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ScotPublicHealth via @gmacscotland

**#EuroTestWeek (final)**  
eurotestweek



# Overview

ScotPublicHealth via @gmacscotland

# #EuroTestWeek (final)

eurotestweek



## eurotestweek

2017-11-07 10:17hrs - 2017-11-25 13:16hrs

Total tweets:

**1.807**

Contributors:

**781**

Total impressions:

**5.980.120**

Tweets / Contributor:

**2,31**

Total audience:

**2.408.241**

Measured time:

**18d**

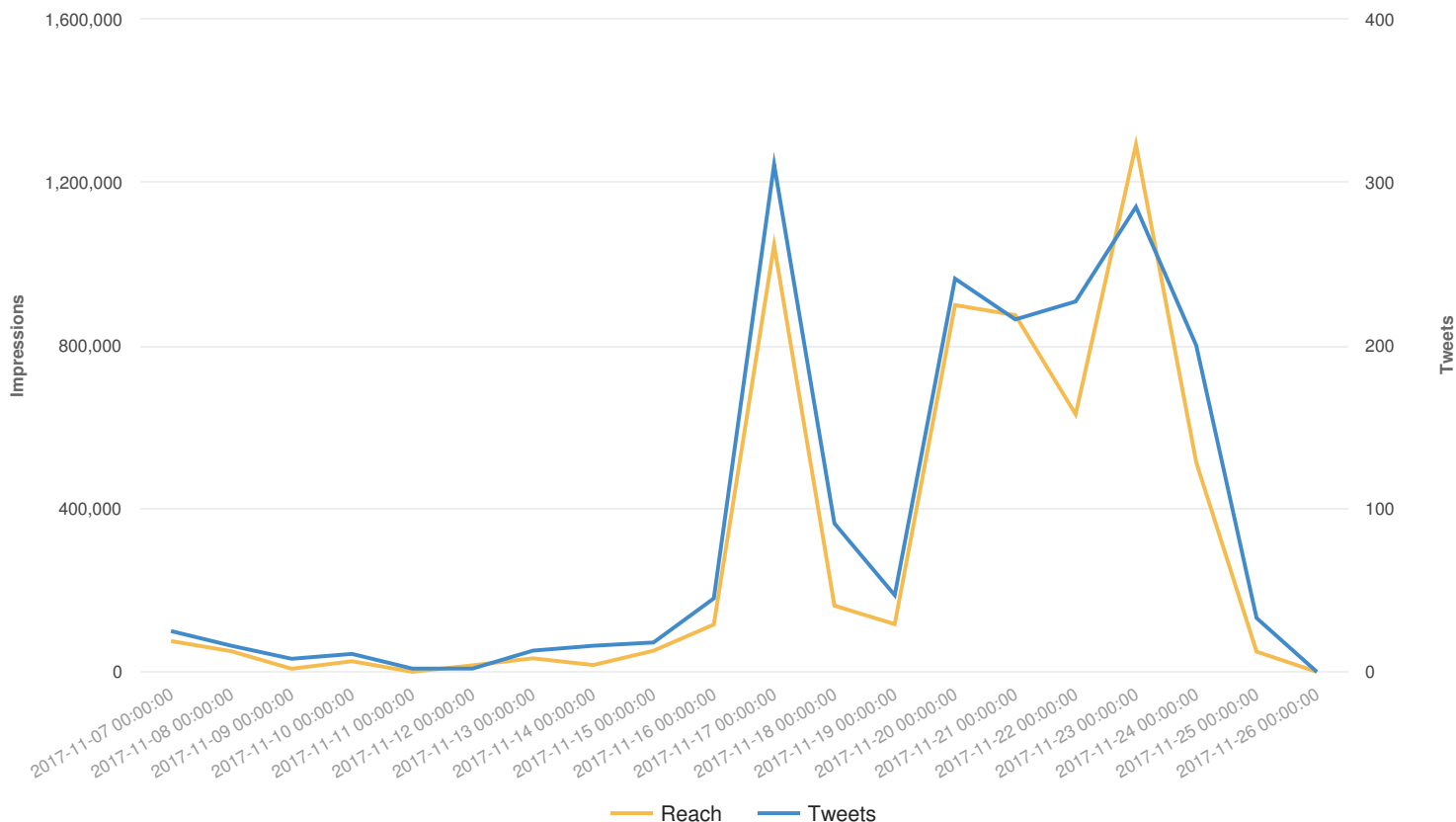
Impressions/Audience:

**2,48**

Frequency:

**99,70**

## Reach / Tweets

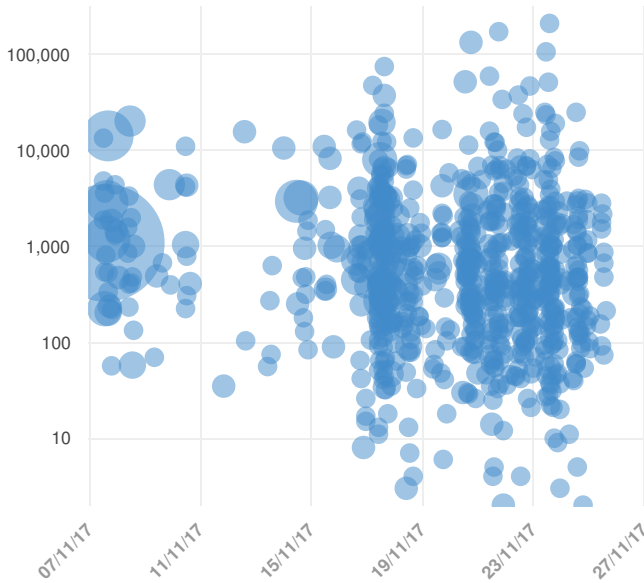


# #EuroTestWeek (final)

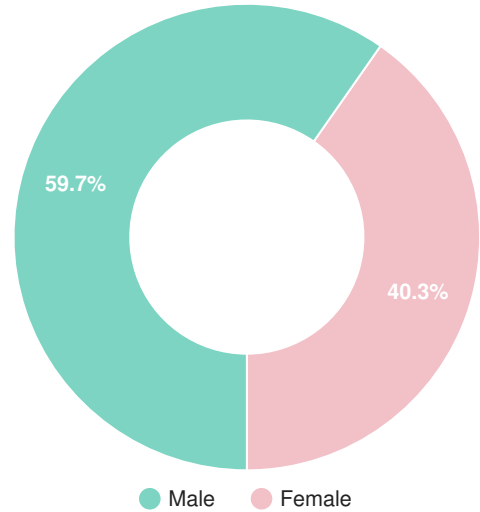
eurotestweek



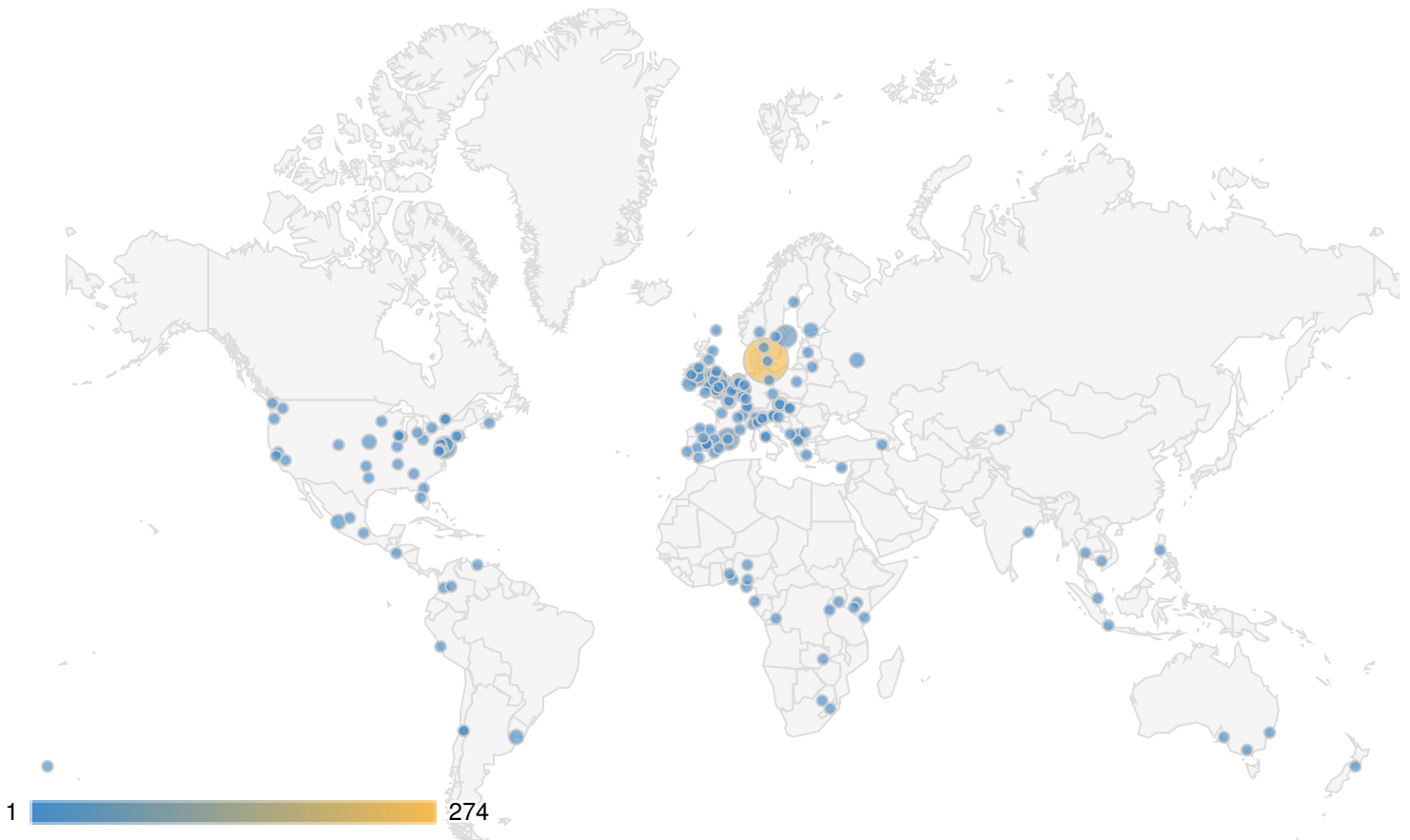
## 👍 Blob Graph



## 👤 Gender



## 🌐 Geolocation



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## Top 10 users by keywords repeats

**Untransmittable**  
**@NestorEU**

Long distance cyclist wants to conquer the Pyrenees. Brexidiots, HIV moralistas & bigots Undetectable has always meant untransmittable Unuids actually agrees.

**761**

Followers

Following: **791** Repeats: **35** Favorites: **19.680****ECDC HIV/AIDS**  
**@ECDC\_HIVAIDS**

The HIV/AIDS, STI & viral hepatitis team @ European Centre for Disease Prevention and Control (ECDC) tweets to share data&info. Retweets endorsements.

