

[See online report](#)

ScotPublicHealth via @gmacscotland

HIVTestWeek (final)

hivtestweek



Overview

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hivtestweek



hivtestweek

2017-11-09 14:28hrs - 2017-11-26 06:15hrs

Total tweets:

7.113

Contributors:

3.138

Total impressions:

47.542.714

Tweets / Contributor:

2,27

Total audience:

19.368.762

Measured time:

17d

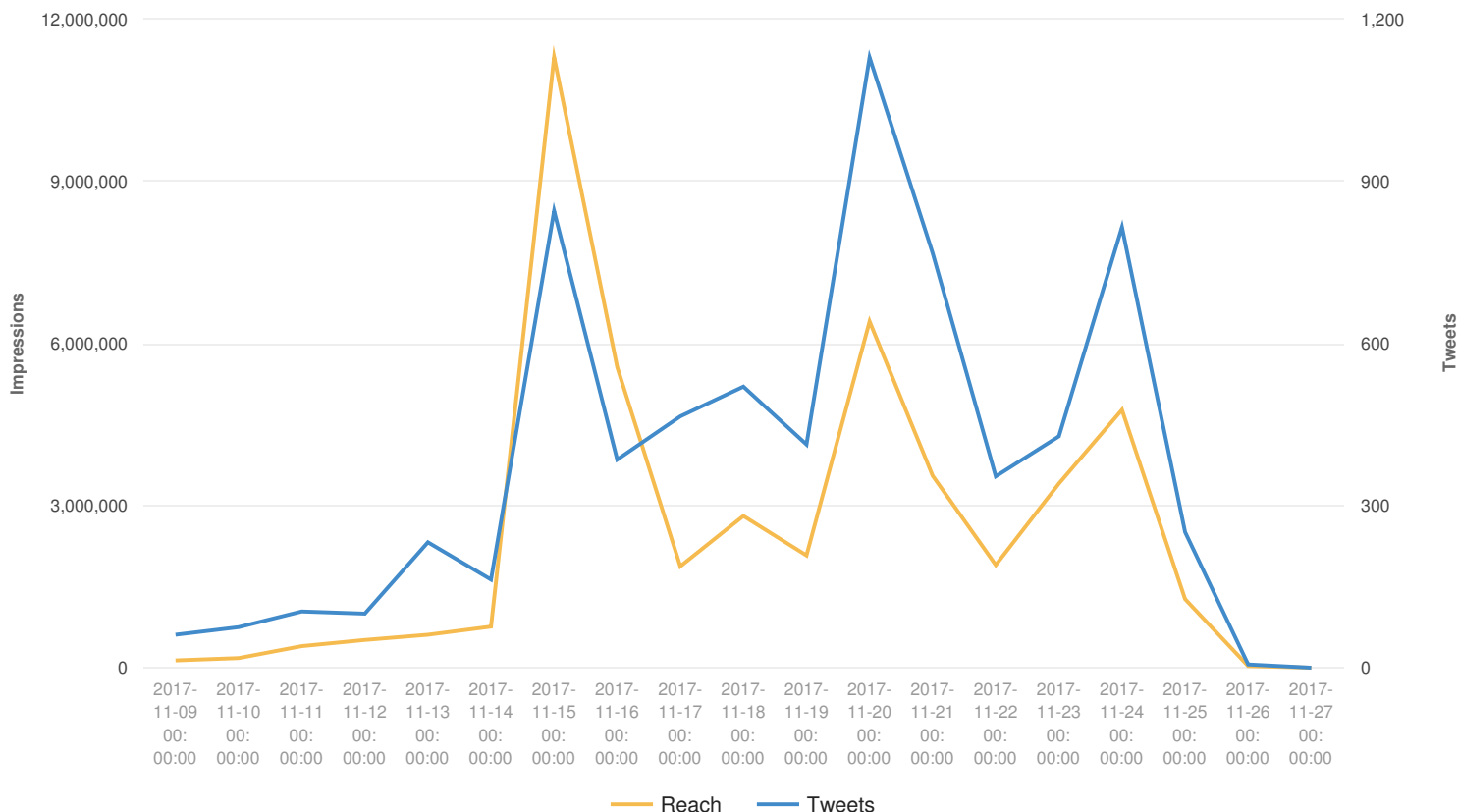
Impressions/Audience:

2,45

Frequency:

427,01

Reach / Tweets

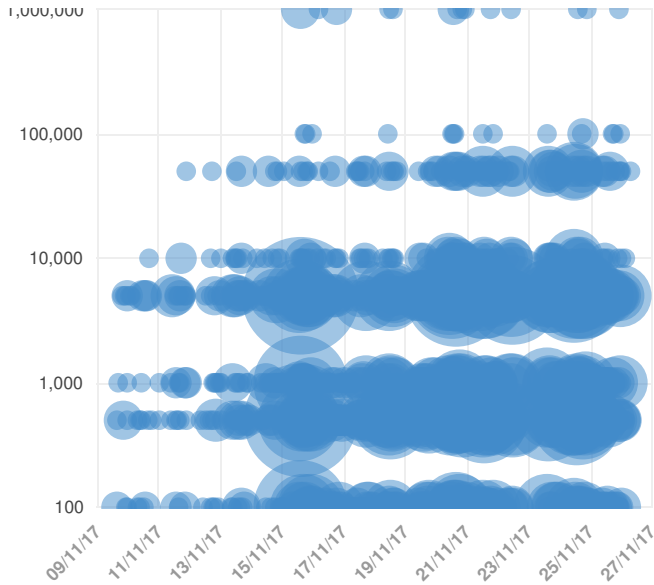


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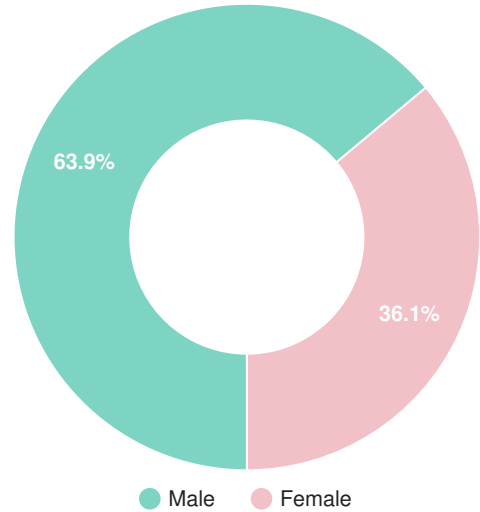
hivtestweek



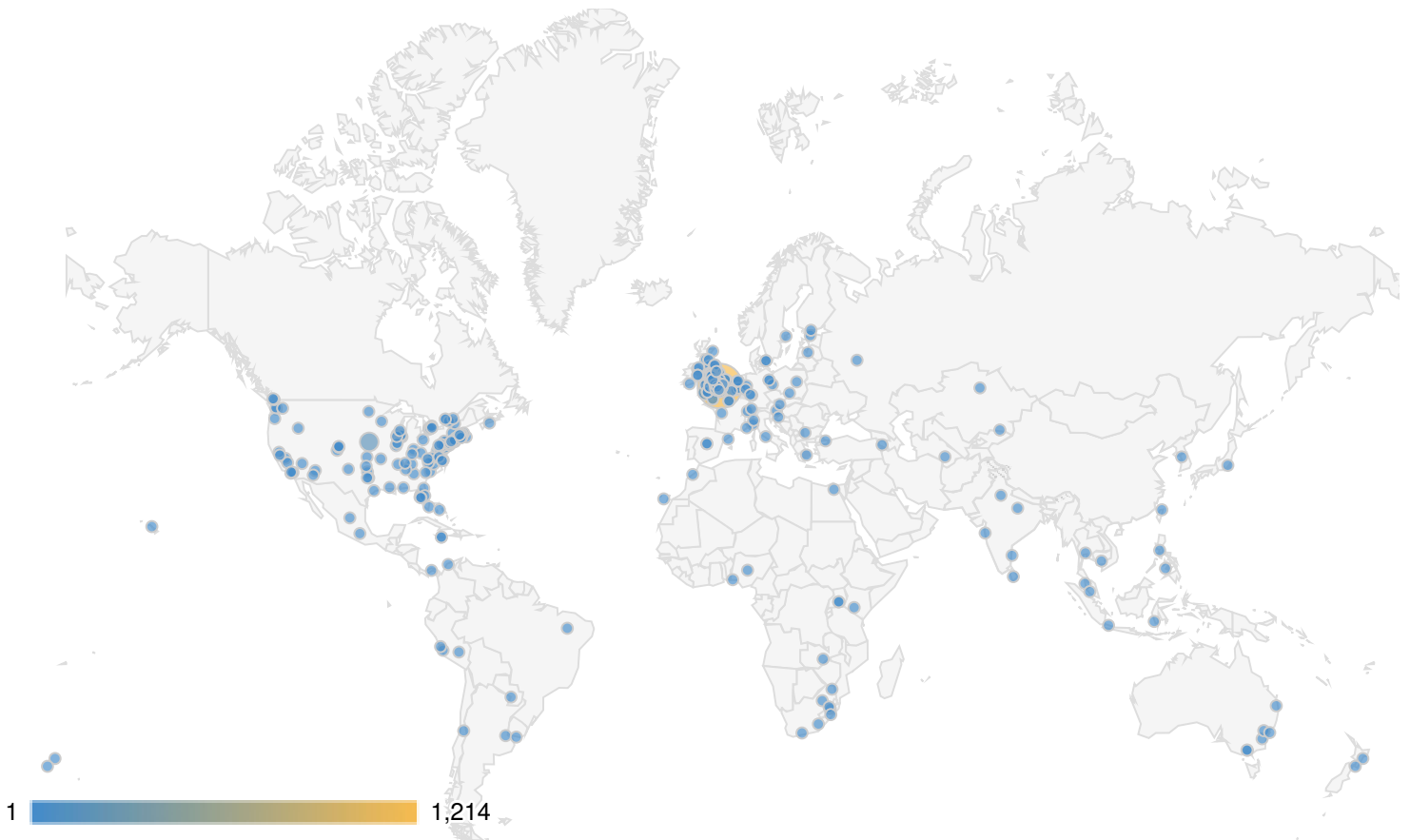
👍 Blob Graph



🧑 Gender



🌐 Geolocation



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Top 10 users by keywords repeats

