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ScotPublicHealth via @gmacscotland

AAW2017

aaw2017



Overview

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AAW2017

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aaw2017


2017-11-13 12:25hrs - 2017-11-14 07:09hrs

 Total tweets:
1.500


 Contributors:
922


 Total impressions:
6.099.176

 Tweets / Contributor:
1,63

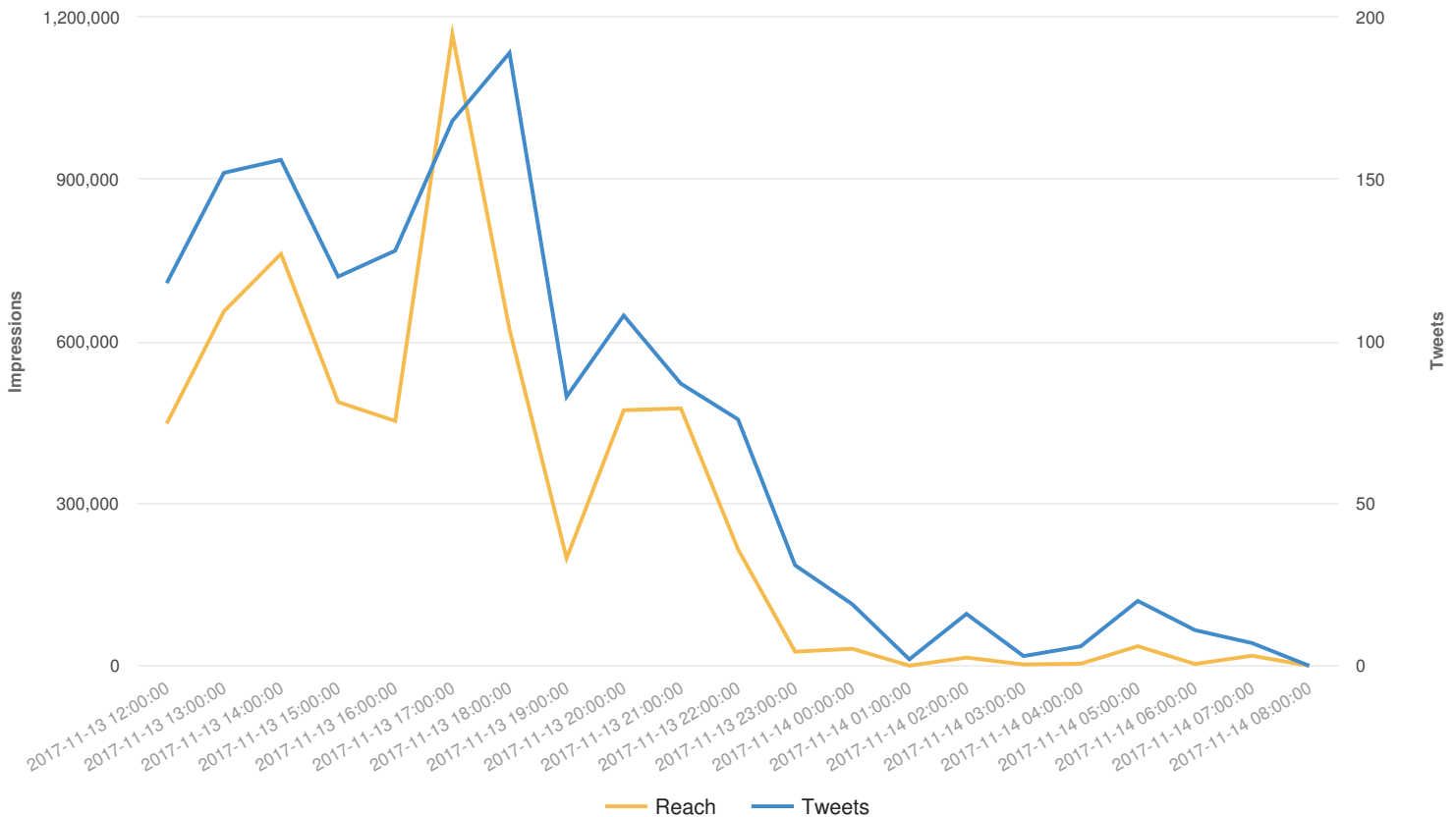
 Total audience:
3.860.197

 Measured time:
19h

 Impressions/Audience:
1,58

 Frequency:
80,04

Reach / Tweets



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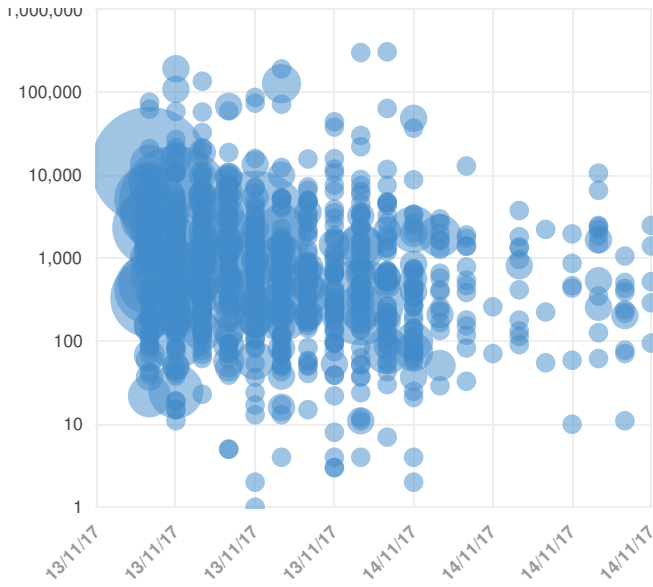
ScotPublicHealth via @gmacscotland

