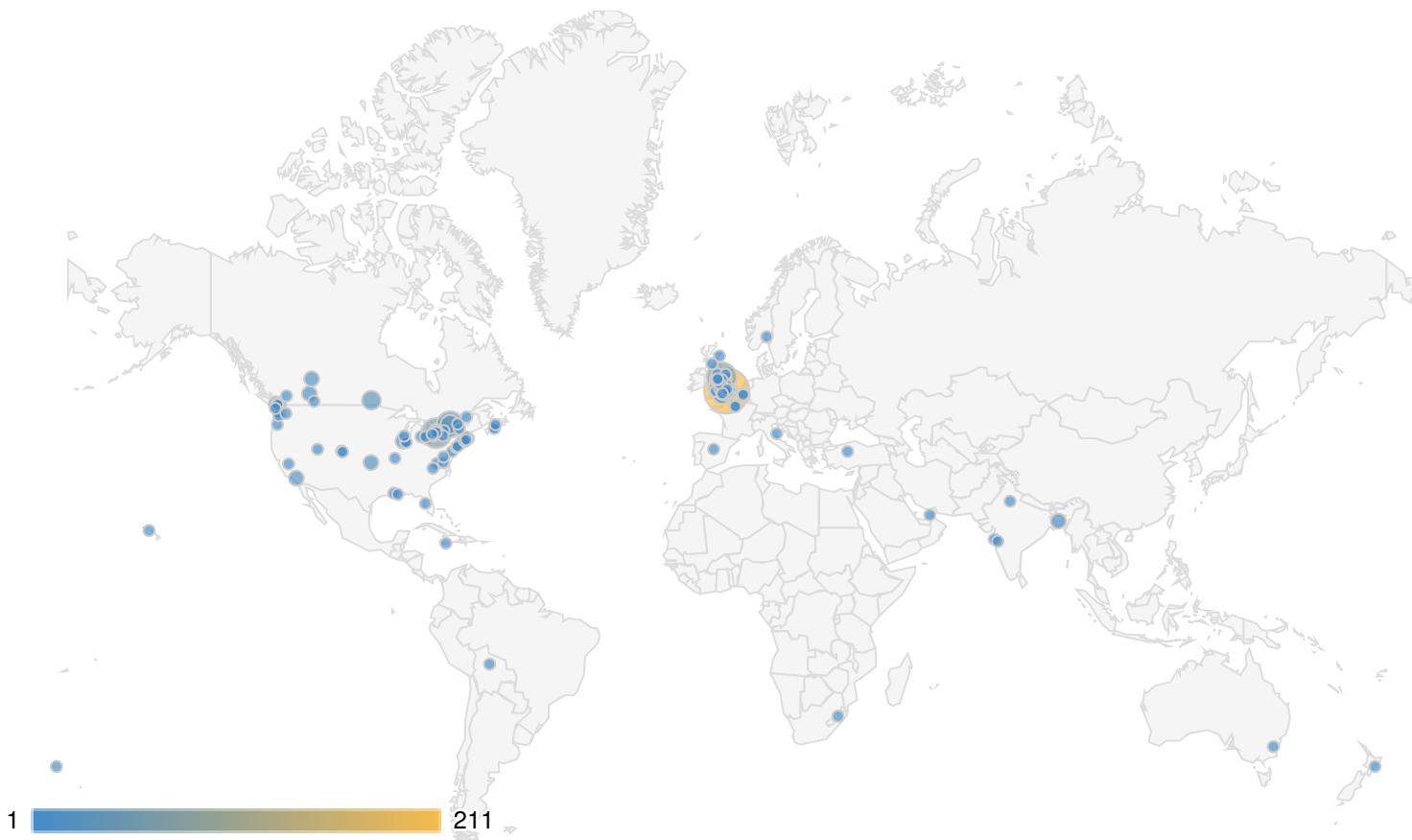
(blob) Blob Graph



Gender



Geolocation



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Top 10 users by keywords repeats



#NationalCleanAirDay
@cleanairdayuk

Join us on 15 June for the first ever #NationalCleanAirDay - a day of action on air pollution. Organised by @globalactplan and partners.

1.634

Followers

Following: 889 Repeats: 91 Favorites: 861



Shah A Farhad
@BeingFarhad

#Environment & #Social #Justice #Activist | #YouTuber | Supporter of #SaveTheArctic & #Greenpeace | #ClimateChange Advocate | Thoughts and Opinions are My Own.