	Saving Lives @SavingLivesUK Saving Lives is a UK HIV & Sexual Health awareness charity. Educating, challenging stigma, encouraging testing & ultimately saving lives. Check out @TakeATestUK	3.274 Followers
	Following: 2.706 Repeats: 57 Favorites: 1.936	
	Solent Sexual Health @letstalkhants Solent NHS Trust Sexual Health Services in Hampshire, Southampton and Portsmouth	1.169 Followers
	Following: 1.334 Repeats: 43 Favorites: 140	
	Sahir House @SahirHouse Offering services to people & families living with or affected by HIV on Merseyside. Also offering HIV awareness training & many opportunities to volunteer.	1.596 Followers
	Following: 1.632 Repeats: 34 Favorites: 1.603	
	LGBT Foundation @LGBTfdn LGBT Foundation is a charity delivering community, health and wellbeing services to lesbian, gay, bisexual and trans people in the UK. #EqualityWins	100.272 Followers
	Following: 5.089 Repeats: 33 Favorites: 8.619	
	Terrence Higgins Trust @THTorguk We're Terrence Higgins Trust – stick with us if you're passionate about #HIV, sexual health, #SRE and #PrEP. Insta: https://t.co/ppHxALEBIX	24.873 Followers
	Following: 2.142 Repeats: 33 Favorites: 3.092	
	It Starts With Me @startswith_me It Starts With Me is the campaign and social movement to stop HIV in the UK. #HIVTestWeek	12.325 Followers
	Following: 1.622 Repeats: 33 Favorites: 1.395	
	Spectrum SHARP @SpectrumSharp We believe in staying S.H.A.R.P which stands for Sexual health. Awareness. Relationships. Prevention.	102 Followers
	Following: 82 Repeats: 27 Favorites: 277	
	yorkshire mesmac @yorkshiremesmac Yorkshire's largest LGBT&T Sexual and Mental Health charity. Free HIV/STI testing, support for people living with HIV and leading on male CSE work	4.663 Followers
	Following: 3.855 Repeats: 27 Favorites: 2.909	
	Bucks Public Health @PHBucks Buckinghamshire County Council Public Health Team Twitter feed. Information and updates on issues that affect the health of our local population.	1.087 Followers
	Following: 526 Repeats: 24 Favorites: 172	
	Steve Taylor @DocSteveTaylor Doctor, HIV Specialist at Birmingham Heartlands Hospital, Medical Director Saving Lives Charity, Under 12's Football Coach. #NHS (Views are my own)	1.469 Followers
	Following: 1.100 Repeats: 22 Favorites: 1.223	

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Top 10 Tweets by RT's

**The Royal Family**
@RoyalFamily

Today Prince Harry launched #HIVTestWeek from @THTorguk HIV testing pop-up shop in Hackney - where you can collect...
<https://t.co/sXEbTX4z7a>

2017-11-15 13:16:34

148Favorites: **561****It Starts With Me**
@startswith_me

Free HIV postal tests are now available for National HIV Testing Week. Order yours here: <https://t.co/qKpodAQwjH...>
<https://t.co/xq7FzwDUvQ>

2017-11-14 10:34:21

122Favorites: **149****Terrence Higgins Trust**
@THTorguk

Today is Trans Day of Remembrance, for remembering all those lost as a result of transphobia and intolerance - and...
<https://t.co/b9Cke6ro54>

2017-11-20 07:41:19

112Favorites: **133****Terrence Higgins Trust**
@THTorguk

We now declare National HIV Testing Week OPEN! Whatever you do over the next seven days, make sure you get tested...
<https://t.co/bMe2tEsHng>

2017-11-18 08:45:55

101Favorites: **94****Kensington Palace**
@KensingtonRoyal

Prince Harry then handed out @THTorguk HIV Self-Testing kits and launched this year's #HIVTestWeek. <https://t.co/Yag6zJ9y2u>

2017-11-15 13:02:10

91Favorites: **430****Terrence Higgins Trust**
@THTorguk

"So the instructions are idiot proof for people like myself?" asks Prince Harry, as he finds out about HIV self tes...
<https://t.co/Ry1SN4Alrx>

2017-11-15 12:09:32

87Favorites: **368****Kensington Palace**
@KensingtonRoyal

Prince Harry watches a live demonstration of an HIV self-testing kit - anyone can collect one from the @THTorguk po...
<https://t.co/OZPLJsFa0r>

2017-11-15 12:30:37

84Favorites: **388****Terrence Higgins Trust**
@THTorguk

"If I can talk openly about my experience, I can be an advocate for HIV positive people, and show the world that li...
<https://t.co/5kzfc7ZfPM>

2017-11-15 12:15:09

73Favorites: **134****Kensington Palace**
@KensingtonRoyal

People can register using the iPads in the pop-up shop and then collect the @THTorguk test to take at home....
<https://t.co/AnN5S2y5SX>

2017-11-15 13:06:48

67Favorites: **301****Matthew Hodson**
@Matthew_Hodson

The new #HIVTestWeek images look great. Testing saves lives & helps prevent new infections ('cos HIV+ on treatment...
<https://t.co/VdgXSp5ZvH>

