

# Wolfson Institute of Population Health

Twitter Guidelines for WIPH Centres

# Formatting Tweets

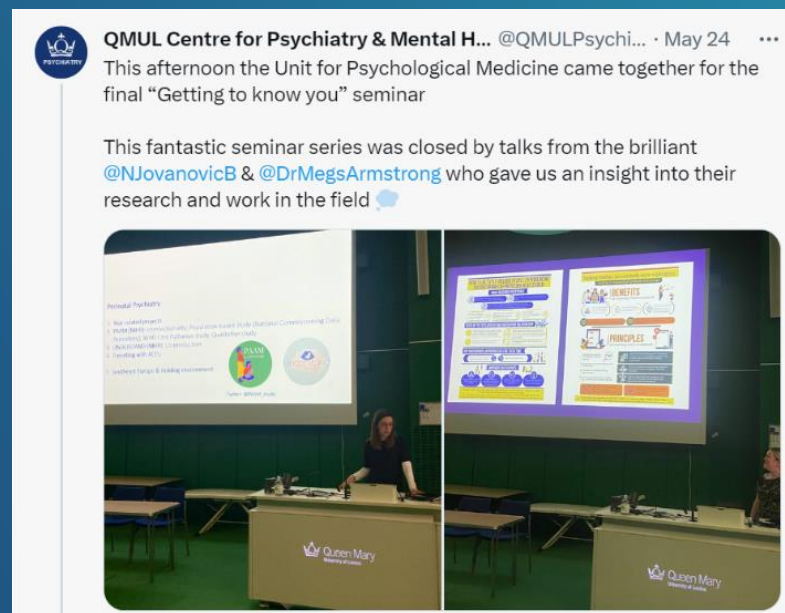
- There is a 280 character limit for Tweets
- Images should be in landscape format (minimum image size is 600 x 335 pixels)
- Tagging accounts: This can either be done in the Tweet itself (e.g. @QMUL\_WIPH) or when uploading an image (this allows you to tag more account, without affecting the character limit)
  
- Which accounts to tag:
- **Please tag @QMUL\_WIPH when tweeting from your Centre Twitter accounts**
- Relevant units within your Centre
- Other WIPH Centres
- If relevant: @QMULBartsTheLon, @EngageQM, @QMUL
- Relevant academics/researchers (if they have Twitter accounts)
  
- Retweeting:
- **Please retweet any relevant content from the main WIPH Twitter account, units, academics/researchers, postdocs, PhD students**
- By retweeting – posts can reach a larger audience

# Creating Engaging Content

- Strong images, graphics, videos make Tweets stand out
- Include URLs
- Longer messages can be shared as a 'thread'
- Use Twitter polls
- Use Emojis
- Use relevant Hashtags (to increase engagement)
- Encourage relevant WIPH Centres/Units/Academics to Retweet your posts
- Who to follow: all WIPH Centres, units, academics/researchers, academic journals, other similar centres/research institutes
- When to Tweet: events (in the lead up or after an event), publications (ask academics/researchers to share recent publications with you)

# What type of Content to Tweet or Retweet from your Centre Twitter Accounts

Events (seminars, presentations, conferences, etc.): These Tweets can either be sent out before the event or after the event





# What type of Content to Tweet/Retweet from your Centre Twitter Accounts

- Accomplishments within your Centres (units or individuals) – e.g. Research and Innovation Awards




# What type of Content to Tweet/Retweet from your Centre Twitter Accounts


- Publications (books, research articles/papers)