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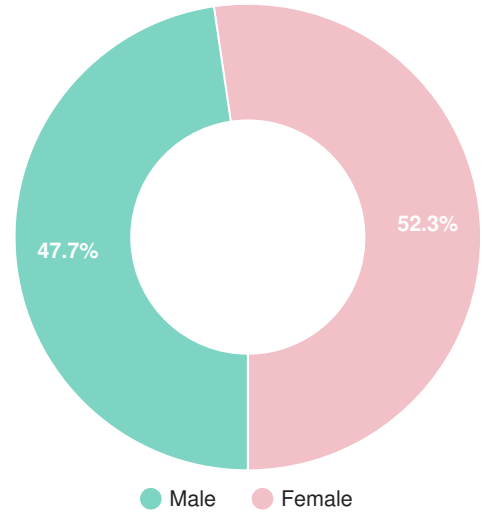
aaw2017



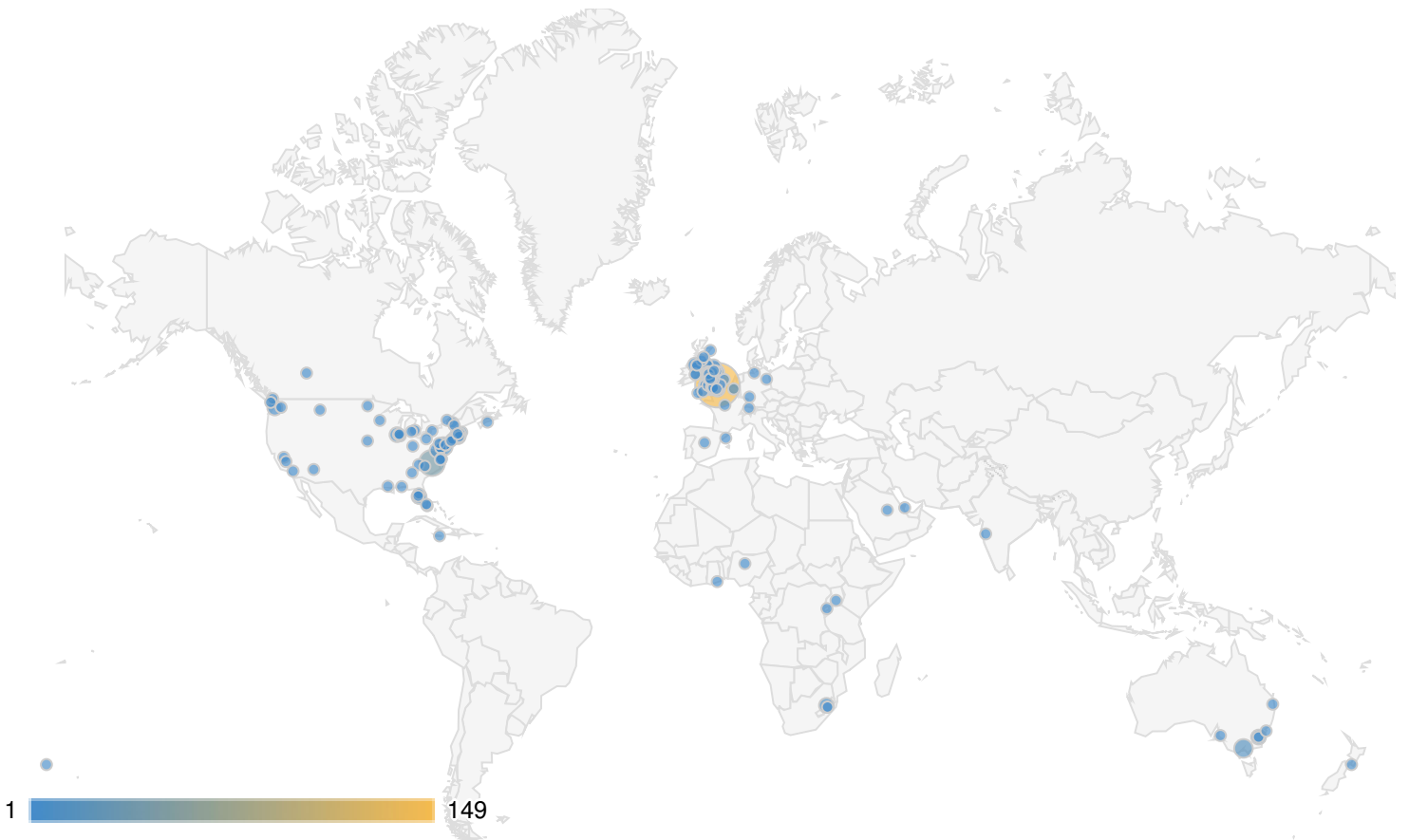
👍 Blob Graph



👤 Gender



🌍 Geolocation



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Top 10 users by keywords repeats



Alcohol Concern
@AlcoholConcern

Alcohol Concern is the leading national charity on alcohol harm
<https://t.co/60diQZUXCg>

13.025

Followers

Following: **550** Repeats: **35** Favorites: **1.267**



Adfam
@AdfamUK

National charity working to improve life for families affected by drugs and alcohol. Sign up to our monthly newsletter here:
<https://t.co/LGjG6Flp4a>

4.672

Followers

Following: **1.556** Repeats: **27** Favorites: **503**



George Charlton
@GBMC73

Seeing the best in people and their abilities, an advocate for the underdog and a believer that love and hope is key to conquering all.

