



Mayor of Bristol

Online and Social Media Analysis
(01.01.21 – 31.01.21)





Total Mentions

7716

▼ 6%

Previous Period: 8242

Unique Authors

2982

▲ 17%

Previous Period: 2539



Most Mentioned Tweeters

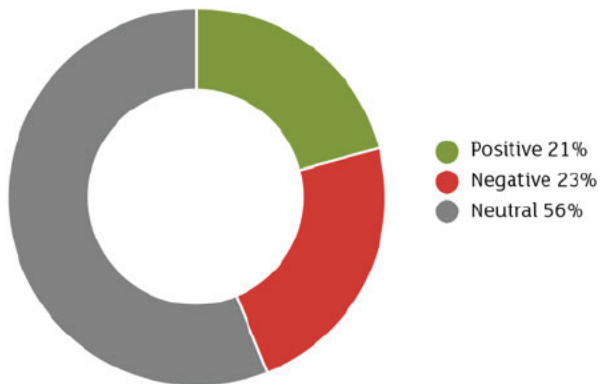
	TWEETS ▼	RETWEETS	ALL TWEETS	IMPRESSIONS
@marvinjrees	1804	1925	3729	13393117
@bristolcouncil	452	340	792	2694737
	252	211	463	1840951
	188	134	322	1705916
	176	150	326	1629632
	156	104	260	1359743
	139	151	290	1582756
	132	78	210	446337
	129	65	194	448070
	116	86	202	966671

Top Hashtags

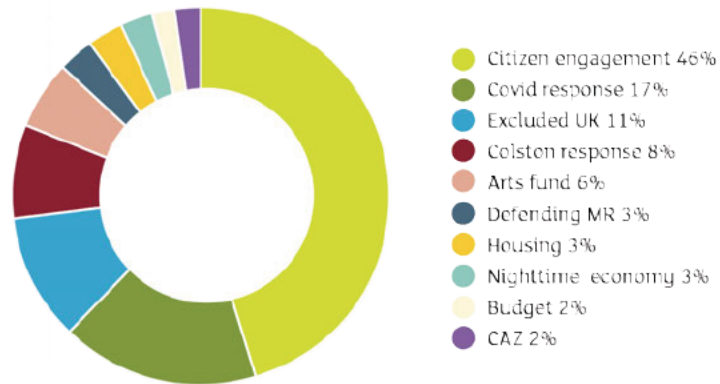
	TWEETS ▼	RETWEETS	ALL TWEETS	IMPRESSIONS
#bristol	169	410	579	3093199
#yt1	42	11	53	59852
#caymanislands	40	9	49	57181
#1cdrive	39	9	48	56367
#teamstallion	39	9	48	56367
#followback	39	8	47	45284
#covid19	35	211	246	2253659
#bristolenergy	26	41	67	147739
#excludeduk	15	115	130	182237
#ubi	12	47	59	363106



