

Social Media Quarterly Report - 2018 Q1

Introduction

The work of the APHEO Social Media workgroup stems from APHEO's continued efforts to engage members, grow APHEO's presence in the Public Health field and advance and promote the discipline and professional practice of public health epidemiology in Ontario.

The target audience of the APHEO social media account(s) include APHEO members, health organizations and agencies (such as local Public Health units, Public Health Ontario, Cancer Care Ontario, LHINs, MOHLTC, etc.) within Ontario and abroad, health professionals, and academic institutions.

APHEO's Social Media Objectives include:

1. To increase awareness of the APHEO initiatives and resources (listserv topic expansion, workgroup accomplishments, etc.) to APHEO members, their respective organizations, affiliated organizations and the broader Public Health community. (Tweets)
2. To contribute to the dissemination of work completed by APHEO members for their respective health units. (Retweets of followed accounts)
3. To provide an Ontario Public Health epidemiological perspective on current health trends in Canada and abroad. (Profile Visits/Followers)
4. To contribute to the circulation of Public Health epidemiological publications amongst APHEO members, their respective organizations, affiliated organizations and the broader Public Health community. (Impressions/Mentions)

Each objective listed above is measured by activity in our twitter account. There is crossover between objectives; however, we have linked specific metrics to each objective to show impact.

Overall Highlights for 2018 quarter 1







- Over the three month period, the number of followers for our profile grew consistently month over month.
- Our twitter impressions have showed promise over this time, indicating good reach through this social media platform.
- Top trends from this quarter included the new APHEO executive photo, the Let's talk mental health campaign, data sharing work.

January Highlights

During the month of January 8 tweets and 1 retweet were sent via the @theAPHEO twitter account. Topics of interest included: opioid awareness, TOPHC registration, Statistics Canada's Cannabis stats hub and the Bell Let's Talk campaign on mental health and addiction. The one retweet was from Health Quality Ontario (also on Bell Let's Talk day campaign). Our activity in January resulted in 7 retweets, 10 likes, 352 profile visits and 8 new followers.

28 day summary with change over previous period



Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	APHEO @theAPHEO · Jan 10			1,244	12	1.0%
	Certainly a topic that is on a lot of our epi's minds and workloads. Great supplementary information to the presentations we had at our #2017APHEOCON twitter.com/StatCan_eng/st...					
	View Tweet activity					Promote
	APHEO @theAPHEO · Jan 2			217	3	1.4%
	#HappyNewYear2018 epis! What are your epi goals this year? pic.twitter.com/SyL07BoVIC					
	View Tweet activity					Promote
	APHEO @theAPHEO · Jan 4			204	3	1.5%
	Wouldn't it be awesome to see them go further and add risk estimates also? theglobeandmail.com/opinion/removi...					
	View Tweet activity					Promote
	APHEO @theAPHEO · Jan 19			204	6	2.9%
	Happy Friday members! Remember now that is 2018, membership fees are due again before March 31st. pic.twitter.com/HKLSLkG7Ob					
	View Tweet activity					Promote
	APHEO @theAPHEO · Jan 12			187	4	2.1%
	Are any of our members attending @TOPHCtweets 2018? If so what sessions are you excited about? twitter.com/TOPHCtweets/st...					
	View Tweet activity					Promote
	APHEO @theAPHEO · Jan 30			144	12	8.3%
	Have you seen the @StatCan_eng Cannabis Stats Hub? What are your plans for assessing the health impact of the upcoming legislation? statcan.gc.ca/pub/13-610-x/1... ..					

February Highlights






There were 8 total tweets posted in February and 10 retweets. Of the 10 retweets, 8 were of tweets from important stakeholder agencies (not for inclusion but they were: Statistics Canada, Health Quality Ontario, TOPHC, OPHA) or APHEO members (not for inclusion: Jessica Demming). There was also one original tweet sharing work by the University of Toronto.