329

Followers

Following: **740** Repeats: **9** Favorites: **2.184**



James Nicholls
@Jamesnicholls

Director of Research and Policy Development at Alcohol Research UK. Tweeting in a personal capacity.

2.208

Followers

Following: **595** Repeats: **8** Favorites: **727**



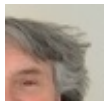
Alcoharm Cop
@AlcoHarmCop

Police Officer in the Alcohol Harm Reduction Unit. Crossfit junkie, pizza fiend & dog lover. Any opinions are my own & not necessarily those of my employer.

1.313

Followers

Following: **921** Repeats: **7** Favorites: **2.416**



Alan Maryon-Davis
@amaryond

Tweets about public health, fairer healthcare, sustainable environments, magical moments and other random stuff - not necessarily in that order.

971

Followers

Following: **142** Repeats: **6** Favorites: **680**



COAisathing
@COAisathing

Coaisathing is our platform for children of alcoholics to read and share their experiences. I am Josh & I volunteer at @nacoauk but views my own.#ChangelsComing

2.331

Followers

Following: **4.990** Repeats: **5** Favorites: **7.497**



CICA Research
@CICA_NIHR

Communities in Charge of Alcohol - an NIHR-funded project. The views expressed are those of the CICA team and not those of the NIHR or the Department of Health.

25

Followers

Following: **100** Repeats: **5** Favorites: **43**



Early Break
@EarlyBreakUK

Charity supporting vulnerable young people and families. Home to the award winning Holding Families programme!
<https://t.co/zUtPJnX7Qu>

5.114

Followers

Following: **5.577** Repeats: **5** Favorites: **1.894**



Courtney ierano
@courtierano

PhD Fellow for National Centre for Antimicrobial Stewardship @NCAS_Aus with @animelb Antimicrobial Stewardship and Clinical Pharmacist

74

Followers

Following: **126** Repeats: **4** Favorites: **259**

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Top 10 Tweets by RT's

-
- | | | |
|--|---|--|
| | <p>Alcoharm Cop
@AlcoHarmCop
Josh is the child of an alcoholic parent. As part of Alcohol Awareness Week, Josh agreed to write a short blog in...
https://t.co/ZBfMaGOEBk</p> | <p>2017-11-13 13:29:28
 23
Favorites: 29</p> |
| | <p>Addaction
@AddactionUK
1 in 3 older adults with a drink problem develop this in later life due to life changes such as retirement and bere...
https://t.co/kk1U7WDSWJ</p> | <p>2017-11-13 14:00:03
 16
Favorites: 3</p> |
| | <p>RDaSH NHS FT
@rdash_nhs
Family MOT launched today supporting families living with substance misuse #AAW2017 @CarolineFlintMP...
https://t.co/9MqVK1xwao</p> | <p>2017-11-13 13:12:54
 13
Favorites: 15</p> |
| | <p>e-Bug
@eBug_UK
#eBug's daily #antibiotic fact for #WorldAntibioticAwarenessweek #AAW2017 Stay tuned for more and... https://t.co/WwVswQSjAv</p> | <p>2017-11-13 12:42:59
 12
Favorites: 9</p> |
| | <p>Elec Safety First
@ElecSafetyFirst
#DidYouKnow? 75% of alcohol-related fires are caused by cooking under the influence. Order a takeaway instead this...
https://t.co/puxZ7HqPAx</p> | <p>2017-11-13 13:00:56
 12
Favorites: 11</p> |
| | <p>Network Autism
@networkautism
#AlcoholAwarenessWeek "#alcohol can act as a coping strategy, hiding #autistic difficulties for many years"... https://t.co/t56CuBTcol</p> | <p>2017-11-13 12:40:01
 11
Favorites: 6</p> |
| | <p>Alcohol Concern
@AlcoholConcern
Parental alcohol dependence makes a lasting impact on their children. Find out more #AAW2017 https://t.co/3TSSslclxQ
https://t.co/n1GZKDrH44</p> | <p>2017-11-13 21:30:01
 11
Favorites: 5</p> |
| | <p>Guy's and St Thomas'
@GSTTnhs
To mark #AlcoholAwarenessWeek our Alcohol Care Team will be on hand to provide advice about how to manage and reduc...
https://t.co/z48VyWBzK5</p> | <p>2017-11-13 16:50:49
 11
Favorites: 9</p> |
| | <p>Alcohol Concern
@AlcoholConcern
Tune in at 5:30pm this evening: we'll be live tweeting the #AAW2017 All Party Parliamentary Group on Alcohol Harm</p> | <p>2017-11-13 15:00:03
 11
Favorites: 11</p> |
| | <p>change, grow, live
@changegrowlive
Do you know how much you drink on average? Take a look at this guide on recommended levels of drinking:... https://t.co/yxh90RsHrc</p> | <p>2017-11-13 17:25:01
 10
Favorites: 6</p> |

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Influence

AAW2017

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2017-11-13 12:25hrs - 2017-11-14 07:09hrs

 Total tweets:

1.500

 Contributors:

922

 Average contributor followers:

4186,76

 Contributor follower median:

636,00

 Total audience:

3.860.197

 Measured time:

19h

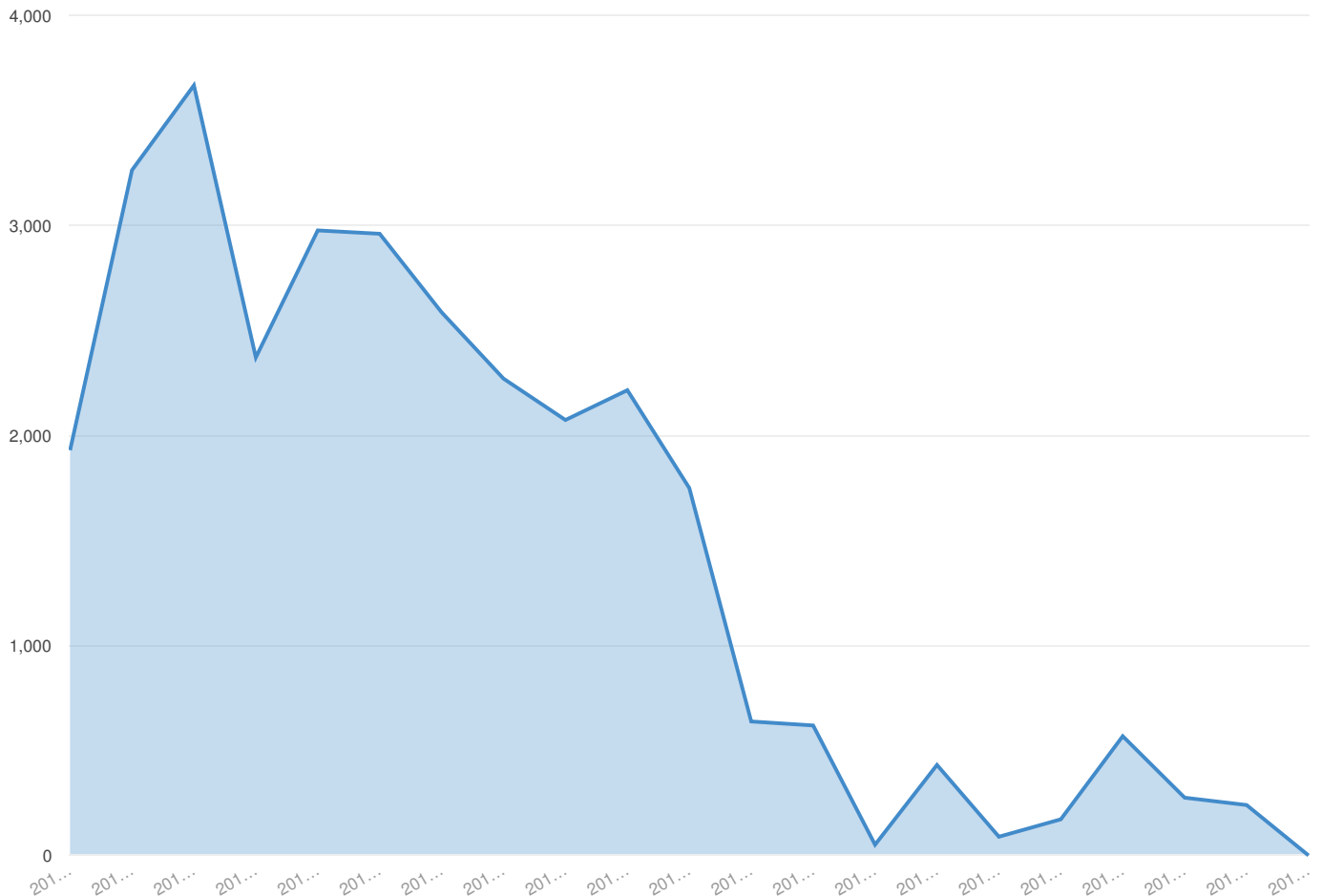
 Average contributor following:

1165,41

 Contributor following median:

552,50

Aggregated influence score evolution

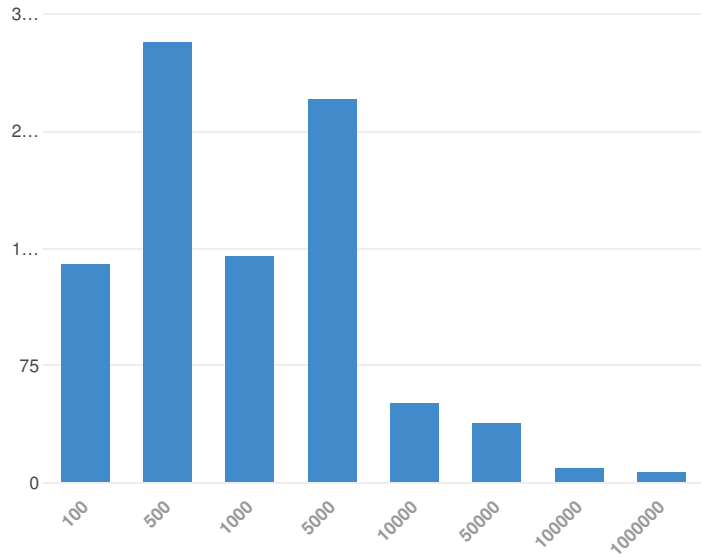


AAW2017

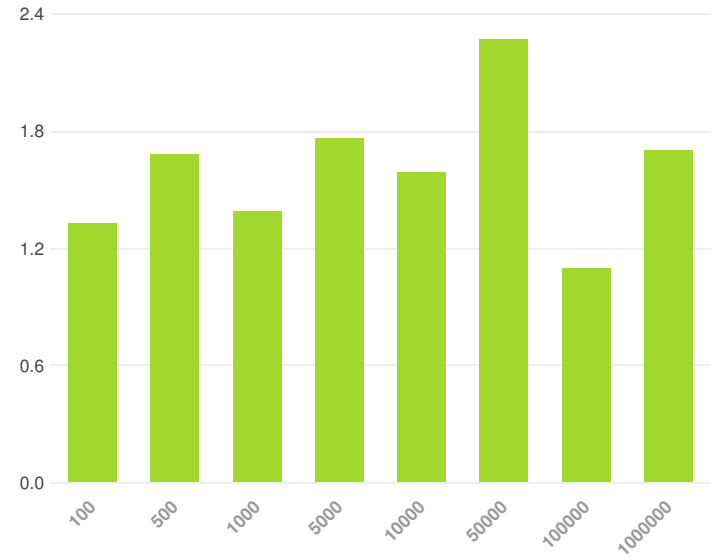
aaw2017



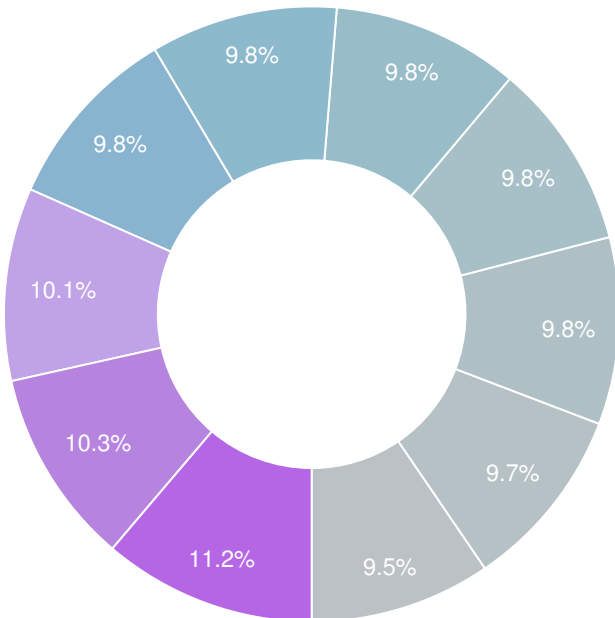
Total users by follower



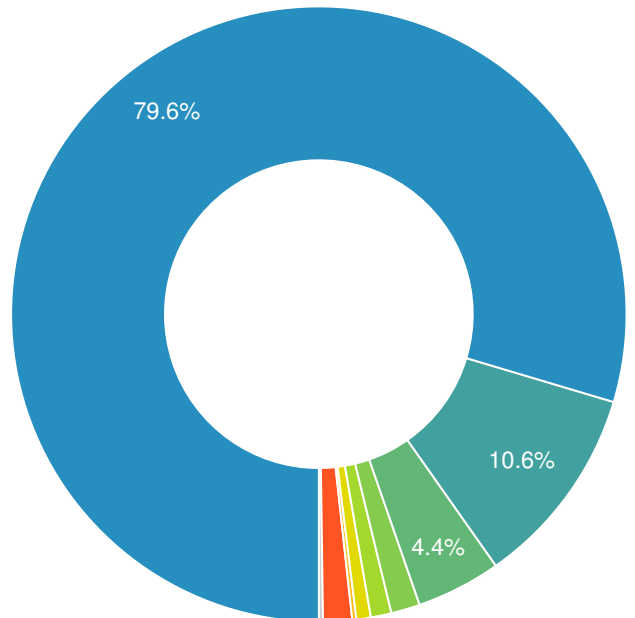
Average repetitions per contributor



Top contributors by influence



Repetitions / users



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Content



Top 10 influencers by influence score

	<p>Cancer Research UK @CR_UK Cancer Research UK pioneers life-saving research to bring forward the day when all cancers are cured. Following: 2.902 Followers: 307.857 Repeats: 1 Favorites: 13.868</p>	<p>73 Influence score</p> <p>31 Keyword score</p>
	<p>South Glos Council @sgloscouncil The official South Gloucestershire Council Twitter account. Please see our guidelines on commenting or posting at https://t.co/dkECfPFivr Following: 1 Followers: 7.614 Repeats: 1 Favorites: 50</p>	<p>67 Influence score</p> <p>29 Keyword score</p>
	<p>Acas @acasorguk Workplace experts providing free impartial info & advice to employers & employees. Acas Helpline Online: http://t.co/IKrBBsSE5I Following: 853 Followers: 71.858 Repeats: 1 Favorites: 2.737</p>	<p>66 Influence score</p> <p>29 Keyword score</p>
	<p>WalesOnline @WalesOnline The latest Wales news, sport, weather and events from Wales Online: Western Mail & South Wales Echo. We're also on Facebook https://t.co/fYi5Rnrq2Q. Following: 1.514 Followers: 191.181 Repeats: 1 Favorites: 1.686</p>	<p>64 Influence score</p> <p>28 Keyword score</p>
	<p>West Mercia Police @WMerciaPolice This is the Twitter feed for West Mercia Police. Please do not use Twitter to report crime, instead call 101. In an emergency always dial 999. Following: 460 Followers: 87.065 Repeats: 1 Favorites: 465</p>	<p>64 Influence score</p> <p>28 Keyword score</p>
	<p>Warwickshire Police @warkspolice Warwickshire Police official Twitter feed. News, appeals & updates. Please do not use Twitter to report crime, instead call 101, in an emergency dial 999 Following: 237 Followers: 67.887 Repeats: 2 Favorites: 270</p>	<p>64 Influence score</p> <p>30 Keyword score</p>
	<p>Durham Constabulary @DurhamPolice News from Durham Constabulary, UK. This account is not monitored 24/7, report crimes or incidents via 101 for emergencies dial 999. Following: 167 Followers: 57.931 Repeats: 1 Favorites: 2.107</p>	<p>64 Influence score</p> <p>28 Keyword score</p>
	<p>HuffPost UK @HuffPostUK Know what's real. Following: 2.188 Followers: 192.850 Repeats: 1 Favorites: 924</p>	<p>64 Influence score</p> <p>28 Keyword score</p>
	<p>Kent County Council @Kent_cc News & information from #Kent County #Council monitored 9am-5pm Monday to Friday. View our other KCC twitter accounts: https://t.co/Px9Y7DjdwP Following: 2.469 Followers: 63.990 Repeats: 1 Favorites: 408</p>	<p>63 Influence score</p> <p>27 Keyword score</p>
	<p>Mercedes-Benz Trucks @MercedesTruckUK Are you a driver? Follow us for news, tips, truck photos, lively tweets and more from the official home for Mercedes-Benz trucks in the UK. Following: 14.525 Followers: 59.769 Repeats: 1 Favorites: 3.573</p>	<p>62 Influence score</p> <p>27 Keyword score</p>

