

[See online report](#)

ScotPublicHealth via @gmacscotland

# HealthLivesFairerFutures

healthylivesfairerfutures -R34217681



## Overview

ScotPublicHealth via @gmacscotland

# HealthLivesFairerFutures

healthylivesfairerfutures -R34217681



## healthylivesfairerfutures -R34217681

2017-09-16 13:01hrs - 2017-09-24 16:29hrs

 Total tweets:

654

 Contributors:

226

 Total impressions:

1.275.537

 Tweets / Contributor:

2,89

 Total audience:

339.037

 Measured time:

195h

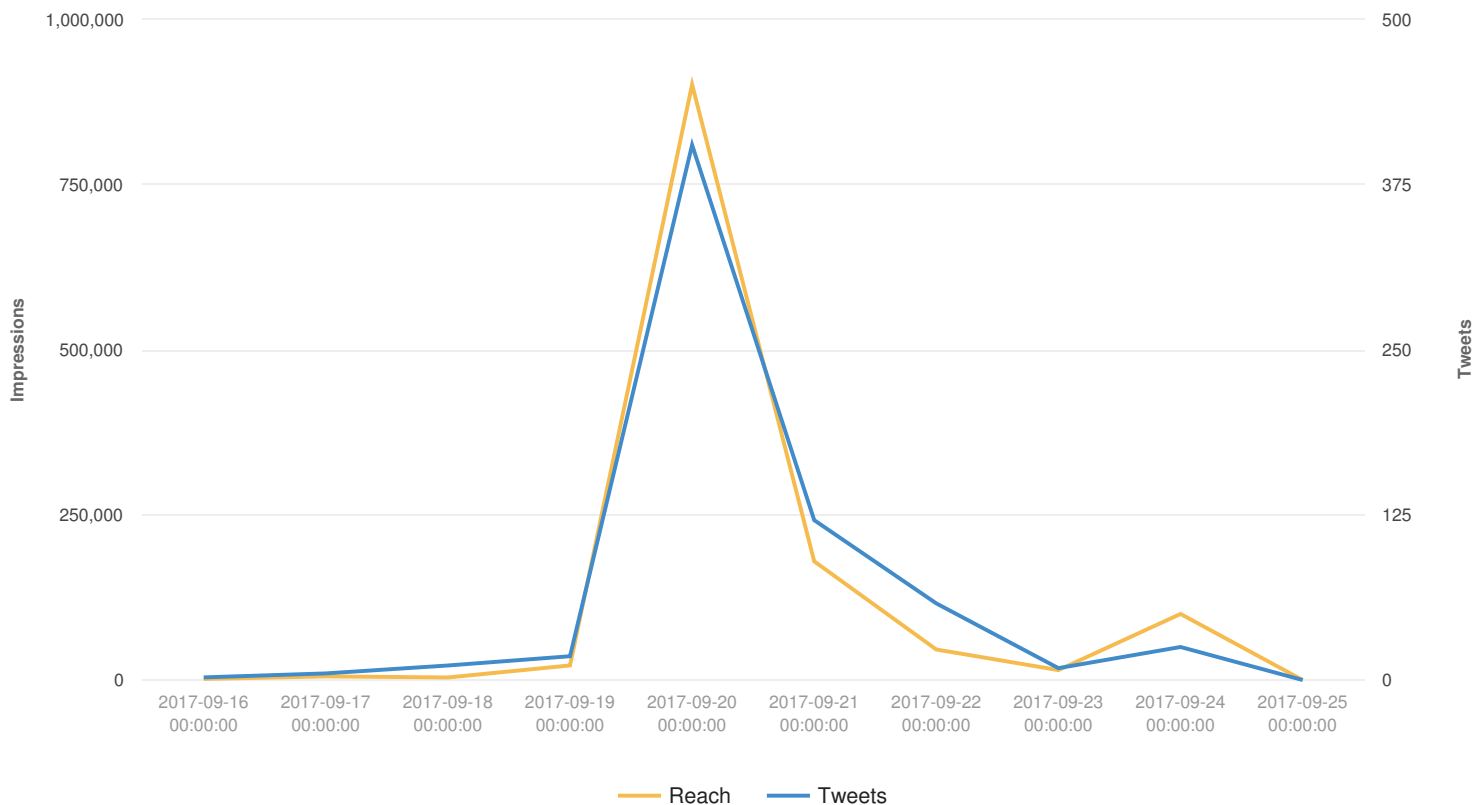
 Impressions/Audience:

3,76

 Frequency:

3,35

 Reach / Tweets

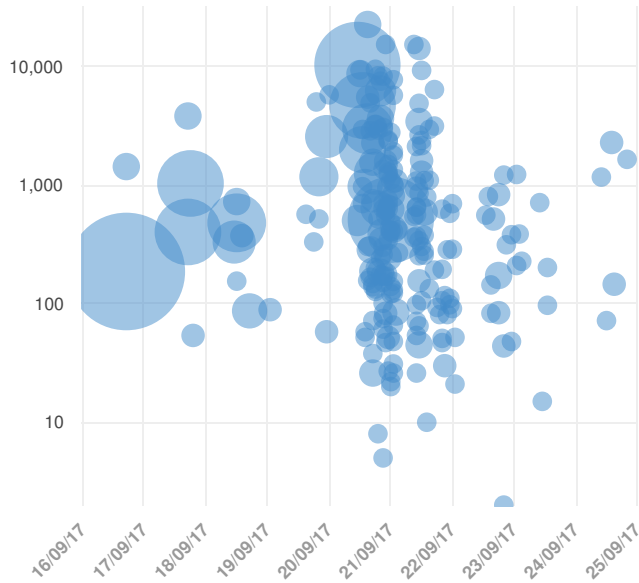


# HealthLivesFairerFutures

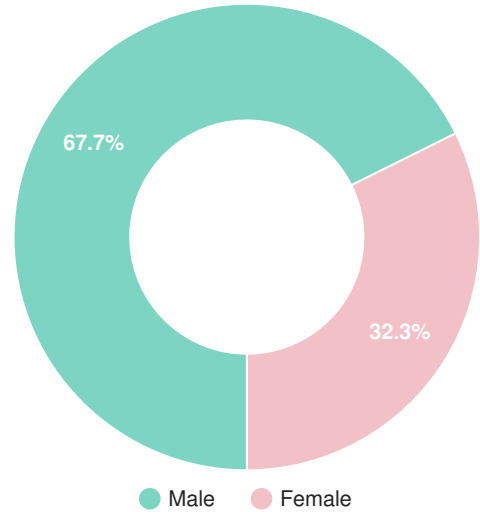
healthylivesfairerfutures -R34217681



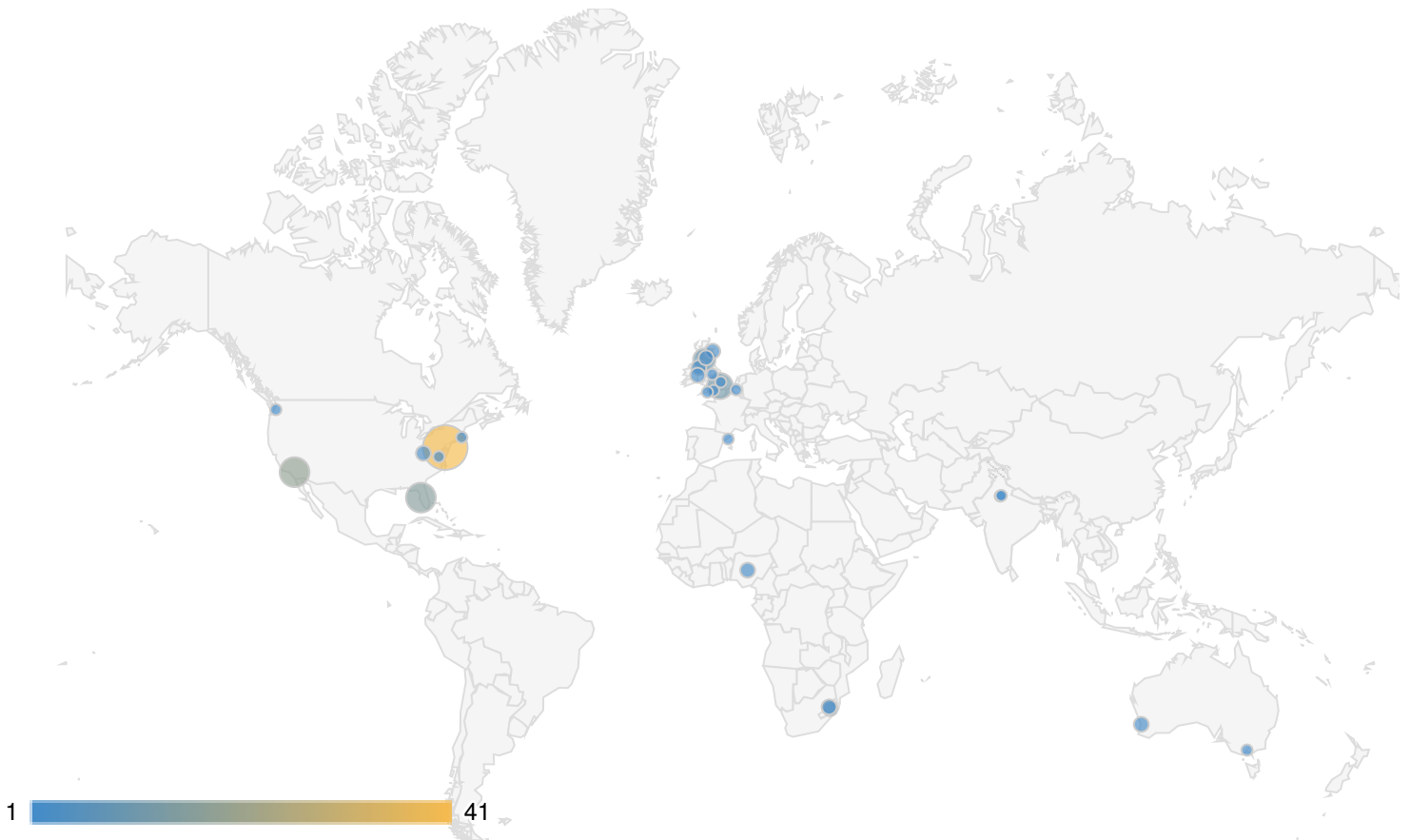
## Blob Graph



## Gender



## Geolocation



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# HealthLivesFairerFutures

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## Top 10 users by keywords repeats

**FPH in Scotland**  
**@fphscot**

Faculty of Public Health in Scotland @FPH Everyone in Scotland should have an equal chance of a long & healthy life #HealthyLivesFairerFutures @PublicHealthStR

**187**

Followers

Following: **282** Repeats: **48** Favorites: **86****CPAGScotland**  
**@CPAGScotland**

We work to get a better life for low-income families in Scotland through campaigning, lobbying, welfare rights work, advice, publications and training.

**2.998**

Followers

Following: **2.253** Repeats: **13** Favorites: **663****John Crichton**  
**@JohnHMCrichton**

Chair Royal College of Psychiatry in Scotland; Vice President RCPsych UK. Mental Health Matters. Lived experience IDDM. Personal views.#pointyknivescostlives

**511**

Followers

Following: **1.240** Repeats: **9** Favorites: **1.077****Tina Hendry**  
**@HendryTina**

interested in attachment theory ..trauma informed practice ..raising awareness of ACES early intervention advocate .kinship carer @reattachparent

**2.003**

Followers

Following: **2.396** Repeats: **7** Favorites: **3.472****Simon Capewell**  
**@SimonCapewell99**

Family man, gardener, Cantata Choir. #PublicHealth prof & #prevention researcher. Advocating healthy #food & #tobacco policies everywhere. Tweets mine, RTs not.

