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## The #MacroSW Influencers

### Top 10 Influential



@AlyssaLotmore (https://twitter.com/intent/user?screen\_name=AlyssaLotmore) 100



@OfficialMacroSW (https://twitter.com/intent/user?screen\_name=OfficialMacroSW) 79



@StephenKoonz (https://twitter.com/intent/user?screen\_name=StephenKoonz) 65



@Jessica41594004 (https://twitter.com/intent/user?screen\_name=Jessica41594004) 62



@nancy\_kusmaul (https://twitter.com/intent/user?screen\_name=nancy\_kusmaul) 56



@mcoconis (https://twitter.com/intent/user?screen\_name=mcoconis) 53



@UBSSW (https://twitter.com/intent/user?screen\_name=UBSSW) 47



@kristen\_hibit (https://twitter.com/intent/user?screen\_name=kristen\_hibit) 42



@SunyaFolayan (https://twitter.com/intent/user?screen\_name=SunyaFolayan) 38



@olivia22456658 (https://twitter.com/intent/user?screen\_name=olivia22456658) 33

Tweet

### Prolific Tweeters



@nancy\_kusmaul (https://twitter.com/intent/user?screen\_name=nancy\_kusmaul) 51



@UBSSW (https://twitter.com/intent/user?screen\_name=UBSSW) 40



@Jessica41594004 (https://twitter.com/intent/user?screen\_name=Jessica41594004) 20



@SunyaFolayan (https://twitter.com/intent/user?screen\_name=SunyaFolayan) 16



@karlee\_varney (https://twitter.com/intent/user?screen\_name=karlee\_varney) 13



@mcoconis (https://twitter.com/intent/user?screen\_name=mcoconis) 13





@melism06 ([https://twitter.com/intent/user?screen\\_name=melism06](https://twitter.com/intent/user?screen_name=melism06)) 10 Solutions



@kristen\_hibit ([https://twitter.com/intent/user?screen\\_name=kristen\\_hibit](https://twitter.com/intent/user?screen_name=kristen_hibit)) 10 Products



@AlyssaLotmore ([https://twitter.com/intent/user?screen\\_name=AlyssaLotmore](https://twitter.com/intent/user?screen_name=AlyssaLotmore)) 10



@saranomee ([https://twitter.com/intent/user?screen\\_name=saranomee](https://twitter.com/intent/user?screen_name=saranomee)) 10 Pricing (/pricing)

Tweet

• Company

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### Highest Impressions



@UBSSW ([https://twitter.com/intent/user?screen\\_name=UBSSW](https://twitter.com/intent/user?screen_name=UBSSW)) 280.0K



@nancy\_kusmaul ([https://twitter.com/intent/user?screen\\_name=nancy\\_kusmaul](https://twitter.com/intent/user?screen_name=nancy_kusmaul)) 80.3K



@SunyaFolayan ([https://twitter.com/intent/user?screen\\_name=SunyaFolayan](https://twitter.com/intent/user?screen_name=SunyaFolayan)) 22.8K



@mcoconis ([https://twitter.com/intent/user?screen\\_name=mcoconis](https://twitter.com/intent/user?screen_name=mcoconis)) 17.0K



@AlyssaLotmore ([https://twitter.com/intent/user?screen\\_name=AlyssaLotmore](https://twitter.com/intent/user?screen_name=AlyssaLotmore)) 6.9K



#OfficialMacroSW ([https://twitter.com/intent/user?screen\\_name=OfficialMacroSW](https://twitter.com/intent/user?screen_name=OfficialMacroSW)) 5.9K



@SWMorrow ([https://twitter.com/intent/user?screen\\_name=SWMorrow](https://twitter.com/intent/user?screen_name=SWMorrow)) 3.2K



@DorlisaMinnick ([https://twitter.com/intent/user?screen\\_name=DorlisaMinnick](https://twitter.com/intent/user?screen_name=DorlisaMinnick)) 3.1K



@MentalHRetweet ([https://twitter.com/intent/user?screen\\_name=MentalHRetweet](https://twitter.com/intent/user?screen_name=MentalHRetweet)) 2.3K



@saranomee ([https://twitter.com/intent/user?screen\\_name=saranomee](https://twitter.com/intent/user?screen_name=saranomee)) 2.0K

Tweet

### The Numbers

438.973K Impressions

357 Tweets

56 Participants



238 Avg Tweets/Hour

6 Avg Tweets/Participant

Tweet

Twitter data from the #MacroSW (https://www.symplur.com/healthcare-hashtags/MacroSW/) hashtag from Thu, September 17th 2020, 8:45PM to Thu, September 17th 2020, 10:15PM (America/New\_York) - Symplur.



