Croakey Explainer Series:
What is @WePublicHealth

@WePublicHealth
is a rotated, curated
Twitter account. It has a different
guest tweeter each week

Apply to guest tweet!

Citizen journalism meets public health
– use the account to investigate issues
that matter for health

Modelled on the successful account
@IndigenousX

So far in 2018
@WePublicHealth
has covered prisoner health,
the social and emotional
wellbeing of Aboriginal and Torres
Strait Islander people, and
an international gambling conference.

Creating a record
– each week, a sample of
the tweets is archived

Focus
can be local
or global

In 2017
there were 80 guest tweeters,
who sent a total of 3,689 tweets.
They created almost 3.0 million Twitter impressions
and the account had 55,385 profile visits
and 3,098 mentions.

Building a platform
to amplify voices
and issues

11,800+
followers