

20.10.2015/Leena Vuorenmaa (cancon@cancer.fi)

## Analysis of Cancon Twitter account and tweets July, August and September 2015



Figure 1. Cancon Twitter account.

Cancon has a Twitter account at [www.twitter.com/EU\\_CanCon](http://www.twitter.com/EU_CanCon); the account name was changed in the end of May 2015 from @2014CanCon. This way the name is not limited to year 2014 only, and it emphasizes the involvement of EU in the joint action.

The aim of Twitter is to spread the news about Cancon, acquire followers and engage people also outside the joint action. Cancon aims at tweeting actively and evenly throughout the month. Twitter is one of the main social media channels of Cancon with Facebook, LinkedIn and Instagram.

Cancon follows other cancer, health and EU related accounts. At the moment Cancon follows 236 tweeters. Besides own tweets, Cancon retweets other account's tweets, and also favors tweets. Occasionally retweets create the most of the Cancon Twitter flow.

### General information on Cancon Twitter followers

Cancon Twitter account EU\_CanCon has on 20 October 2015 291 followers. Most of the Cancon followers on Twitter are female (59 %) and rest are male (41 %). Most of them (see figure 2 below) live in Belgium (24 %), the second biggest group comes from the United Kingdom (14 %), next is Finland (8 %), then Austria (7 %) and Italy (6 %), followed by Germany, Ireland, France, Spain and United States with 4 % each.

## Country

Country name	% of audience
Belgium	24%
United Kingdom	14%
Finland	8%
Austria	7%
Italy	6%
Germany	4%
Ireland	4%
France	4%
Spain	4%
United States	4%

Figure 2. Cancon Twitter followers, country of residence.

When the interests of Cancon Twitter followers and all Twitter users are compared (see figure 3 below), Cancon Twitter followers are 72 % more interested in science news than all Twitter users; 86 % compared with only 14 % of all Twitter users. Cancon Twitter followers are 71 % more interested in biotech and biomedical issues than all Twitter users (72 % and 1 %). Cancon Twitter users are also 66 % more interested in health, mind and body; 56 % more interested in non-profit and 51 % more interested in business news and general info.

## Interests

Your followers All Twitter Users

Interest name	Comparison	Difference
Science news	86% 14%	72% more
Business and news	78% 39%	39% more
Business news and general info	77% 26%	51% more
Biotech and biomedical	72% 1%	71% more
Health, mind, and body	72% 6%	66% more
Politics and current events	70% 34%	36% more
Nonprofit	58% 2%	56% more
Tech news	58% 20%	38% more
Books news and general info	56% 12%	44% more
Government	47% 10%	37% more

Figure 3. The interests of Cancon Twitter followers and all Twitter users compared.

## July 2015

Cancon Twitter account had approximately 212 followers in the beginning of July. By the end of the month, there were approx. 208 followers; the decrease was 4 followers and approx. -2 %.

Your Tweets earned **1.1K impressions** over this **31 day** period

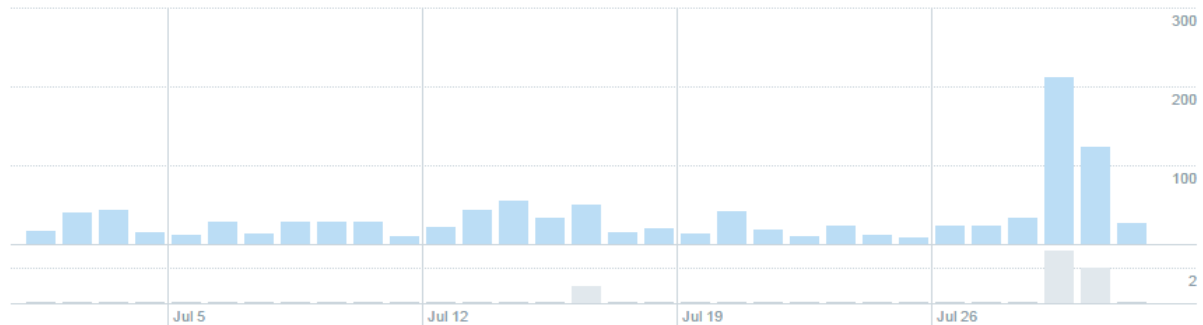


Figure 4. An overview of April 2015.

