BASHH on Twitter: social media for sexual health

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Twitter is a free, online social networking service through which users can read and send instant messages called **Tweets** with a maximum limit of 140 characters

Twitter connects with a **mixed, international audience**

Twitter can keep us informed of key **published research**, relevant **headline news**, **public health issues and guideline updates**

Recent Twitter themes discussed include **PrEP** and **gonorrhoea resistance**

Twitter is also used for sharing practical information such as conference deadlines

In December 2015, BASHH escalated its Twitter strategy for increased presence on social media

@BASHH_UK

BASHH has **3814 Twitter followers**:
63% female 81% in UK 5% in United States
1% in Spain 1% in Northern Ireland

Twitter Analytics data below shows the current impact of BASHH on Twitter and includes:

Tweet Impressions = no. of times each Tweet is seen

Profile Visits = visits to BASHH's Twitter profile

Mentions by other Twitter users

Number of new Twitter followers

Twitter Analytics data for each month from October 2015:

	Tweets	Tweet Impressions	Profile Visits	Mentions	New followers
October 2015	10	6559	810	139	92
November 2015	18	19200	1122	105	120
December 2015	31	36600	1548	83	67
January 2016	49	45500	2398	222	120
February 2016	33	28100	2394	125	108
March 2016	28	31300	2012	129	94
April 2016	14	30000	1555	161	112
May 2016	11	33800	1333	113	106
June 2016	20	26200	1487	89	103

How do I use Twitter?

- Go to Twitter.com or download the free app to your mobile device
- Create an account and 'handle' (@xxxxxx)
- Choose who to follow
- Start Tweeting

Summary

BASHH's Twitter activity is reaching a large audience and increasing. All individuals working in sexual health and HIV should consider using Twitter to support wider engagement with their professional network. **Search #BASHH2016 during the conference for updates.**