



Mayor of Bristol

Online and Social Media Analysis
(01.02.21 – 28.02.21)





Total Mentions

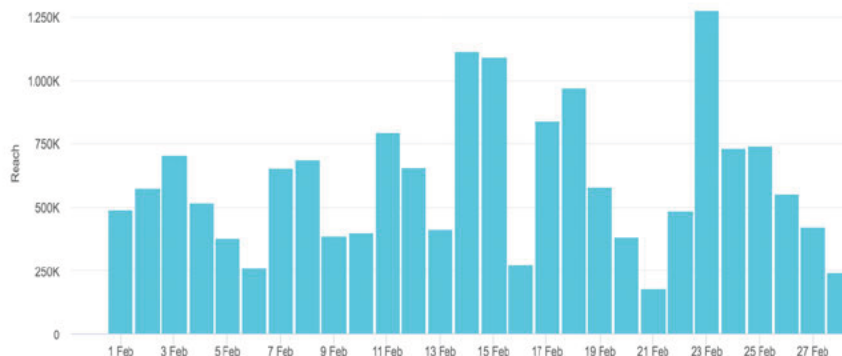
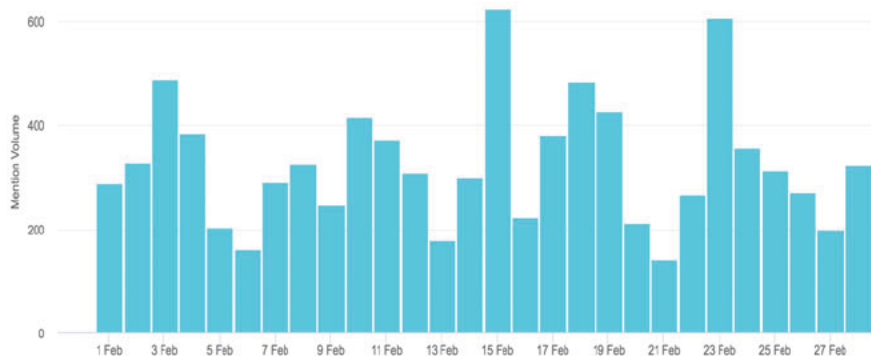
9099

▲ 24%
Previous Period: 7323




Unique Authors

3468

▲ 24%
Previous Period: 2808



Most Mentioned Tweeters

	TWEETS ▼	RETWEETS	ALL TWEETS	IMPRESSIONS
 @marvinrees	2261	2497	4758	25059356
 @bristolcouncil	695	531	1226	4704052
	313	125	438	1430873
	245	240	485	1888052
	231	81	312	1111233
	220	109	329	1168732
	217	71	288	666282
	205	65	270	896323
	203	199	402	1732593
	174	52	226	482003

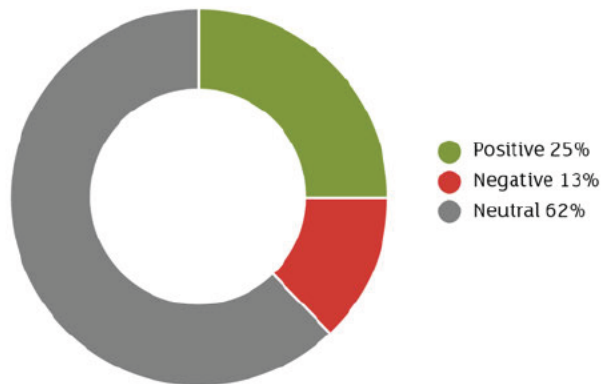
Top Hashtags

	TWEETS ▼	RETWEETS	ALL TWEETS	IMPRESSIONS
#bristol	162	603	765	4999186
#covid19	31	160	191	1875368
#bristolenergy	22	27	49	181452
#savehirman	17	52	69	59942
#askbristolmayor	17	16	33	359047
#ubi	14	51	65	278531
#climateemergency	12	34	46	159874
#labour	12	5	17	23401
#idreporter	10	11	21	49928
#colinmolton	10	6	16	48183

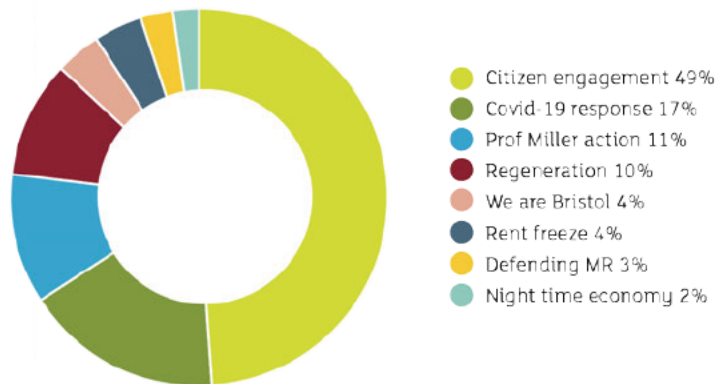
Search terms: "Marvin Rees" / "mayor of bristol" / @MarvinJRees / "Bristol Council" / "Bristol City Council"



