Mission-based Academic Tweeting: Analysis of Content Engagement over One Year

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BACKGROUND

- The Baylor College of Medicine Infectious Diseases Fellowship program (BCM ID) launched a new academic Twitter account during the COVID-19 pandemic with the mission to promote the achievements of fellows and faculty and disseminate original educational material during a virtual fellowship recruitment season
- Content was developed by ID fellows and faculty on voluntary basis
- Goal was to increase overall social media reach and engagement with the program
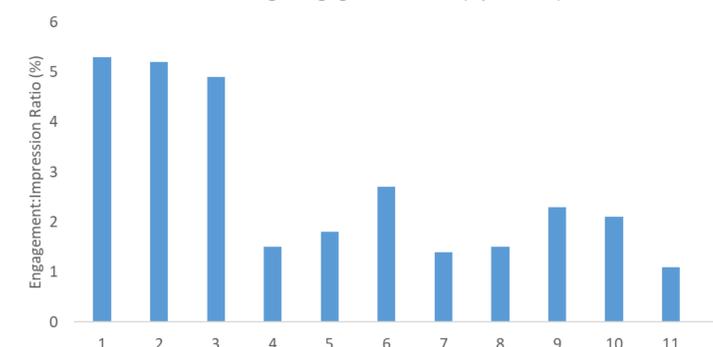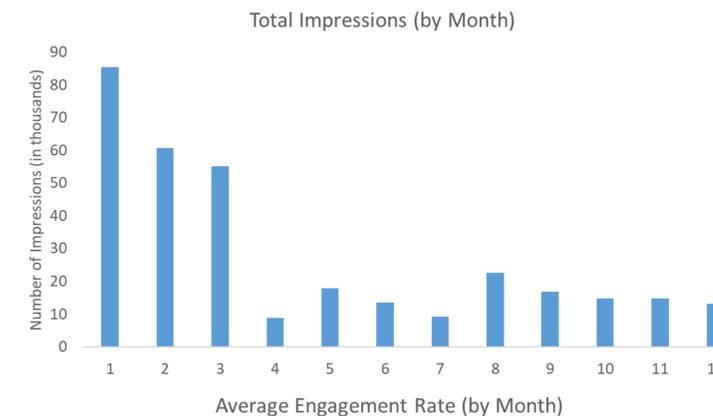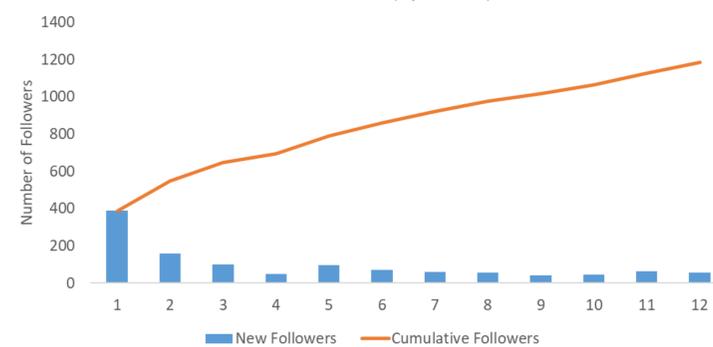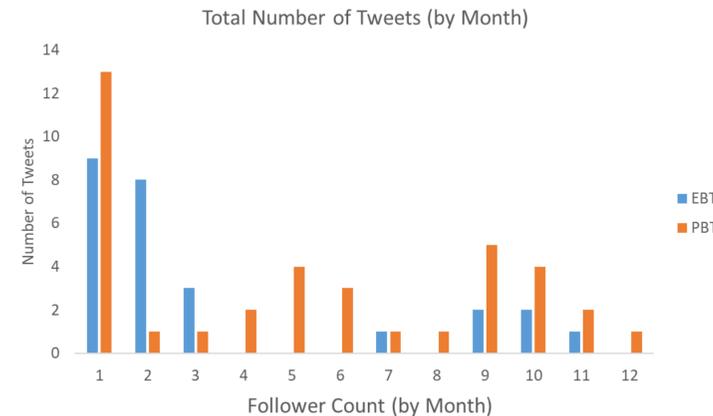
METHODS

- Retrospective review of tweets published on the BCM ID Fellowship account during the first year of operations (8/1/20-7/31/21)
- Tweets were categorized by mission:
  - EBT → Education-based tweet
  - PBT → Promotion-based tweet
- Data were collected using Twitter analytics in October 2021:
  - Impressions → # of times the tweet was shown to a user
  - Engagement → # of times a user interacted with the tweet
  - Reach → # of account followers
  - Engagement-to-impression ratios (E:I) were calculated

RESULTS

	# of Tweets (%)	Engagement	Impressions	E:I (avg)*
Education-based tweets (EBT)	26 (41%)	458/tweet	3,662/tweet	9.6%
Promotion-based tweets (PBT)	38 (59%)	130/tweet	2,449/tweet	5.3%
Total	64	16,803	188,282	7.0%

Average Twitter engagement rate per tweet is 0.037% across all industries and 0.7% for higher education accounts

Total Number of Tweets (by Month)

Total Impressions (by Month)

Follower Count (by Month)

Average Engagement Rate (by Month)

CONCLUSION

- Programs planning to launch a new academic Twitter account should consider focusing initial content on education to maximize overall engagement and reach
- Despite a decrease in total tweets per month over this time period, follower count continued to increase, and monthly engagement rate remained ≥1%

RESULTS

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Engagement: 900
Impressions: 3866
E:I ratio: 23%

1/Welcome to another #IDBoardReview #tweetorial! Contributors: @MannyGuajardoMD @TeenaXuMD

40Y w fever, cough, myalgias x4d. B/l conjunctival injection👁, MEG TTP on exam. Moved from Latin America➡Texas 20yr ago. Works as landscaper🌳. (-) animal/arthropod exposures.

Thoughts?

Adenovirus	39.5%
Legionella pneumophila	10.9%
Rickettsia typhi	**44.2%**
SARS-CoV-2	5.4%

129 votes · Final results

8:45 AM · Aug 31, 2020 · Twitter Web App

BCM ID Fellowship
@BCMIDFellowship

Engagement: 224
Impressions: 1564
E:I ratio: 14%

Introducing Amna Ahmed @amna_ahmed_md, one our wonderful first year fellows (group photos = pre-COVID)

FRIDAY #FellowFriday

AMNA AHMED
Undergrad: University of Houston
Med School: Texas Tech University Health Sciences Center
Residency: Houston Methodist Hospital
Interests: HIV, health care for incarcerated population
@amna_ahmed_md

6:26 PM · Jan 2, 2021 · Twitter Web App