65.151

Followers

Following: 69.552 Repeats: 12 Favorites: 62.269



James Newport
@jimnewport

Deputy Leader of Rayleigh Lib Dem's. Rochford District Councillor & Rayleigh Town Councillor.

63

Followers

Following: 153 Repeats: 10 Favorites: 42



Carbon_Literacy
@Carbon_Literacy

Working to deliver a days-worth of Carbon Literacy to everyone who lives, work or studies in Manchester & beyond. RT's are not endorsements

1.493

Followers

Following: 1.611 Repeats: 10 Favorites: 222



Derby City Council
@DerbyCC

The latest news, events and messages from Derby City Council. Tweets are by the Communications team. We can't respond to every tweet, but we read every mention.

26.016

Followers

Following: 551 Repeats: 10 Favorites: 896



Global Action Plan
@globalactplan

We're a charity working with young people to reimagine our relationship with stuff & find ways to live and work differently. We're co-ordinating @cleanairdayUK

11.042

Followers

Following: 7.018 Repeats: 9 Favorites: 2.129



Built Green Canada
@BuiltGreenCan

Built Green Canada delivers sustainability programs to the residential building sector toward more sustainable, affordable, comfortable, and healthy homes.

3.486

Followers

Following: 3.497 Repeats: 8 Favorites: 729



East Herts Council
@EastHerts

Official Twitter A/C Mon-Fri 09.00-17.00 FaceBook: <https://t.co/iAWI4lb6La> Instagram: @EastHertsCouncil LinkedIn: <https://t.co/Yc2DWkbY5P>

7.852

Followers

Following: 418 Repeats: 6 Favorites: 126



Northern Health
@Northern_Health

NH provides health services to the residents of Northern BC, Canada. Tweeting about health, NH programs, our great people and career opportunities.

5.911

Followers

Following: 606 Repeats: 5 Favorites: 1.430



PublicHealthEHerts
@PublicHealthEHC

Promoting & protecting the health & wellbeing of people who live, work or visit East Herts. Not consistently monitored contact EHC 01279 655261 if needed

380

Followers

Following: 376 Repeats: 5 Favorites: 49

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Top 10 Tweets by RT's



Conservation Ontario
@conont

Every year, #ConservationAuthorities staff, partners & volunteers plant more than 2 million trees in Ontario....
<https://t.co/nl5Ki592qw>

2017-06-07 19:34:24

29

Favorites: 32



#NationalCleanAirDay
@cleanairdayuk

Take a photo to show us how you're improving #airquality & you could win an awesome prize! <https://t.co/Nfp9lgPUxl...>
<https://t.co/bFJHyDhFOH>

2017-06-12 15:12:48

16

Favorites: 10



#NationalCleanAirDay
@cleanairdayuk

There are loads of wonderful free resources like this you can use to promote #NationalCleanAirDay Just download her...
<https://t.co/zTXo57guuj>

2017-06-13 09:35:08

13

Favorites: 7



#NationalCleanAirDay
@cleanairdayuk

Most people don't know how to protect themselves from harmful #airpollution - please RT to share our tips... <https://t.co/cR8IKPst16>

2017-06-10 15:01:00

13

Favorites: 8



Environment Canada
@environmentca

On #CleanAirDay, spend time outside with your family and friends. For more information about #AirQuality, visit air...
<https://t.co/FZag6tSyW8>

2017-06-07 19:25:45

13

Favorites: 16



CanadaRevenueAgency
@CanRevAgency

Going green isn't just good for the environment, it's also good business. #CleanAirDay <https://t.co/bqY8qbk0mK>
<https://t.co/PYNWV3TUwX>

2017-06-07 19:00:38

12

Favorites: 22



City of Toronto PF&R
@TorontoPFR

It's #CleanAirDay! Thank Toronto trees for their hard work cleaning the air we breathe. More... <https://t.co/ZqSYEKZauc>

2017-06-07 19:00:27

12

Favorites: 16



UKHACC
@UKHealthClimate

Levels of #AirPollution 9 to 12 times higher in vehicles @RCPLondon Prof Holgate told @dpcarrington #CleanAirDay
<https://t.co/VLz9DhrvwT>

2017-06-12 09:50:07

12

Favorites: 6



Health Canada
@HealthCanada

Find out how you can help reduce your risk of air pollution #cleanairday #EnviroWeek2017 <https://t.co/6Klwd74MEg>