**2.582**

Followers

Following: **506** Repeats: **6** Favorites: **716****Graham Mackenzie**  
**@gmacscotland**

#NHS Doctor. Working to poverty & quality in healthcare & social care @theHI trained Remain European #QCommunity #PublicHealth #ScotPublicHealth

**10.350**

Followers

Following: **10.096** Repeats: **5** Favorites: **21.709****FPH**  
**@FPH**

UK Faculty of Public Health aims to improve the public's health through advocacy and campaign work, education, and standard-setting.

**8.738**

Followers

Following: **2.015** Repeats: **3** Favorites: **175****Jo Anderson**  
**@JoatSAMH**

Director of External Affairs, SAMH @samhtweets; IoF Scotland Exec member @IoFScotland

**190**

Followers

Following: **262** Repeats: **3** Favorites: **1.124****Scottish Drugs Forum**  
**@SDFnews**

A membership-based drugs policy and information organisation, SDF is Scotland's national resource of expertise on drug issues.

**3.455**

Followers

Following: **376** Repeats: **3** Favorites: **1.245****shaap #MUPsaveslives**  
**@SHAAPALCOHOL**

Based at Royal College of Physicians of Edinburgh (RCPE), guided by the Medical Royal Colleges and Faculties in Scotland. Retweets do not imply endorsement.

**1.261**

Followers

Following: **1.138** Repeats: **2** Favorites: **480**

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# HealthLivesFairerFutures

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## Top 10 Tweets by RT's



**FPH in Scotland**  
**@fphscot**

Excited to launch our call to action 'Healthy Lives Fairer Futures'  
@RCPEdin on 20th Sep 2017 Follow... <https://t.co/Lv0yszOIO3>

2017-09-16 13:01:41

**24**
Favorites: **11**

**FPH in Scotland**  
**@fphscot**

#ACEs are the #1 Public Health issue today- @DrBurkeHarris Let's  
act @suzannezeedyk @JohnSwinney @Reattachparent...  
<https://t.co/MSxyjFeiPn>

2017-09-20 17:30:00

**20**
Favorites: **30**

**FPH in Scotland**  
**@fphscot**

Adverse Childhood Experiences #ACEs predict poor health, yet  
preventable @suzannezeedyk @Reattachparent @NHS\_CYPF...  
<https://t.co/pmF5XVM9C8>

2017-09-20 12:15:01

**19**
Favorites: **28**

**CPAGScotland**  
**@CPAGScotland**

MEDIA RELEASE: Child poverty campaigners welcome Public Health  
experts 'call to action' #HealthyLivesFairerFutures...  
<https://t.co/ve7FBWdfqa>

2017-09-20 11:20:43

**18**
Favorites: **15**

**FPH**  
**@FPH**

#HealthyLivesFairerFutures launches today and calls on Holyrood  
to tackle Scottish health inequalities @fphscot  
<https://t.co/6OKNVaR8Zz>

2017-09-20 08:44:07

**18**
Favorites: **11**

**FPH in Scotland**  
**@fphscot**

#poverty adversely affects child wellbeing @CPAGScotland  
@OxfamScotland @NHS\_CYPF @markmcdsnp @PovertyAlliance...  
<https://t.co/1hu6e7rvQl>

2017-09-20 11:30:02

**17**
Favorites: **16**

**FPH**  
**@FPH**

#HealthyLivesFairerFutures from @fphscot calls on Holyrood to  
tackle health divides #Scotland #publichealth...  
<https://t.co/yBGn1r5IKY>

2017-09-20 12:27:23

**16**
Favorites: **15**

**GCPH**  
**@theGCPH**

"Public health is relevant to every aspect of politics" - @patrickharvie  
#HealthyLivesFairerFutures <https://t.co/jnpUxAYy5v>

2017-09-20 17:22:14

**13**
Favorites: **26**

**FPH in Scotland**  
**@fphscot**

#ACEs are preventable yet SO harmful. Let's reduce #toxicstress in  
Scotland's kids @Reattachparent @suzannezeedyk...  
<https://t.co/kOcrsYH6IR>

2017-09-20 12:00:04

**13**
Favorites: **25**

**FPH in Scotland**  
**@fphscot**

We must address child poverty to reduce health #inequality  
@JohnSwinney @CPAGScotland @UNICEF\_uk @MichaelMarmot...  
<https://t.co/2i6mNHjGFm>

2017-09-20 17:00:03

**12**
Favorites: **10**

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# Influence

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## healthylivesfairerfutures -R34217681

2017-09-16 13:01hrs - 2017-09-24 16:29hrs

 Total tweets:

654

 Contributors:

226

 Average contributor followers:

1500,77

 Contributor follower median:

418,50

 Total audience:

339.037

 Measured time:

195h

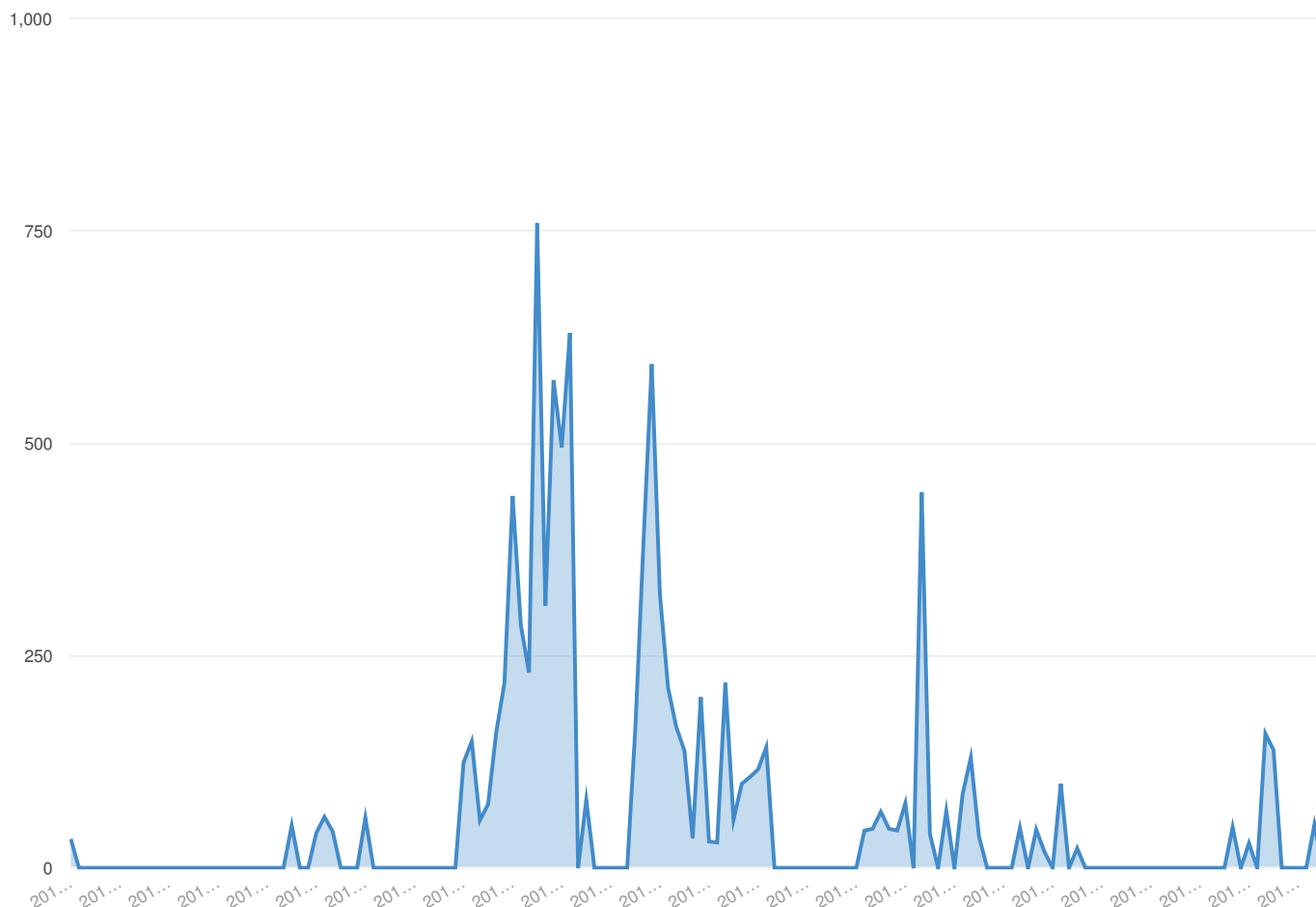
 Average contributor following:

1009,26

 Contributor following median:

506,00

 Aggregated influence score evolution

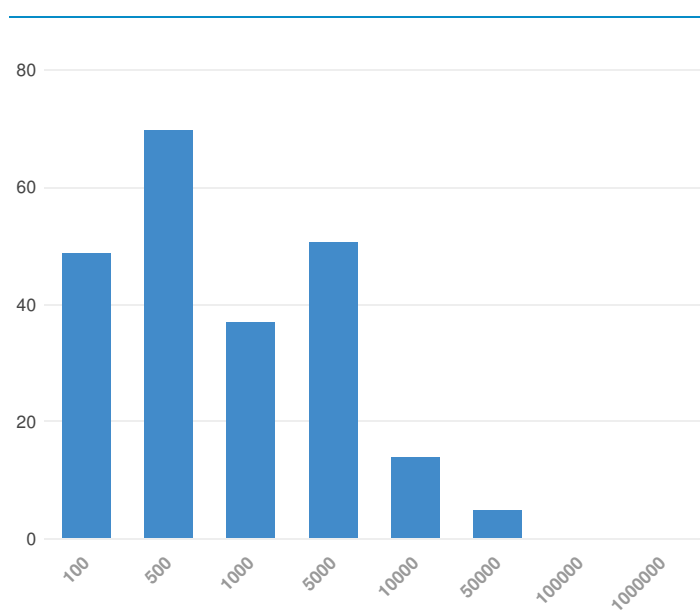


# HealthLivesFairerFutures

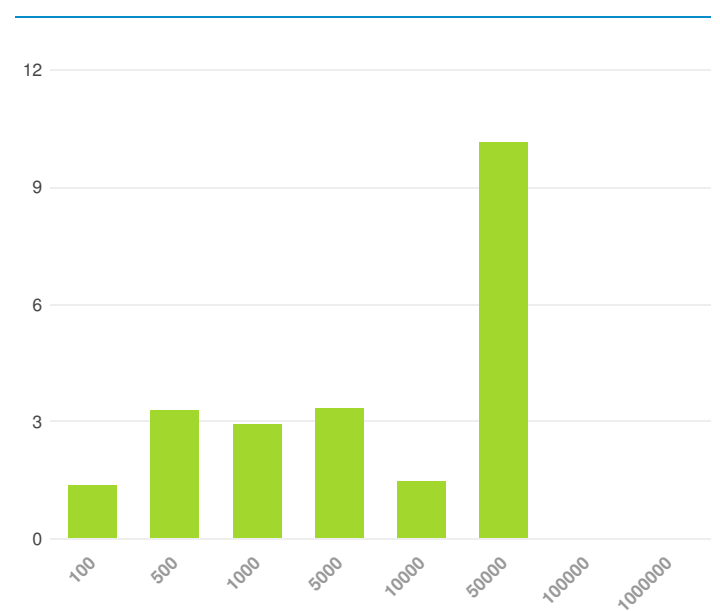
healthylivesfairerfutures -R34217681



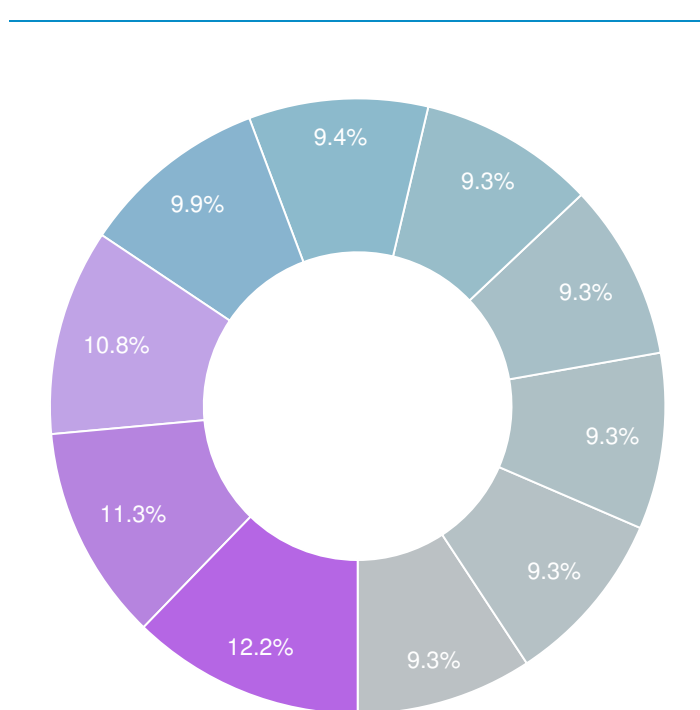
## Bar chart icon Total users by follower



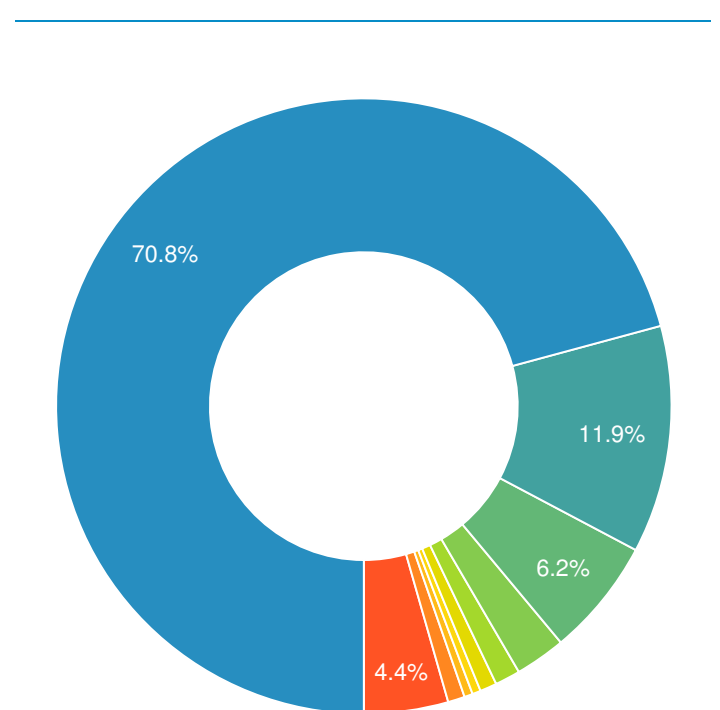
## Bar chart icon Average repetitions per contributor



## Cup icon Top contributors by influence



## Circular arrow icon Repetitions / users



# HealthLivesFairerFutures

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# Content

ScotPublicHealth via @gmacscotland

# HealthLivesFairerFutures

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## Top 10 influencers by influence score



**CMO Scotland**  
**@CathCalderwood1**

Chief Medical Officer for Scotland, obstetrician and gynaecologist <https://t.co/uKsb7lwULQ>  
 Following: **119** Followers: **5.545** Repeats: **1** Favorites: **497**

**78** **34**  
 Influence score Keyword score



**SAMH**  
**@SAMHtweets**

SAMH is the Scottish Association for Mental Health, Scotland's leading mental health charity.  
 Following: **1.232** Followers: **15.382** Repeats: **1** Favorites: **3.446**

**72** **31**  
 Influence score Keyword score



**FPH**  
**@FPH**

UK Faculty of Public Health aims to improve the public's health through advocacy and campaign work, education, and standard-setting.  
 Following: **2.015** Followers: **8.737** Repeats: **3** Favorites: **175**

**69** **34**  
 Influence score Keyword score



**Graham Mackenzie**  
**@gmacscotland**

#NHS Doctor. Working to poverty & quality in healthcare & social care @theIHI trained Remain European #QCommunity #PublicHealth #ScotPublicHealth  
 Following: **10.094** Followers: **10.344** Repeats: **5** Favorites: **21.689**

**63** **35**  
 Influence score Keyword score



**Toni Giugliano**  
**@ToniGiugliano**

Public Affairs Manager at @mentalhealth; NEC member @theSNP; Italian-born; proud European. Tweets strictly personal.  
 Following: **1.591** Followers: **5.733** Repeats: **1** Favorites: **3.640**

**60** **26**  
 Influence score Keyword score



**Rebecca Weerakoon**  
**@rrweerakoon**

Medical Registrar. Scottish Clinical Leadership Fellow. Scottish Academy Trainee Doctor's Group Chair. Lifter, Grappler and Polo Enthusiast. Views my own.  
 Following: **831** Followers: **690** Repeats: **1** Favorites: **137**