**1.230**

Followers

Following: **105** Repeats: **22** Favorites: **887****EuroHIVHEPtestweek**  
**@HIVheptestweek**

Friday 17 - Friday 24 November 2017. European HIV-Hepatitis testing week 2017 aims to make more people aware of their HIV and/or hepatitis status

**1.122**

Followers

Following: **973** Repeats: **18** Favorites: **1.912****Waverley Care**  
**@WaverleyCare**

Supporting people in Scotland living with HIV or Hepatitis C.

**3.532**

Followers

Following: **2.132** Repeats: **18** Favorites: **1.520****David Rowlands**  
**@DR\_tweetUK**

Addressing& devising solutions to the key challenges that matter the most. #PublicHealth #hepatitis #HIV #HIVTestWeek #EuroTestWeek #HOMELESS4AWEEK

**14.374**

Followers

Following: **4.768** Repeats: **17** Favorites: **5.961****Steve Retson Project**  
**@steveretson**

A specialist sexual & emotional health service for gay, bisexual and all men who have sex with men. NHSGGC.

**324**

Followers

Following: **208** Repeats: **16** Favorites: **94****ACCAS**  
**@AsociacionACCAS**

La Asociación Ciudadana Cántabra Antisida, es una ONG de ámbito nacional, declarada de Utilidad Pública que ofrece atención integral a la problemática VIH/Sida

**393**

Followers

Following: **90** Repeats: **15** Favorites: **472****Sexual Health Centre**  
**@SHC\_Cork**

Providing information and support on sexual health without judgement.

**284**

Followers

Following: **374** Repeats: **14** Favorites: **148****Stephen**  
**@StephenCMalloy**

Bridging some gaps between people in communities, policy makers and Industries. RT Vice Chair of EuroNPUD and former @INPUD Board member

**2.985**

Followers

Following: **2.100** Repeats: **13** Favorites: **5.551****World Hep Alliance**  
**@Hep\_Alliance**

Representing 325 mil living w/viral #hepatitis & leading fight against this #cancer-causing illness. Pioneers of @NO\_hep, #WorldHepatitisDay & #HepSummit2017

**8.128**

Followers

Following: **1.777** Repeats: **11** Favorites: **1.733**

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## #EuroTestWeek (final)

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## Top 10 Tweets by RT's

**UNAIDS**  
**@UNAIDS**

It is #EuroTestWeek. Did you know that 1 in 3 people living with HIV do not know their HIV status?... <https://t.co/zfTNLzZNx6>

2017-11-23 12:22:36

**34**Favorites: **39****ECDC HIV/AIDS**  
**@ECDC\_HIVAIDS**

There are effective drugs available to treat people with #hepatitis B & #HepC The main bottleneck in Europe is th... <https://t.co/1If9QiH39h>

2017-11-17 14:07:53

**31**Favorites: **22****PublicHealthEngland**  
**@PHE\_uk**

European hepatitis testing week: paving the way towards elimination [#EuroTestWeek](https://t.co/qmIWSX3r17) <https://t.co/0sqh6b7eLT>

2017-11-20 16:42:33

**29**Favorites: **21****ECDC HIV/AIDS**  
**@ECDC\_HIVAIDS**

You can live for years with #HIV or #hepatitis without symptoms. Testing is vital to find out your status & get l... <https://t.co/Zc6p4rwBos>

2017-11-20 09:40:25

**26**Favorites: **29****BCN Checkpoint**  
**@BCNCheckpoint**

Estamos en la Semana Europea de la Prueba del #VIH. Por un mundo sin sida, ¡Hazte la prueba! #EuroTestWeek... <https://t.co/oWMIthoGOW>

2017-11-21 17:14:50

**24**Favorites: **24****PublicHealthEngland**  
**@PHE\_uk**

How much do you know about Hepatitis B? Learn more by watching our short video on the risks, testing and support... <https://t.co/VWmg6BTOGc>

2017-11-24 11:43:07

**24**Favorites: **9****Int. AIDS Society**  
**@iasociety**

25% of the 1.2 million people living with #HIV in Europe are unaware they are HIV positive; and nearly 50% of those... <https://t.co/eyXOMSED34>

2017-11-22 12:32:26

**24**Favorites: **20****World Hep Alliance**  
**@Hep\_Alliance**

#EuroTestWeek Globally just 20% of people living with #hepatitis C know their diagnosis #time2test #TestTreatPrevent <https://t.co/qY8hSn2ZDx>

2017-11-21 10:09:50

**23**Favorites: **16****BHIVA**  
**@BritishHIVAssoc**

European HIV-Hepatitis testing week runs from 17th-24th November More details here: <https://t.co/Nw8ohz4ol7> Please... <https://t.co/pWPiDObsIS>

2017-11-07 10:17:58

**21**Favorites: **11****ECDC HIV/AIDS**  
**@ECDC\_HIVAIDS**

Dans l'UE, 1 porteur du #VIH sur 7 ignore sa séropositivité. C'est #EuroTestWeek: trouvez centres de #depistage e... <https://t.co/l59KbHfTFo>

2017-11-21 14:05:28

**20**Favorites: **4**

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# Influence

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## eurotestweek

2017-11-07 10:17hrs - 2017-11-25 13:16hrs

 Total tweets:

1.807

 Contributors:

781

 Average contributor followers:

3084,13

 Contributor follower median:

482,00

 Total audience:

2.408.241

 Measured time:

18d

 Average contributor following:

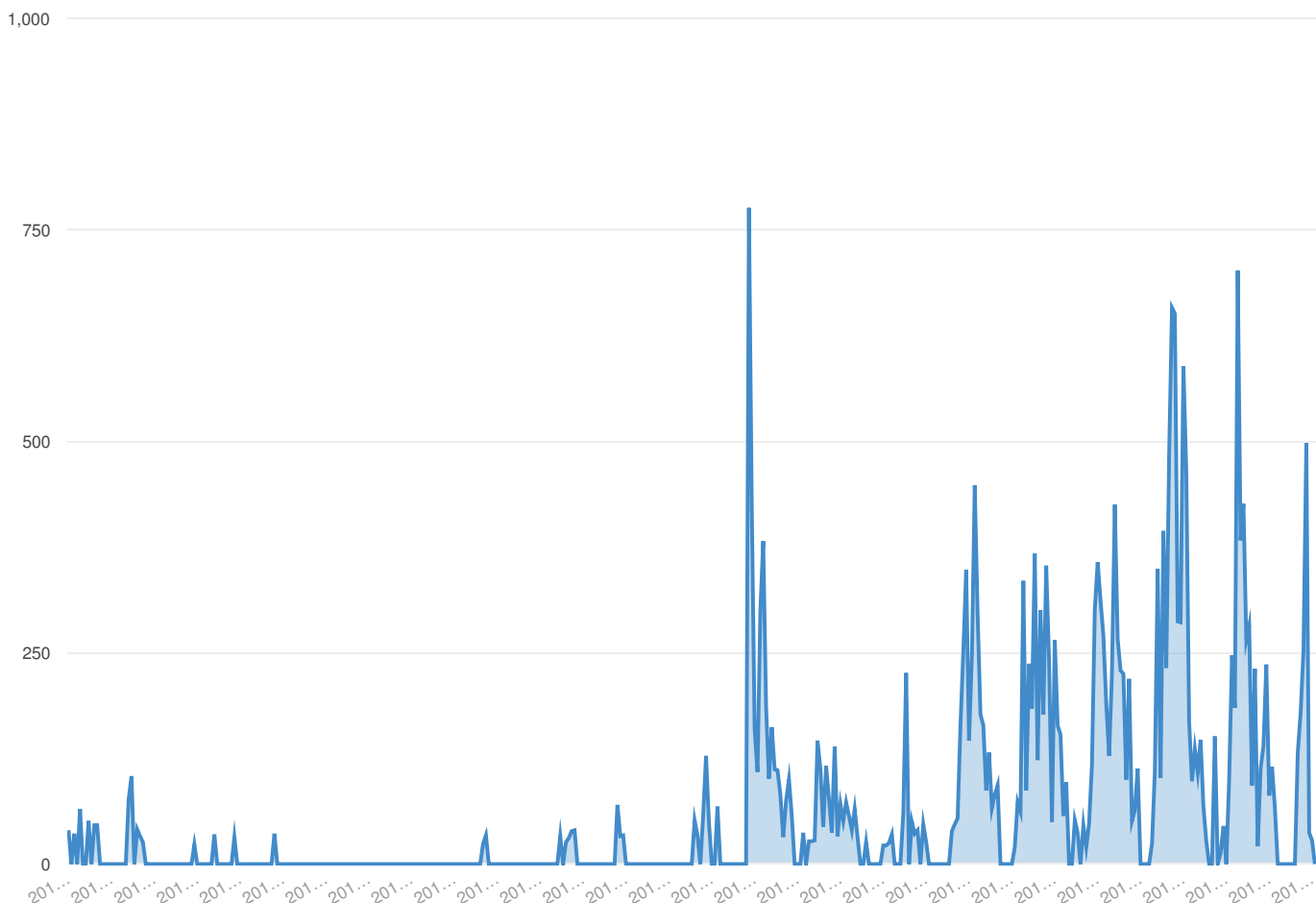
982,29

 Contributor following median:

505,00



Aggregated influence score evolution

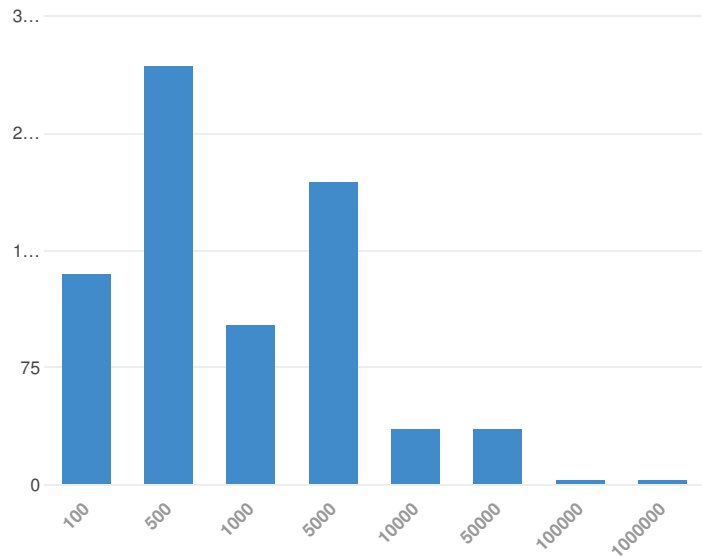


# #EuroTestWeek (final)

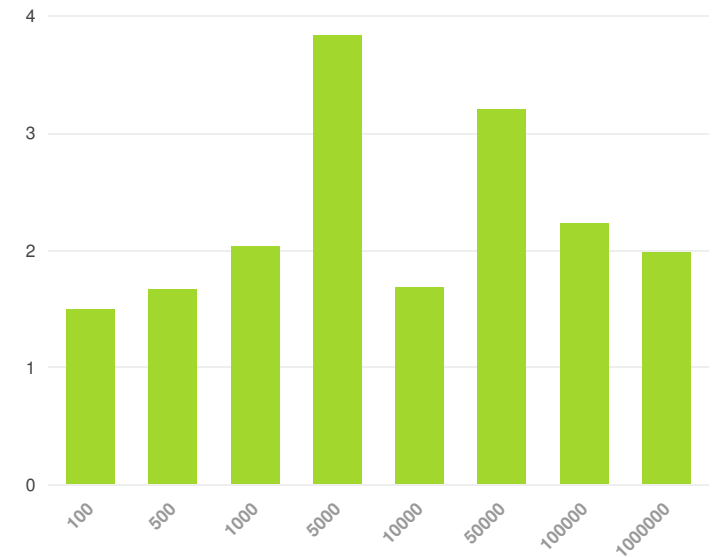
eurotestweek



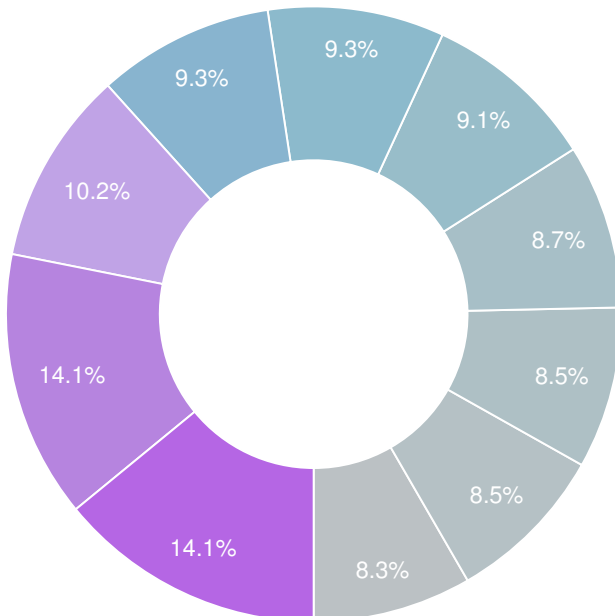
 Total users by follower



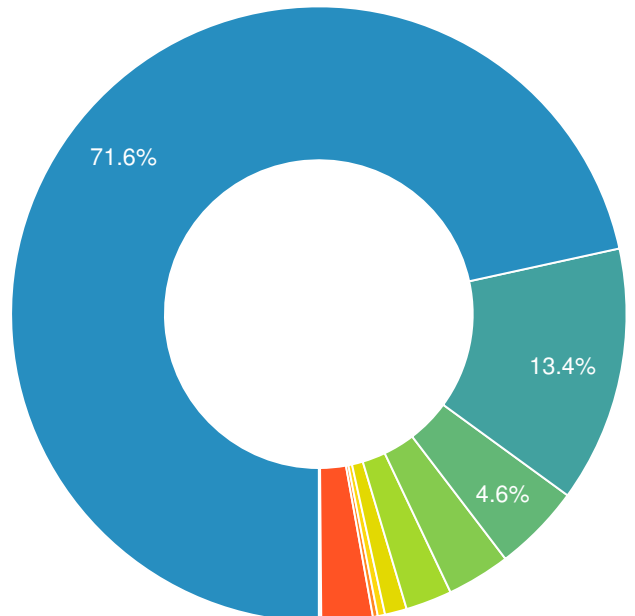
 Average repetitions per contributor



 Top contributors by influence



 Repetitions / users



# #EuroTestWeek (final)

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# Content

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## Top 10 influencers by influence score

|                                                                                    |                                                                                                                                                                                                                                                                                                              |                              |                            |
|------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|----------------------------|
|    | <b>PublicHealthEngland</b><br><b>@PHE_uk</b><br>Official feed of Public Health England (PHE) providing regular news updates on the work of the organisation.<br>Following: <b>594</b> Followers: <b>136.355</b> Repeats: <b>4</b> Favorites: <b>310</b>                                                      | <b>91</b><br>Influence score | <b>54</b><br>Keyword score |
|    | <b>UNAIDS</b><br><b>@UNAIDS</b><br>UNAIDS leads and inspires the world to achieve zero new #HIV infections, #zerodiscrimination and zero #AIDS-related deaths. Executive Director: @MichelSidibe<br>Following: <b>1.706</b> Followers: <b>214.972</b> Repeats: <b>1</b> Favorites: <b>1.720</b>              | <b>91</b><br>Influence score | <b>41</b><br>Keyword score |
|    | <b>WHO/Europe</b><br><b>@WHO_Europe</b><br>The WHO Regional Office for Europe is one of 6 WHO regional offices around the world. It collaborates with a range of public health stakeholders in the Region.<br>Following: <b>814</b> Followers: <b>52.802</b> Repeats: <b>4</b> Favorites: <b>662</b>         | <b>66</b><br>Influence score | <b>39</b><br>Keyword score |
|   | <b>BMC</b><br><b>@BioMedCentral</b><br>A pioneer of sustainable open access, where research is always in progress. Tweets by @DannoCaley<br>Following: <b>1.967</b> Followers: <b>48.348</b> Repeats: <b>1</b> Favorites: <b>1.146</b>                                                                       | <b>60</b><br>Influence score | <b>27</b><br>Keyword score |
|  | <b>LGBTI Intergroup</b><br><b>@LGBTIintergroup</b><br>Cross-party group of Members of the European Parliament working for #LGBTI rights. Tweeted straight from @Europarl_EN by Intergroup secretary Evert Jan.<br>Following: <b>449</b> Followers: <b>17.679</b> Repeats: <b>1</b> Favorites: <b>323</b>     | <b>60</b><br>Influence score | <b>27</b><br>Keyword score |
|  | <b>EU_Health</b><br><b>@EU_Health</b><br>EU Commission's DG Health & Food Safety (SANTE). We work to protect health, prevent diseases & strengthen health systems. RT endorsement. Food tweets @Food_EU<br>Following: <b>2.730</b> Followers: <b>38.129</b> Repeats: <b>1</b> Favorites: <b>2.498</b>        | <b>59</b><br>Influence score | <b>27</b><br>Keyword score |
|  | <b>ILGA-Europe</b><br><b>@ILGAEurope</b><br>We work for human rights and equality for lesbian, gay, bisexual, trans and intersex people at European level.<br>Following: <b>1.214</b> Followers: <b>20.605</b> Repeats: <b>10</b> Favorites: <b>2.225</b>                                                    | <b>56</b><br>Influence score | <b>50</b><br>Keyword score |
|  | <b>Release Drugs</b><br><b>@Release_drugs</b><br>UK experts on drugs & drug laws. Need advice? Contact 020 7324 2989/ ask@release.org.uk. We campaign for drug policies that respect rights of ppl who use drugs<br>Following: <b>871</b> Followers: <b>19.417</b> Repeats: <b>1</b> Favorites: <b>1.938</b> | <b>55</b><br>Influence score | <b>25</b><br>Keyword score |
|  | <b>EU drugs agency</b><br><b>@EMCDDA</b><br>European Monitoring Centre for Drugs and Drug Addiction (EMCDDA) Tweets about #drugs, #addiction, #health, consequences & responses. Retweets endorsements<br>Following: <b>264</b> Followers: <b>11.196</b> Repeats: <b>3</b> Favorites: <b>1.115</b>           | <b>55</b><br>Influence score | <b>30</b><br>Keyword score |
|  | <b>Int. AIDS Society</b><br><b>@iasociety</b><br>IAS is the world's largest independent association of HIV professionals. Together we advocate and drive urgent action to reduce the global impact of HIV.<br>Following: <b>1.713</b> Followers: <b>15.947</b> Repeats: <b>5</b> Favorites: <b>1.404</b>     | <b>54</b><br>Influence score | <b>34</b><br>Keyword score |