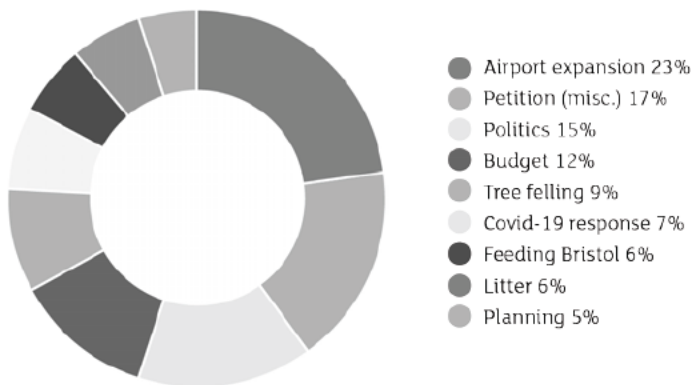
SENTIMENT



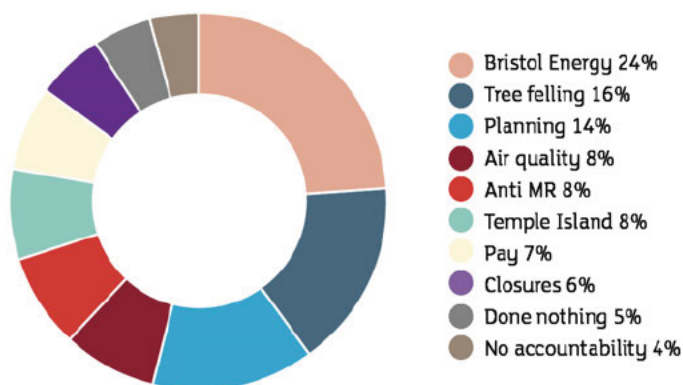
POSITIVE DISCUSSION



NEUTRAL DISCUSSION



NEGATIVE DISCUSSION



**Positive trends:**

- Citizen engagement was driven this month by the Mayoral Commission on Domestic Abuse, tackling inequality, race & reparations, Step Forward Step Up, LGBT history month, rewilding initiatives, originators fund, the Clear Channel partnership and the virtual Climate Emergency Day of Action
- Awareness of the city's pandemic response was boosted by a number of initiatives including the Mayor's Covid-19 news bulletin, surge testing via 'collect and drop' sites, mobile testing units and outreach to BAME communities
- The Mayor's support for Jewish students' action against "end Zionism" academic professor Miller received a lot of attention and was supported in commentary
- Regeneration plans put forward in the budget boosted awareness of the council's One City housing projects with the continued investment in the Bottle Yard studios regularly mentioned within these discussions
- The EU settlement scheme for Bristol citizens continues to receive support and positive commentary
- Although there was some cynicism towards the Council's rent freeze decision, this was far outweighed by positivity and was held up as a great example of social housing policy
- There was some positivity around the Council's search for a "night-time economy champion" to help Bristol's clubs, pubs, restaurants and events venues recover from Covid-19 losses

Negative trends:

- Publication of Grant Thornton's governance review drove negative discussion of Bristol Energy "£50m losses" and associated management failures by the Council
- Some residents were unhappy about a recent round of tree felling undertaken by the Council sparking a campaign to occupy and save a mature oak in Ashley Down Road
- Persistent interest in the city's regeneration projects – specifically around planning proposals - continues to draw negative commentary with complaints about urban sprawl and needlessly increasing population density
- The Mayor's plans for a clean air zone were jumped on by detractors who claim that 300 deaths are caused by pollution in the city every year who lament the council's track record on the issue
- The Council's plans for new office buildings on Temple Island are being used by opposing city councillors to drive debate about negligent spending. Within this there are calls for a city centre arena on the site to form part of the city's Covid regeneration package
- Exposure of the remuneration packages of senior council staff and consultants continues to draw negativity
- Closures of council funded services – specifically libraries, swimming pools and primary schools
- Some concerted efforts to drive negative awareness around the Mayor's record in office with the use of #NotGettingStuffDone
- Persistent complaints about a lack of transparency and accountability in council decision is being driven by "local democracy campaigners"