2017-06-07 19:01:28

11

Favorites: 13



Global Action Plan
@globalactplan

What are you doing to reduce #airpollution? More info on the #NationalCleanAirDay website: <https://t.co/2ztqWaE6WD>
<https://t.co/YJHov8bVnZ>

2017-06-12 12:00:03

10

Favorites: 5

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Influence

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2017-06-07 17:22hrs - 2017-06-13 21:27hrs

Total tweets:

1.500

Contributors:

920

Average contributor followers:

3511,85

Contributor follower median:

607,50

Total audience:

3.230.884

Measured time:

148h

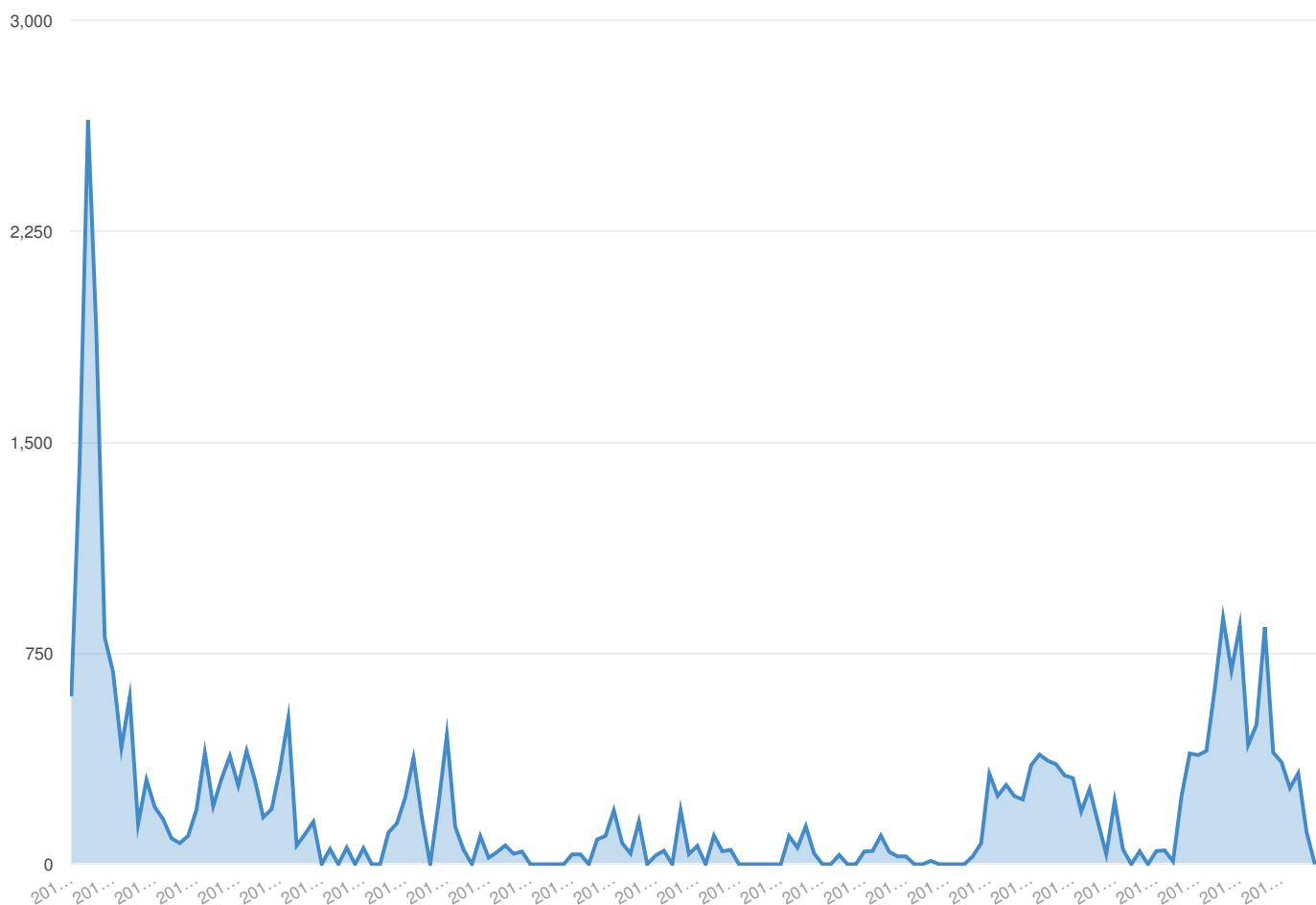
Average contributor following:

1245,58

Contributor following median:

543,50

Aggregated influence score evolution



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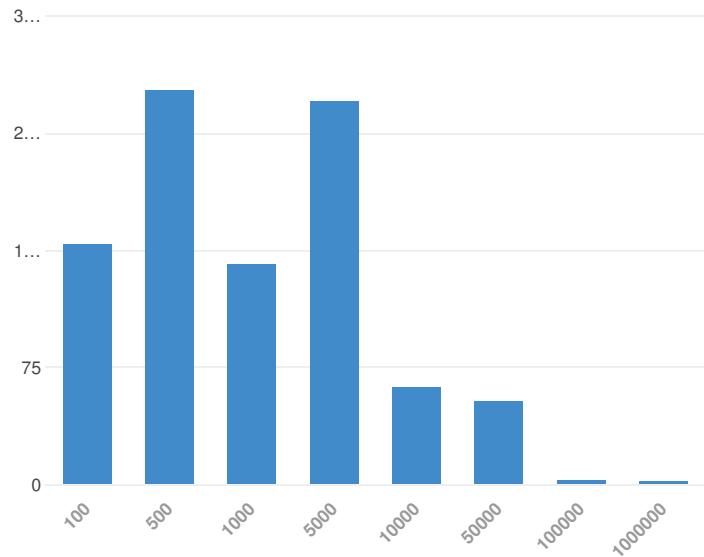
ScotPublicHealth via @gmacscotland