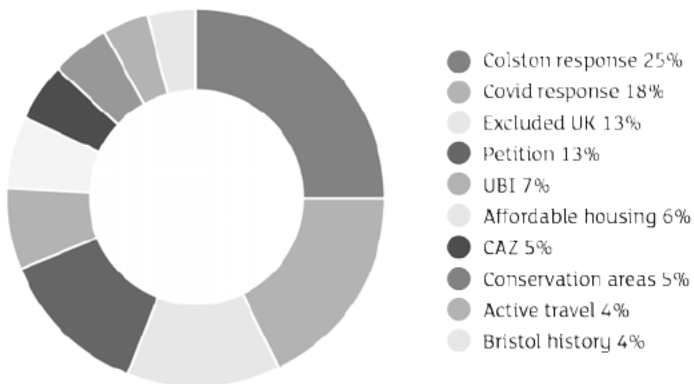
SENTIMENT



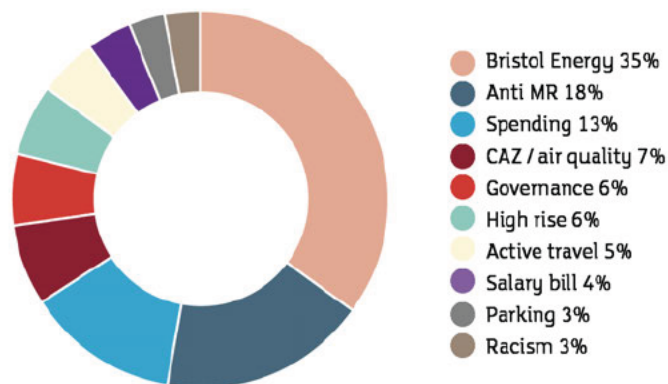
POSITIVE DISCUSSION



NEUTRAL DISCUSSION



NEGATIVE DISCUSSION





Positive trends:

- Citizen engagement was mostly driven by discussions around the Mayor's open letter to students thanking them for their efforts in containing the Covid-19 virus. The Watershed MLK discussion and funding demands for the removal of dangerous cladding in the city's residential buildings were also mentioned.
- Sharing of essential Covid-19 services and support for the Council's actions to stop the spread and protect the city's most vulnerable citizens remains a talking point, driven especially this month by the Council's efforts to stem the flow of misinformation
- The Mayor's support for the Excluded UK campaign continues to get traction as city mayor's across the country lobby government to increase its support for the self employed
- Continued national interest in the Mayor's response to the Colston statue toppling is helping to drive messages around "substantial action" and "policy change"
- The opening of the originators arts funding for 2021-22 gained some traction
- Promotion of the Mayor's participation in RIBA online events overlapped with general discussions of new developments in the city
- The appointment of a new night czar to help build the city's nighttime economy was welcomed by creative communities and venue operators / owners
- The approval of the city's "no cuts" budget with funding for new homes, transport and education had some cut through
- The Mayor's confirmation that the Council is moving forward with a CAZ in the centre of the city was welcomed by some citizens and picked up by local media and environmental organisations

Negative trends:

- The publication of Bristol Energy's annual report provided opportunity for plenty of negative discussion on financial losses, costs to tax payers and the overall mismanagement of the company by BCC. Within this there were some calls for the Mayor's resignation
- This overlapped with a discussion about "mis-managed" Council spending more generally
- Clean air campaigners and air monitoring sites continue to vent their frustration at the city's "lack of leadership on air pollution"
- Complaints from the audit committee that limited access to information is preventing proper scrutiny of Council decision making and governance protocols
- The development on Bath Road has sparked concern that the city is allowing too much high rise development, damaging the city's skyline
- Citizens continue to complain at the priority given to cars, especially in relation to new developments feeding a narrative that the city's active travel policy is not being taken seriously. Damage to cycle lanes and footpaths often feature within these discussions
- The high number of councillors in the city and the associated salary bill was highlighted by comparisons with other major cities, with Birmingham a key example used which has a much smaller number of councillors pro rata
- Persistent complaints about illegal parking going unchecked across the city
- The retraining of 800 BCC hiring managers to overcome systemic racism drew some negative commentary