**59** **26**  
 Influence score Keyword score



**Scottish Drugs Forum**  
**@SDFnews**

A membership-based drugs policy and information organisation, SDF is Scotland's national resource of expertise on drug issues.  
 Following: **376** Followers: **3.455** Repeats: **3** Favorites: **1.245**

**59** **29**  
 Influence score Keyword score



**RE ATTACHMENT**  
**@Reattachparent**

Consultancy : ADVERSE CHILDHOOD EXPERIENCES (aces) -impact of developmental trauma -REALITY - taking theory to practice =TRAUMA INFORMED - MENTOR  
 Following: **4.215** Followers: **4.735** Repeats: **2** Favorites: **3.570**

**59** **27**  
 Influence score Keyword score



**RCPEdin**  
**@RCPEdin**

Standard-setting & professional membership organisation representing 12,000 Fellows & Members. See also @PresidentRCPE @RCPEdinTrainees @RCPEVenue @RCPEHeritage  
 Following: **630** Followers: **3.839** Repeats: **1** Favorites: **1.631**

**59** **25**  
 Influence score Keyword score



**GCPH**  
**@theGCPH**

Generating insights, evidence and new solutions; providing leadership for action to tackle inequality and improve health. RTs not an endorsement.  
 Following: **1.049** Followers: **3.656** Repeats: **2** Favorites: **666**

**59** **27**  
 Influence score Keyword score

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## healthylivesfairerfutures -R34217681

2017-09-16 13:01hrs - 2017-09-24 16:29hrs

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654

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226

 Original tweets:

131

 RTs:

520,00

 Total audience:

339.037

 Measured time:

195h

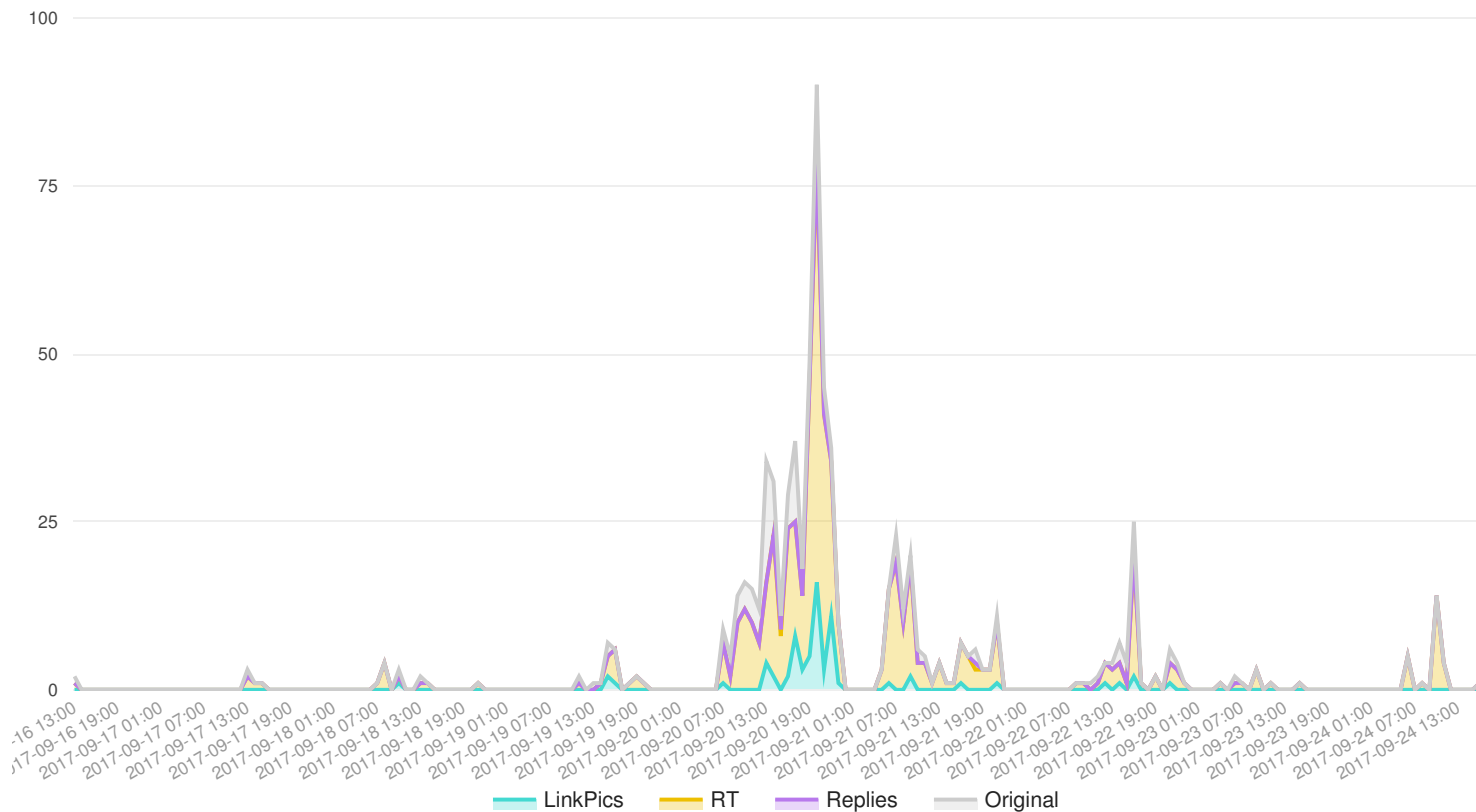
 Replies:

3,00

 Images and links:

70,00

 Type of activity timeline



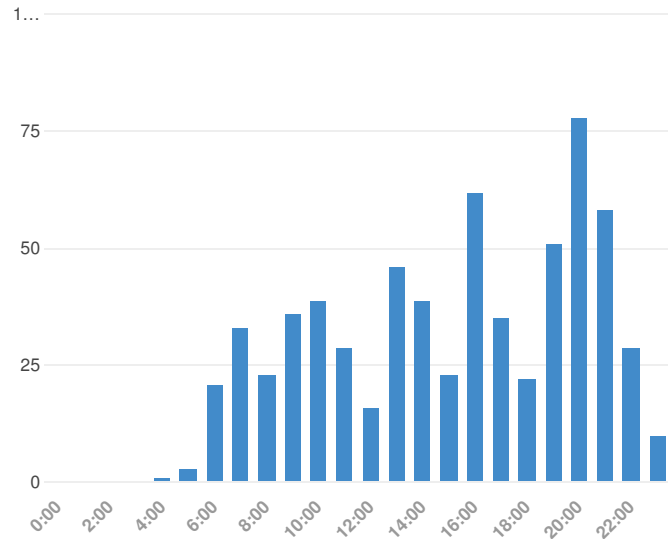
ScotPublicHealth via @gmacscotland

# HealthLivesFairerFutures

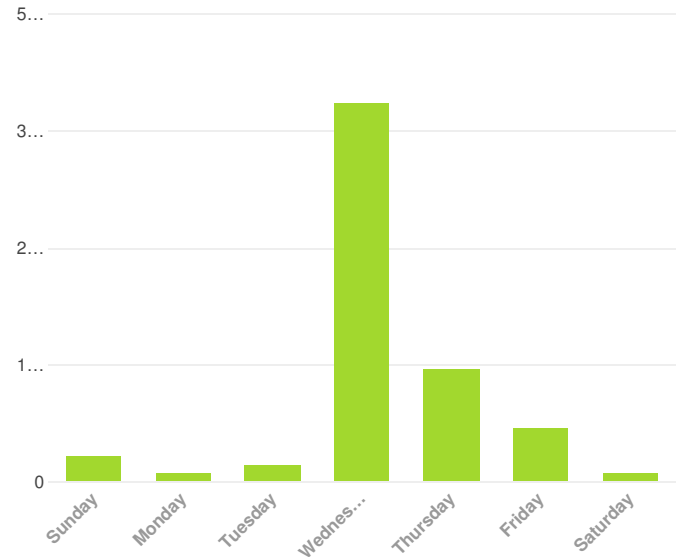
healthylivesfairerfutures -R34217681



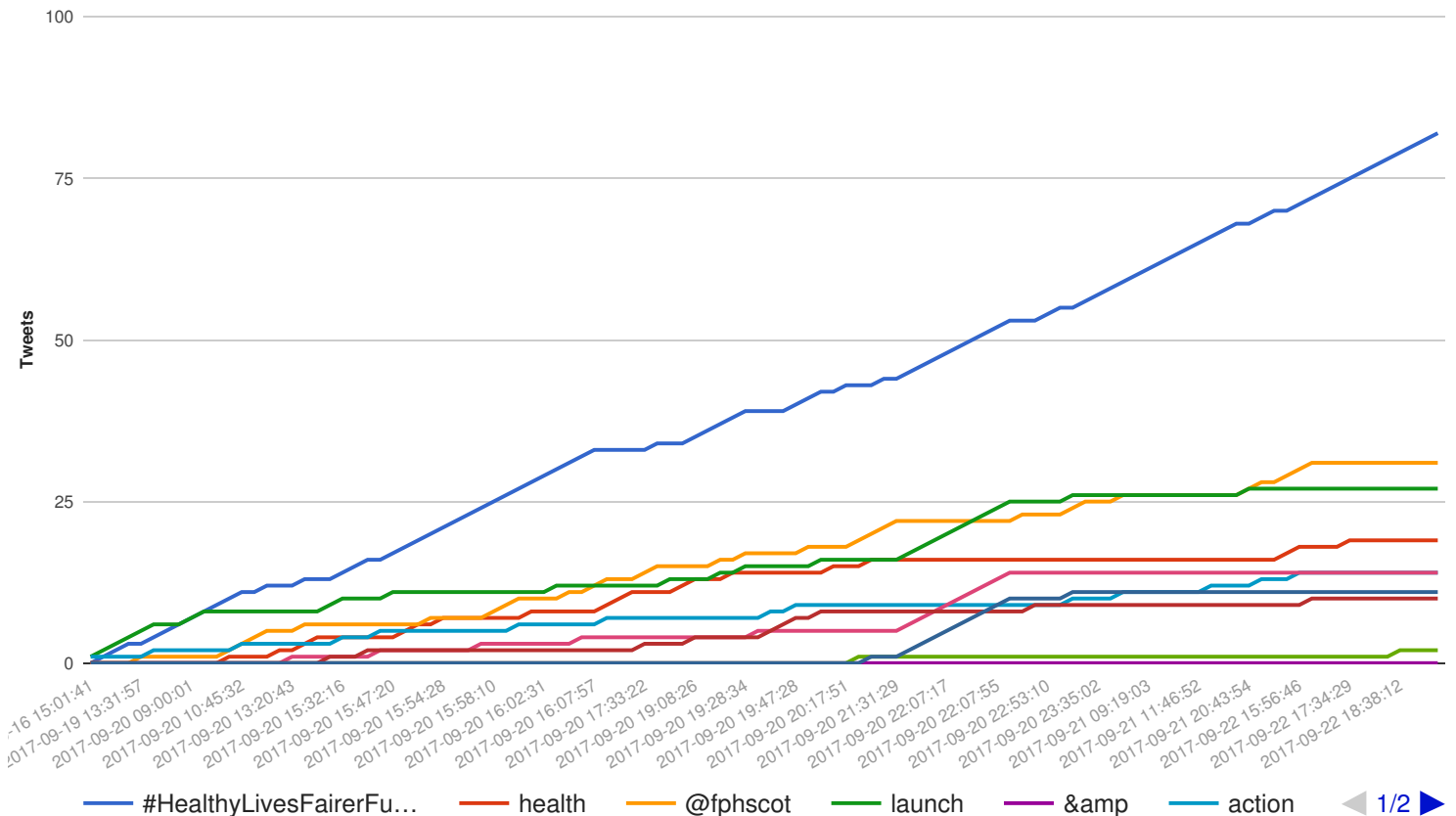
## Best hour of the day



## Best day of the week



## Aggregated key repeats



ScotPublicHealth via @gmacscotland

# HealthLivesFairerFutures

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## Top 10 words

|                            |    |
|----------------------------|----|
| #HealthyLivesFairerFutures | 89 |
| health                     | 48 |
| @fphscot                   | 36 |
| launch                     | 29 |
| &amp;                      | 20 |
| action                     | 19 |
| Public                     | 17 |
| great                      | 15 |
| @FPH                       | 14 |
| evening                    | 13 |

