

Tracker for *Heatstroke*

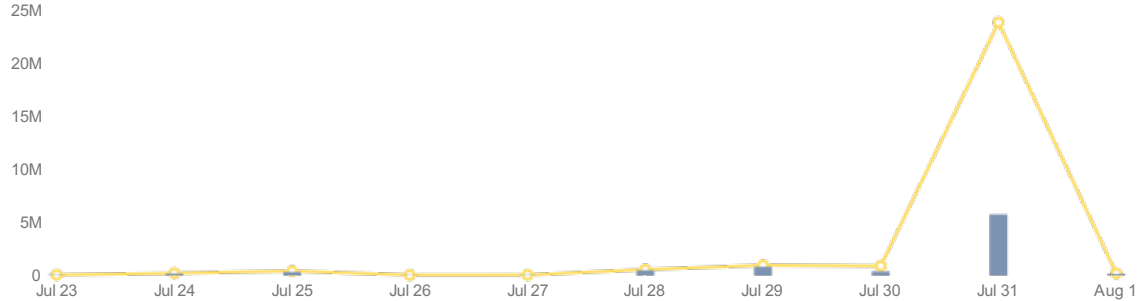
All Time 

6.2M

REACH

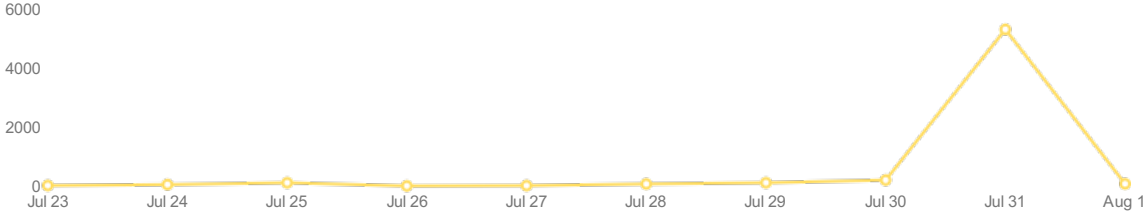
27.1M

EXPOSURE



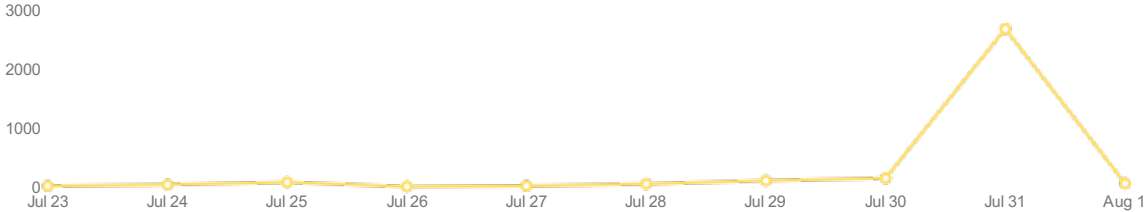
6k




TWEETS



3k

CONTRIBUTORS



TWEETS	AVG TWEETS/DAY	AVG TWEETS/CONTRIBUTOR	AMPLIFICATION
 1.8k  3.9k  314	604	2.0	4.37x

TOP HASHTAGS

	TWEETS	IMPRESSIONS
#checkforbaby	4,777 79.0%	23.8M 87.9%
#heatstrokek...	5,259 87.0%	22.5M 83.1%
#Heatstroke	1,194 19.7%	6.1M 22.5%
#FordTX	167 2.8%	2.3M 8.5%
#backseatdriver	76 1.3%	540.4k 2.0%

TOP URLS

	TWEETS	IMPRESSIONS
www.safercar.gov...	208 3.4%	1.5M 5.6%
bit.ly/CheckforBaby	55 0.9%	1M 3.8%
ow.ly/zMTEM	44 0.7%	875.4k 3.2%
1.usa.gov/Fi9sk	102 1.7%	522.1k 1.9%
bit.ly/1tLrtTP	32 0.5%	510.2k 1.9%