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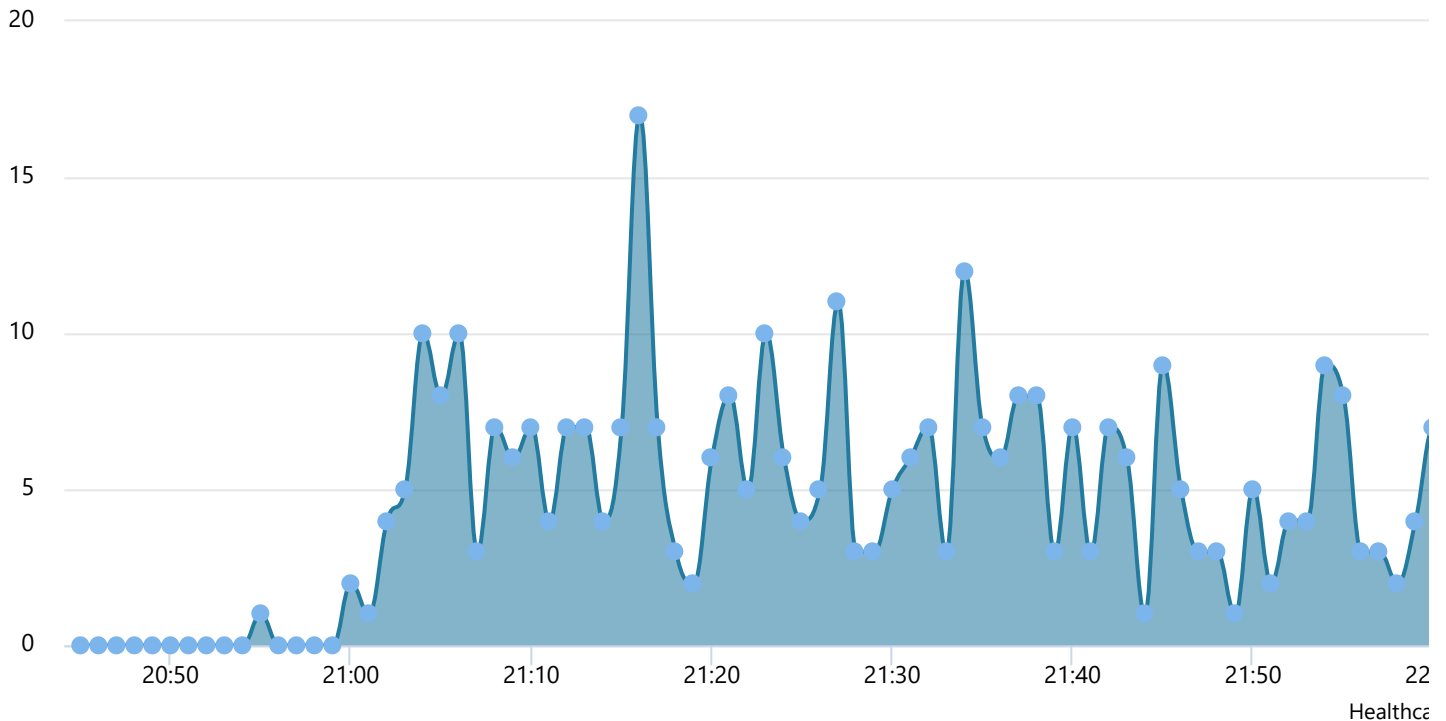
- Log In (https://dashboa...)

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Top 10 Influencers is determined by the SymplurRank (https://help.symplur.com/en/articles/1891111-simplurrank) algorithm.

**Free** Create Symplur Account (/account/create/) to produce your own influencer lists like these.

### Tweet Activity on #MacroSW



#### Upgrade to Symplur Signals and Get

- Access to over 100,000 #MacroSW tweets



- Filter tweets by Healthcare Stakeholders
- Impact and Sentiment Analysis

• Solutions

Get Symplur Signals (/pricing/)

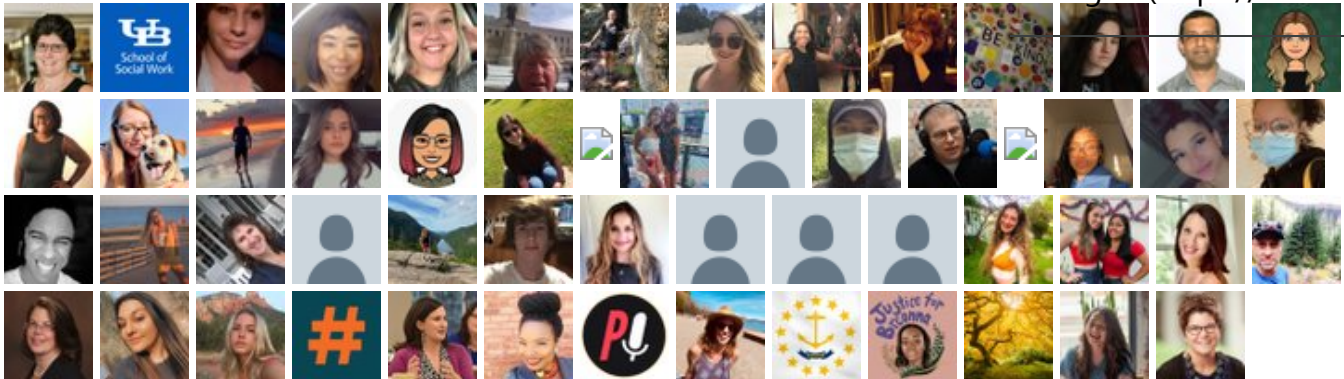
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## #MacroSW Participants



Data for #MacroSW can be up to 15 minutes delayed

## Free Analytics and Transcripts for #MacroSW

### Start

09/17/2020 8:45 PM



### End

09/17/2020 10:15 PM



### Free

Get Transcript

Get Analytics

### Paid

Open in Symplur Signals

Try Free Demo (<https://dashboard.symplur.com/hashtag/LCSMDemoData?start=1504249200&end=1505458799>)



**Your Local Time:** Thu, September 24th 2020, 3:22PM (America/New York)

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### 100,000 Tweets

Symplur has over 100,000 #MacroSW tweets going back to October 2015.

Get unrestricted access to all conversations with **Symplur Signals** (/pricing/).

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# The Social Media Analytics Platform for Healthcare

Symplur Signals performs tasks and answers questions no generic tool can because it combines the best of both worlds. Hand curation and crowdsourcing ensure unparalleled healthcare subject matter expertise; machine learning and algorithms provide endless scalability.

[Schedule a Demo \(/product/demo/\)](/product/demo/)

[See it in Action \(/product/simplur-signals/\)](/product/simplur-signals/)