CleanAirDay

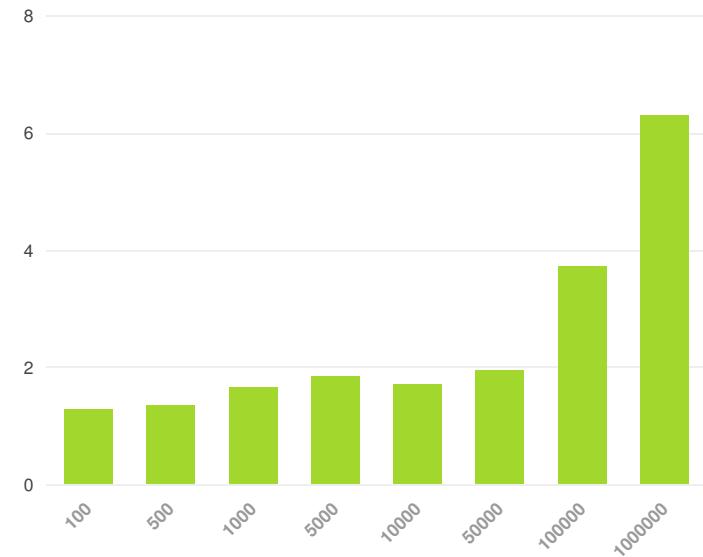
cleanairday



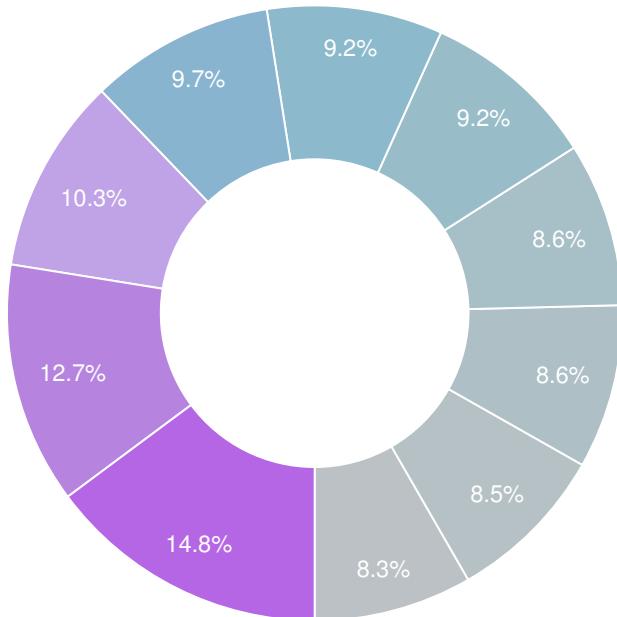
📊 Total users by follower



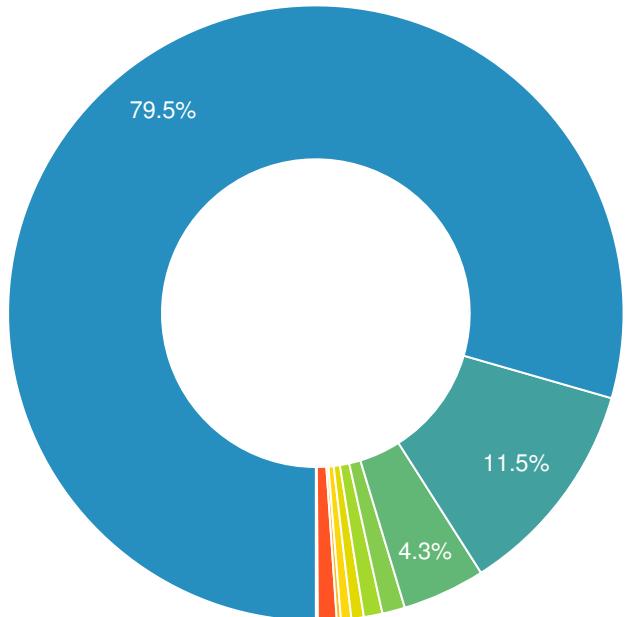
📊 Average repetitions per contributor



🏆 Top contributors by influence



⌚ Repetitions / users



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Content

ScotPublicHealth via @gmacscotland

CleanAirDay

cleanairday



Top 10 influencers by influence score



Health Canada @HealthCanada

Health Canada (Government of Canada): Providing current, trusted and accurate information. Terms of Use: <http://t.co/EdnhCEELOG> En français @SanteCanada

Following: 55 Followers: 208.664 Repeats: 1 Favorites: 0

98 **41**

Influence score Keyword score



Environment Canada @environmentca

Safeguarding Canada's Environment. Suivez-nous en français @environnementca Terms: <https://t.co/eEJA5TLQ0J>

Following: 383 Followers: 308.255 Repeats: 4 Favorites: 406

84 **39**

Influence score Keyword score



CanadaRevenueAgency @CanRevAgency

Canada Revenue Agency (CRA) administers tax and benefits programs, and ensures compliance with Canada's tax laws. <http://t.co/XTTSQURxmK> Français: @AgenceRevCan

Following: 85 Followers: 94.666 Repeats: 1 Favorites: 70

68 **29**

Influence score Keyword score



Transport Canada @Transport_gc

Transport Canada promotes safe, secure, efficient and environmentally responsible transportation. Terms: <http://t.co/c661mLuGsz> Français: @Transports_gc

Following: 142 Followers: 70.102 Repeats: 1 Favorites: 261

64 **27**

Influence score Keyword score



Healthy Canadians @HealthyCdns

We offer relevant, fun and practical tips & facts to help you and your family be healthy, stay safe and live well. Français: @CANenSante

Following: 26 Followers: 31.113 Repeats: 1 Favorites: 16

61 **26**

Influence score Keyword score



Herts County Council @hertscouncil

Follow us for information and news on our services. If reporting a highways fault please use the fault reporting site at <https://t.co/3pcLGCx1S>

Following: 1.008 Followers: 81.490 Repeats: 1 Favorites: 1.357

61 **25**

Influence score Keyword score



Shah A Farhad @BeingFarhad

#Environment #Social #Justice #Activist | #YouTuber | Supporter of #SavetheArctic & #Greenpeace | #ClimateChange Advocate | Thoughts and Opinions are My Own.

Following: 69.552 Followers: 65.151 Repeats: 12 Favorites: 62.269

57 **35**

Influence score Keyword score



CanadianMedicalAssoc @CMA_Docs

The Canadian Medical Association is the national voice of Canadian physicians. We advocate for the highest standards of health and health care. fr: @AMC_Sante

Following: 1.733 Followers: 38.407 Repeats: 1 Favorites: 389

57 **24**

Influence score Keyword score



Derbyshire CC @Derbyshirecc

We're here to help you 8am to 8pm Monday to Friday and 9.30am to 4pm Saturdays

Following: 3.183 Followers: 38.511 Repeats: 3 Favorites: 147

56 **25**

Influence score Keyword score



Southampton Council @SouthamptonCC

News and updates from Southampton City Council. Need to do something? Most tasks can be completed on our website: <https://t.co/OJMYhk74Kn>

Following: 1.154 Followers: 36.296 Repeats: 2 Favorites: 1.115

55 **24**

Influence score Keyword score

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2017-06-07 17:22hrs - 2017-06-13 21:27hrs