The most popular tweet was the photo shared from the 2018 APHEO Executive Committee transition meeting. This was good evidence to suggest further photo sharing of members and member activities in

the future. Our tweets in February garnered 2 replies, 7 total retweets, 337 profile visits and 4 new followers!

28 day summary with change over previous period








Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate	
	<p>APHEO @theAPHEO · Feb 20</p> <p>Photo session at 2018 APHEO Executive Committee transition meeting, welcome new members Jessica Deming, Lydia Cheng and Suzanne de Haney! pic.twitter.com/SDDYNIPn05</p> <p>View Tweet activity</p>			6,838	45	0.7%	Promote
	<p>APHEO @theAPHEO · Feb 6</p> <p>APHEO Members or anyone considering joining @theAPHEO. We've recently updated our constitution, please visit: apheo.ca/apheo-documents to see how you can become a full member! pic.twitter.com/3SfqPjI5xL</p> <p>View Tweet activity</p>			563	38	6.7%	Promote
	<p>APHEO @theAPHEO · Feb 6</p> <p>An excellent opportunity for students twitter.com/CPHA_ACSP/stat...</p> <p>View Tweet activity</p>			266	2	0.8%	Promote
	<p>APHEO @theAPHEO · Feb 6</p> <p>@theAPHEO has launched its new Strategic Plan. Visit apheo.ca/strategic-plans to see how we are advancing and promoting the practice of Public Health Epidemiology in Ontario!</p> <p>View Tweet activity</p>			230	5	2.2%	Promote
	<p>APHEO @theAPHEO · Feb 23</p> <p>Check this story out : utoronto.ca/news/mapping-h...</p> <p>View Tweet activity</p>			99	1	1.0%	Promote

March Highlights

The month of March had 10 tweets and 9 retweets. The retweets originated from public health, research and academic institutions and only was from outside of Ontario. The top tweet was based on CIHI's statistic that low income Canadians are at greater risk for hospitalizations. Topics discussed in March included nutrition, physical activity and hospitalization trends (influenza and alcohol-related conditions). The tweets from this month received one reply and three retweets. There were 389 profile visits and 6 new followers.

28 day summary with change over previous period



Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	APHEO @theAPHEO · Mar 2 Canadians with the lowest income are 2X more likely to be hospitalized for conditions caused by alcohol twitter.com/CIHI_ICIS/stat... View Tweet activity			398	4	1.0%
	APHEO @theAPHEO · Mar 14 Happy #PiDaY! twitter.com/The_YUNiversit... View Tweet activity			239	5	2.1%
	APHEO @theAPHEO · Mar 5 Nearly half of Canadians "always or often" consult nutritional information when purchasing a food product. Happy #NutritionMonth twitter.com/StatCan_eng/st... View Tweet activity			231	1	0.4%
	APHEO @theAPHEO · Mar 12 Hey APHEO! When was the last time you had your stretch break? Give these chair yoga stretches a try twitter.com/TheNWHU/status... View Tweet activity			197	1	0.5%
	APHEO @theAPHEO · Mar 13 One more week until #TOPHC2018! Will you be attending? View Tweet activity			153	3	2.0%

Definition of terms

Tweets: Postings made on the Twitter social media site. Can contain original content, replies, quotes or “re-tweets” (posting another user’s tweet.)

Tweet impressions: Number of times a user saw the tweet on Twitter.

Profile visits: Number of times users visited @theAPHEO profile page.

Mentions: When @theAPHEO username is included in a tweet.

Followers: Accounts that “follow” the @theAPHEO Twitter account and see/monitor tweets.

Engagements: Total number of times a user has interacted with a tweet. This includes: all clicks anywhere on the tweet [including #hashtags, links, avatar, username, and twitter expansion], retweets, replies, follows, and likes.

Engagement rate: number of engagements [clicks, retweets, replies, follows and likes] divided by the total number of impressions.