Channels

Twitter Analytics

BristolCouncil, MarvinJRees

Jan 01, 2021 - Jan 31, 2021



Export

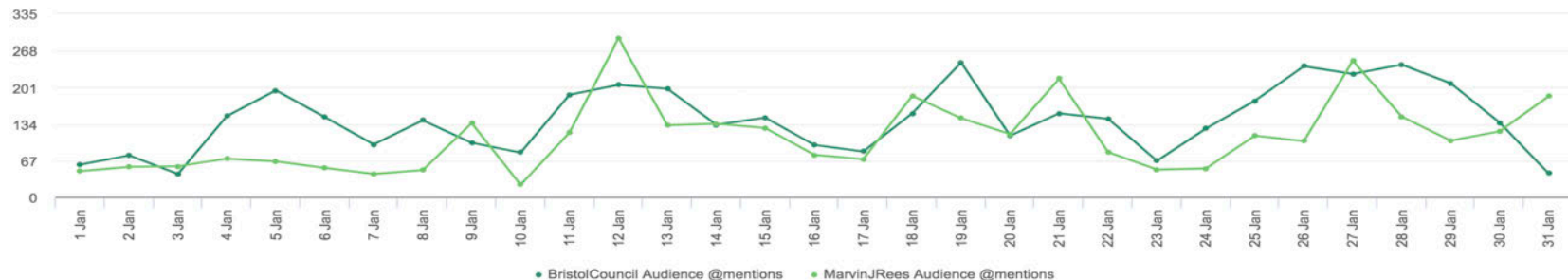
Filters



	Owner Tweets	Owner RTs	Owner Replies	Audience RTs	Audience @mentions	Owner Impressions	Audience Impressions	Net Followers / Total Followers
BristolCouncil (@BristolCouncil)	479	36	235	1,080	4,425	26,139,883	6,302,283	209 / 108,034
MarvinJRees (@MarvinJRees)	132	27	44	437	3,431	3,574,351	4,416,509	132 / 37,644

