



# Mayor of Bristol

Online and Social Media Analysis  
(01.03.21 – 31.03.21)





#### Total Mentions

28k

▲ 182%  
Previous Period: 9901

#### Unique Authors

12k

▲ 190%  
Previous Period: 3991



#### Most Mentioned Tweeters

	TWEETS ▼	RETWEETS	ALL TWEETS	IMPRESSIONS
@marvinjrees	7803	5955	13758	55726473
@bristolcouncil	833	505	1338	3175024
	684	18	702	88922
	683	227	910	4535449
	456	347	803	2035525
	378	86	464	575620
	373	314	687	1629645
	341	281	622	1868337
	297	139	436	510305
	292	177	469	1146999



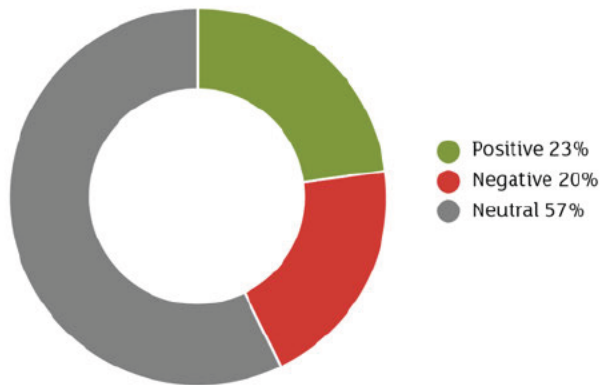
#### Top Hashtags

	TWEETS ▼	RETWEETS	ALL TWEETS	IMPRESSIONS
#bristol	403	1346	1749	8718402
#killthebill	74	226	300	3392558
#bristolprotest	58	155	213	622372
#climateemergency	58	8	66	97028
#bristolprotests	51	110	161	557670
#covid19	40	166	206	1955724
#policebrutality	28	132	160	397341
#askbristolmayor	26	35	61	184139
#excludeduk	25	126	151	121536
#pavementsr4pedestrians	21	21	42	17621

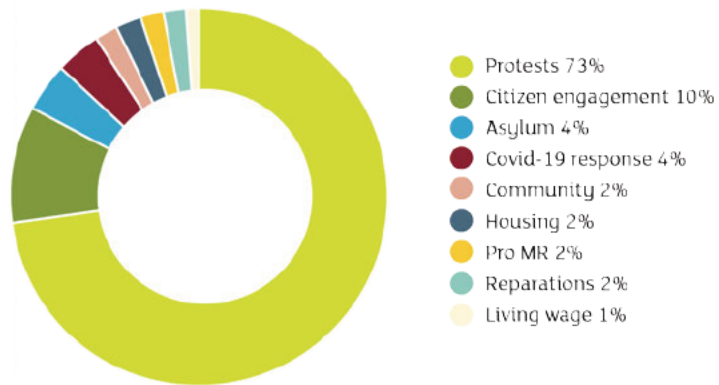
Search terms: "Marvin Rees" / "mayor of bristol" / @MarvinJRees / "Bristol Council" / "Bristol City Council"



