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ScotPublicHealth via @gmacscotland

#AntibioticAwarenessWeek

#antibioticawarenessweek



Overview

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ScotPublicHealth via @gmacscotland

#AntibioticAwarenessWeek

#antibioticawarenessweek



#antibioticawarenessweek


2017-02-11 11:12hrs - 2017-11-11 09:50hrs

 Total tweets:
365


 Contributors:
262

 Total impressions:
1.018.637

 Tweets / Contributor:
1,39

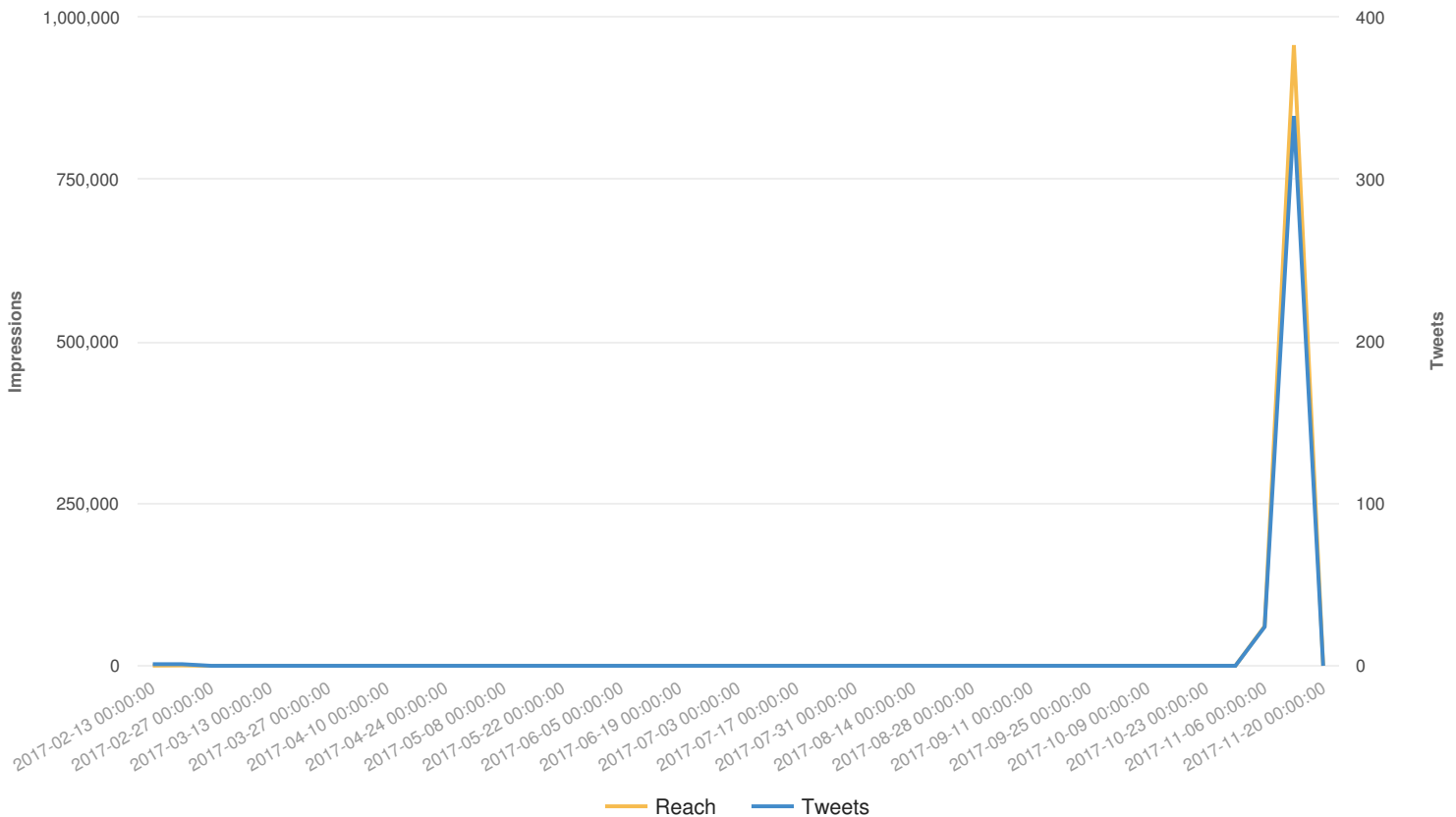
 Total audience:
821.792

 Measured time:
273d

 Impressions/Audience:
1,24

 Frequency:
1,34

Reach / Tweets



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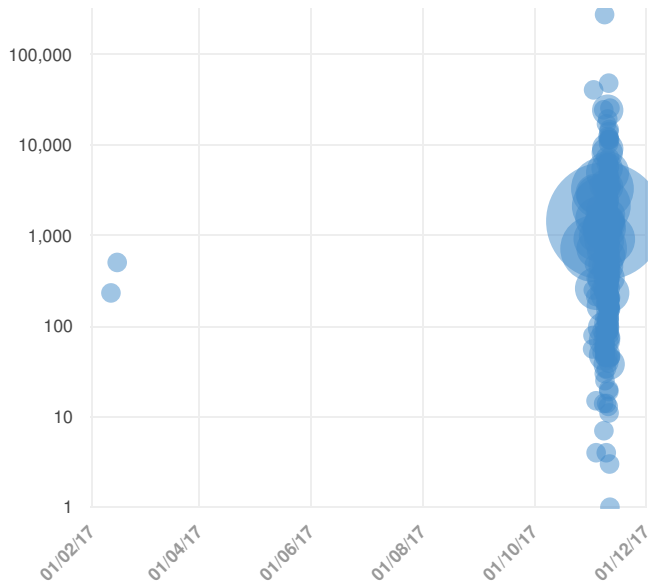
ScotPublicHealth via @gmacscotland