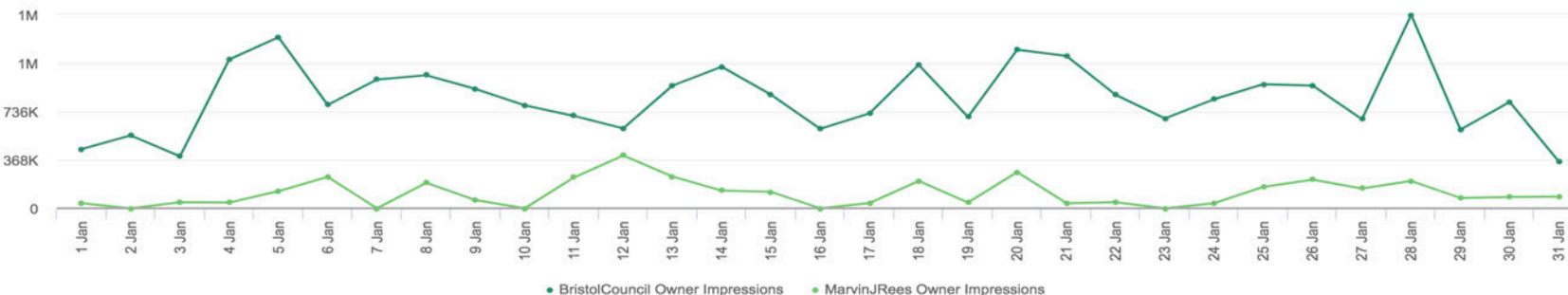
Tweets

Audience @mentions



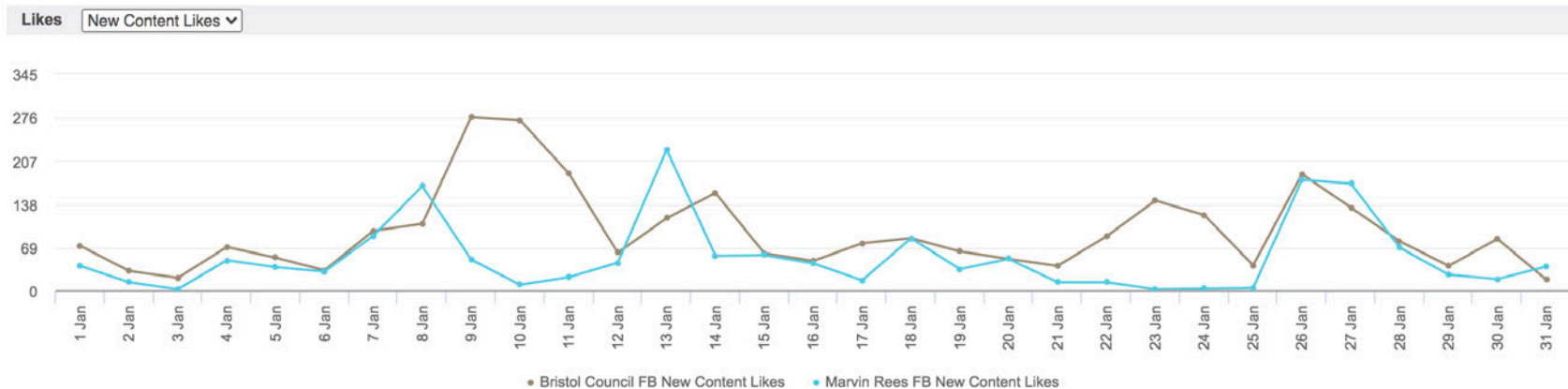
Impressions

Owner Impressions

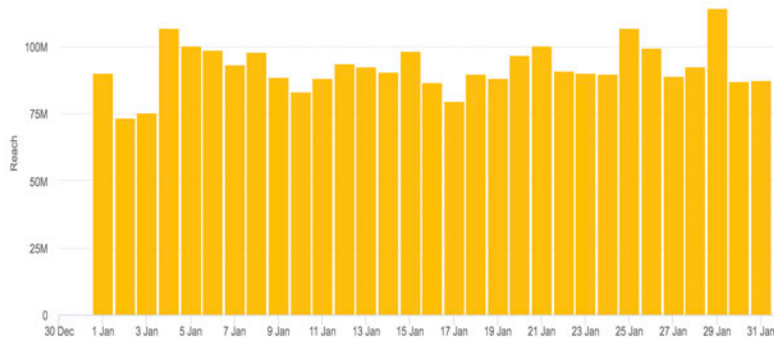
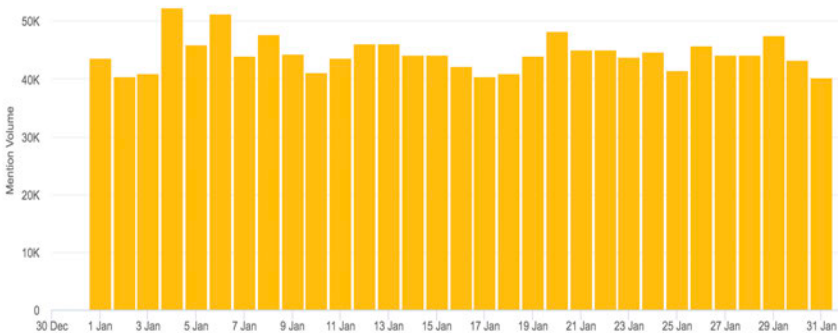


Channels

Facebook Analytics		Bristol Council FB, Marvin Rees FB		Jan 01, 2021 - Jan 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)		204	26	3	819	2,907	330 / 14,353		
Marvin Rees FB (Marvin Rees, Mayor of Bristol)		51	32	0	390	1,667	58 / 7,314		



Bristol People



Most Mentioned Tweeters

	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
@borisjohnson	7338	0	7339	14560658
@	5907	0	5908	9455598
@piersmorgan	4933	0	4934	3507899
@youtube	4474	0	4475	11205276
@bbcnews	3260	0	3261	12374575
@juliahb1	3179	0	3180	3368418
@skynews	2947	0	2947	2426533
@bristolcity	2920	0	2921	2372267
@gmb	2811	0	2812	3186266
@realdonaldtrump	2609	0	2610	2464341

Top Hashtags

	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
#nowplaying	5483	0	5484	1267467
#bristol	4573	0	4573	22165451
#covid19	2956	0	2957	21925477
#weathercloud	2300	0	2300	1927211
#lockdown	1933	0	1934	5209961
#free	1367	0	1368	1550932
#dance	1250	0	1250	372920
#house	1234	0	1234	359106
#soul	1232	0	1232	341503
#mb	1227	0	1227	336072