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996,00

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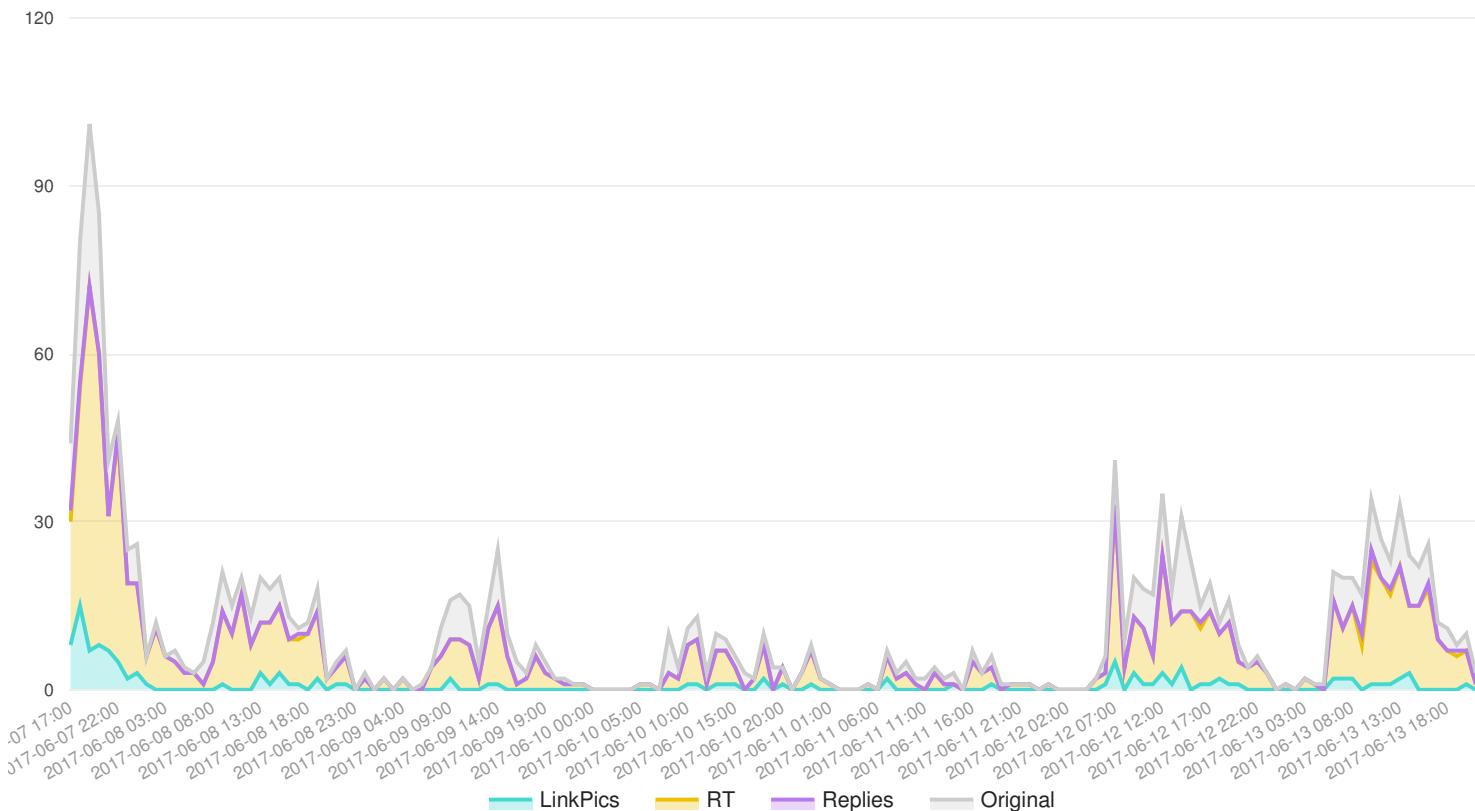
Replies:

13,00

Images and links:

127,00

Type of activity timeline

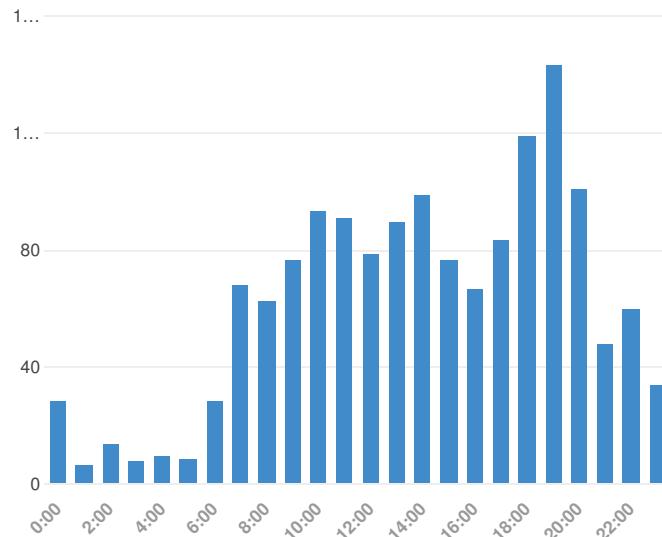


CleanAirDay

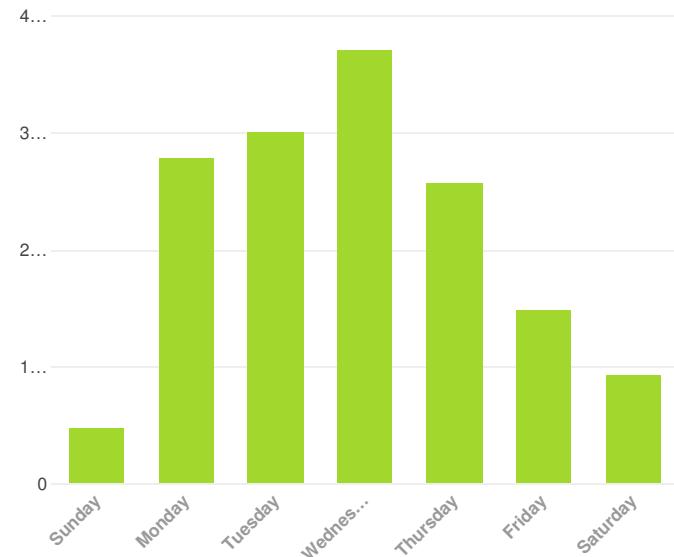
cleanairday



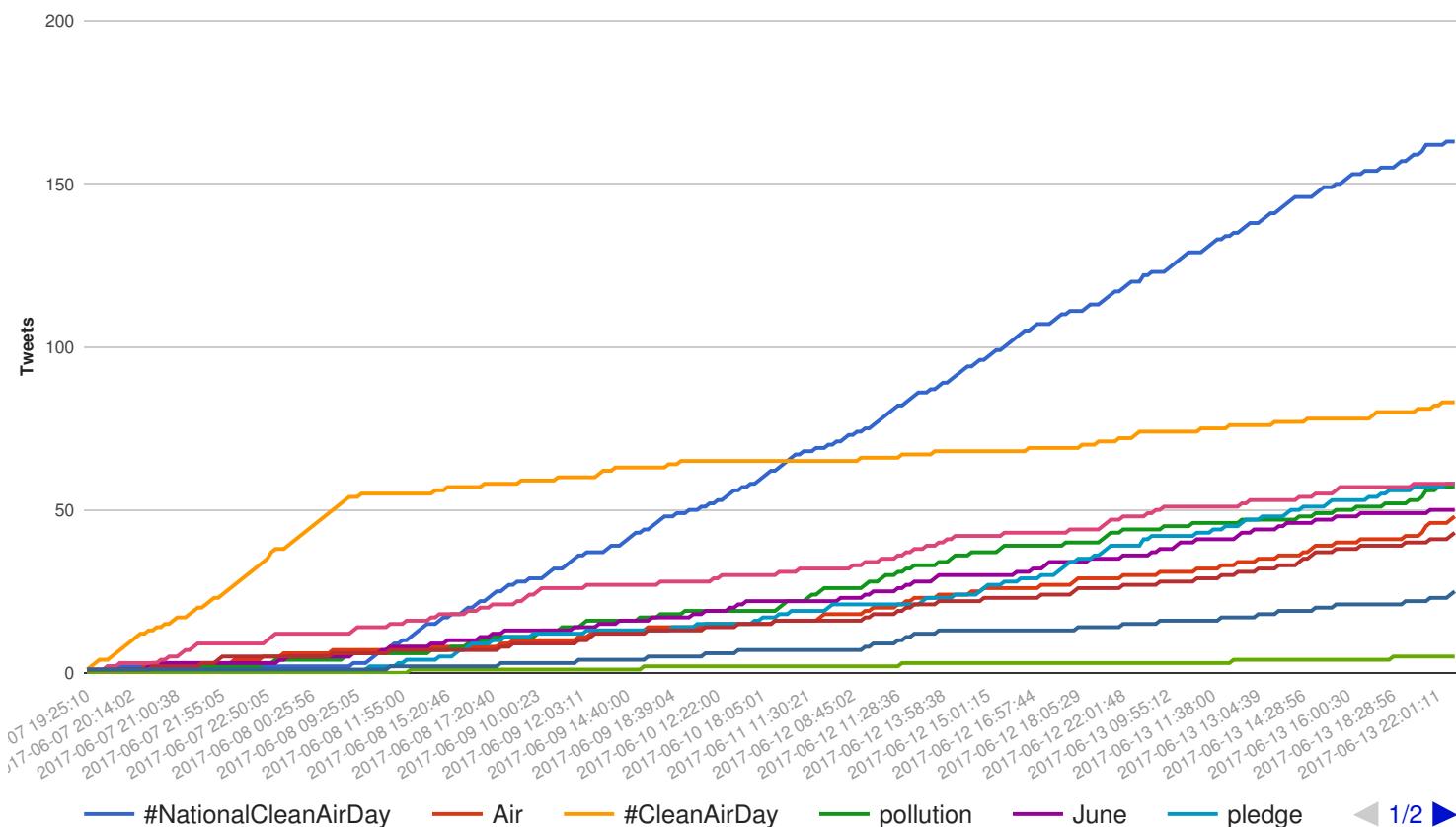
⌚ Best hour of the day



📅 Best day of the week



⌚ Aggregated key repeats



ScotPublicHealth via @gmacscotland

CleanAirDay

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💬 Top 10 words

#NationalCleanAirDay	220
Air	173
#CleanAirDay	144
pollution	83
June	79
pledge	78
reduce	67
#AirPollution	60
Clean	58
Day	47

Top 10 hashtag

#NationalCleanAirDay	596
#CleanAirDay	488
#airpollution	185
#cleanairday	74
#airquality	61
#DYK	55
#AirQuality	39
#nationalcleanairday	33
#ConservationAuthorities	28
#KeepItClean	26

🔗 Embebed links

https://www.cleanairday.org.uk/	49
http://bit.ly/NCAD-2017	48
https://www.cleanairday.org.uk/pledge	25
https://www.cleanairday.org.uk/photo-competition	22
https://www.eventbrite.co.uk/e/air-quality-sustain...	22
http://ow.ly/evdC30cot9C	17
http://www.cleanairday.org.uk	17
https://www.cleanairday.org.uk/reduce-air-pollution	14
http://bit.ly/cad17	14
http://bit.ly/2sE5HXV	12

\$ Top 10 symbols

See online report