#AntibioticAwarenessWeek

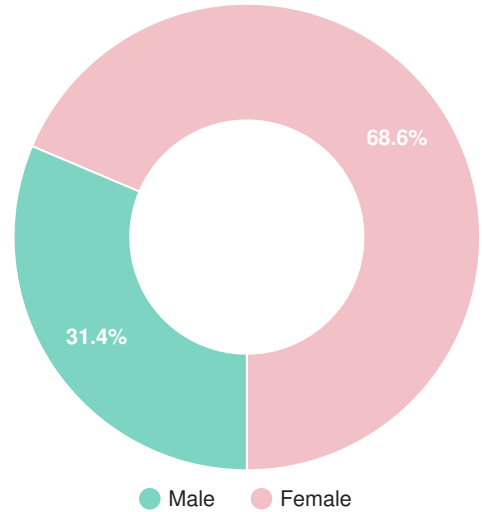
#antibioticawarenessweek



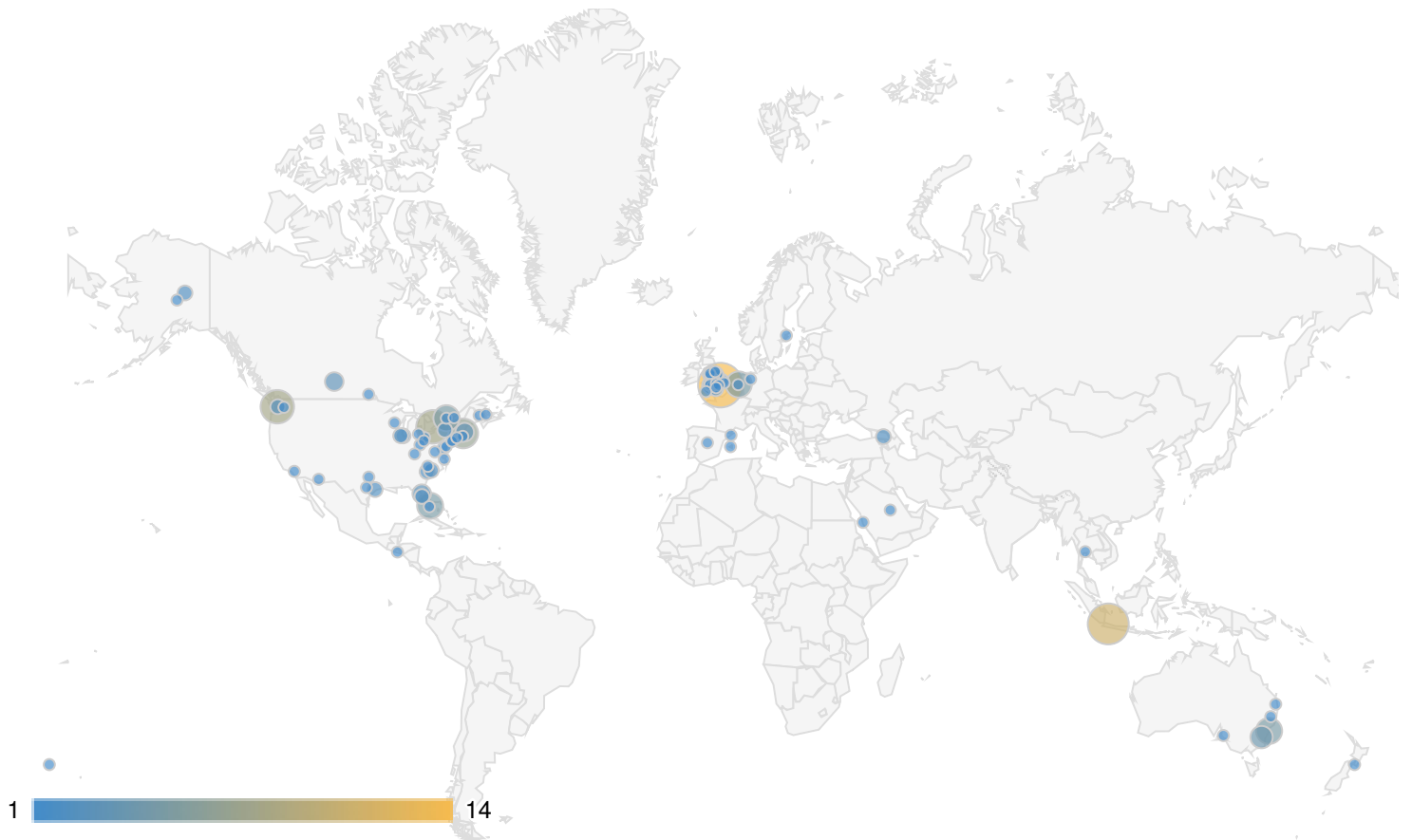
👍 Blob Graph



👤 Gender



🌍 Geolocation



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Top 10 users by keywords repeats