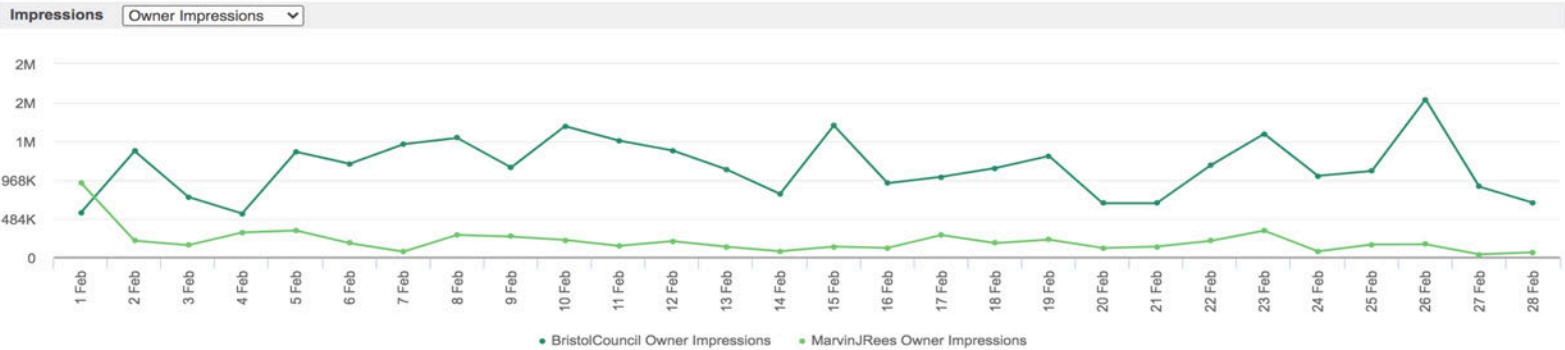
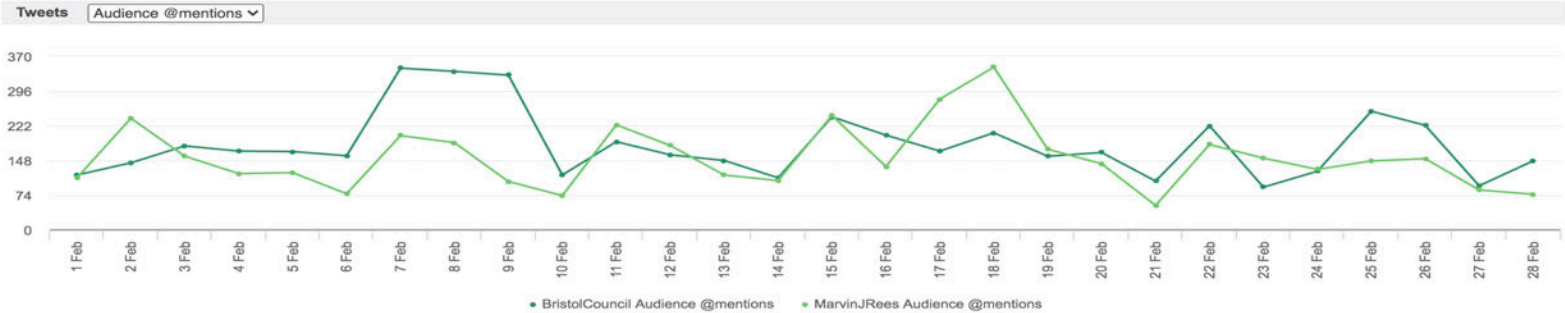
Channels

Twitter Analytics

BristolCouncil, MarvinJRees

Feb 01, 2021 - Feb 28, 2021

	Owner Tweets	Owner RTs	Owner Replies	Audience RTs	Audience @mentions	Owner Impressions	Audience Impressions	Net Followers / Total Followers
BristolCouncil (@BristolCouncil)	565	46	267	1,113	5,068	31,775,821	6,681,149	224 / 108,270
MarvinJRees (@MarvinJRees)	189	40	48	758	4,308	5,822,290	13,024,849	153 / 37,799



