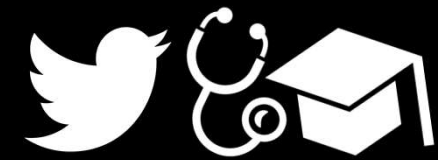# When to Tweet in Education vs. Healthcare

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Problem / Question

Are there better times to post to twitter if you are in Healthcare vs. if you are in Education?

Project Overview

This project collects tweets from major universities and healthcare companies in the United States. It produces two heat maps that will show the "best times to tweet" during the week, using information like favorites, retweets and comments.

Efficiency Score

Efficiency Score Number

$$num = \frac{retweets + favorites + replies}{numTweets} + numTweets$$

If there are no tweets in a given time frame:
num = 0 & group = 0

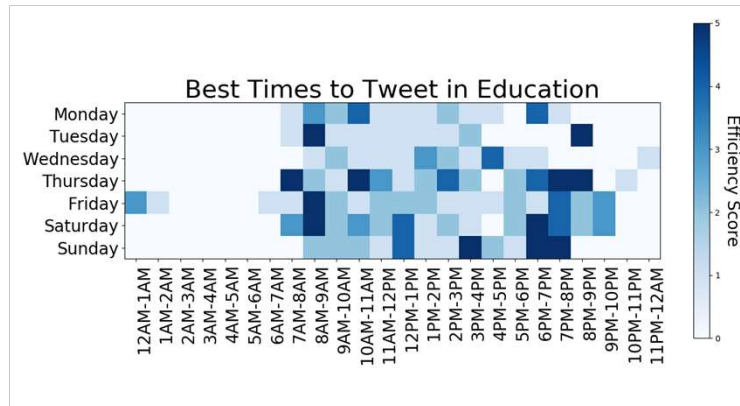| Efficiency Score Education Buckets	Efficiency Score Healthcare Buckets

if num >= 200:
    group = 5
elif 150 <= num < 200:
    group = 4
elif 100 <= num < 150:
    group = 3
elif 50 <= num < 100:
    group = 2
else:
    group = 1
	if num >= 50:
	    group = 6
	elif 40 <= num < 50:
	    group = 5
	elif 30 <= num < 40:
	    group = 4
	elif 20 <= num < 30:
	    group = 3
	elif 10 <= num < 20:
	    group = 2
	else:
	    group = 1

Works Cited

"Creating Annotated Heatmaps¶." *Creating Annotated Heatmaps - Matplotlib 3.0.3 Documentation*, matplotlib.org/gallery/images_contours_and_fields/image_annotated_heat map.html.

"Pandas.DataFrame.loc¶." *Pandas.DataFrame.loc - Pandas 0.24.2 Documentation*, pandas.pydata.org/pandas-docs/stable/reference/api/pandas.DataFrame.loc.html.
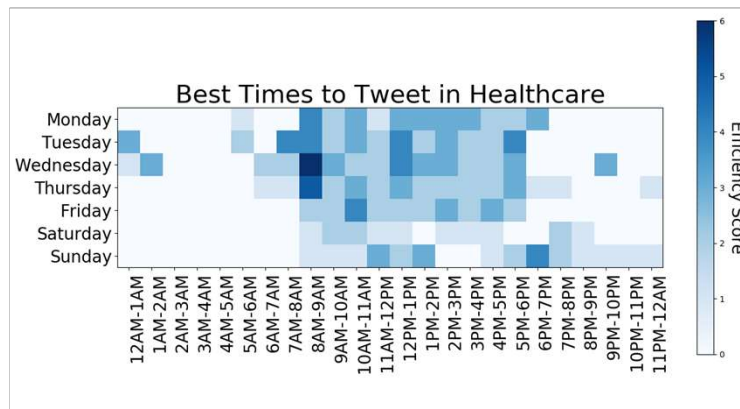
York, Alex. "Best Times to Post on Social Media: 2018 Industry Research." *Sprout Social*, 11 June 2018, sproutsocial.com/insights/best-times-to-post-on-social-media/.
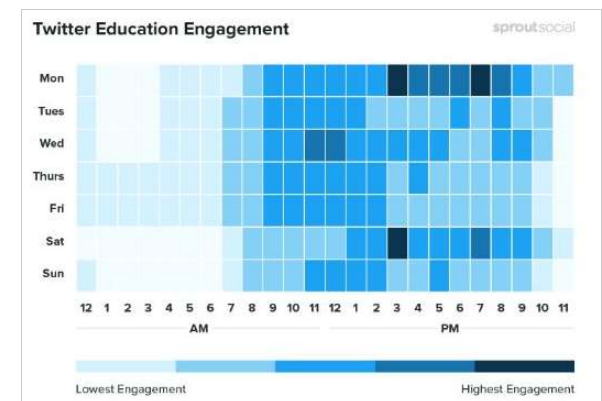
Output

Education Output

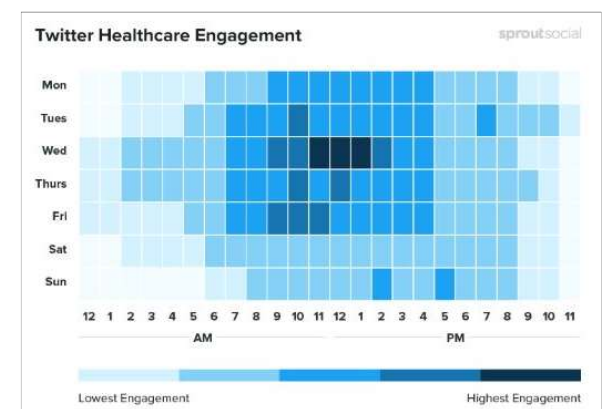Best Times to Tweet in Education

Healthcare Output

Best Times to Tweet in Healthcare

Comparisons

Education Comparison

Twitter Education Engagement

Healthcare Comparison

Twitter Healthcare Engagement

Concluding Remarks

- For education, I targeted colleges, but in the heat map from Sprout, I see higher volumes mid-day and on weekends. This would be a popular time for K-12 teachers and parents, during lunch breaks and on weekends. My results are heavier in the early mornings and evenings. This makes sense for college students who often get on social media upon waking up and right after dinner, before doing homework.
- It seems that healthcare really has a wide range throughout the week where it is good to post; however, mid-day, as well as, mid-week seem to be the best times to post.