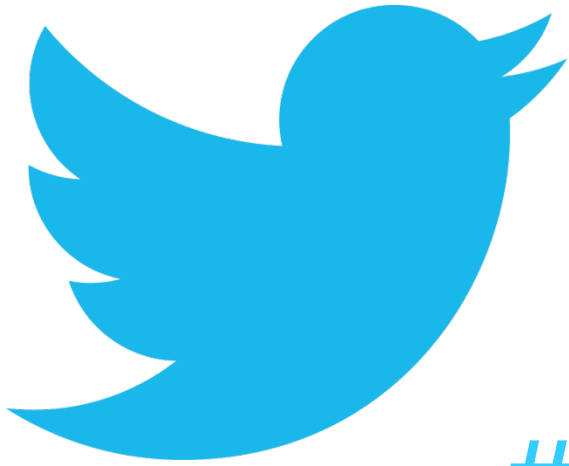




#Transfusion

@London_RTC

The London RTC and the use of Twitter

Jen Heyes

Patient Blood Management Practitioner



Twitter info

- 140 characters
- No restriction on who follows/joins
- Can view tweets without joining

Why Twitter?

- 225 million monthly active users
- 500 million tweets sent a day
- 14 London NHS Trusts have account

@London_RTC



#WBDD Proposal

- Contacted comms teams at London Trusts
- 5 Trust interested
- 13 tweets prepared
- Hourly tweets

#WBDD

●●○○ O2-UK 22:04 11%

< Tweets 🔍 ✍️

 **St George's NHS** @StGeorgesTr... 12h
Worldwide, the most common cause of maternal death is severe bleeding during delivery or after childbirth. Give blood. Save lives. #WBDD
👤 ↻ 4 ★

 **St George's NHS** @StGeorgesTr... 13h
Today is World Heath Organisation (WHO) Blood Donor Day 'Safe Blood for Saving Mothers' More info here: goo.gl/vrlU4v @WHO #WBDD
👤 ↻ 2 ★

 **St George's NHS** @StGeorgesT... 1d
@GiveBloodNHS No problem at all. Blood donation is a vital. Making tomorrow an important day.
👤 ↻ ★

🏠 Notifications Messages Me

●●○○ O2-UK 22:05 11%

< Profile 🔍 ✍️

 **Royal Free** @RoyalFreeNHS FOLLOWING YOU

2,823 TWEETS 240 FOLLOWING 5,836 FOLLOWERS

⚙️ ↻ Following

 **Royal Free** @RoyalFreeNHS 7h
Any haematology staff interested in patient blood management,?? National education event on 19 Nov. Find out more info at...
👤 ↻ 2 ★

🏠 Notifications Messages Me

Analytics

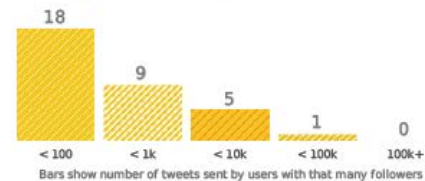
TweetReach Report for @London_RTC

estimated reach

49,318
accounts reached

exposure

74,162 impressions

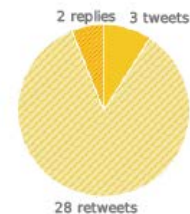
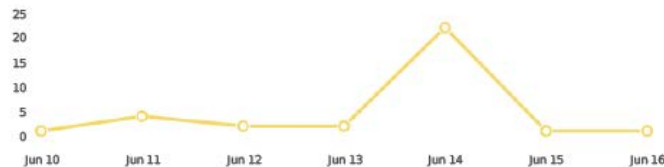


activity

33 tweets

22 contributors

7 days



top contributors

highest exposure
38.8K impressions



@GiveBloodNHS

most retweeted
14 retweets



@StGeorgesTrust

most mentioned
33 mentions



@london_rtc

most retweeted tweets

11



StGeorgesTrust: Figures from @london_rtc show that 31000 units of blood are provided to London Hospitals every month! Give blood. Save lives. #WBDD 2 days ago

3



Polzeath: @epsom_stheller @london_rtc national blood week & celebrating world blood donor day at Epsom & St Heller #WBDD <http://t.co/DMv1dJS0ml> 5 days ago