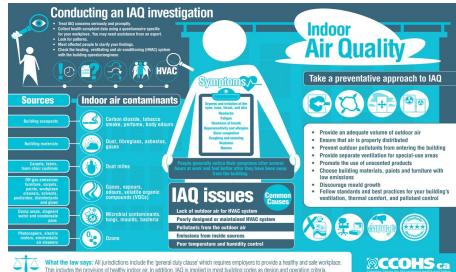
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Top images



 **LabourProgram**
@Labour_ESDC

Promoting safe, healthy, cooperative and productive workplaces that benefit us all...

Favorites: 0 Retweets: 9

 **Ainslie Loria**
@ainslieloria

Mother, wife, daughter, learner, educator

Favorites: 0 Retweets: 7

 **Persian Queen**
@PersianQueen87

More Powerful Than Two Cleopatras

Favorites: 0 Retweets: 11



 **Call of the Forest**
@DBKTrees

Award-winning documentary featuring environmental visionary Diana...

Favorites: 3 Retweets: 2

 **Alberta Enviro&Parks**
@AB_EP

Official Alberta Environment and Parks Twitter account. Account monitored...

Favorites: 1 Retweets: 1

 **CRAZ**
@CalgaryAirshed

The Calgary Region Airshed Zone is a non-profit environmental organization...

Favorites: 4 Retweets: 5



 **sic**
@Crozier_SI

Favorites: 0 Retweets: 7

 **East Dun Council**
@EDCouncil

Official Twitter account for East Dunbartonshire Council. For answers to...

Favorites: 3 Retweets: 2

 **James Newport**
@jimnewport

Deputy Leader of Rayleigh Lib Dem's. Rochford District Councillor & Rayleigh...

Favorites: 0 Retweets: 2