

## **Report of the 1<sup>st</sup> #CYPMeFirst Twitter Chat**

### **Chat date and time:**

Tuesday September 13<sup>th</sup> 2016

8-9pm

### **Focus of the twitter chat:**

- Spread awareness
- Giving information about Me first to a wider audience
- Trying to capture a wider audience
- Engaging our existing Communication Champions on twitter
- We need more variety of people talking about Me first!

### **Questions posed/ discussions had:**

1. Have you heard of us?
2. Have you used the Me first communication model? How did it go? Any steps of the model in particular resonate with you?
3. What are your experiences of communicating with CYP? How did you approach the situation?
4. Have you used a Me first 'top tip' in practice? How did it go?

### **Basic analytics over the 60 minutes of tweeting (from Symplur):**

987,568 impressions

569 tweets

89 participants











3 average tweets/hour

6 average tweets per participant

**The influencers that were involved in the twitter chat:**











The #cypmefirst Influencers

Top 10 by Mentions

-  @common\_room 204
-  @jo\_reid 140
-  @kathevens2 85
-  @spencer\_sian 69
-  @educatingrini 55
-  @jwrtalks 53
-  @sarahrlea 49
-  @yppsy 48
-  @nhsyouthforum 33
-  @amyfrounks 28













Top 10 by Tweets

-  @common\_room 87
-  @jo\_reid 84
-  @spencer\_sian 81
-  @educatingrini 28
-  @kathevens2 20
-  @sarahrlea 19
-  @nataliekoussa 17
-  @assoc\_cat 17
-  @jwrtalks 16
-  @amyfrounks 16



Top 10 by Impressions

-  @kathevens2 359,629
-  @common\_room 133,636
-  @spencer\_sian 128,910
-  @whoseshoes 95,737
-  @nvtweeting 39,109
-  @jo\_reid 30,821
-  @lorraine\_tinker 24,962
-  @jo\_france 18,441
-  @nataliekoussa 13,380
-  @johnwalsh88 11,347



**This is a wordle of the #hashtags used on the September 13<sup>th</sup> during our twitter chat:**



This is a wordle of the key words used on the September 13<sup>th</sup> during our twitter chat:

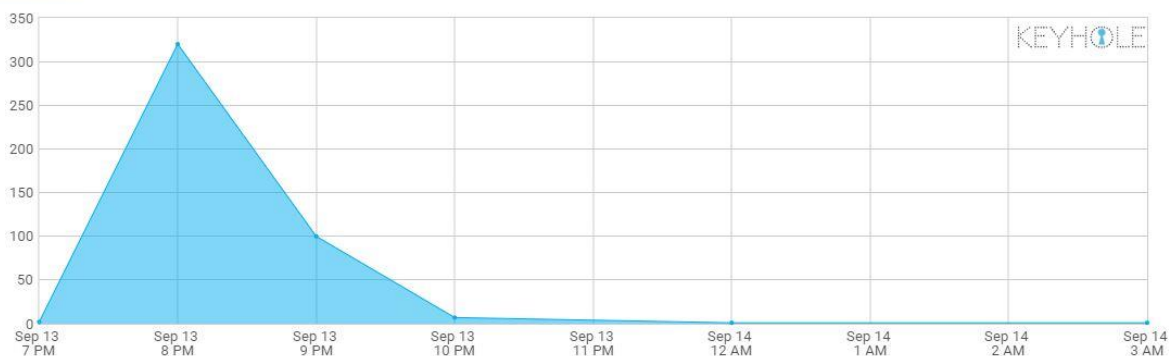


This is a graph demonstrating the spike in tweets and conversation during the chat period

On the evening of 13<sup>th</sup> September:



Timeline



## A view across the week of 13<sup>th</sup>-19<sup>th</sup> September:

Timeline

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