

How to promote research on Twitter

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"home made yoghurt" by jules:stonesoup on Flickr



Research

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Yoghurt cuts risk of type 2 diabetes



Eating more yoghurt can reduce the risk of new-onset type 2 diabetes, researchers at Cambridge have found.

Published in the journal [Diabetologia](#), the study showed that eating yoghurt in place of a portion of other snacks such as crisps also reduced the risk of developing type 2 diabetes.

The study found that higher consumption of yoghurt, compared with no consumption, can reduce the risk of new-onset type 2 diabetes by 28%, and that higher consumption of low-fat fermented dairy

“It is very reassuring to have messages about other foods like yoghurt and low-fat fermented dairy products, that could be good for our health”

— Nita Forouhi

Published

06 Feb 2014

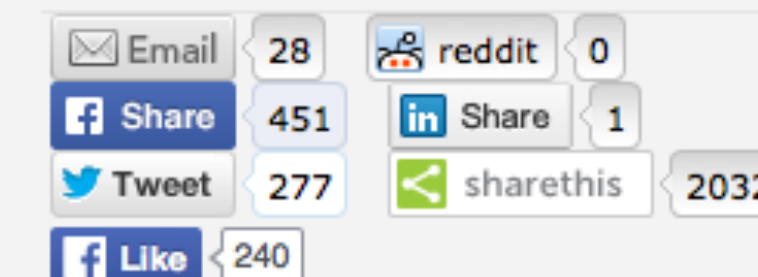
Image

Home made yoghurt

Credit: [jules:stonesoup](#)



Share



Related articles

[Early detection and treatment of type 2 diabetes may reduce heart disease and mortality](#)

EAT MORE YOGHURT



Cambridge University

@Cambridge_Uni

EAT MORE YOGHURT



Yoghurt cuts risk of type 2 diabetes

Published in the journal Diabetologia, the study showed that eating yoghurt in place of a portion of other snacks such as crisps also reduced the risk of developing ty...


cam.ac.uk

Tweet Activity

Tweet Activity

Cambridge University @Cambridge_Uni

EAT MORE YOGHURT <http://ow.ly/tliED>

 Reach a bigger audience
Get more engagements by promoting this Tweet!

Get started

Impressions	10,232
Total engagements	345
Link clicks	211
Detail expands	72
Retweets	28
Profile clicks	16
Likes	14
Replies	3
Follows	1