	Elizabeth Beech @elizbeech Pharmacist NHS Bath and North East Somerset CCG; National HAI & AMR Project Lead NHS Improvement; #Antibioticguardian; Q community; RPS; All views my own.	1.447 Followers Following: 595 Repeats: 24 Favorites: 3.729
	Vida Parady @vidaparady	717 Followers Following: 295 Repeats: 8 Favorites: 194
	toekomst @Toekomst4 #voedselveiligheid, #volksgezondheid moet transparanter worden. Nu domineert #economischbelang. #hormonen, Aandacht #ZORG en #Natuur, #doping in #Sport,	2.121 Followers Following: 4.998 Repeats: 7 Favorites: 860
	Diane Ashiru, PhD @DrDianeAshiru Lead Pharmacist AMR programme; @PHE_UK. Dep Chair #ESPAUR, Chair #Antibioticguardian. Mum. FRPharmS. FFRPS #RPSPublicHealthPharmacist #AGCStudents Views mine	3.308 Followers Following: 1.756 Repeats: 6 Favorites: 10.752
	e-Bug @eBug_UK e-Bug, operated by @PHE_UK, is a free health education resource about microbes, hygiene and antibiotics. RT endorsements #ebug. Like on facebook: @eBugEngland	1.133 Followers Following: 736 Repeats: 3 Favorites: 779
	Melissa Johnson @IDPharmacist	1.208 Followers Following: 773 Repeats: 3 Favorites: 4.169
	HutchIDScience @HutchIDScience Fred Hutch Infectious Disease Sciences: patient care and research of #infectiousdisease relating to #cancer, #HIV, and organ and #stemcelltransplantation	261 Followers Following: 822 Repeats: 2 Favorites: 686
	Debbie Goff @idpharmd Infectious Diseases PharmD at OSUMC for over 25 years. Global advocate for Antimicrobial Stewardship, TedX speaker, Mentor, photographer, triathlete	3.613 Followers Following: 967 Repeats: 2 Favorites: 2.013
	CO-ADD Antibiotics @COADD_news Community for Open Antimicrobial Drug Discovery: crowdsourcing compounds across to discover new antibiotics. Free academic compound screening #StopSuperbugs	856 Followers Following: 625 Repeats: 2 Favorites: 991
	Joanne Bosanquet MBE @MrsBosanquet Deputy Chief Nurse, @PHE_UK Queen's Nurse. @FNightingaleF Scholar. Visiting Prof @UniSurreyFHMS Views mine. "No seat at the table? Bring your chair!"	4.966 Followers Following: 5.374 Repeats: 2 Favorites: 15.311

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Top 10 Tweets by RT's

-
- | | | |
|--|--|--|
| | <p>Zachary Byfield
@ZacharyByfield
#AntibioticResistance is every health care workers responsibility.
#AntibioticAwarenessWeek https://t.co/jkvMNTMjJr</p> | <p>2017-11-08 07:53:37
 36
Favorites: 37</p> |
| | <p>Brad Langford
@BRxAD
Let's spread the message about antimicrobial stewardship! Join the #ASPChat during #AntibioticAwarenessWeek...
https://t.co/aqJqgAY78i</p> | <p>2017-11-09 23:20:29
 25
Favorites: 24</p> |
| | <p>ChoosingWiselyCanada
@ChooseWiselyCA
Antibiotics are prescribed more often in Canada than in other @OECD countries - see data released today by...
https://t.co/gxau9oxwVz</p> | <p>2017-11-10 15:24:47
 17
Favorites: 13</p> |
| | <p>Noel Scanlon
@ScanlonNoel
Antibiotics save lives don't waste them @CDDFTNHS I have pledged to my bit have you ? #Antibioticguardian... https://t.co/otPKfotYef</p> | <p>2017-11-07 13:01:36
 13
Favorites: 13</p> |
| | <p>e-Bug
@eBug_UK
Its #AntibioticAwarenessWeek NEXT WEEK! We have a fun week ahead so keep track of our page for lots of fun facts, i...
https://t.co/b6GO4SDfml</p> | <p>2017-11-10 16:14:21
 12
Favorites: 7</p> |
| | <p>Diane Ashiru, PhD
@DrDianeAshiru
Invite for Pharmacists - join launch telecon of #PHEHealthmatters on 'Preventing Infections & Reducing AMR' on Mon...
https://t.co/4mKJJ2Xlwf</p> | <p>2017-11-09 13:45:47
 11
Favorites: 5</p> |
| | <p>NRDC
@NRDC
.@WHO has released a set of guidelines on curbing antibiotic overuse. Check them out https://t.co/nLEXAURDMX
#AntibioticAwarenessWeek</p> | <p>2017-11-08 03:00:01
 10
Favorites: 13</p> |
| | <p>Elizabeth Beech
@elizbeech
Hoping to join into @longitude_prize Twitter chat Monday 13th November #AntibioticAwarenessWeek @EmmaCramp...
https://t.co/ElEsmqwZR6</p> | <p>2017-11-09 21:58:19
 9
Favorites: 8</p> |
| | <p>Erin McCreary
@ErinMcCreary
Buttons have arrived!!!!!! Wearing mine already because it's never too early to celebrate #AntibioticAwarenessWeek...
https://t.co/Rj5S4MfPdM</p> | <p>2017-11-10 16:33:05
 8
Favorites: 46</p> |
| | <p>ReAct Action on ABR
@reactgroup
Next week is #AntibioticAwarenessWeek. Try this game from @WHO to learn more about #antibiotics and...
https://t.co/9CYUggpRKF</p> | <p>2017-11-10 11:58:01
 8
Favorites: 6</p> |