2017-11-11 12:34:38

62Favorites: **87**

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Influence

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hivtestweek



hivtestweek

2017-11-09 14:28hrs - 2017-11-26 06:15hrs

 Total tweets:

7.113

 Contributors:

3.138

 Average contributor followers:

6174,59

 Contributor follower median:

705,50

 Total audience:

19.368.762

 Measured time:

17d

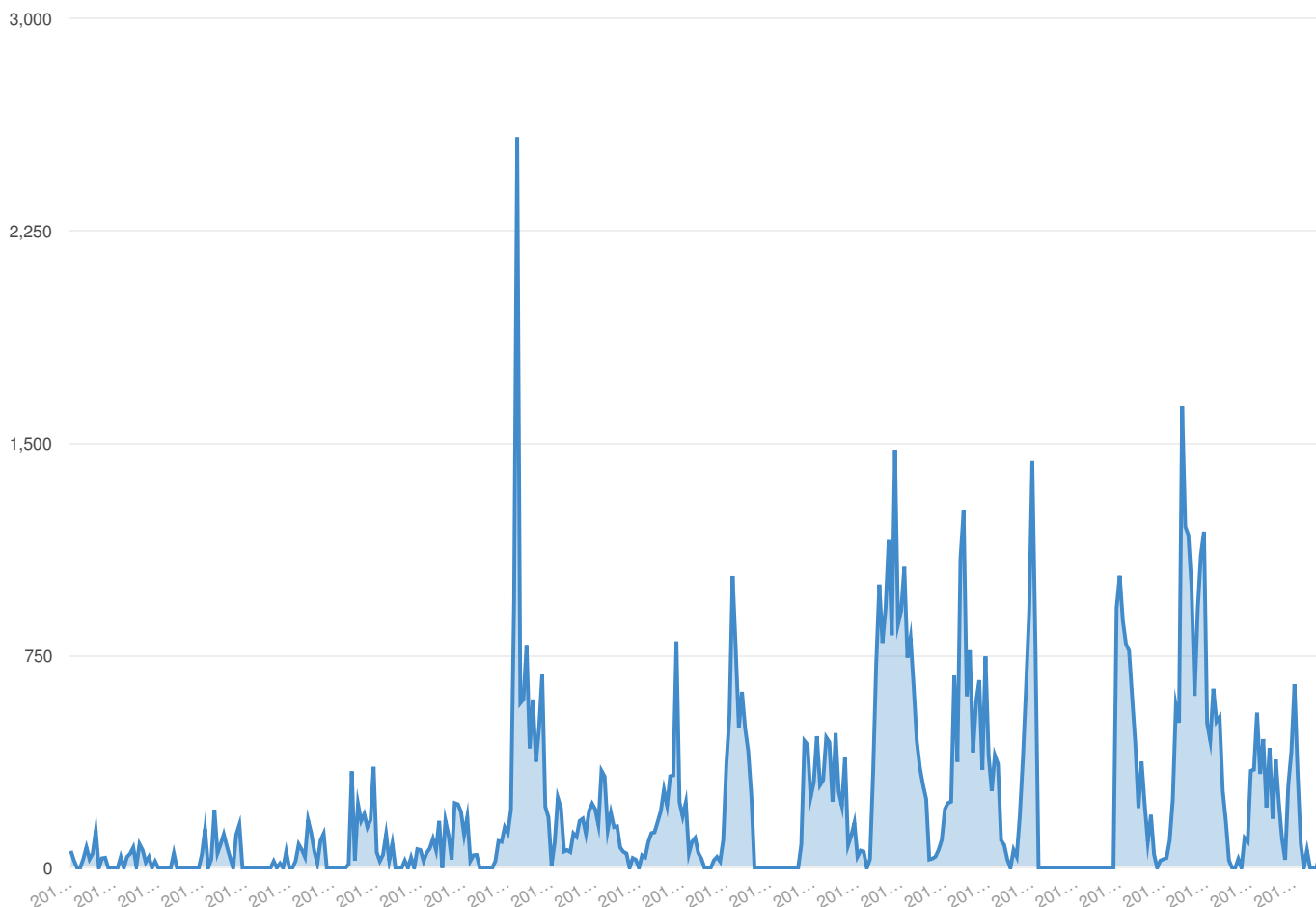
 Average contributor following:

1278,78

 Contributor following median:

649,00

Aggregated influence score evolution

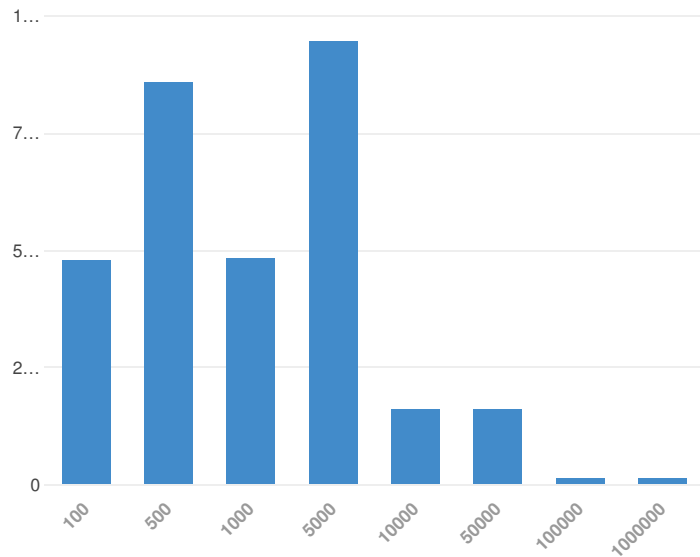


HIVTestWeek (final)