**JAN
2016**

GLOBAL DIGITAL SNAPSHOT

A SNAPSHOT OF THE WORLD'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



**7.395
BILLION**

URBANISATION: 54%

FIGURE REPRESENTS TOTAL GLOBAL
POPULATION, INCLUDING CHILDREN

INTERNET
USERS



**3.419
BILLION**

PENETRATION: 46%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



**2.307
BILLION**

PENETRATION: 31%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

UNIQUE
MOBILE USERS



**3.790
BILLION**

PENETRATION: 51%

FIGURE REPRESENTS
UNIQUE MOBILE PHONE USERS

ACTIVE MOBILE
SOCIAL USERS



**1.968
BILLION**

PENETRATION: 27%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

**JAN
2016**

SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USER NUMBERS REPORTED BY EACH COUNTRY'S MOST ACTIVE PLATFORM

TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



2.31B

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



31%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



1.97B

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



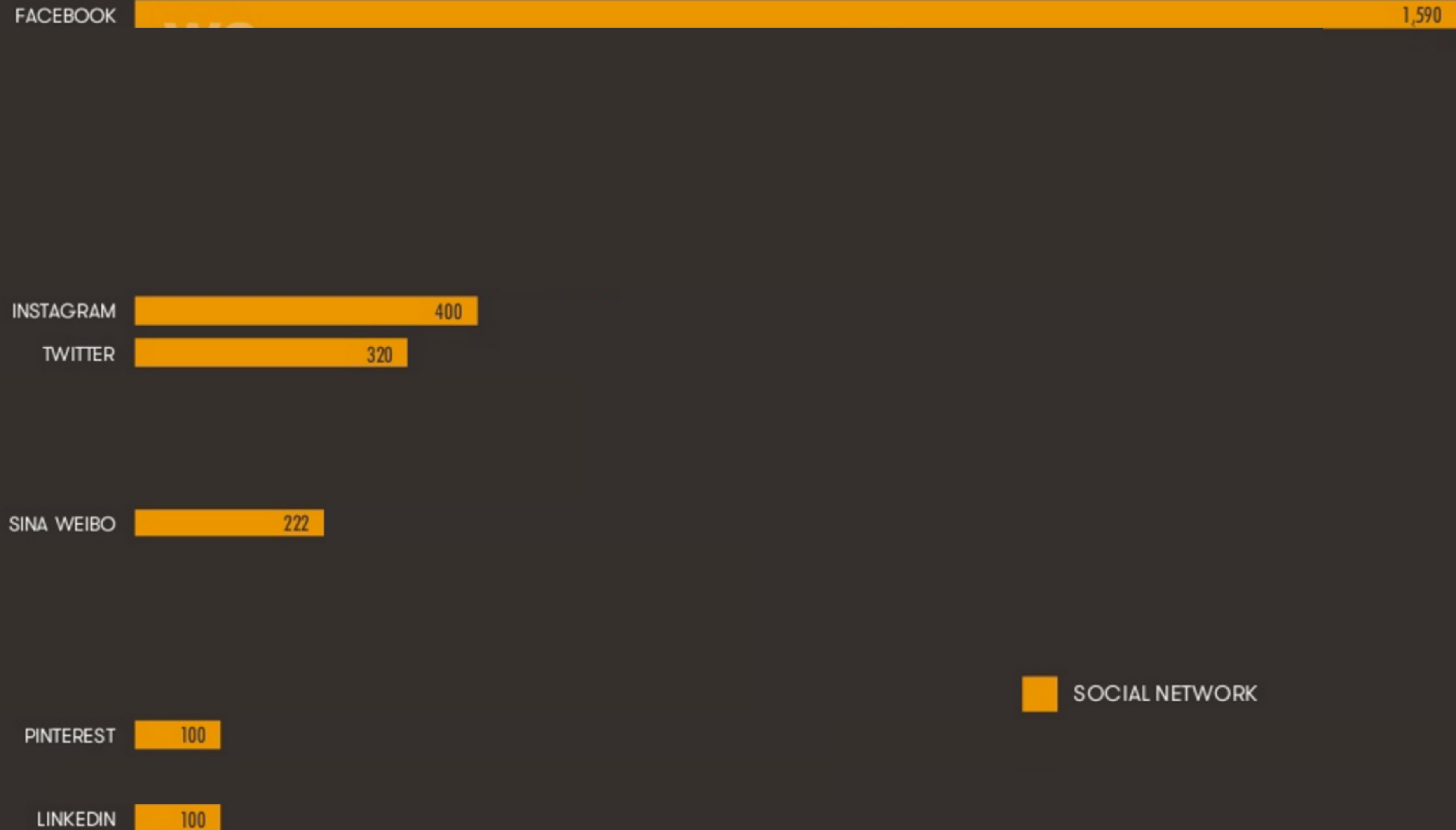
27%

JAN
2016

ACTIVE USERS BY SOCIAL PLATFORM

MOST RECENTLY PUBLISHED MONTHLY ACTIVE USER ACCOUNTS BY PLATFORM, IN MILLIONS

UPDATED



What's Happening



Our mission: To give everyone the power to create and share ideas and information instantly, without barriers.

TWITTER USAGE / COMPANY FACTS

313M

Monthly active users

1B

Unique visits monthly to sites with embedded Tweets

82%

Active users on mobile

3,860

Employees around the world

35+

Offices around the world

79%

Accounts outside the U.S.

40+

Languages supported

40%

Employees in technical roles

All numbers approximate as of June 30, 2016.