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2017-11-13 12:25hrs - 2017-11-14 07:09hrs

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1.500

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922

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 RTs:

1117,00

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3.860.197

 Measured time:

19h

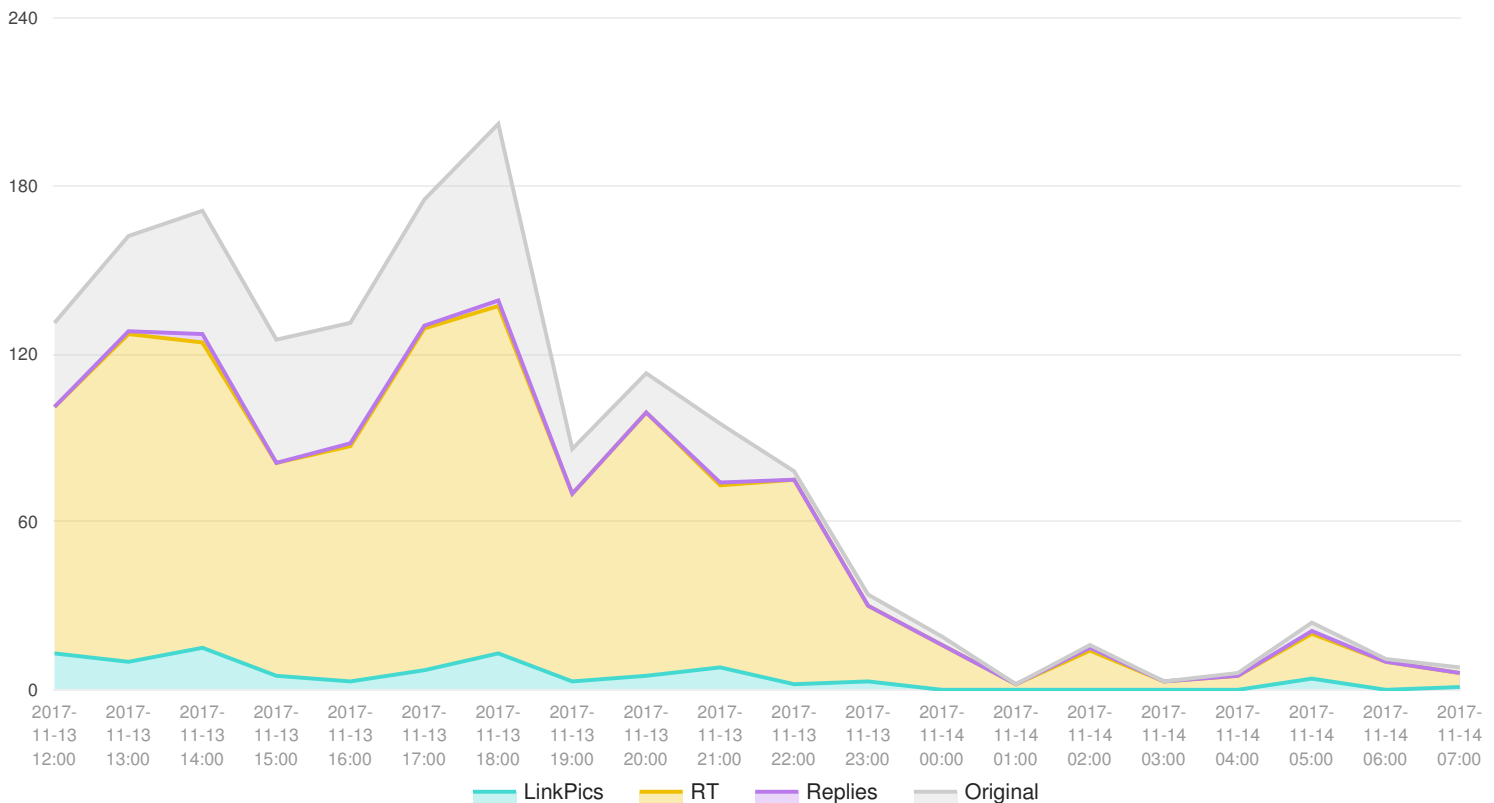
 Replies:

11,00

 Images and links:

92,00

Type of activity timeline

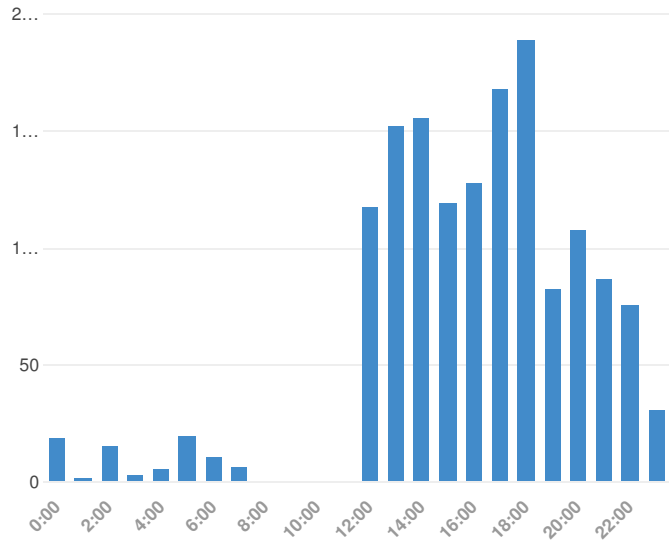


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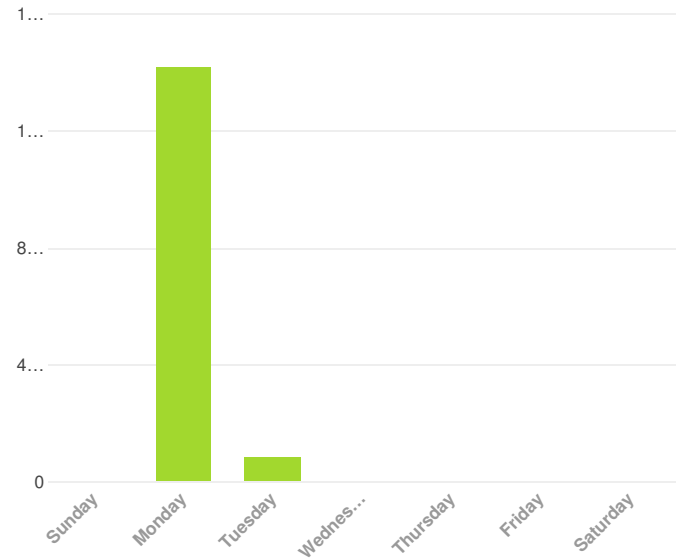
aaw2017



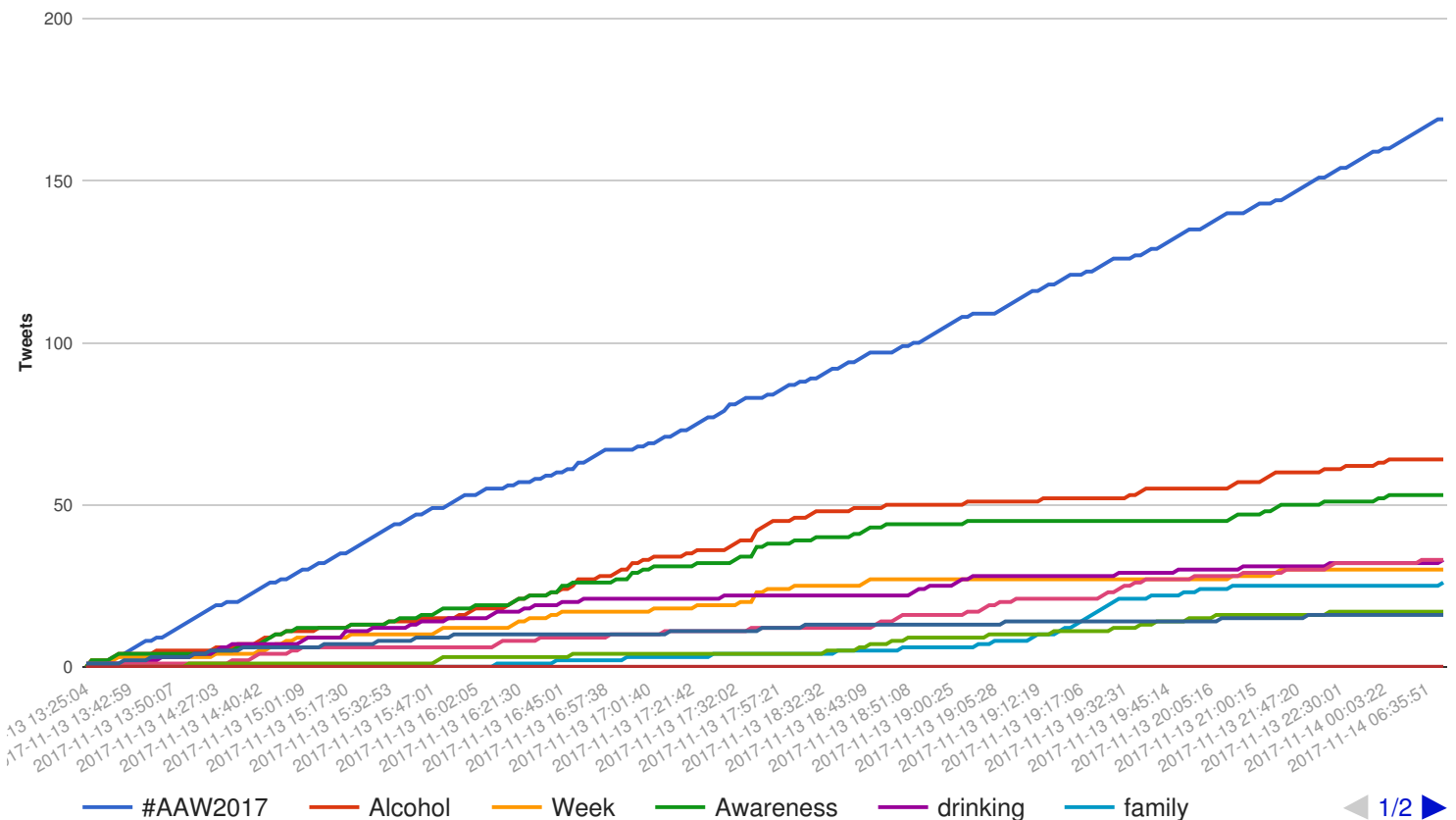
🕒 Best hour of the day



📅 Best day of the week



🔄 Aggregated key repeats





Top 10 words

#AAW2017	199
Alcohol	182
Week	78
Awareness	63
drinking	52
family	39
support	39
families	34
&	30
#AlcoholAwarenessWeek	22