Cancon posted six tweets during July and the decreased activity can be seen in the overview (figure 4 above). The reason for this is the holiday season: the Dissemination team had holidays until mid July.

The tweet with the best impressions and the best engagement rate (see figure 7 below) earned altogether 545 impressions, 13 engagements and the engagement rate was 2.4 %. Impression means number of times users saw the tweet on Twitter.

Engagement means the total number times a user has interacted with a tweet, incl. clicks, retweets, replies, follows and favorites. Engagement rate measures the number of engagements divided by the number of impressions; the higher number means stronger engagement.



Figure 5. Tweet with best impressions and engagement rate in July 2015.

The engagement rate consists of 5 profile clicks (i.e. clicks on handle, name or photo), 4 link clicks, 2 retweets, 1 media engagements (clicks on image) and 1 favorites.



Figure 6. Total engagements of the tweet with the best engagement rate.

The summary of Cancon Twitter account in July 2015 shows that there were altogether 1.043 tweet impressions earned by 6 tweets which means in average 34 impressions per day, and 174 impressions per tweet, see figure 7 below.



Figure 7. The summary of July 2015.

There were altogether 295 profile visits, 7 mentions and 15 new followers in July 2015, although the total number of followers decreased. For some reason the top follower of month is not shown in the data.

The top mention was by the European Association of Cancer Leagues (@CancerLeagues) which earned 25 engagements. ECL has 1 127 followers. For some reason the Twitter Analytics does not show the top follower of this month.

Top mention shows the tweet with the most impressions earned from someone mentioning you in their tweet. Top follower means a new follower of this month who has a wide audience; i.e. many followers.

### August 2015

Cancon Twitter account had approximately 208 followers in the beginning of August. By the end of the month, there were approx. 226 followers; the growth was 18 followers and approx. 8 %.



Figure 8. An overview of August 2015 and the tweet with biggest impressions.

In August 2015, there were altogether 7 tweets posted by Cancon. Most of the tweets (5) were posted on the third week of August.

The tweet that earned most of the impressions was posted on 18 August and was about Cancon Call of Experts in inequalities. It earned 1 047 impressions, 16 engagements and the engagement rate was 1.5 %. Of these 16 engagements there were 5 retweets, 4 link clicks, 3 detail expands, 3 profile clicks and 1 hashtag clicks.

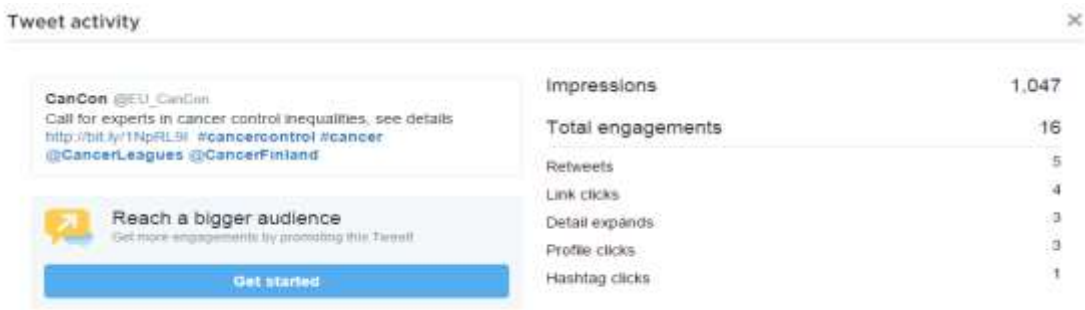


Figure 9. Total engagements of the tweet with the most engagements.

However, the tweet with the best engagement rate was different than the one with the highest amount of impressions. The tweet about Cancon Facebook community had the best engagement rate 3.1 %, while it received 65 impressions and 2 engagements which both were link clicks.

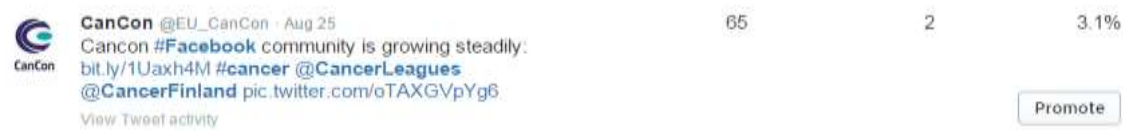


Figure 10. Tweet with best engagement rate in August 2015.