TOP CONTRIBUTORS

	IMPRESSIONS
KidsHealth	3,203,045
Chrysler	1,520,097
womenshealth	1,467,001
Ford	1,415,723
MassStatePolice	1,292,339
ConsumerReports	1,207,851
NHTSAgov	684,646
7onashoestring	569,540
DallasSocials	539,312
girlshealth	454,542
MichiganDOT	381,471
KDOTHQ	380,939
1TexasRob	373,542
PennDOTNews	301,173
NOAA	289,494

HIGHEST EXPOSURE

IMPRESSIONS


861.9k



NHTSAgov: In 10 minutes, a car can heat up 20 degrees. #Heatstrokekills: always #checkforbaby! [ow.ly/zMTEM](#)

Tw eeted to 22,843 people at 2014-07-31 10:30:24 -0400 w ith 38 retw eets and 2 replies





























773.3k



NHTSAgov: Get in the habit of checking your front & back seats before walking away. Always ask: Where's Baby? #heatstrokekills #checkforbaby

Tw eeted to 22,772 people at 2014-07-29 09:40:23 -0400 w ith 36 retw eets








IMPRESSIONS

733.9k		womenshealth: RT @NHTSAgov: In 10 minutes, a car can heat up 20 degrees. #Heatstrokekills: always #checkforbaby! ow.ly/zMTEM  Retweeted to 733,872 people at 2014-07-31 10:48:46 -0400
733.1k		womenshealth: RT @NHTSAgov: Get in the habit of checking your front & back seats before walking away. Always ask: Where's Baby? #heatstrokekills #checkfo... Retweeted to 733,129 people at 2014-07-29 09:58:42 -0400
638.7k		Ford: Help us prevent the death of children in hot vehicles – visit safercar.gov/heatstroke  #heatstrokekills #checkforbaby pic.twitter.com/seDNLuqlbO  Tweeted to 471,651 people at 2014-07-31 11:09:02 -0400 with 68 retweets
590.7k		Ford: On a hot day, a child's temp heats up to 5 times faster than an adult's does. #checkforbaby #heatstrokekills pic.twitter.com/ajo5AqrZmG  Tweeted to 472,161 people at 2014-07-31 15:46:17 -0400 with 59 retweets and 2 replies
538.3k		Ford: Protect your favorite #backseatdriver – remember to look before you lock. #heatstrokekills #checkforbaby pic.twitter.com/rzRpvOryv9  Tweeted to 471,911 people at 2014-07-31 13:04:07 -0400 with 61 retweets
491.8k		NHTSAgov: A child's body temperature rises 5 times faster than an adult's. #Heatstrokekills: learn more on Thursday starting @ 8amET! Tweeted to 22,752 people at 2014-07-28 10:10:25 -0400 with 20 retweets
479.3k		NWS: On a hot day, a child's temp heats up to 5 times faster than an adult's does. #heatstrokekills 1.usa.gov/Fi9sk  pic.twitter.com/BNdCpcNb7I  Tweeted to 133,464 people at 2014-07-31 15:28:15 -0400 with 96 retweets
454.5k		girlshealth: RT @NHTSAgov: A child's body temperature rises 5 times faster than an adult's. #Heatstrokekills: learn more on Thursday starting @ 8amET! Retweeted to 454,542 people at 2014-07-28 11:28:03 -0400
293.7k		NHTSAgov: A child's body temperature heats up 5 times faster than an adult's. Always #checkforbaby! #heatstrokekills Tweeted to 22,864 people at 2014-07-31 12:31:13 -0400 with 36 retweets and 1 reply
289.5k		NOAA: RT @NWS: On a hot day, a child's temp heats up to 5 times faster than an adult's does. #heatstrokekills 1.usa.gov/Fi9sk  http://t.co/...  Retweeted to 289,494 people at 2014-07-31 15:57:00 -0400
284.4k		VWnews: A reminder from @NHTSAgov: On a hot day, a child's temperature heats up to 5x faster than an adult's does. #checkforbaby #heatstrokekills Tweeted to 2,464 people at 2014-07-31 15:57:13 -0400 with 14 retweets and 1 reply
280.3k		VW: RT @VWnews: A reminder from @NHTSAgov: On a hot day, a child's temperature heats up to 5x faster than an adult's does. #checkforbaby #heats... Retweeted to 280,320 people at 2014-07-31 15:59:00 -0400
277.4k		MassStatePolice: Today is Heatstroke Awareness Day. Join us in spreading the word of @NHTSAgov in today's awareness of #heatstrokekills & #checkforbaby. Tweeted to 117,458 people at 2014-07-31 10:09:10 -0400 with 24 retweets and 1 reply
266.7k		ConsumerReports: This summer 17 kids have died from being left in a hot car. This is preventable: bit.ly/1tLrtTP  #heatstrokekills #checkforbaby Tweeted to 241,490 people at 2014-07-25 20:05:10 -0400 with 23 retweets
248.2k		HMHBCoalition: Stopping child deaths in hot cars: Tragedies demand education & tech solutions ow.ly/zJm2C  @ConsumerReports #heatstrokekills Tweeted to 2,443 people at 2014-07-31 10:03:03 -0400 with 7 retweets
247.1k		Chrysler: At least 19 children have died from #heatstroke in a car so far this year. bit.ly/CheckforBaby  #heatstrokekills #checkforbaby Tweeted to 189,966 people at 2014-07-31 11:03:03 -0400 with 9 retweets









