Wolfson Institute of Population Health

Twitter Guidelines for WIPH Centres

Formatting Tweets
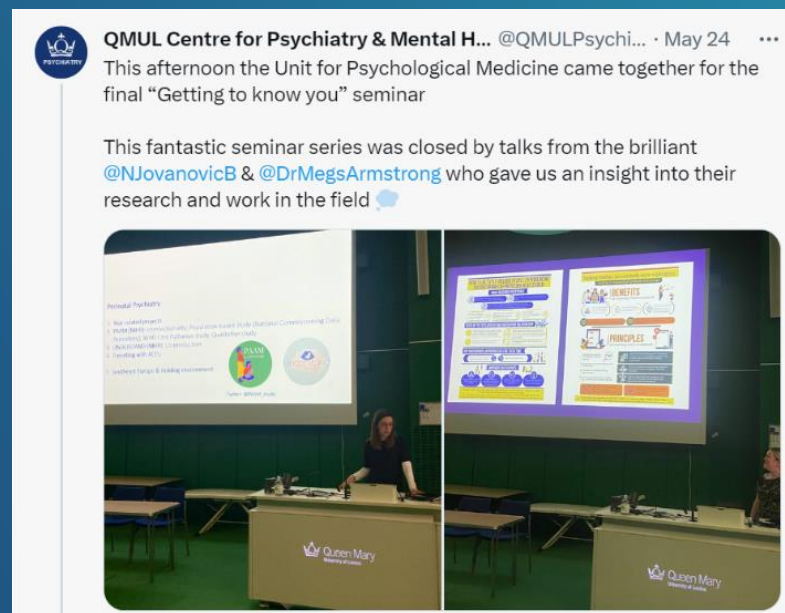
Queen Mary
University of London

- 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

Centre for Public Health & Policy (CPHP) @CphpQmul · Jun 5
EVENT REMINDER 📍 Join our Centre Director Prof Oyinlola Oyebode & others at this
@phase_network
webinar at 1PM TOMORROW (6 June) on the use of #simulation models in risk factors for cardiovascular disease 🫀
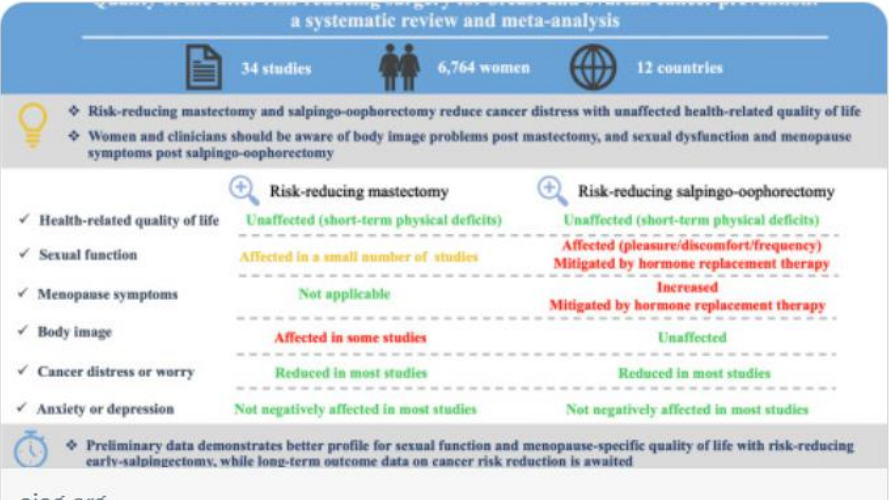
PHASE
Population Health
Agent-based Simulation
nEtwork

UKPRP
Prevention Research Partnership

eventbrite.co.uk

QMUL Centre for Psychiatry & Mental H... @QMULPsychi... · May 24
This afternoon the Unit for Psychological Medicine came together for the final "Getting to know you" seminar

This fantastic seminar series was closed by talks from the brilliant @NJovanovicB & @DrMegsArmstrong who gave us an insight into their research and work in the field 💬

QMUL Centre for Prevention, Detection ... @QMUL_WIPH... · Jun 12
What a brilliant weekend at the @QMUL festival of communities! ☀️🏖️
Thank you to everyone who came along and talked to our behavioural scientists about health screening. We hope you had as much fun with the ducks as we did 👇
See you all next year! ☝️ #FestivalOfCommunities

Queen Mary Centre for Public Engagement and 8 others

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)

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

- Job adverts/vacancies within your Centres