

Online supplement

ISPAH2018 influencers

n=2,738 accounts

Boxes list top 5 tweeters (or more if tie)

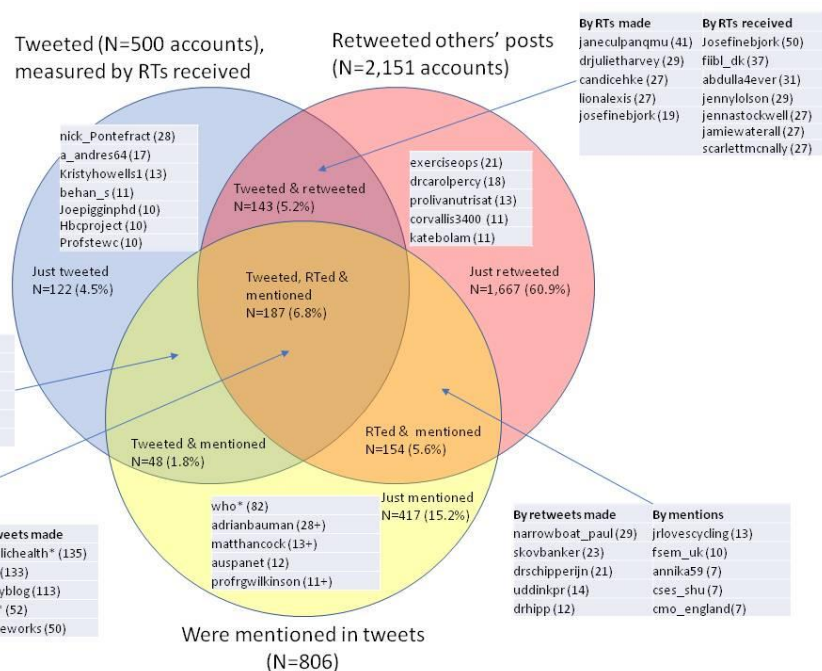
* = top 10 by NodeXL estimate of "betweenness centrality" (‡)

(‡) NB the only "top 10" account not in one of the top 5 lists here was @bjsm_bmj which was retweeted 8 times, was mentioned 10 times and made 6 retweets.

(+) Search can be extended to look for name rather than just Twitter handle, both in Excel and in Twitter searches – see text.

| By RTs received | By mentions |
|----------------------|---------------------|
| sport_england* (126) | sport_england* (99) |
| jpahjournal (35) | drmelodyding (14) |
| randa (24) | jpahjournal (11) |
| ruth_hunterqub (22) | Randa (9) |
| hquirky (17) | loumansfield101 (8) |

| By retweets received | By mentions | By retweets made |
|------------------------|----------------------|-----------------------|
| phe_uk (587) | ispah* (436) | wepublichealth* (135) |
| docandrewmurray* (446) | fiona_bull* (92) | ispah* (133) |
| ispah* (183) | phe_uk* (91) | croakeyblog (113) |
| brettsmithprof* (158) | hepaeurope (53) | drjv75* (52) |
| wepublichealth* (151) | Fosteratbristol (41) | Exerciseworks (50) |



The searches for plenary presenters mentioned in tweets can be extended to look for their names rather than just Twitter handle. Using the ISPAH2018 NodeXL extract to look for name and Twitter handle there were a total of 41 mentions of Adrian Bauman, 17 for Matt Hancock, and 46 for Richard Wilkinson. Links to view these tweets on Twitter are included below:

Adrian Bauman:

[https://twitter.com/search?f=tweets&vertical=default&q=%23ispah2018%20\(adrianbauman%20OR%20bauman\)&src=typd](https://twitter.com/search?f=tweets&vertical=default&q=%23ispah2018%20(adrianbauman%20OR%20bauman)&src=typd)

Matt Hancock:

[https://twitter.com/search?f=tweets&vertical=default&q=%23ispah2018%20\(matthancock%20OR%20hancock\)&src=typd](https://twitter.com/search?f=tweets&vertical=default&q=%23ispah2018%20(matthancock%20OR%20hancock)&src=typd)

Richard Wilkinson:

<https://twitter.com/search?f=tweets&vertical=default&q=%23ispah2018%20%28profrgwilkinson%20OR%20wilkinson%29&src=typd>

Typically these tweets received a small number of retweets, so the majority were not included in the "top tweet" summary. Nonetheless, many of the tweets capture valuable insights from the conference, from a statement made to a picture of a conference slide. Some of the posts appear to have been intended as tweets, but by starting with a Twitter handle (e.g. "@profrgwilkinson") they will have been treated as a "reply", and will only have been seen by the named tweeter, mutual followers, and people searching for the conference hashtag. Adding another symbol (e.g. a full stop) before the Twitter handle avoids this problem (i.e. ".@profrgwilkinson"; this workaround is only required when a tweet intended for general consumption starts with a Twitter handle.