IMPRESSIONS

VW	280,320
kshighwaypatrol	279,228
TxDOT	242,072
bigcitymoms	239,770
dodomesticdad	220,064
USDOT	211,675
12News	195,677
RobynsWorld	188,865
ParentingAuthor	185,825
alamirezUSA	172,928
iaem	171,870
NBCLA	169,599
CA_DMV	167,848
STLChildrens	167,708
Kia	164,089
LAFDtalk	157,264
Hyundai	151,761
NCDOT	148,200
NWS	133,464
KansasCityKDOT	133,268
NSCsafety	133,101
zanymomintx	120,871
mr_gadget	118,523
MassDOT	105,015
simplybeingmom	103,644
SaludHEALTHinfo	99,997
abc15	98,731
therealautoblog	96,253
GhostRiderRadio	93,955
NWSTwinCities	92,817
LaughWithUsBlog	88,845
Readygov	86,201
IndStatePolice	83,944
AAA_Arizona	82,557
GroceryShopFREE	79,140
iowadot	78,968
WA_DeptofHealth	77,310
MDSHA	75,981
NWSNorman	74,512
rayrayspledge	73,415
InSouthFlorida	71,010
TxDOTAustin	66,611
LAPDHQ	66,554
safekidsusa	64,535
thefrugalmom	61,744
burritojustice	60,977
CityOfAnkeny	60,601

IMPRESSIONS

244.2k		JPMA: Help raise awareness for #heatstroke today & every day @fitpregnancy @bigcitymoms @ChildrensLA @ChildrensPhila #checkforbaby #JPMA #BSZ Tw eeted to 4,407 people at 2014-07-31 09:45:18 -0400 with 2 retw eets
242.5k		ConsumerReports: We're tweeting today to raise awareness of #heatstroke bit.ly/1tLrtP @nhtsagov #heatstrokekills #checkforbaby Tw eeted to 241,586 people at 2014-07-31 08:05:18 -0400 with 5 retw eets and 1 reply
242.3k		ConsumerReports: VIDEO: Kids dying in hot cars can be prevented: bit.ly/1ytcSjt @NHTSAgov #heatstrokekills #checkforbaby Tw eeted to 241,593 people at 2014-07-31 15:05:15 -0400 with 5 retw eets
242.3k		ConsumerReports: Important safety tips to prevent kids being left in hot cars bit.ly/TBTK2S @NHTSAgov #heatstrokekills #checkforbaby Tw eeted to 241,589 people at 2014-07-31 10:05:21 -0400 with 4 retw eets
241.6k		ConsumerReports: RT @HMHBCoalition: Stopping child deaths in hot cars: Tragedies demand education & tech solutions ow.ly/zJm2C @ConsumerReports #... Retw eeted to 241,593 people at 2014-07-31 10:52:50 -0400
239.8k		bigcitymoms: RT @JPMA: Help raise awareness for #heatstroke today & every day @fitpregnancy @bigcitymoms @ChildrensLA @ChildrensPhila #checkforbaby #JPM... Retw eeted to 239,770 people at 2014-07-31 10:28:09 -0400
237.6k		NHTSAgov: Another child has died, bringing us up to 19 total deaths. Help us stop #heatstroke deaths! #heatstrokekills #checkforbaby Tw eeted to 22,823 people at 2014-07-31 08:38:21 -0400 with 26 retw eets