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Influence

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2017-02-11 11:12hrs - 2017-11-11 09:50hrs

 Total tweets:

365

 Contributors:

262

 Average contributor followers:

3136,61

 Contributor follower median:

467,50

 Total audience:

821.792

 Measured time:

273d

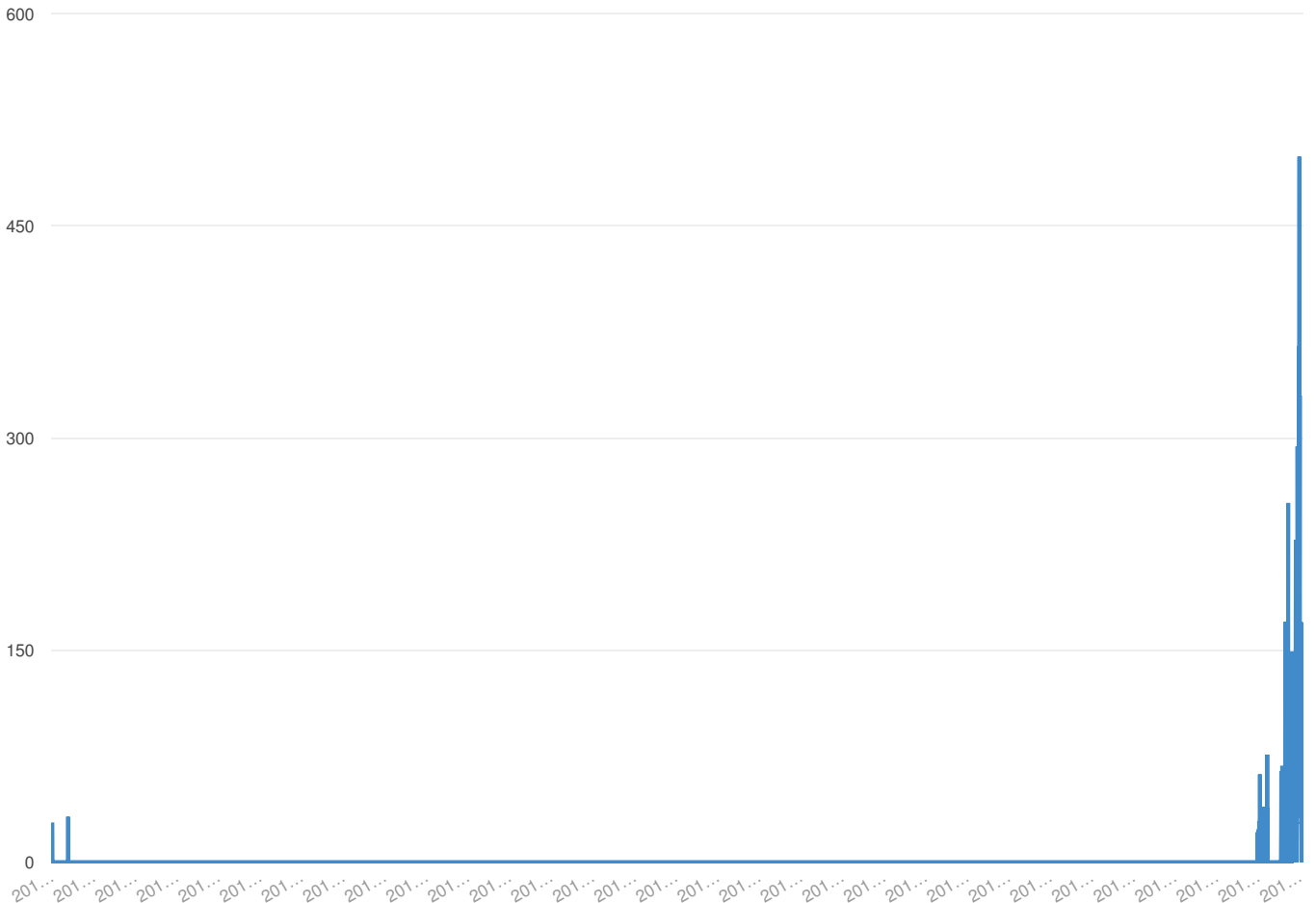
 Average contributor following:

924,89

 Contributor following median:

437,50

Aggregated influence score evolution

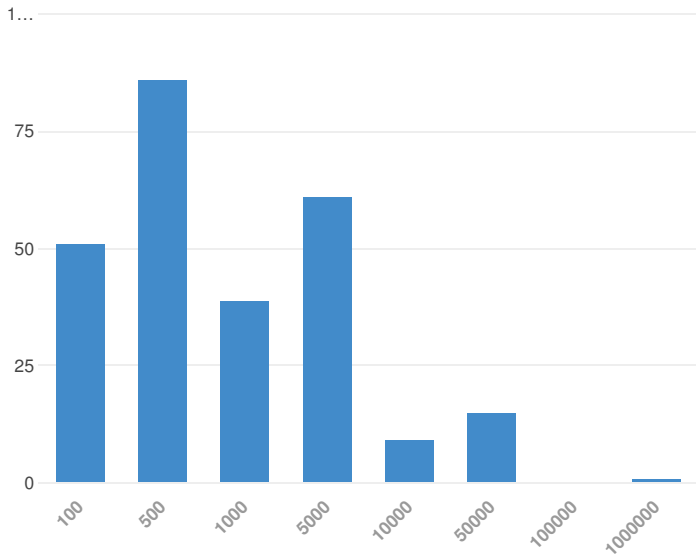


#AntibioticAwarenessWeek

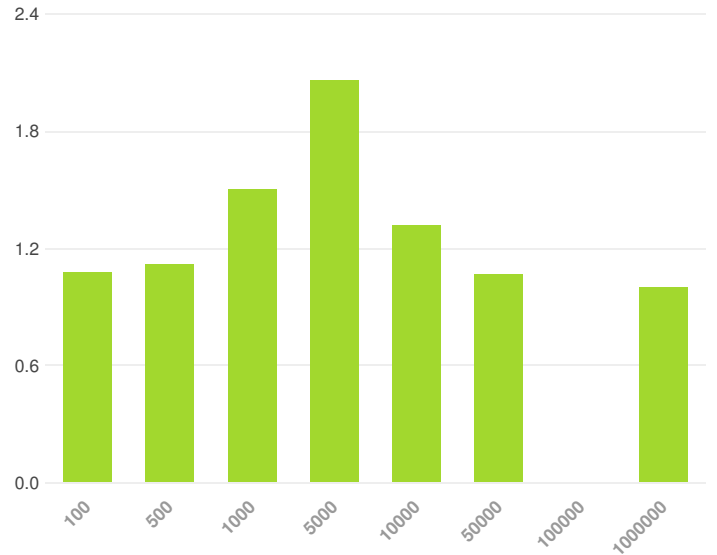
#antibioticawarenessweek



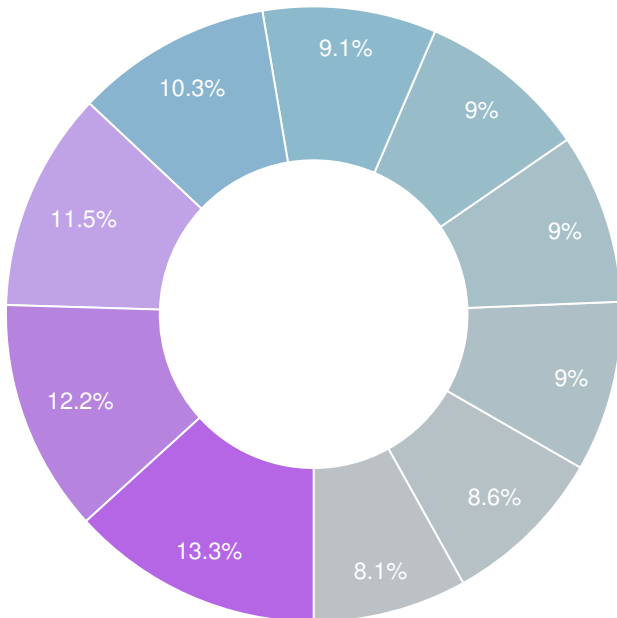
Bar chart icon Total users by follower



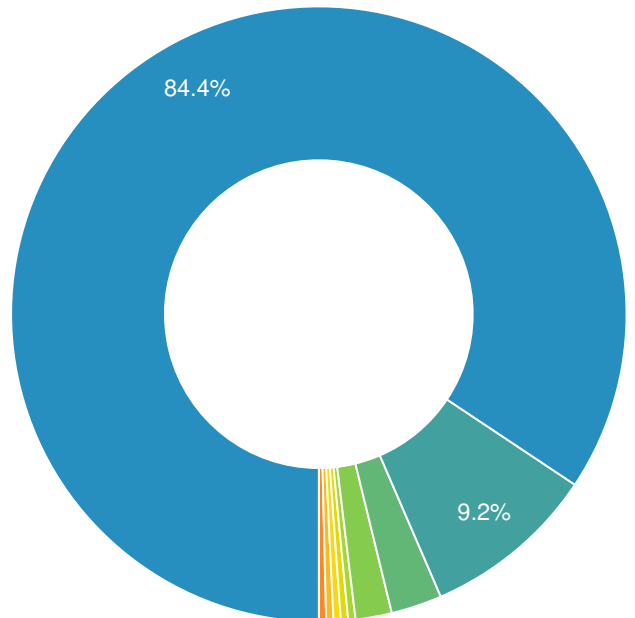
Bar chart icon Average repetitions per contributor



Trophy icon Top contributors by influence



Refresh icon Repetitions / users



#AntibioticAwarenessWeek

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Content




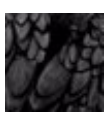






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Top 10 influencers by influence score