Embebed links

http://ow.ly/P6d330guHUx	45
https://www.alcoholconcern.org.uk/blog/parents-w...	10
https://www.alcoholconcern.org.uk/blog/family-su...	8
http://bit.ly/2hNipiC	7
https://www.alcoholconcern.org.uk/blog/my-big-s...	7
http://www.huffingtonpost.co.uk/entry/how-to-talk...	7
https://twitter.com/forwardleeds/status/93002973...	7
https://www.alcoholconcern.org.uk/blogs/the-alco...	4
http://ow.ly/wolF30gxYIQ	4
http://bit.ly/2mdUgqD	4

Top 10 hashtag

#AAW2017	633
#AlcoholAwarenessWeek	155
#alcohol	41
#eBug	18
#KeepAntibioticsWorking	15
#WorldAntibioticAwarenessweek	15
#families	14
#antibiotic	13
#aaw2017	13
#Doncasterisgreat	13

\$ Top 10 symbols

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Top images

ALCOHOL GUIDELINES
FOR MEN AND WOMEN
14 UNITS per week
THE 14 UNITS LOOKS LIKE:
14 SINGLE MEASURES (25ml 40% alc/vol)
6 CLASSES OF WINE (175ml 12% alc/vol)
6 SIPS OF ORDINARY BEER/LAGER/ORDER (330ml 5% alc/vol)
If you are pregnant, the safest option is not to drink alcohol at all, to help reduce the risk to your baby of a miscarriage.

Nutrition Rocks
@NutritionRocks1

NR aims to educate, motivate & enthuse readers about great food & nutrition...

Favorites: **1** Retweets: **3**

Did you know?
Need-to-know alcohol facts

- Harmful drinking is the **biggest risk factor** for death, ill health and disability among 15-49 year olds in the UK, and the 8th biggest risk factor across all ages.
- Alcohol is estimated to cost the NHS **£3.5 billion** annually.
- An estimated **595,000 adults** in England are alcohol dependent and in need of specialist treatment. However the number receiving treatment is closer to just **100,000**.
- 50%** of violent crime can be attributed to alcohol.
- 167,000 working years** are lost in England yearly because of alcohol.
- While overall levels of consumption are falling, around **2.5 million** people drink more than 14 units on their heaviest drinking days.
- Around **220,000 children** in England live with an alcohol-dependent adult.
- Alcohol is linked to more than **60 medical conditions** including liver disease, heart disease, some cancers and depression.
- In 2015 there were **8,758 deaths** related to alcohol in the UK.

Visit www.alcoholconcern.org.uk/alcohol-awareness-week to find out more.

Spectrum CIC
@SpectrumCIC

Spectrum Community Health CIC delivers a range of care in the general community, in...

Favorites: **0** Retweets: **5**



James Nicholls
@Jamesnicholls

Director of Research and Policy Development at Alcohol Research UK...

Favorites: **11** Retweets: **3**

Last year we provided help and support to nearly 15,000 people affected by alcohol use issues.

BwD Public Health
@BWDPH

Official @BlackburnDarwen Borough Council Public Health Twitter account...

Favorites: **0** Retweets: **3**

14 UNITS per week
FOR MEN AND WOMEN
THE 14 UNITS LOOKS LIKE:
14 SINGLE MEASURES (25ml 40% alc/vol)
6 CLASSES OF WINE (175ml 12% alc/vol)
6 SIPS OF ORDINARY BEER/LAGER/ORDER (330ml 5% alc/vol)
If you are pregnant, the safest option is not to drink alcohol at all, to help reduce the risk to your baby of a miscarriage.

CA Hamb/Rich/Selby
@HambRichSelby

Providing free, independent, confidential and impartial advice on issues, incl. Debt...

Favorites: **0** Retweets: **2**



Kent County Council
@Kent_cc

News & information from #Kent County #Council monitored 9am-5pm Monday to...

Favorites: **0** Retweets: **2**

Alcohol Awareness Week
13 - 19 November 2017

Step by our stand at the Wellbeing Café, Shop on Saturday with River from 9am-5pm for Alcohol Awareness Week.
Complete a scratch card and receive a piece of fruit for free.

#AAW2017

Jo McDonough
@jomcd101

Great care for patients and carers and great support for our staff. Proud to lead. Care...

Favorites: **0** Retweets: **11**

I didn't cause it
I can't control it
I can't cure it
I can take care of myself
I can communicate my feelings
I can make healthy choices

nacoa.org.uk

COAisathing
@COAisathing

Coaisathing is our platform for children of alcoholics to read and share their...

Favorites: **6** Retweets: **3**



Aust Science Channel
@RiAus

If it happens in science... you'll find it here on Australia's Science Channel. Instagram...

Favorites: **1** Retweets: **1**