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## eurotestweek

2017-11-07 10:17hrs - 2017-11-25 13:16hrs

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1.807

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781

 Original tweets:

422

 RTs:

1351,00

 Total audience:

2.408.241

 Measured time:

18d

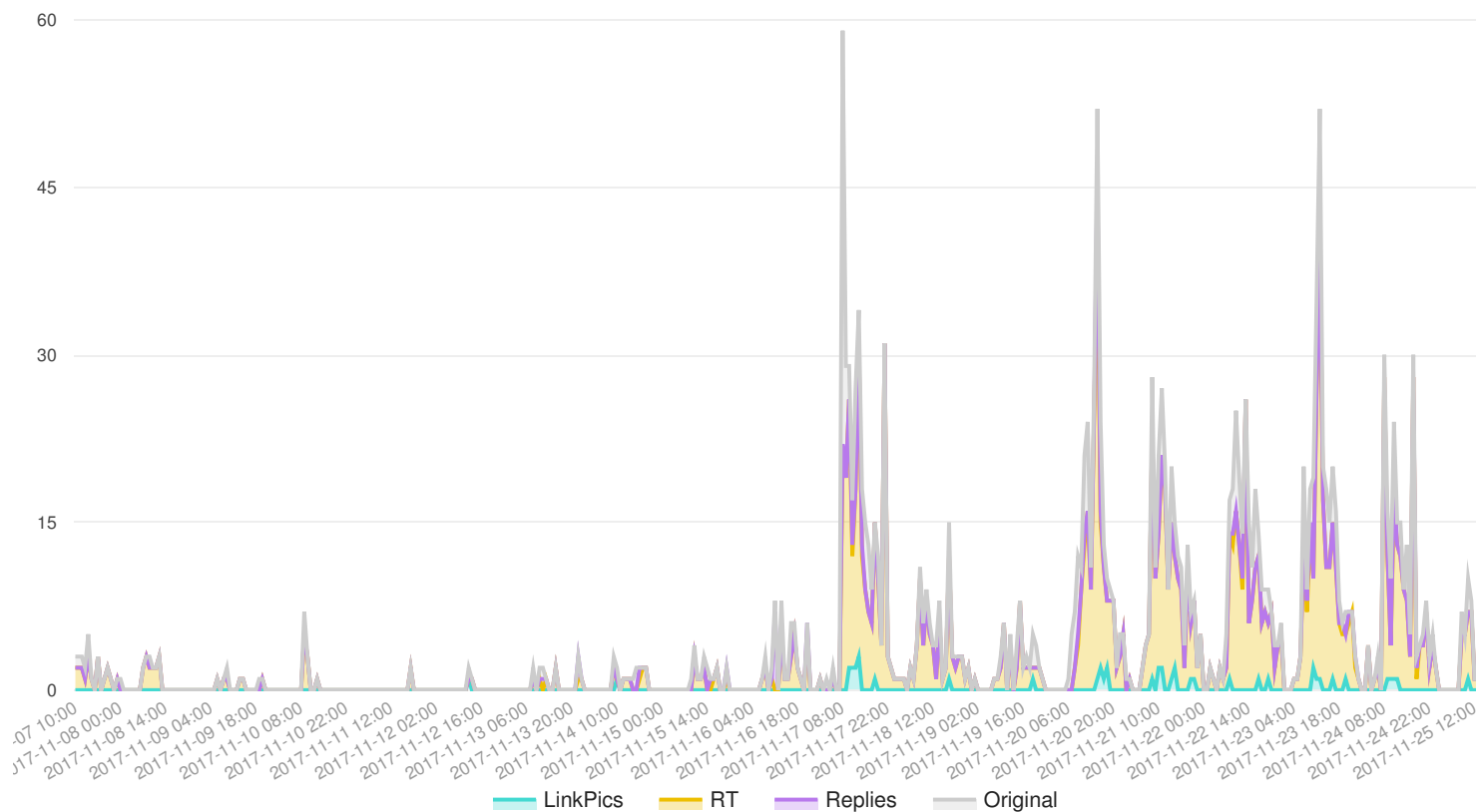
 Replies:

34,00

 Images and links:

44,00

### Type of activity timeline



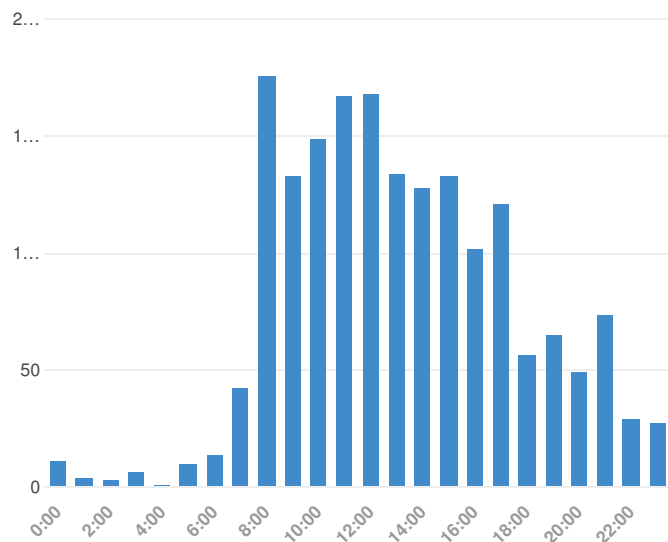
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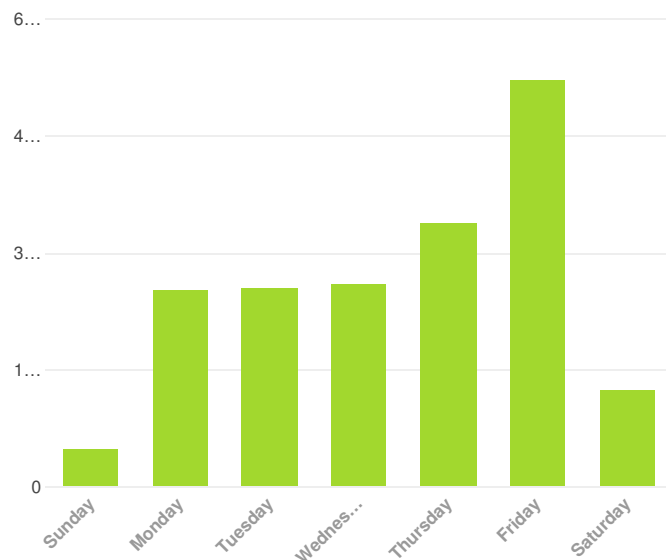
eurotestweek