	<p>Saudi Gazette @Saudi_Gazette</p> <p>The official Twitter account of Saudi Gazette, the tone of truth and moderation.</p> <p>Following: 0 Followers: 48.404 Repeats: 1 Favorites: 48</p>	<p>77 Influence score</p>	<p>36 Keyword score</p>
	<p>NRDC @NRDC</p> <p>Natural Resources Defense Council The Earth's Best Defense</p> <p>Following: 5.073 Followers: 276.812 Repeats: 1 Favorites: 1.609</p>	<p>71 Influence score</p>	<p>33 Keyword score</p>
	<p>Public Health ON @PublicHealthON</p> <p>Public Health Ontario is a Crown corporation dedicated to protecting and promoting the health of all Ontarians and reducing inequities in health.</p> <p>Following: 915 Followers: 24.573 Repeats: 1 Favorites: 8</p>	<p>67 Influence score</p>	<p>31 Keyword score</p>
	<p>GrrlScientist @GrrlScientist</p> <p>evolutionary ecologist & ornithologist, writes about science for @Forbes @EvoInstitute @BirdNoteRadio. Formerly @Guardian. TinyLetter https://t.co/aaLKnPMrj</p> <p>Following: 627 Followers: 24.356 Repeats: 1 Favorites: 998</p>	<p>60 Influence score</p>	<p>28 Keyword score</p>
	<p>ChoosingWiselyCanada @ChooseWiselyCA</p> <p>A campaign to help clinicians and patients engage in conversations about unnecessary tests, treatments and procedures to ensure high quality care.</p> <p>Following: 3.114 Followers: 9.141 Repeats: 1 Favorites: 2.538</p>	<p>53 Influence score</p>	<p>25 Keyword score</p>
	<p>LSHTM Malaria Centre @LSHTM_malaria</p> <p>The LSHTM Malaria Centre houses the largest group of malaria researchers under one roof in Europe. We are the authoritative academic voice on malaria research.</p> <p>Following: 1.035 Followers: 4.631 Repeats: 1 Favorites: 171</p>	<p>52 Influence score</p>	<p>24 Keyword score</p>
	<p>NCPA @Commpharmacy</p> <p>The National Community Pharmacists Association has represented America's independent community pharmacists since 1898. Get news updates: https://t.co/ceEj9Q2gPV</p> <p>Following: 2.740 Followers: 14.901 Repeats: 1 Favorites: 1</p>	<p>52 Influence score</p>	<p>24 Keyword score</p>
	<p>Australian Doctor @australiandr</p> <p>Australian Doctor is Australia's leading medical publication.</p> <p>Following: 1.524 Followers: 17.188 Repeats: 1 Favorites: 401</p>	<p>52 Influence score</p>	<p>24 Keyword score</p>
	<p>Allison Colbert @AllisonMColbert</p> <p>International health policy & evidence-based medicine. Alumni superfan. Lover of sports, food, travel, and the arts. Views my own, RT endorsement</p> <p>Following: 5.979 Followers: 8.186 Repeats: 2 Favorites: 15.275</p>	<p>50 Influence score</p>	<p>27 Keyword score</p>
	<p>Longitude Prize @longitude_prize</p> <p>Longitude Prize is a 5-year challenge with a £10m prize fund to tackle antibiotic resistance. Run by @nesta_uk w/ @innovateUK as funding partner. RT endorsement</p> <p>Following: 1.464 Followers: 5.541 Repeats: 1 Favorites: 3.268</p>	<p>47 Influence score</p>	<p>22 Keyword score</p>

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2017-02-11 11:12hrs - 2017-11-11 09:50hrs

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262

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121

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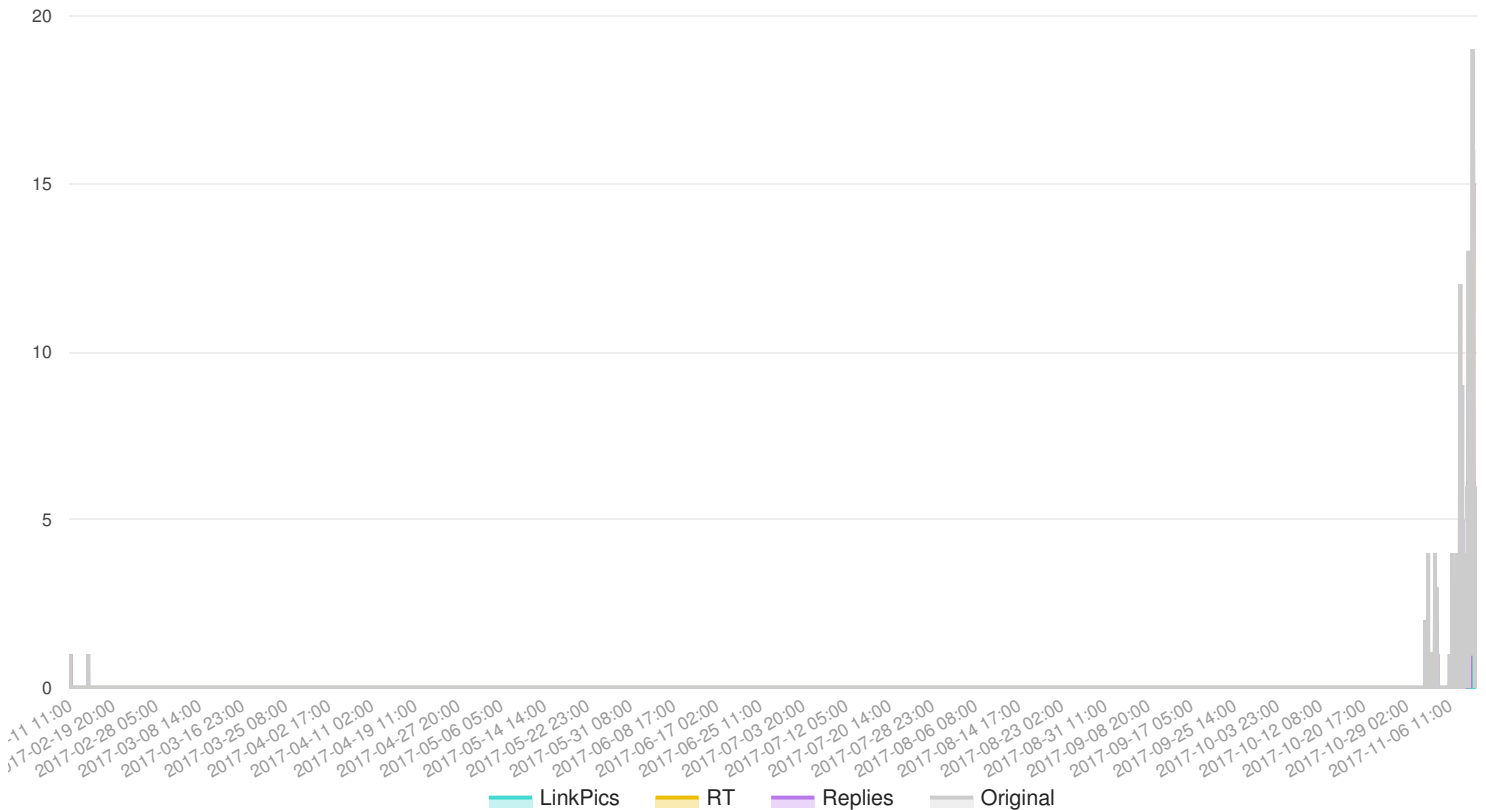
 Replies:

15,00

 Images and links:

8,00

Type of activity timeline



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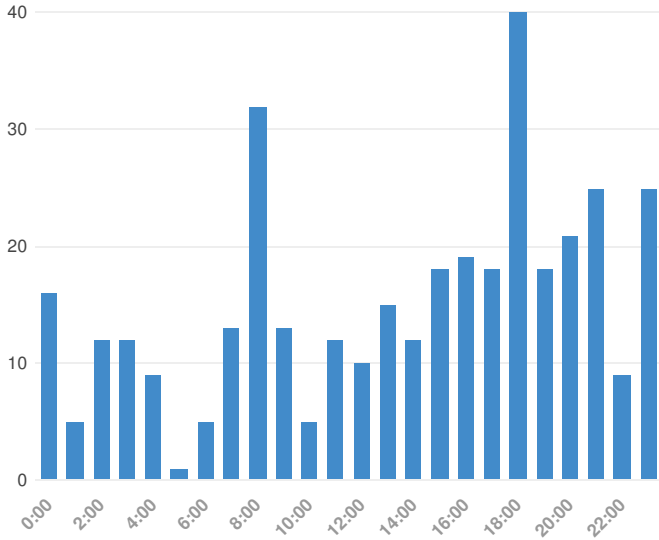
ScotPublicHealth via @gmacscotland