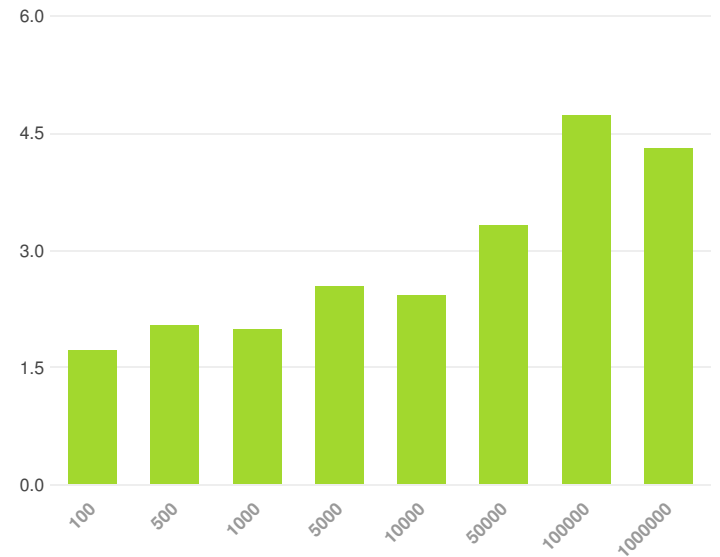
hivtestweek



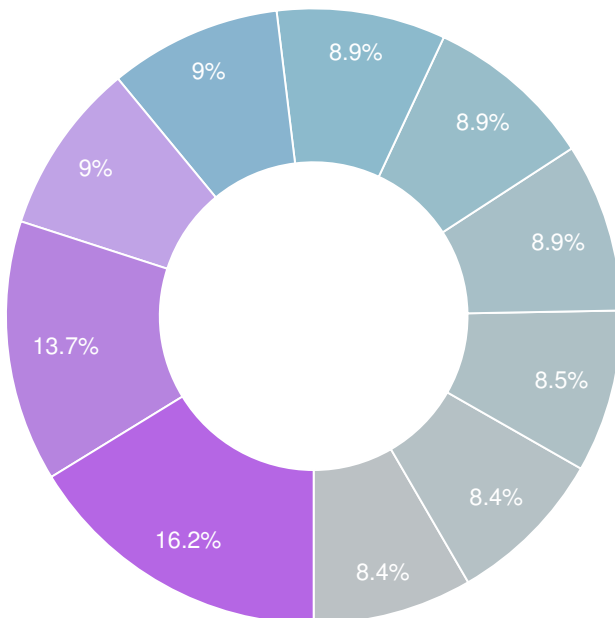
Total users by follower



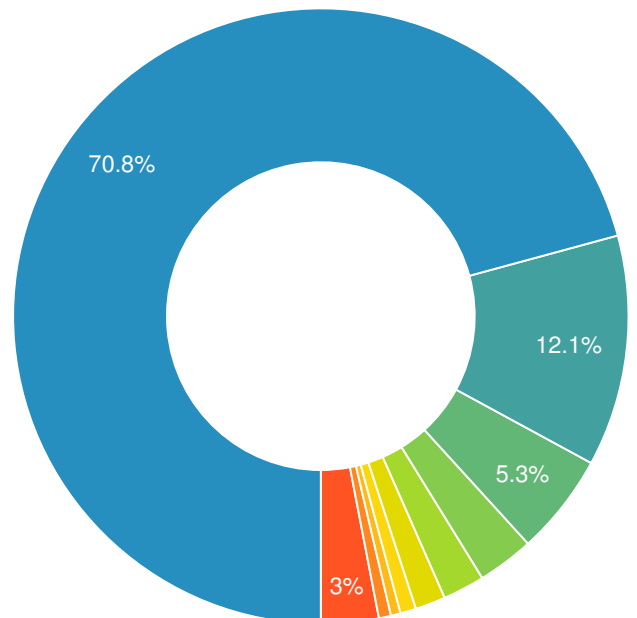
Average repetitions per contributor



Top contributors by influence



Repetitions / users



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Content

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Top 10 influencers by influence score



The Royal Family @RoyalFamily

Updates, pictures and videos from Buckingham Palace about the work and activities of The Queen and members of The Royal Family.

Following: **514** Followers: **3.309.724** Repeats: **1** Favorites: **386**

97 **42**
Influence score Keyword score



Kensington Palace @KensingtonRoyal

Updates, pictures and videos from Kensington Palace, about The Duke and Duchess of Cambridge, Prince Harry and their Royal Foundation.