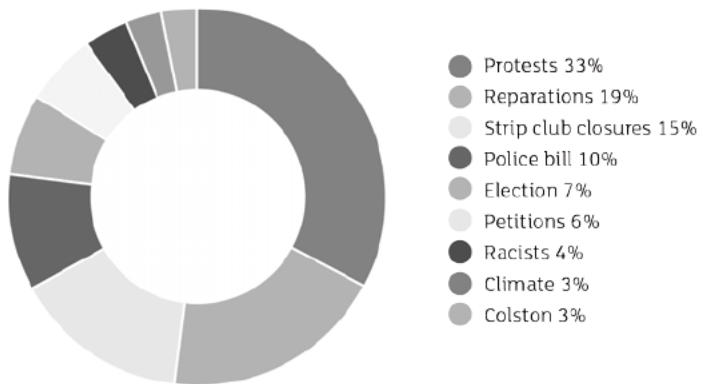
## SENTIMENT



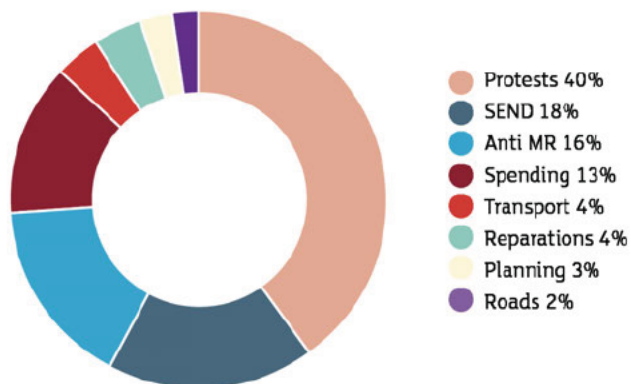
## POSITIVE DISCUSSION



## NEUTRAL DISCUSSION



## NEGATIVE DISCUSSION





### **Positive trends:**

- National print and broadcast coverage drove high awareness and sharing of the Mayor's comments in relation the KillTheBill protests. Many posts supported the Mayor's TV performances for "making a lot of sense" and showing "real leadership", that his statement in response to the protests was "excellent". In particular the "privileged activism" quote had a lot of play online. In a more sinister conversation citizens came out to defend the personal attacks on the Mayor and his family directly – many expressing disgust with the thuggery shown
- Citizen engagement was driven this month by getting books to kids and providing lockdown reading for families through the ReadAloudMonth campaign. The BristolImpactFund and Global Cities activity were also mentioned
- The Mayor's oped for the Independent drove commentary around the issue of asylum seekers and some of the practical steps the city is taking to support them
- Positive commentary around the city's Covid-19 response focussed on the vaccination programme and outreach to ethnic minority communities
- The WeAreBristol campaign continues to support a positive narrative around improving communities in the city
- The Mayor's blog drove some debate about future housing and regeneration
- Driven by local media reports there was warm support from some citizens for the slavery reparations announcement
- Some cut through for Bristol's commitment to the living wage and support from employers across the city

### **Negative trends:**

- A lot of the negativity towards the recent KillTheBill protests links back to what happened with the Colston statue. People are blaming the Mayor for "encouraging" and "sympathising" with mobs which they claim has left the city open to rioters. Many claim that the Mayor "should have seen this coming", that the reputation of Bristol is at rock bottom and the Mayor is covering up police violence. Contrary to the Mayor's comments, a small minority believe the rioters were very much home-grown in Bristol and not "out of towners."
- The negative narrative around SEND education in the city persists with parents and campaigners complaining that 250 children with special needs have not been allocated spaces at specialist schools. This was further aggravated by accusations that the council deliberately hid questions from concerned parents during a live Facebook Q&A. There was consternation that SEND provision was not mentioned prevalently in the Mayor's 2021 manifesto leading some to proclaim that the city is in the midst of a SEND crisis
- Fragmented complaints about overspending and financial mismanagement with roadworks and transport projects often mentioned within these discussions. There were also some accusations that tax payer's funds are being diverted to the Mayor's election campaign
- Complaints that the city's clean air plans are not backed up by public transport commitments with reduced bus services and the "failure" to complete Metrobus Bristol were held up as prime examples.
- The Councils approval of slavery reparations led to frustration from some citizens that public funds are being used to "appease misplaced historical guilt" with claims that it is divisive and presents a binary view of the world
- Some low-level negativity towards roadworks and planning (building on green spaces) with South Bristol prevalent in these discussions this month