1



london_rtc: Have you or a relative had a blood transfusion? All the information you need to know at goo.gl/A6b9e #WBDD 2 days ago

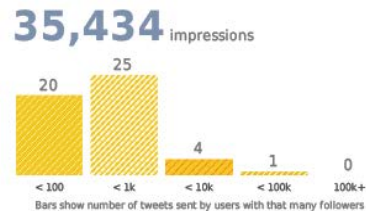
Analytics

TweetReach Report for @royalfreenhs

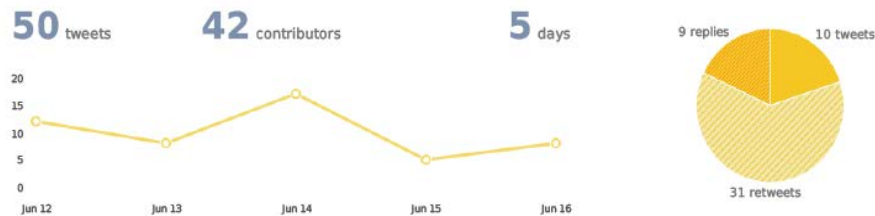
estimated reach

29,116
accounts reached

exposure



activity



top contributors

highest exposure
17.8K impressions
 @HealthFdn

most retweeted
12 retweets
 @HealthFdn

most mentioned
12 mentions
 @HealthFdn

most retweeted tweets

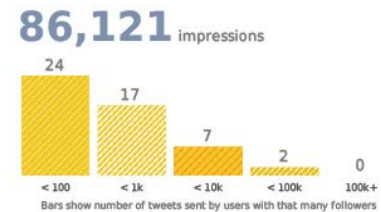
- 12** **HealthFdn:** Improving hospital discharge for dementia patients - see how our 'Shine' project at @RoyalFreeNHS used carer stories bit.ly/1mHfXmQ 3 days ago
- 3** **RoyalFreeNHS:** 'Today is World Blood Donor Day 'Safe blood for saving mothers'. Give blood for those who give life goo.gl/vrtU4v @WHO #WBDD 2 days ago
- 3** **zwanny63:** I ain't got time to be ill. 5-12Jul @Cundle Fringe Festival, 13Jul running @TheBritish10k, & 14Jul @netpatientfound conf at @RoyalFreeNHS 1 day ago

TweetReach Report for @stgeorgestrust

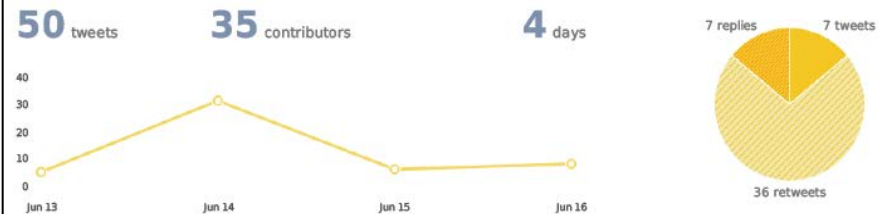
estimated reach

68,158
accounts reached

exposure



activity



top contributors

highest exposure
38.8K impressions
 @GiveBloodNHS

most retweeted
31 retweets
 @StGeorgesTrust

most mentioned
50 mentions
 @StGeorgesTrust

most retweeted tweets

- 11** **StGeorgesTrust:** Figures from @london_rtc show that 31000 units of blood are provided to London Hospitals every month! Give blood. Save lives. #WBDD 2 days ago
- 3** **RD_Catherine:** #nhsSuperSunday Our fantastic @StGeorgesTrust helped us promo RDs and our nutrition messages on fb.me/1qPoMyV @RoyLilley @NHScommsorg 1 day ago
- 3** **StGeorgesTrust:** Only 4% of adults currently give blood - are you a donor? For information on blood groups & donation look here: blood.co.uk #WBDD 2 days ago

#Promotion



@HTC

@RTC

@BBTS

@Regional meetings

@PBM_NHS



#Future

- Live tweets from events
- Open floor sessions
- Themed campaigns
- Facebook?