MOST RETWEETED

RETWEETS		
96		NWS: On a hot day, a child's temp heats up to 5 times faster than an adult's does. #heatstrokekills 1.usa.gov/Fi9sk pic.twitter.com/BNDcpcNb7I Tw eeted to 133,464 people at 2014-07-31 15:28:15 -0400 with 96 retw eets
68		Ford: Help us prevent the death of children in hot vehicles – visit safecar.gov/heatstroke #heatstrokekills #checkforbaby pic.twitter.com/seDNLuqlbO Tw eeted to 471,651 people at 2014-07-31 11:09:02 -0400 with 68 retw eets
62		LAPDHQ: #LAPD News: "Kaitlyn's Law" - Don't Leave kids in Hot Cars. #checkforbaby & #heatstrokekills bit.ly/1klyzhz pic.twitter.com/DFWGJ6WzCj Tw eeted to 22,200 people at 2014-07-31 11:58:11 -0400 with 62 retw eets
61		Ford: Protect your favorite #backseatdriver – remember to look before you lock. #heatstrokekills #checkforbaby pic.twitter.com/rzRpOryv9 Tw eeted to 471,911 people at 2014-07-31 13:04:07 -0400 with 61 retw eets
59		Ford: On a hot day, a child's temp heats up to 5 times faster than an adult's does. #checkforbaby #heatstrokekills pic.twitter.com/ajo5AqrZmG Tw eeted to 472,161 people at 2014-07-31 15:46:17 -0400 with 59 retw eets and 2 replies
43		NHTSAgov: A cracked window isn't enough to keep a child alive. Never leave your child in the car. #heatstrokekills #checkforbaby Tw eeted to 22,849 people at 2014-07-31 11:02:51 -0400 with 43 retw eets
41		NWSNorman: On a hot day, a child's temp heats up to 5 times faster than an adult. #checkforbaby #heatstrokekills #okwx #txwx pic.twitter.com/APzvxXBsf Tw eeted to 37,256 people at 2014-07-31 12:35:42 -0400 with 41 retw eets
38		NHTSAgov: In 10 minutes, a car can heat up 20 degrees. #Heatstrokekills: always #checkforbaby! ow.ly/zMTEM Tw eeted to 22,843 people at 2014-07-31 10:30:24 -0400 with 38 retw eets and 2 replies

IMPRESSIONS

mcfers	59,115
Britax	58,755
DustinGFitch	58,126
HarrisonburgVA	56,940
SecretaryFoxy	55,929
dustinpari	55,844
OfficialMOPAR	55,794
ksdknews	52,794
azfamily	50,702
Venice311	50,566
She_Scribes	50,528
MekahIoNBCLA	50,357
formulamom	49,649
Life_at_Forty	49,605
HealthyBoston	49,602
carsdotcom	49,589
VUMCchildren	48,377
ArcadiaPD	47,922
511PAPittsburgh	47,226
RISatePolice	47,026
noyuckystuff	46,182
seattlechildren	45,909
trust4kids	45,185
BreeSmithWx	43,788
NEKansasKDOT	41,999
myfoxphoenix	41,415
NWSJacksonMS	40,986
news4buffalo	40,837
KSLcom	40,518
TopekaMetroKDOT	39,792
moneysvgparent	38,517
MississippiDOT	38,200
UHRainbowBabies	38,192
scoreboardguy	37,960
LAPDTopanga	37,840
WLBT	34,572
UFO4U	33,837
melissagrelo	33,809

36



NHTSAGov: Get in the habit of checking your front & back seats before walking away.

Always ask: Where's Baby? [#heatstrokekills](#) [#checkforbaby](#)

Tw eeted to 22,772 people at 2014-07-29 09:40:23 -0400 with 36 retw eets

36



NHTSAGov: A child's body temperature heats up 5 times faster than an adult's. Always

[#checkforbaby!](#) [#heatstrokekills](#)

Tw eeted to 22,864 people at 2014-07-31 12:31:13 -0400 with 36 retw eets and 1 reply

32



LAPDHQ: #LAPD News: Dangers of Leaving a Child Alone in a Hot Vehicle.