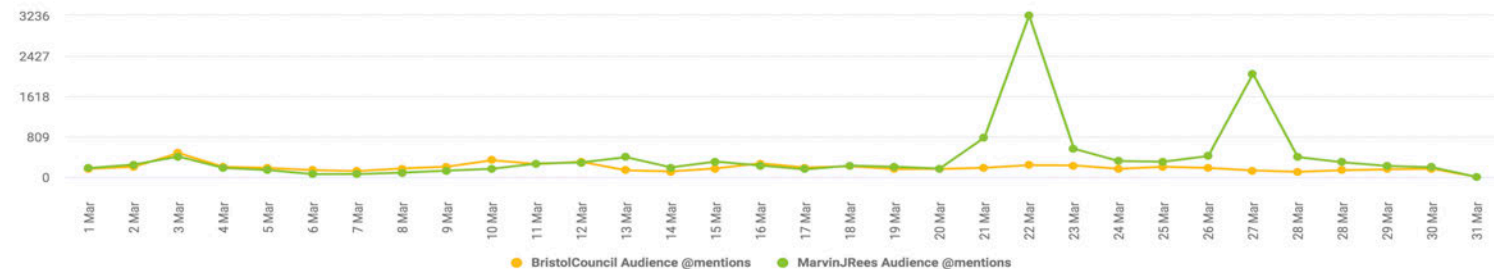
# Channels

Twitter Analytics BristolCouncil, MarvinJRees Mar 01, 2021 - Mar 31, 2021

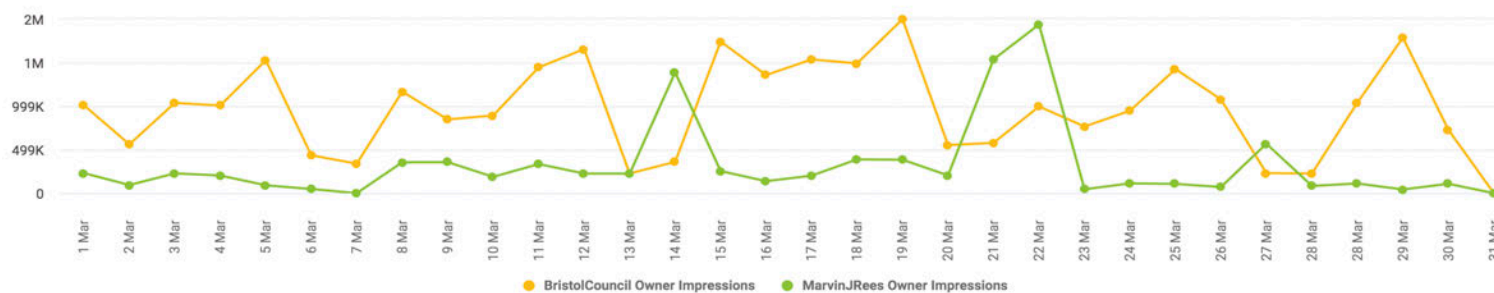
Export Filters

	Owner Tweets	Owner RTs	Owner Replies	Audience RTs	Audience @mentions	Owner Impressions	Audience Impressions	Net Followers / Total Followers
BristolCouncil (@BristolCouncil)	601	63	281	813	6,063	30,954,363	7,123,376	299 / 108,572
MarvinJRees (@MarvinJRees)	230	46	75	1,307	12,895	10,240,551	26,530,892	1,263 / 39,069

