

Professional social media engagement: Conference tweets





Professor Mike Weed @ProfMikeWeed · Aug 23

New analysis of 7500 individuals shows ass'ns between active commuting & reduced BMI bmj.com/content/349/bm... @bmj_latest #ICBM2014 @ICBM2014

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Yvette Ciere @YvetteCiere · Aug 23

Master lecture Peter de Jonge: averaging people is meaningless. #ICBM2014

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ICBM2014 @ICBM2014 · Aug 23

After master lectures stay around for closing ceremony at 16:00 (Springer room) followed by closing reception (Springer foyer). #ICBM2014

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Gozde Ozakinci @Gozde786 · Aug 23

Peter de Jonge is giving a master lecture on deconstructing distress. This could be interesting! #ICBM2014

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ICBM2014 @ICBM2014 · Aug 23

Last but certainly not least, two exciting master lectures by Peter de Jonge and Laura Fratiglioni! #ICBM2014

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Martin Hagger @MartinHagger · Aug 23

@niinamk @shauntreweek @FSniehotta #ICBM2014 symp on methods is based on our article in Aus Psych onlinelibrary.wiley.com/doi/10.1111/ap... I can email a pdf!

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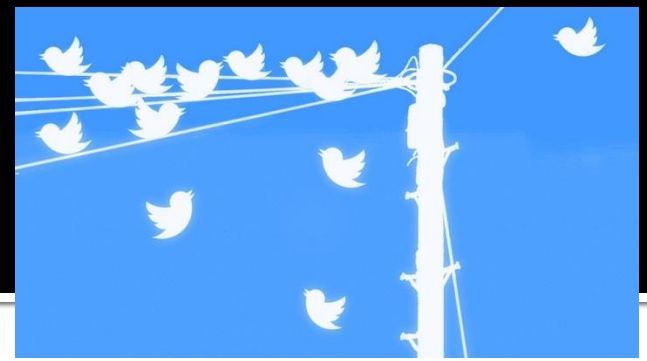
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SBM Hashtag study



- #sbm2013 and #sbm2014
- Examined tweets using these hashtags in 4 week period surrounding the conferences each year

Study questions



- How many tweets? How many tweeters?
- What is content of the tweets?
- How many retweets?
- How much reach of the content?

Who's tweeting? How much?

The 2013 and 2014 conferences were attended by 1,861 and 1,690 individuals

#sbm2013 had 773 tweets by 149 accounts

#sbm2014 had 1215 tweets by 248 accounts

What is content of tweets?

56% about science at or relevant to the conference

"Twitter is being used to do disease surveillance, says @drkrisschneider. So cool! #sbm2014"

14% the overall conference experience

"What a great conference this year! #sbm2014"

12% promoting a specific session at the conference

"Come to the cancer prevention seminar in the Oak Room at noon! #sbm2013"

11% professional networking

"Looking forward to hanging out with the Bennett lab after the reception. #sbm2013"

What kind of tweets?

54% were original tweets

36% were retweets

10% were interactions

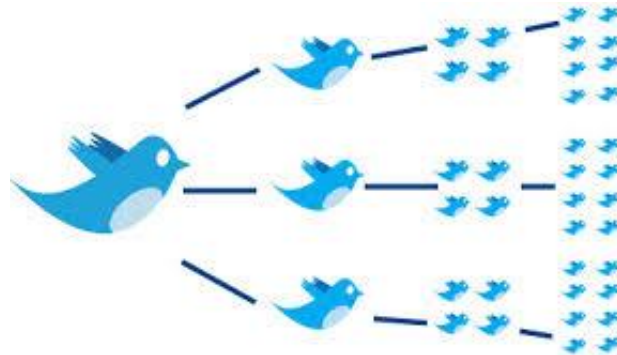


What was the reach of tweets?

Impressions - the delivery of a post or tweet to an account's Twitter stream

#SBM2013 reached 2,035,194 accounts

#SBM2014 reached 1,594,288 accounts



Imagine....

A total possible 8% and 15% of attendees tweeted each year respectively...

....and tweets appeared in **1.6-2 million** Twitter user streams.

Imagine if the majority of attendees tweeted?

We could expose our conference science to 10's of millions of users!!!

#EHP S2014