Lists

Home
 Moments
 Notifications
 Messages

Search Twitter

UNIVERSITY OF CAMBRIDGE
 @Cambridge_Uni

News and Events from the University of Cambridge

📍 Cambridge, England
[cam.ac.uk](#)
 📅 Joined April 2009

📷 685 Photos and videos

e stick thing at y cat gene?

space to teach, outdoors! harvard

everything you thought it about make rats

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS	
6,256	875	277K	491	12	Edit profile

Subscribed to
Member of

staff

Academics and staff at the University of Cambridge

217 Members

sport

Sport-related tweeting from University of Cambridge teams, societies and centres

19 Members

museums

Tweets from University of Cambridge museums

10 Members

PhDs

Current PhD students at the University of Cambridge

110 Members

outreach and access

Festivals, public engagement, access and admissions at the University of Cambridge

29 Members

Your Tweet activity

Your Tweets earned **35,533 impressions** over the last 24 hours

Tweets

Felix Naughton @FelixNaughton · 3m
 Talk by Baskerville from Canada at #srnt-e shares feedback from young adults on how to improve their #smoking #app

↩️
↻️
❤️
⋮

Kate Nichols Retweeted
Sadiya Qureshi @qualiasqualms · 1h
 My blog on extinction launches the 2016 season of remembrance for lost species [lostspeciesday.org/?p=23](#). Other bloggers will follow.

↩️
↻️ 6
❤️ 3
⋮

Tom Almeroth-W @TomAlmerothW · 14m
 Great int with truck driver turned art critic. "Since there's no money in criticism, critics have nothing to lose". [ohioedit.com/2016/09/08/on---](#)

↩️
↻️
❤️
⋮

Dr Paul Coxon @paulcoxon · 17m
 Gene Roddenberry's first rule of starship design: warp nacelles must be in pairs.
[trekplace.com/article15.html](#) #StarTrek50

↩️
↻️
❤️
⋮

CJBS Exec Ed @CambridgeExecEd · 19m
 'The key takeaway: you shouldn't be afraid of ideas' - Making Your Organisation Innovative #participantstories

↩️
↻️
❤️
⋮

Format



Account home

Cambridge University @Cambridge_Uni

Page updated daily

28 day summary

with change over previous period

Tweets

57

↓16.2%

Tweet impressions

1.05M

↓17.4%

Profile visits

52.3K

↓13.5%

Mentions

3,593

↓7.7%

Followers

245K

↑5,700

TWEET HIGHLIGHTS

Top Tweet

earned 50.1K impressions

It's the first day of #Spring. Professor Nick Davies teaches us to impersonate a cuckoo @CUBotanicGarden

pic.twitter.com/JEnOMIJGmz

10

157

185

View Tweet activity

View all Tweet activity

Top mention

earned 3,710 engagements

Mark Hamill @HamillHimself · Mar 15

ICYMI-@Cambridge_Uni skit written by students who challenged me w/ far more dialogue than I'm used to #MuteLuke #TFA

twitter.com/primspotions/s...

46

317

1160

View Tweet

Top media Tweet

earned 48.8K impressions

Stephen Hawking pictured with Newton's 1st edition of Principia Mathematica to celebrate @theUL's 600th anniversary

pic.twitter.com/4cySBMFQoZ

6

184

230

View Tweet activity

View all Tweet activity

Top Follower

followed by 544K people

Rizz Reed @Rizzreed

FOLLOWS YOU

Label Owner.Humanitarian . Entrepreneur.Environmentalist. Genius.

View profile

View followers dashboard

Enrich your Tweets with Twitter Cards

Using Twitter Cards gives you greater insight into your URL clicks, app installs, and Retweets.

[Learn more about using Cards on Twitter](#)

Cambridge University @Cambridge_Uni · Mar 20

It's the first day of #Spring. Professor Nick Davies teaches us to impersonate a cuckoo @CUBotanicGarden



157

186

Impressions	51,894
Media views	5,351
Total engagements	1,872





@Cambridge_Eng
Engineering Department

#WE50
Top 50 Women in Engineering

@NWED1919
National Women in Engineering Day

@WES1919
Women's Engineering Society

eng.cam.ac.uk/...

Behaviour



“plank” by Andor Salga on Flickr

Live demo



Electrical Engineering Division, Engineering Department: Sir Cam

Public Engagement

Organise large-scale public engagement **events**

Offer **support and training** to University staff and students

[cam.ac.uk/publicengagement](https://www.cam.ac.uk/publicengagement)

publicengagement@admin.cam.ac.uk



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