[#checkforbaby](#) [#heatstrokekills](#) bit.ly/1klyzhz pic.twitter.com/Src0E3LgaA

Tw eeted to 22,138 people at 2014-07-29 20:49:03 -0400 with 32 retw eets

31



TxDOT: On a hot day, a child's temp heats up to 5 times faster than an adult's does.

[#checkforbaby](#) [#heatstrokekills](#)

Tw eeted to 34,583 people at 2014-07-31 16:20:33 -0400 with 31 retw eets

28



ISPEvansville: On a hot day, a child's temp heats up 5 times faster than an adult's does.

Never leave a child inside the car! [#checkforbaby](#)

Tw eeted to 2,676 people at 2014-07-31 09:11:46 -0400 with 28 retw eets

28



TxDOT: 52% of kids who died from vehicular heatstroke were "forgotten" in the vehicle.

[#heatstrokekills](#) [#checkforbaby](#)

Tw eeted to 34,579 people at 2014-07-31 18:20:16 -0400 with 28 retw eets

26



KidsHealth: As of July 24, 17 children have lost their lives because they were left inside a hot vehicle. [#checkforbaby](#) and [#heatstrokekills](#)

Tw eeted to 200,166 people at 2014-07-31 08:21:43 -0400 with 26 retw eets and 1 reply

26



NHTSAGov: Another child has died, bringing us up to 19 total deaths. Help us stop

[#heatstroke](#) deaths! [#heatstrokekills](#) [#checkforbaby](#)

Tw eeted to 22,823 people at 2014-07-31 08:38:21 -0400 with 26 retw eets

26



DustinGFitch: A car can reach 110 degrees when temps are only in the 60s. Heatstroke can take place when outside temp is as low as 57. [#heatstrokekills](#)

Tw eeted to 6,453 people at 2014-07-31 11:37:08 -0400 with 26 retw eets

24



MassStatePolice: Today is Heatstroke Awareness Day. Join us in spreading the word of @NHTSAGov in today's awareness of [#heatstrokekills](#) & [#checkforbaby](#).

Tw eeted to 117,458 people at 2014-07-31 10:09:10 -0400 with 24 retw eets and 1 reply

24



NHTSAGov: Place something necessary – purse, cell phone – in the back, where you'll see baby. [#heatstrokekills](#) [#checkforbaby](#)

Tw eeted to 22,822 people at 2014-07-31 09:02:05 -0400 with 24 retw eets

23



ConsumerReports: This summer 17 kids have died from being left in a hot car. This is preventable: bit.ly/1tLrtTP [#heatstrokekills](#) [#checkforbaby](#)

Tw eeted to 241,490 people at 2014-07-25 20:05:10 -0400 with 23 retw eets

23



KidsHealth: On a hot day, a child's temp heats up to 5 times faster than an adult's does.

[#checkforbaby](#) [#heatstrokekills](#)

Tw eeted to 200,166 people at 2014-07-31 08:30:11 -0400 with 23 retw eets

23



NHTSAGov: Kids playing in cars could trap themselves in the trunk. Teach them: cars aren't playgrounds. [#heatstrokekills](#) [#checkforbaby](#)

Tw eeted to 22,867 people at 2014-07-31 13:30:43 -0400 with 23 retw eets and 1 reply

23



KidsHealth: No child should die of [#heatstroke](#) from being left alone in a hot car! Help stop this preventable tragedy. [#heatstrokekills](#) [#checkforbaby](#)

Tw eeted to 200,244 people at 2014-07-31 23:30:33 -0400 with 23 retw eets

22



NHTSAGov: Every single death from leaving children in hot cars is 100% avoidable.

[#heatstrokekills](#) [#checkforbaby](#) fb.me/3ryZkRsdw

Tw eeted to 22,823 people at 2014-07-31 09:02:34 -0400 with 22 retw eets

22



IDOT_Illinois: Last year, 44 kids in the U.S. lost their lives after being left in unattended cars. safercar.gov/heatstroke [#heatstrokekills](#) [#checkforbaby](#)

Tw eeted to 19,931 people at 2014-07-31 21:55:08 -0400 with 22 retw eets