Channels

Facebook Analytics

Bristol Council FB, Marvin Rees FB

Feb 01, 2021 - Feb 28, 2021



Export

Filters

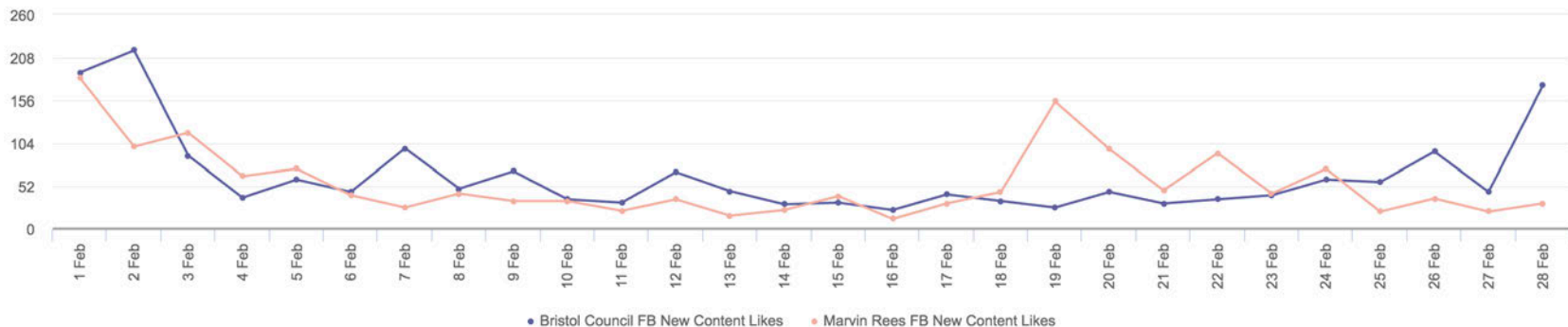


	Owner Posts	Owner Comments	Audience Posts	Audience Comments	New Content Likes	Net Page Likes / Total Page Likes
Bristol Council FB (Bristol City Council)	252	44	9	572	1,809	226 / 14,585
Marvin Rees FB (Marvin Rees, Mayor of Bristol)	86	26	0	270	1,557	52 / 7,364

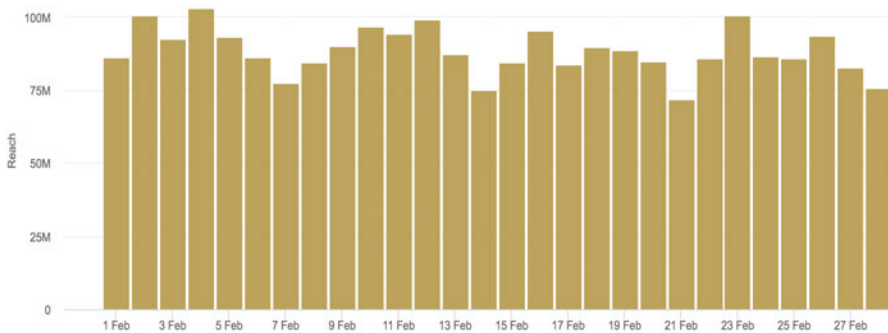
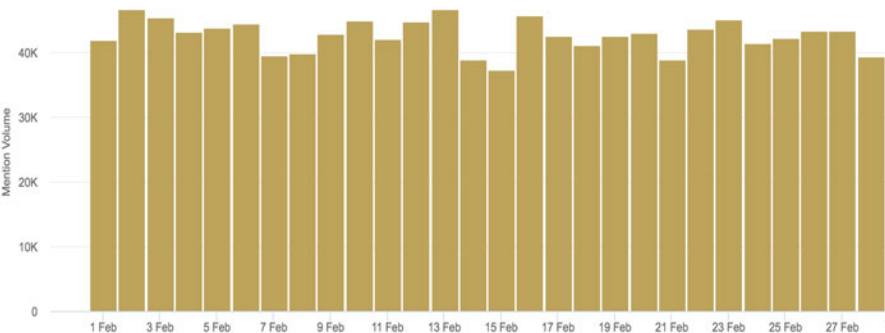
Likes

New Content Likes

Export



Bristol People



Most Mentioned Tweeters

	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
@bristolcity	5867	0	5867	3371683
@	5582	0	5582	9366623
@borisjohnson	4151	0	4152	9181652
@youtube	4028	0	4029	9616163
@official_brfc	3459	0	3460	2418129
@piersmorgan	2561	0	2562	1478958
@bbcnews	2479	0	2480	13351259
@geemacgee	2247	0	2247	1313552
@skynews	2073	0	2073	1777775
@juliahb1	2057	0	2058	3743859

Top Hashtags

	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
#bristol	4677	0	4678	24728859
#nowplaying	4493	0	4493	1262836
#weathercloud	2133	0	2133	1767954
#covid19	1849	0	1849	17607098
#free	1625	0	1626	2102479
#unitedkingdom	1522	0	1522	1287539
#bristolcity	1471	0	1471	2440631
#foodwaste	1337	0	1337	1209215
#utg	1306	0	1307	1933294
#soul	1176	0	1177	343818

Search terms: any discussion / twitter / geo-located to Bristol (re-tweets removed)