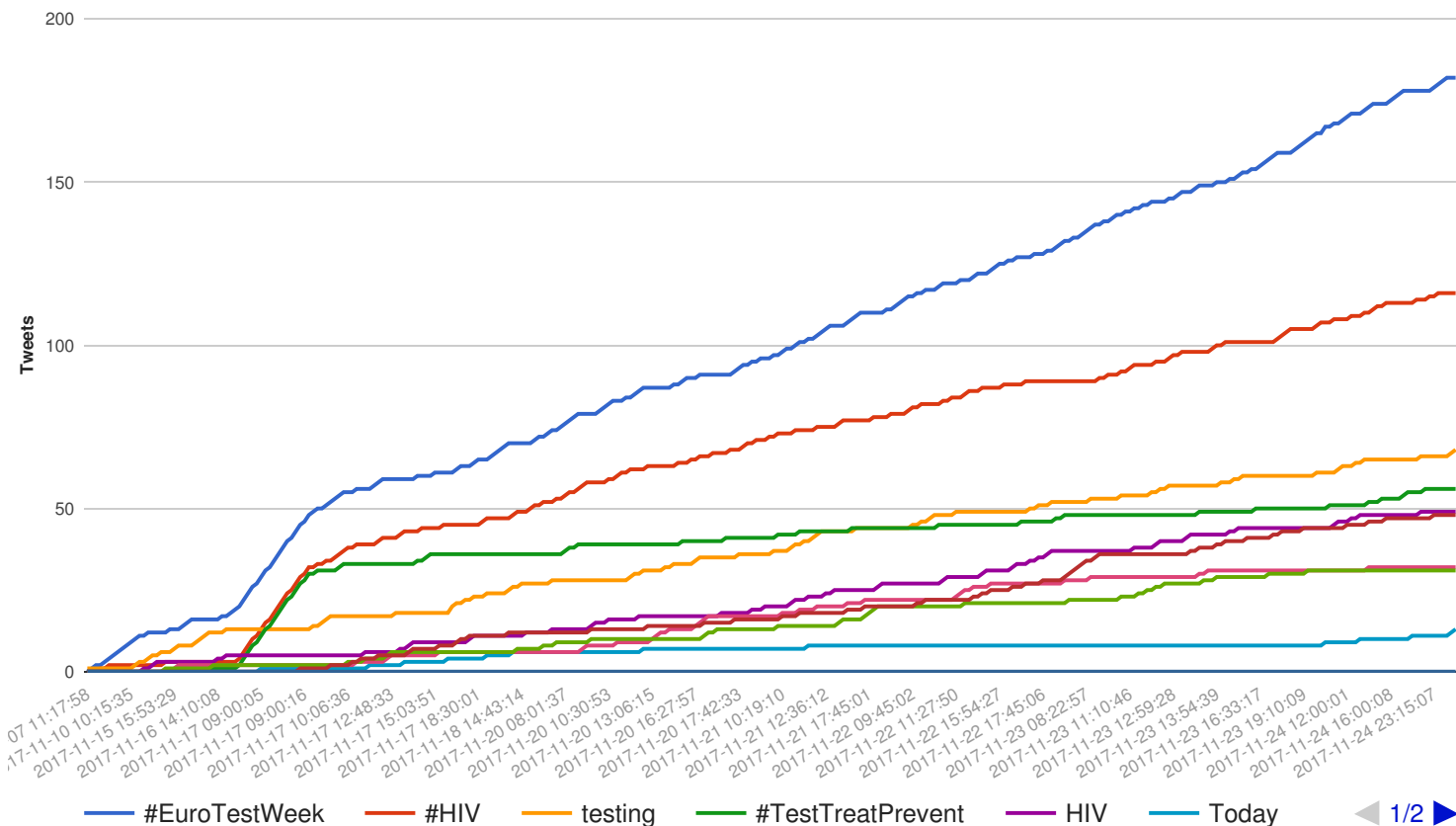
## Best hour of the day



## Best day of the week



## Aggregated key repeats



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## Top 10 words

|                   |     |
|-------------------|-----|
| #EuroTestWeek     | 250 |
| #HIV              | 138 |
| testing           | 96  |
| #TestTreatPrevent | 66  |
| HIV               | 61  |
| Today             | 57  |
| #hepatitis        | 54  |
| test              | 52  |
| people            | 50  |
| &amp;             | 49  |

## Top 10 hashtag

|                   |     |
|-------------------|-----|
| #EuroTestWeek     | 972 |
| #HIV              | 494 |
| #TestTreatPrevent | 256 |
| #hepatitis        | 229 |
| #VIH              | 142 |
| #Hepatitis        | 118 |
| #time2test        | 82  |
| #HIVTestWeek      | 70  |
| #Eurotestweek     | 62  |
| #HepC             | 46  |

## Embebed links

|                                                                                                                     |    |
|---------------------------------------------------------------------------------------------------------------------|----|
| <a href="http://thndr.me/z4uLut">http://thndr.me/z4uLut</a>                                                         | 62 |
| <a href="http://bit.ly/2zT8JOq">http://bit.ly/2zT8JOq</a>                                                           | 60 |
| <a href="http://www.bhiva.org/National-HIV-Testing-Week...">http://www.bhiva.org/National-HIV-Testing-Week...</a>   | 20 |
| <a href="http://www.aidsmap.com/european-test-finder">http://www.aidsmap.com/european-test-finder</a>               | 6  |
| <a href="http://ecdc.europa.eu/en/news-events/because-it...">http://ecdc.europa.eu/en/news-events/because-it...</a> | 6  |
| <a href="http://bit.ly/2yVGhYM">http://bit.ly/2yVGhYM</a>                                                           | 5  |
| <a href="http://bit.ly/2zQO5OH">http://bit.ly/2zQO5OH</a>                                                           | 5  |
| <a href="http://bit.ly/1M4dlfZ">http://bit.ly/1M4dlfZ</a>                                                           | 5  |
| <a href="http://www.testingweek.eu/">http://www.testingweek.eu/</a>                                                 | 5  |
| <a href="http://www.lgbt-ep.eu/press-releases/mep-gets-h...">http://www.lgbt-ep.eu/press-releases/mep-gets-h...</a> | 5  |

## \$ Top 10 symbols

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Top images



**Omladina JAZAS-a Kg**  
@jazaskg

HIV prevention, Youth policy

Favorites: 0 Retweets: 1



**NAM Publications**  
@aidsmap

NAM works to change lives by sharing information about HIV and AIDS. Our...

Favorites: 3 Retweets: 5



**FLow**  
@LowiesFlorence

Être humain ...

Favorites: 0 Retweets: 1



**Información VIH sida**  
@InfoVIHCruzRoja

Servicio Multicanal #VIH y #sida de @CruzRojaEsp y @sanidadgob Telf:...

Favorites: 0 Retweets: 3



**H.E.R.A.**  
@HERA\_mkd

HERA is a leading organization in the civil society sector in Macedonia working...

Favorites: 4 Retweets: 4



**@FoundationSalus**

1996

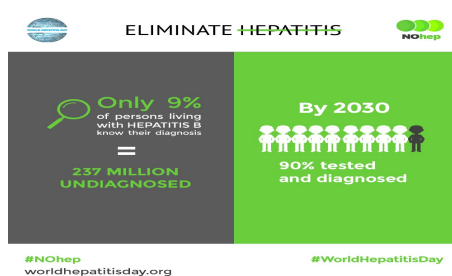
Favorites: 2 Retweets: 1



**Positiiviset ry**  
@Positiiviset

Asiantuntijuutta hivistä ja hivin kanssa elämisestä. Tietoa ja tukea hivin kanssa...

Favorites: 4 Retweets: 1



**World Hep Alliance**  
@Hep\_Alliance

Representing 325 mil living w/viral #hepatitis & leading fight against this...

Favorites: 11 Retweets: 10



If you had a blood transfusion before September 1991, you should think about having a Hepatitis C Test

#EuroTestWeek

**Waverley Care**  
@WaverleyCare

Supporting people in Scotland living with HIV or Hepatitis C.

Favorites: 1 Retweets: 4