#AntibioticAwarenessWeek

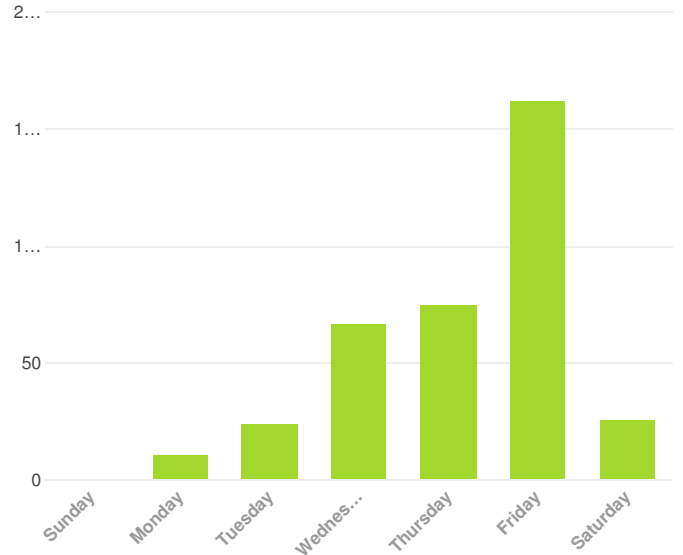
#antibioticawarenessweek



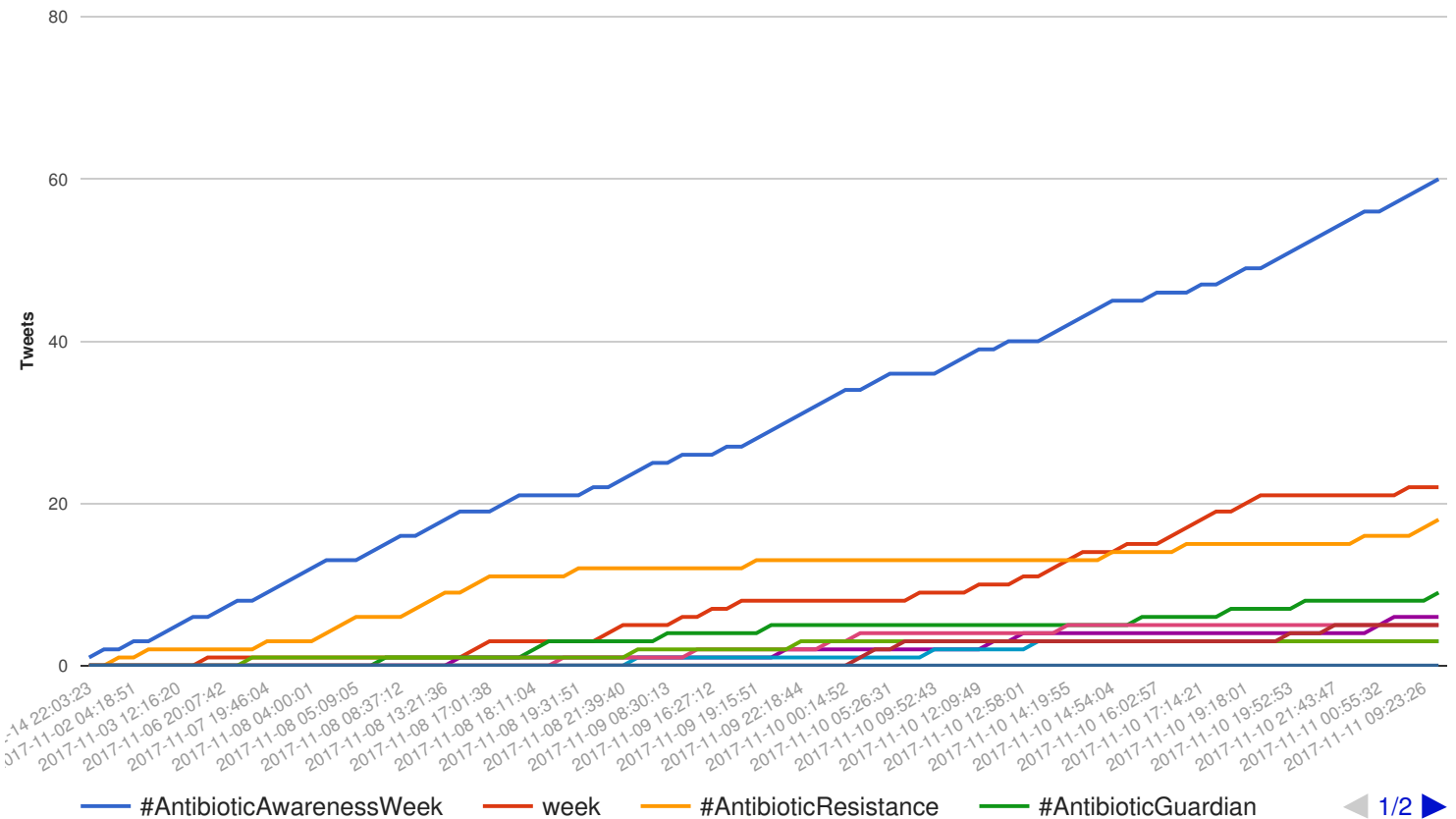
🕒 Best hour of the day



📅 Best day of the week



🔄 Aggregated key repeats



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Top 10 words

week	26
#AntibioticResistance	25
#AntibioticGuardian	15
@WHO	10
Nov	10
join	9
?	8
@DrDianeAshiru	8
&	8
@EmmaCramp	7

Top 10 hashtag

#AntibioticAwarenessWeek	299
#AntibioticResistance	59
#AMR	32
#AntibioticGuardian	26
#ASPChat	25
#EAAD	22
#WAAW	19
#antibiotics	16
#AMS	13
#antibiotic	9

Embebed links

https://twitter.com/who/status/927926196901482...	16
http://www.publichealthontario.ca/en/LearningAn...	7
http://ow.ly/rck630gpVZu	7
https://www.miami.va.gov/MIAMI/features/aaw20...	3
https://twitter.com/catchfilm2016/status/9290663...	3
http://ow.ly/x4jw30ffTIB	2
https://twitter.com/dr_luke_moore/status/928181...	2
http://on.nrdc.org/2zkrfPJ	2
http://bit.ly/2iIB6V7	2
http://ow.ly/4vD430fMKRz	2

Top 10 symbols

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Top images



Gabriela Capurro
[@g_capurro](#)

PhD Candidate in Communication at Carleton University

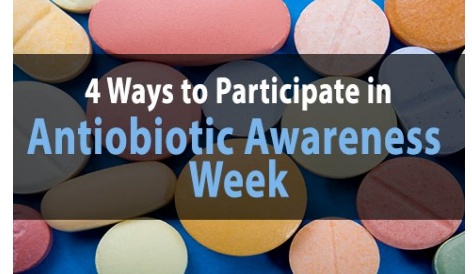
Favorites: 0 Retweets: 7



Angharad Davies
[@angharadpdavies](#)

Medical microbiologist and medical educator, Swansea University Medical...

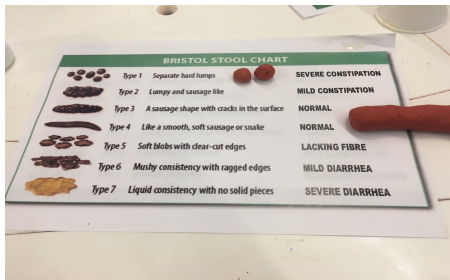
Favorites: 0 Retweets: 1



Miami VAMC
[@MiamiVAMC](#)

The Veterans Health Admin is part of the Dept of Veterans Affairs. Follows...

Favorites: 2 Retweets: 3



e-Bug
[@eBug_UK](#)

e-Bug, operated by @PHE_UK, is a free health education resource about...

Favorites: 6 Retweets: 5



Saudi Gazette
[@Saudi_Gazette](#)

The official Twitter account of Saudi Gazette, the tone of truth and moderation.

Favorites: 1 Retweets: 1



Animal Surveillance
[@savsnet](#)

SAVSNET is a national surveillance network for diseases of pet animals...

Favorites: 0 Retweets: 1