The summary of August 2015 shows that there were altogether 2 165 tweet impressions earned with 7 tweets which means in average 70 impressions per day, and 309 impressions per tweet, see figure 11 below.

There were altogether 413 profile visits, 4 mentions and 18 new followers in August 2015. The top follower of month was Ixekizumab Psoriasis (@Brodalumab), she has altogether 1 434 119 followers.

The top mention was Kathi Apostolidis' (@kgapo) tweet on 19 of August with 19 engagements. Translation of the tweet is: "thanks you noticed! would help make RT care as Greek in @EU\_CanCon Greek project scientists @evagelakis2". @kgapo has 2 300 followers.

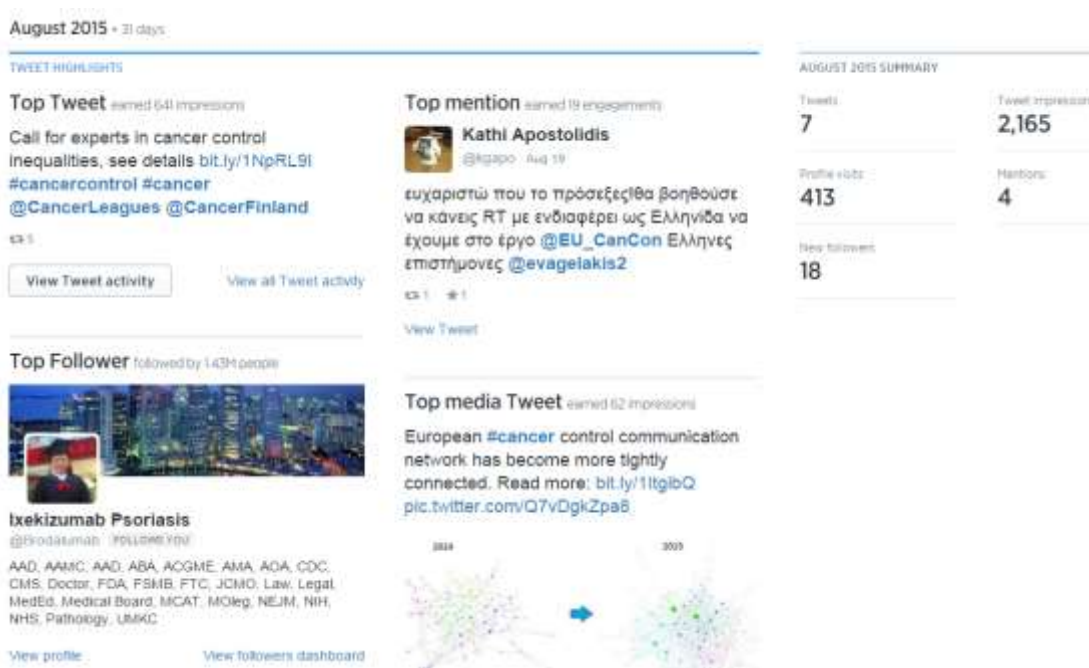


Figure 11. The summary of June 2015.

## September 2015

Cancon Twitter account had approximately 226 followers in the beginning of September. By the end of the month, there were approx. 264 followers; the growth was 38 followers and approx. 14 %.