Following: **449** Followers: **1.034.257** Repeats: **3** Favorites: **130**

82 **40**
Influence score Keyword score



NHS England @NHSEngland

Health and high quality care for all, now and for future generations. Please see our response policy: <https://t.co/gPYts6mcuZ>

Following: **1.960** Followers: **191.097** Repeats: **8** Favorites: **8.894**

54 **34**
Influence score Keyword score



Paul Mr Gay Wales @paul_stumpy

#LGBT Presenter, Model #MRGAYUNIVERSE | @pinksixty_news @outtv @pridecymru | Social Media & PR #MrGayWales 16 | @londonlgbtpride | @attitudemag #gay bachelor

Following: **8.083** Followers: **178.353** Repeats: **1** Favorites: **6.519**

54 **23**
Influence score Keyword score



NICE @NICEcomms

Official feed of NICE - National Institute for Health and Care Excellence. We produce evidence-based health and social care guidance. Tweets by the comms team.

Following: **968** Followers: **136.905** Repeats: **1** Favorites: **323**

53 **23**
Influence score Keyword score



PublicHealthEngland @PHE_uk

Official feed of Public Health England (PHE) providing regular news updates on the work of the organisation.

Following: **594** Followers: **136.411** Repeats: **5** Favorites: **310**

53 **29**
Influence score Keyword score



HuffPost UK @HuffPostUK

Know what's real.

Following: **2.189** Followers: **193.045** Repeats: **1** Favorites: **923**

53 **23**
Influence score Keyword score



Leeds Council News @LeedsCC_News

Official news and info from Leeds City Council's communications team. For questions and help re council services, contact @LeedsCC_Help

Following: **354** Followers: **90.617** Repeats: **1** Favorites: **947**

51 **22**
Influence score Keyword score



Herts County Council @hertsc

Follow us for information and news on our services. If reporting a highways fault please use the fault reporting site at <https://t.co/3pcLGCx15y>

Following: **1.044** Followers: **90.500** Repeats: **8** Favorites: **1.515**

50 **32**
Influence score Keyword score



SheffieldCityCouncil @SheffCouncil

Follow us to stay up to date with Sheffield. Please use our website to request council services. Sign up for email alerts <https://t.co/fomEcbslyD>

Following: **840** Followers: **91.450** Repeats: **1** Favorites: **2.071**

50 **22**
Influence score Keyword score

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hivtestweek

2017-11-09 14:28hrs - 2017-11-26 06:15hrs

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7.113

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3.138

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1.701

 RTs:

5370,00

 Total audience:

19.368.762

 Measured time:

17d

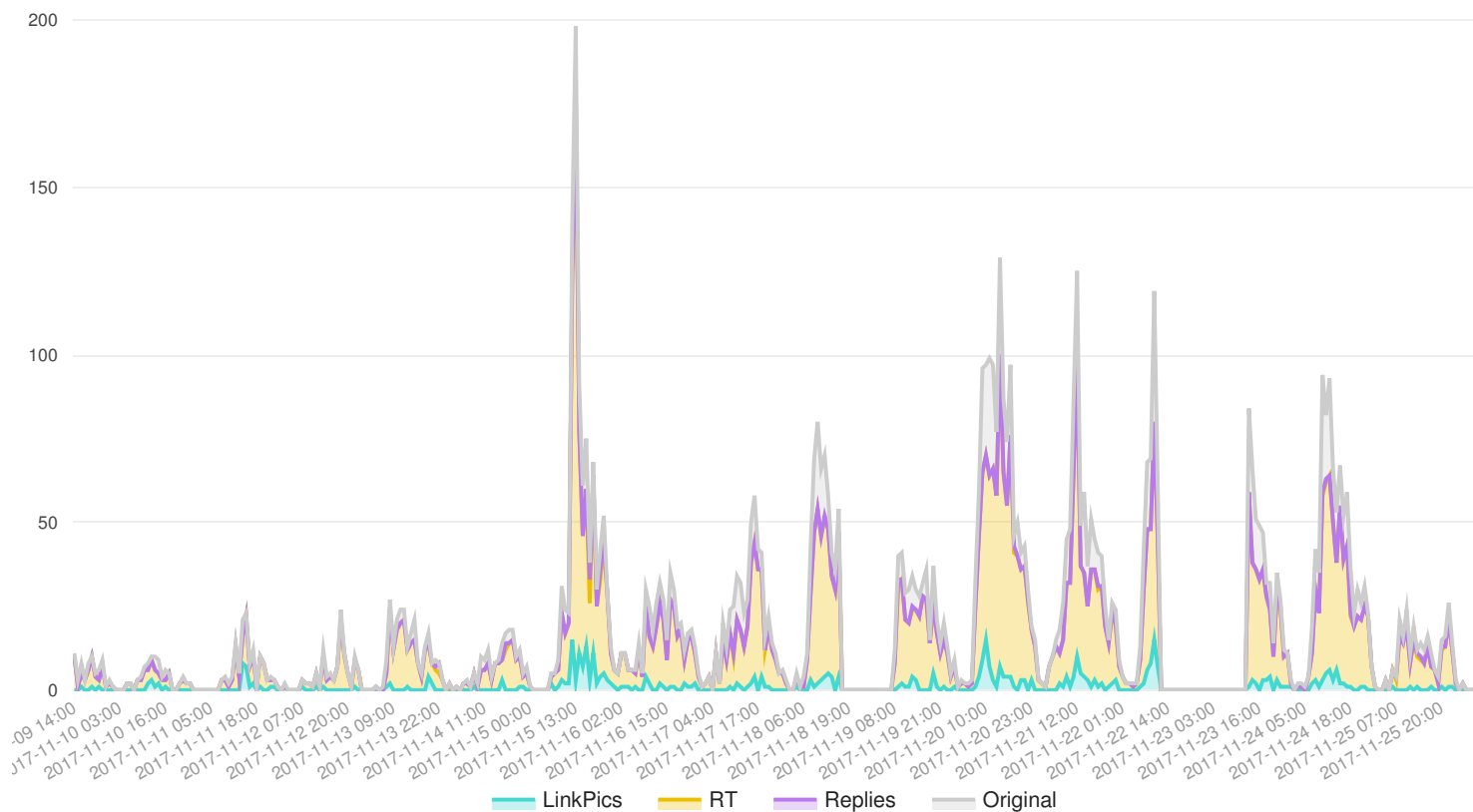
 Replies:

42,00

 Images and links:

451,00

Type of activity timeline

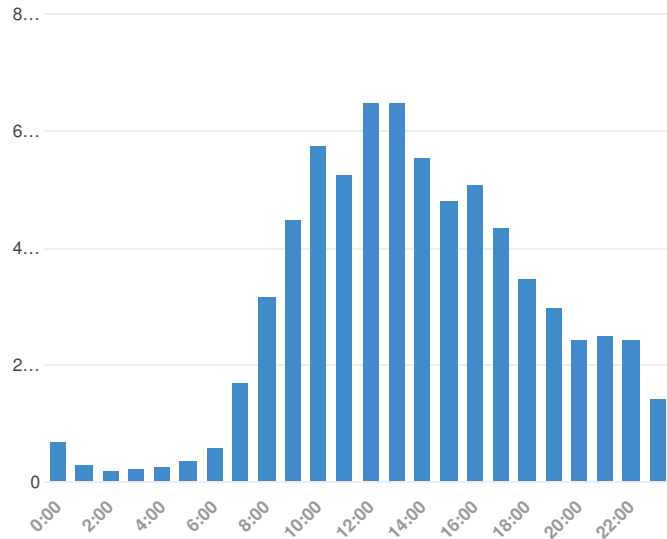


HIVTestWeek (final)