**Centre for Public Health & Policy (CPHP) @CphpQmul** · Jun 8

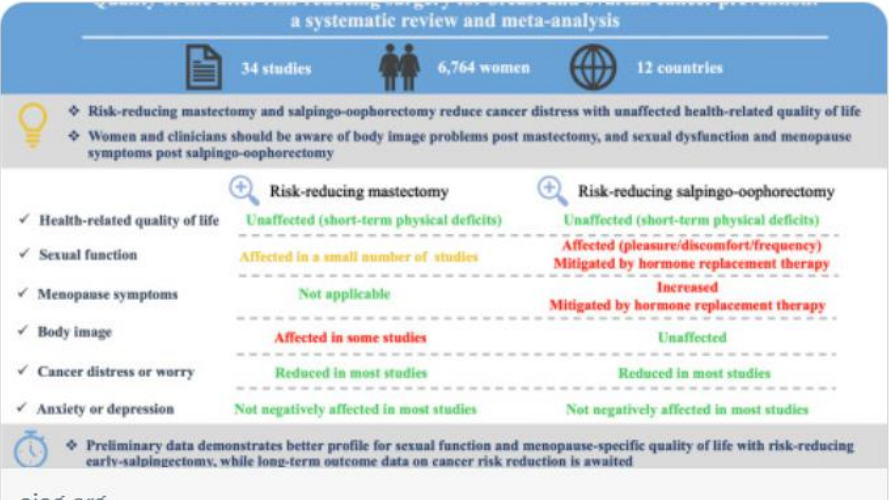
NEW #BOOK 📖 Our Stories Told By Us brings together the lived experiences of Black African women living with HIV & celebrates the African contribution to the UK HIV response!  
 An amazing & inspiring achievement 🎉 Congrats @profchloeorkin @sara\_paparini @Bex\_Mbewe @ShareEastLondon



 QMUL Centre for Prevention, Detection & Diagnosis Retweeted


**Prof Ranjit Manchanda**  
 @ProfManchanda

[ajog.org/article/S0002-...](https://ajog.org/article/S0002-...) Delighted to see our paper on meta analysis of Quality of Life outcomes after risk reducing surgery for breast and ovarian cancer out in AJOG. Congratulations to Xia Wei, @SGOxley @mchsideris @QMBCI @QMUL\_WIPH @QMUL\_WIPH\_CPDD



a systematic review and meta-analysis  
 34 studies | 6,764 women | 12 countries

- ❖ Risk-reducing mastectomy and salpingo-oophorectomy reduce cancer distress with unaffected health-related quality of life
- ❖ Women and clinicians should be aware of body image problems post mastectomy, and sexual dysfunction and menopause symptoms post salpingo-oophorectomy

|                                  | Risk-reducing mastectomy                  | Risk-reducing salpingo-oophorectomy  |
|----------------------------------|---|--|
| ✓ Health-related quality of life | Unaffected (short-term physical deficits) | Unaffected (short-term physical deficits)  |
| ✓ Sexual function                | Affected in a small number of studies     | Affected (pleasure/discomfort/frequency)<br>Mitigated by hormone replacement therapy |
| ✓ Menopause symptoms             | Not applicable                            | Increased<br>Mitigated by hormone replacement therapy                                |
| ✓ Body image                     | Affected in some studies                  | Unaffected   |
| ✓ Cancer distress or worry       | Reduced in most studies                   | Reduced in most studies  |
| ✓ Anxiety or depression          | Not negatively affected in most studies   | Not negatively affected in most studies  |

⚙️ Preliminary data demonstrates better profile for sexual function and menopause-specific quality of life with risk-reducing early-salpingectomy, while long-term outcome data on cancer risk reduction is awaited

# What type of Content to Tweet/Retweet from your Centre Twitter Accounts

- Job adverts/vacancies within your Centres



QMUL Centre for Evaluation and Methods  
@QMUL\_WIPH\_CEM



Vacancy ! Two new Exciting opportunities live now on the QMUL Job Page to work within the Centre for Evaluation and Methods, Click the links below to apply ! !

PCTU Senior Trial Manager  
[qmul.ac.uk/jobs/vacancies...](https://qmul.ac.uk/jobs/vacancies...)  
Data Manager  
[qmul.ac.uk/jobs/vacancies...](https://qmul.ac.uk/jobs/vacancies...)

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