Your Tweets earned **9.0K impressions** over this **30 day** period

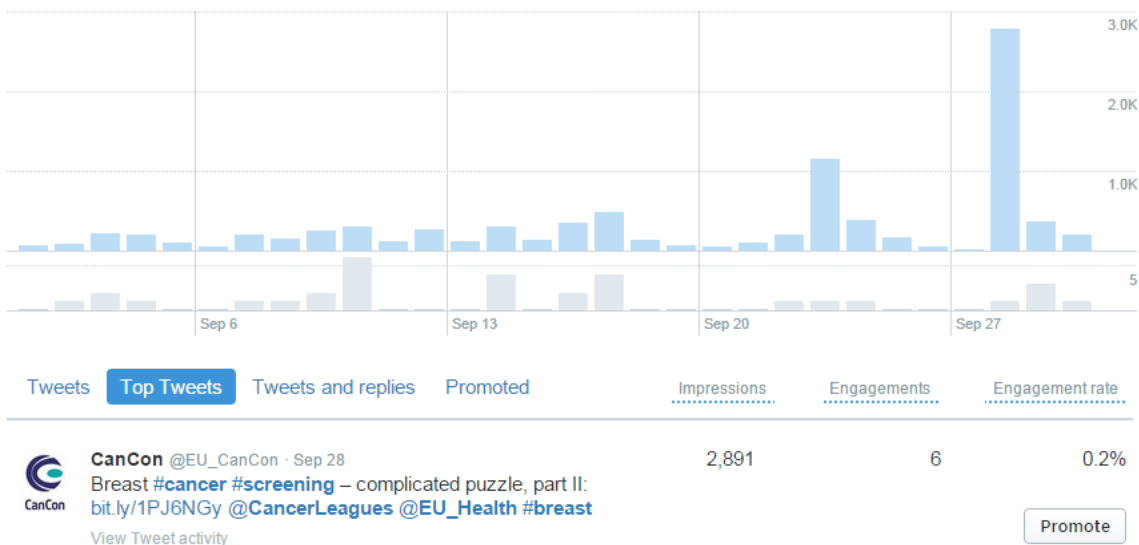


Figure 12. An overview of September 2015 and the tweet with biggest impressions.

In September 2015, there were altogether 32 tweets posted by Cancon. In general, the tweets were quite evenly spread during the four weeks of the month; four tweets on the first week, 10 tweets on second and third week, three tweets on fourth week and five on last four days of the month.

The tweet that earned most of the impressions was posted on 28 September and it was about breast cancer screening, a news item published on Cancon website. It earned 2 891 impressions, 6 engagements and the engagement rate was 0.2 %. Of these 6 engagements there were 2 retweets, 2 link clicks, and 2 detail expands.



Figure 13. Total engagements of the tweet with the most impressions.

However, the tweet with the best engagement rate was different than the one with the highest amount of impressions. The tweet about Canadian Cancer Society’s It’s my life animation had the best engagement rate 5.5 %, while it received 145 impressions and 8 engagements. These were 4 detail expands 4, 2 profile clicks, 1 retweets and 1 link click.



Figure 14. Tweet with best engagement rate in September 2015.

The summary of September 2015 shows that there were altogether 8 839 tweet impressions earned with 32 tweets which means in average 295 impressions per day, and 276 impressions per tweet, see figure 15 below.

There were altogether 622 profile visits, 20 mentions and 38 new followers in September 2015. The top follower of month was Rich Simmonds (@RichSimmondsZA), he has altogether 420 163 followers. The top mention was by the European Association of Cancer Leagues (@CancerLeagues) tweet on 26 of September with 17 engagements.