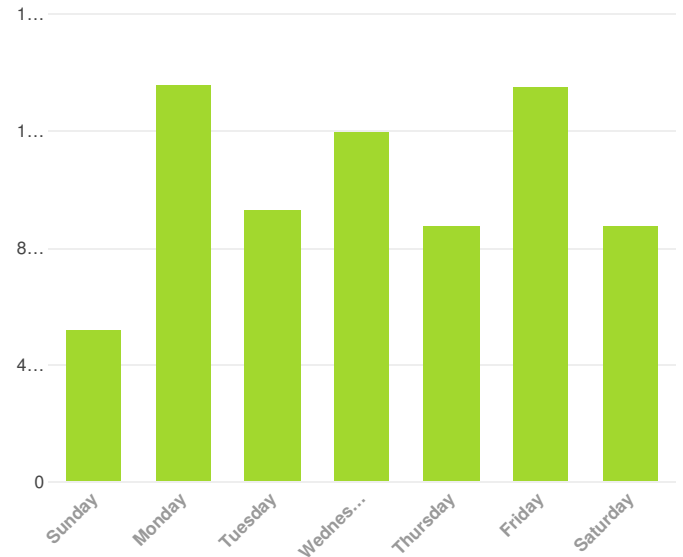
hivtestweek



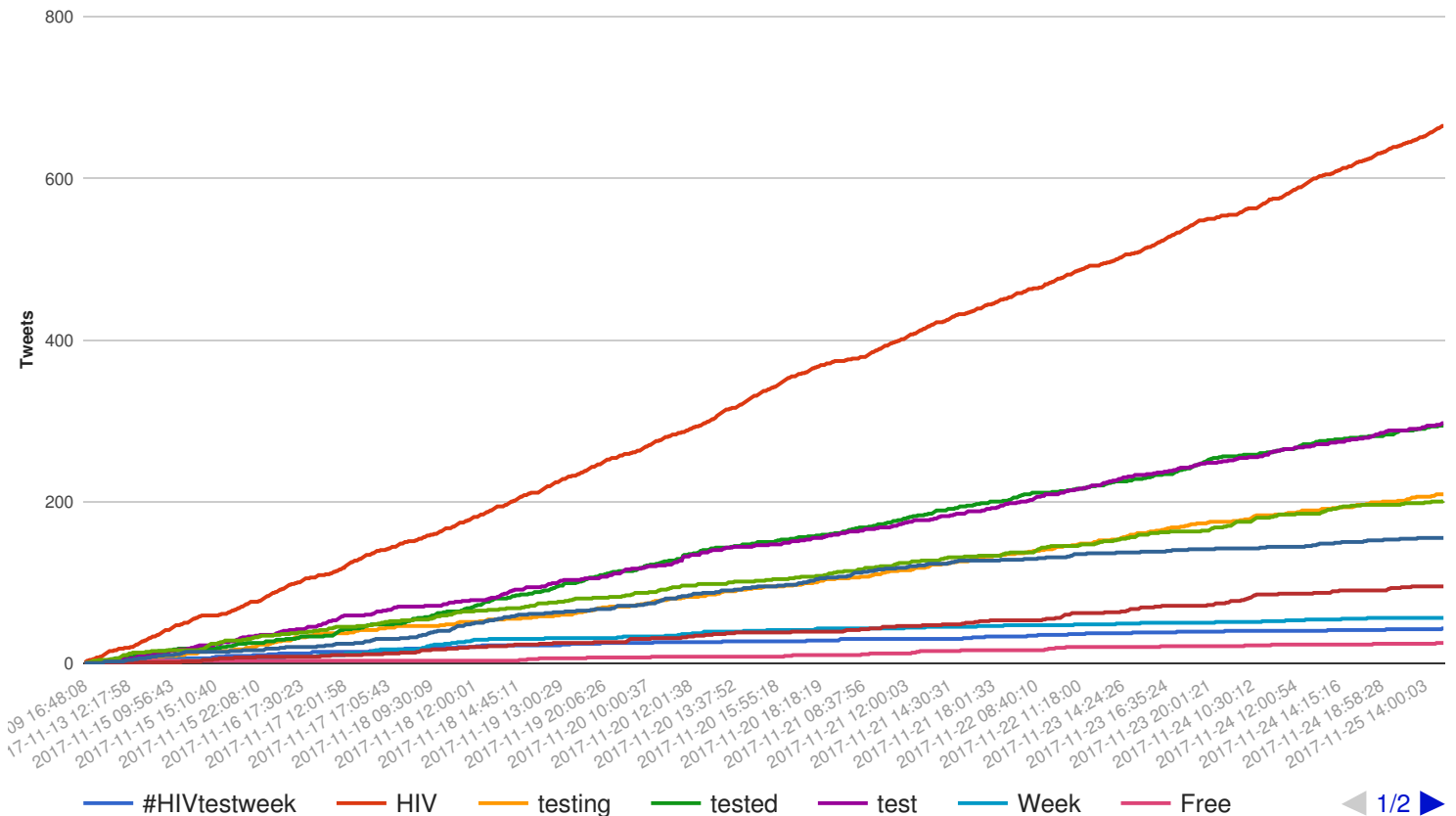
Best hour of the day



Best day of the week



Aggregated key repeats



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Top 10 words

#HIVtestweek	871
HIV	863
testing	434
tested	424
test	388
Week	243
Free	241
#HIV	227
today	196
National	180

Embebed links

http://test.hiv/?ref=tht-mtw	104
http://www.startswithme.org.uk	41
http://bit.ly/2iiDLFC	37
https://www.startswithme.org.uk/where-to-test/	30
https://www.startswithme.org.uk/which-test/	29
https://www.startswithme.org.uk/when-to-test/	28
http://bit.ly/2gJFkLY	25
http://bit.ly/2Agnf3t	23
http://metro.co.uk/2017/11/21/woman-who-lost-th...	23
http://bit.ly/2iCrXl6	22

Top 10 hashtag

#HIVTestWeek	3252
#HIV	809
#HIVtestweek	144
#HIVChampions	107
#GiveHIVTheFinger	69
#Trans	67
#hivtestweek	63
#WADMerseyside	54
#HIVTestweek	47
#PrEP	46

\$ Top 10 symbols

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Top images



Alex Sparrowhawk
[@birdy_tweet](#)

#HIV & Me: Blogger + activist Membership & Involvement Officer @THTorguk...

Favorites: **44** Retweets: **18**



Reyth Healthy Sheff
[@ReythHealthyShef](#)

Talking, sharing and caring about all things health in our fair city of Sheffield.

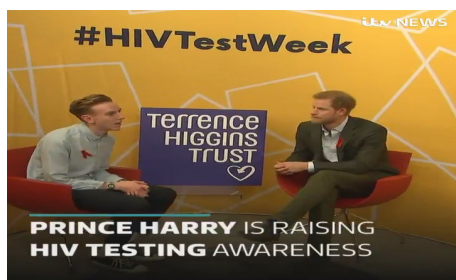
Favorites: **3** Retweets: **6**



Terrence Higgins Trust
[@THTorguk](#)

We're Terrence Higgins Trust – stick with us if you're passionate about #HIV, sexual...

Favorites: **95** Retweets: **34**



ITV London
[@itvlondon](#)

Breaking news online for London and the Home Counties. Got a story? Email...

Favorites: **56** Retweets: **39**



THT Suffolk
[@THTSuffolk](#)

Sexual health promotion, chlamydia screening, HIV testing & prevention, sex &...

Favorites: **3** Retweets: **8**



Gary Caplehorne
[@oohgaryc](#)

Vlogger, Singer/Songwriter, artist & Disney fan! Part of Channel4's #Tofu. EP:...

Favorites: **49** Retweets: **13**



THT Suffolk
[@THTSuffolk](#)

Sexual health promotion, chlamydia screening, HIV testing & prevention, sex &...

Favorites: **2** Retweets: **7**



GMI Partnership
[@GMIPartnership](#)

HIV prevention for gay and bisexual men in London including free HIV testing...

Favorites: **20** Retweets: **12**



Stuart
[@newlypositive](#)

Diagnosed HIV+ 23/09/13, #taken, @myHIVorguk Peer Support Volunteer...

Favorites: **0** Retweets: **14**