## Top 10 hashtag

|                            |     |
|----------------------------|-----|
| #HealthyLivesFairerFutures | 357 |
| #ACEs                      | 82  |
| #poverty                   | 34  |
| #Scotland                  | 27  |
| #inequality                | 22  |
| #publichealth              | 21  |
| #aces                      | 14  |
| #IDanielBlake              | 14  |
| #activetravel              | 14  |
| #toxicstress               | 13  |

## Embebed links

|                                                                                                                       |   |
|-----------------------------------------------------------------------------------------------------------------------|---|
| <a href="https://twitter.com/fphscot/status/9101338816422...">https://twitter.com/fphscot/status/9101338816422...</a> | 4 |
| <a href="http://bit.ly/2fBpNgy">http://bit.ly/2fBpNgy</a>                                                             | 4 |
| <a href="https://twitter.com/benjmce/status/910802315715...">https://twitter.com/benjmce/status/910802315715...</a>   | 3 |
| <a href="https://twitter.com/gmacscotland/status/9105872...">https://twitter.com/gmacscotland/status/9105872...</a>   | 3 |
| <a href="http://www.fph.org.uk/healthy_lives_fairer_futures">http://www.fph.org.uk/healthy_lives_fairer_futures</a>   | 3 |
| <a href="https://twitter.com/fphscot/status/9104207706265...">https://twitter.com/fphscot/status/9104207706265...</a> | 2 |
| <a href="https://twitter.com/fphscot/status/9104985023834...">https://twitter.com/fphscot/status/9104985023834...</a> | 2 |
| <a href="https://twitter.com/i/web/status/91060129438935...">https://twitter.com/i/web/status/91060129438935...</a>   | 1 |
| <a href="https://twitter.com/i/web/status/91060759089948...">https://twitter.com/i/web/status/91060759089948...</a>   | 1 |
| <a href="https://twitter.com/i/web/status/91061258946972...">https://twitter.com/i/web/status/91061258946972...</a>   | 1 |

## \$ Top 10 symbols

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Top images



**FPH in Scotland**  
**@fphscot**

Faculty of Public Health in Scotland @FPH  
Everyone in Scotland should have an equal...

Favorites: 2 Retweets: 2



**FPH in Scotland**  
**@fphscot**

Faculty of Public Health in Scotland @FPH  
Everyone in Scotland should have an equal...

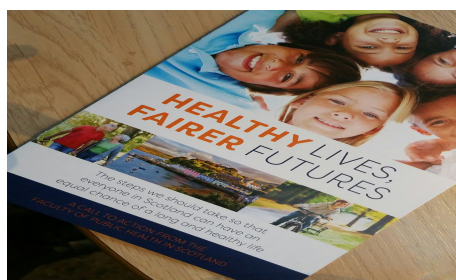
Favorites: 3 Retweets: 3



**Eric Carlin**  
**@ericcarlin2**

Campaigner, charity worker, researcher,  
interested in equalities and social justice...

Favorites: 10 Retweets: 4



**Dr Graham Foster**  
**@GrahamFosterNHS**

Director of Public Health and Planning, NHS  
Forth Valley, Scotland. Views my own.

Favorites: 7 Retweets: 4



**GCPH**  
**@theGCPH**

Generating insights, evidence and new  
solutions; providing leadership for action...

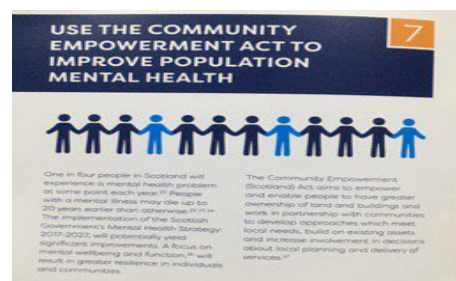
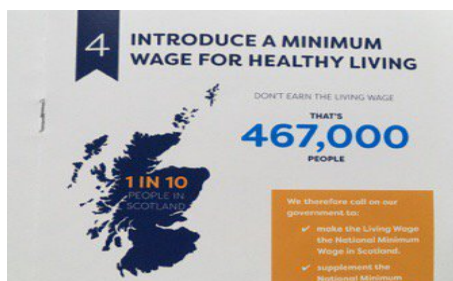
Favorites: 26 Retweets: 13



**Margaret Douglas**  
**@MgtJD**

Public Health Consultant. Interests include  
health inequalities, health and place...

Favorites: 8 Retweets: 4



**John Crichton**  
**@JohnHMCrichton**

Chair Royal College of Psychiatry in  
Scotland; Vice President RCPsych UK...

Favorites: 1 Retweets: 1



**John Crichton**  
**@JohnHMCrichton**

Chair Royal College of Psychiatry in  
Scotland; Vice President RCPsych UK...

Favorites: 1 Retweets: 1



**John Crichton**  
**@JohnHMCrichton**

Chair Royal College of Psychiatry in  
Scotland; Vice President RCPsych UK...

Favorites: 5 Retweets: 5