

# Croakey Explainer Series: What is @WePublicHealth



## Creating a record

– each week, a sample of the tweets is archived



## Citizen journalism meets public health

– use the account to investigate issues that matter for health



## Modelled

on the successful account @IndigenousX



**11,800 +**

followers

## @WePublicHealth

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

Apply to guest tweet!



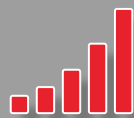
## So far in 2018

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



## 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