Tweets Audience @mentions



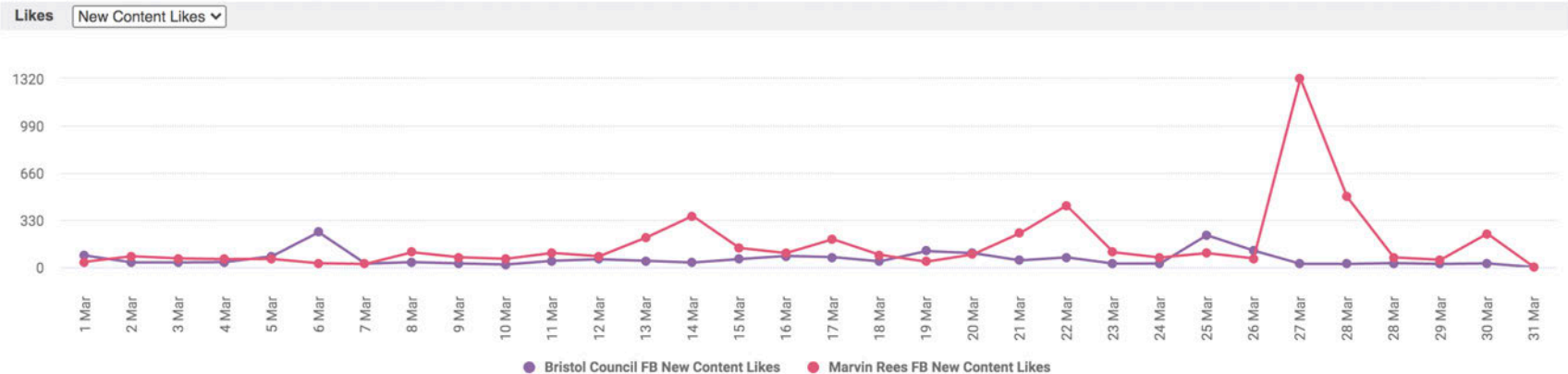
Impressions Owner Impressions



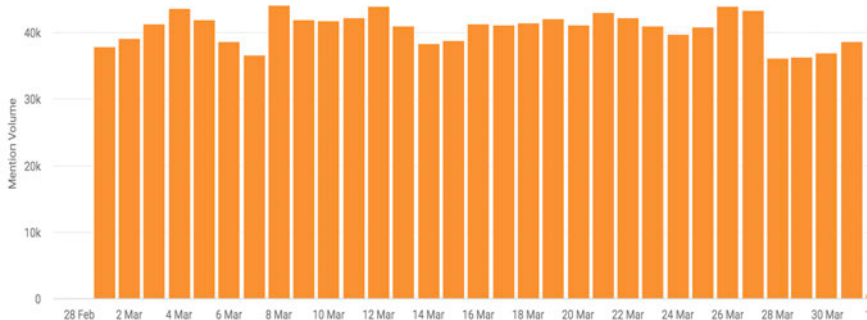
# Channels

Facebook Analytics Bristol Council FB, Marvin Rees FB Mar 01, 2021 - Mar 31, 2021 🔍 ⬇️ Export 🔧 Filters ⌵

	Owner Posts	Owner Comments	Audience Posts	Audience Comments	New Content Likes	Net Page Likes / Total Page Likes
Bristol Council FB (Bristol City Council)	271	14	0	618	1,859	133 / 14,725
Marvin Rees FB (Marvin Rees, Mayor of Bristol)	91	25	0	1,264	5,108	185 / 7,554



# Bristol People



## Most Mentioned Tweeters

	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
@	5647	0	5647	10138410
@piersmorgan	4811	0	4811	4045760
@borisjohnson	3681	0	3681	7407936
@youtube	3625	0	3626	9187840
@bbcnews	3058	0	3059	8282289
@aspolice	2945	0	2945	6634757
@official_brfc	2071	0	2071	3675602
@skynews	2050	0	2050	1602042
@gmb	2047	0	2048	1793183
@bristollive	2003	0	2004	2405102



## Top Hashtags

	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
#nowplaying	8949	0	8949	1758961
#bristol	7314	0	7315	31386476
#free	3829	0	3830	4654864
#unitedkingdom	3726	0	3727	3589464
#foodwaste	3345	0	3346	3377099
#weathercloud	2369	0	2369	1967557
#internationalwomensday	1905	0	1905	13197443
#killthebill	1724	0	1724	6422589
#iwd2021	1698	0	1698	10535404
#covid19	1556	0	1557	14798952