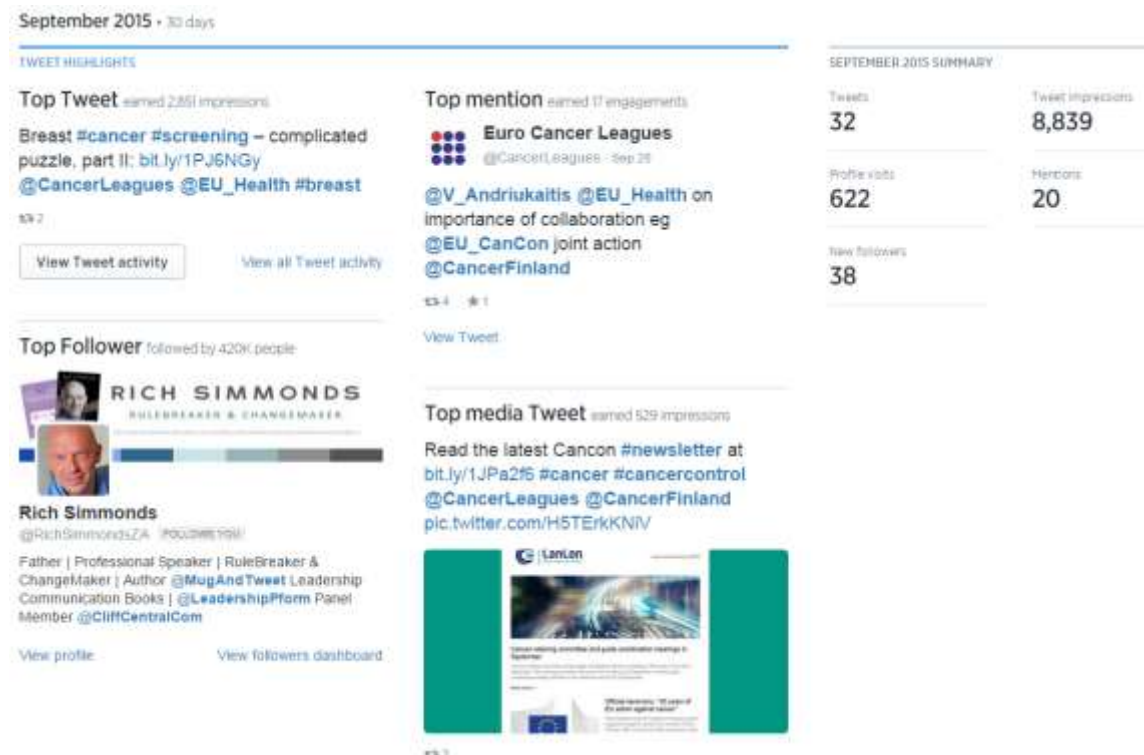


Figure 15. The summary of September 2015.

### Comparison of July, August and September

The amount of Cancon Twitter followers grew from July to September by approx. 20 % (52 followers; from 212 to 264 followers).

When these three months are compared, (see the table below) it must be noted that July and August were holiday months when the Twitter activity of Cancon was lower and presumably also the total amount of twitter users is lower than in September.

Besides the growth in the amount of followers and tweet impressions, also the average engagement rate grew from 0.9 % in July to 1.3 % in September. In addition the amount of favorites per tweet grew from 33 % in July to 37 % in September.

When the engagement rate is examined more, it can be seen that the amounts of link clicks per tweet (86 %) and the amount of profile visits per tweet (59 visits) were highest in August: fewer tweets earned more profile visits.



In addition the amount of retweets per tweet (also 86 %) was highest in August. However, over half of the tweets were retweeted (56 %) also in September.

Mentions in total and mentions per tweet (116 %) were highest in July. Also replies and replies per tweet were highest in July when half of the tweets were replied to.

When the three months are compared, Cancon's tweets have quite high rates of mentions per tweets (78,5 %) and link clicks per tweet (78 %). It seems that the followers see Cancon's tweets interesting; they are worthwhile to mention and retweet, and followers click links to read more.

	July	August	September	Average from 3 months
<b>Amount of tweets</b>	6	7	32	15
<b>Tweet impressions</b>	1 043	2 165	8 839	4016
<b>Impressions per tweet</b>	174	309	276	253
<b>Profile visits; per tweet</b>	295 49	413 59	622 19	443 42
<b>Amount of followers in the beginning of the month</b>	212	208	226	
<b>Amount of followers in the end of the month</b>	208	226	264	
<b>New followers; growth in %</b>	15 new but 4 less; - 2 %	18 8 %	38 14 %	17 7 % Total growth in 3 months: 20 % (52 followers)
<b>*)Top follower, the amount of followers</b>	Data missing	@Brodalumab 1 434 119	@RichSimmondsZA 420 163	927 141
<b>Mentions; mentions per tweets</b>	7 116 %	4 57 %	20 62,5 %	10 78,5 %
<b>***)Top mention, engagements of the top mention; amount of followers</b>	@CancerLeagues 25 1 127	@kgapo 19 2 300	@CancerLeagues 17 1 127	20 1 518
<b>The highest amount of impressions</b>	545	1 047	2 891	1494
<b>Top 3 engagement rates</b>	2.4 %, 2.2 %, 1.4 %	3.1 %, 2.3 %, 1.5 %	5.5 %, 3.7 %, 3.0 %	
<b>Average engagement rate</b>	0.9 %	0.5 %	1.3 %	0.9 %
<b>Link clicks; link clicks per tweet</b>	4 67 %	6 86 %	26 81 %	12 78 %

<b>Retweets; retweets per tweet</b>	2 33 %	6 86 %	18 56 %	9 58 %
<b>Favorites; favorites per tweets</b>	2 33 %	1 14 %	12 37 %	5 28 %
<b>Replies; replies per tweets</b>	3 50 %	1 14 %	6 19 %	3 28 %

Table 1. Comparison of July, August and September 2015.

\*)Top follower means a new follower of the month who has a wide audience; i.e. many followers.

\*\*)Top mention shows the tweet with the most impressions earned from someone mentioning you in their tweet.