



Mayor of Bristol

Online and Social Media Analysis
(01.12.20 – 31.12.20)





Total Mentions

8381

▼ 18%

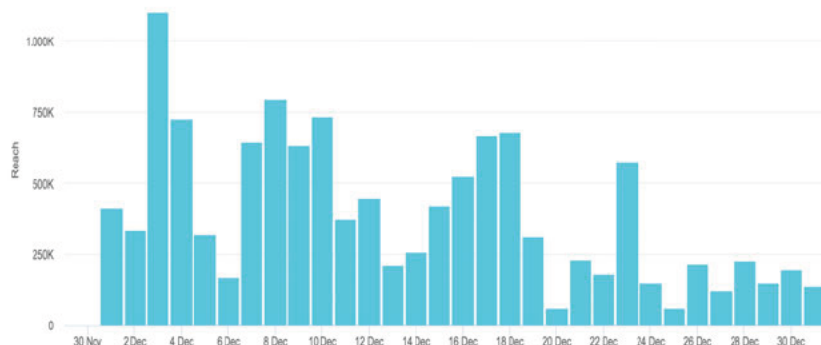
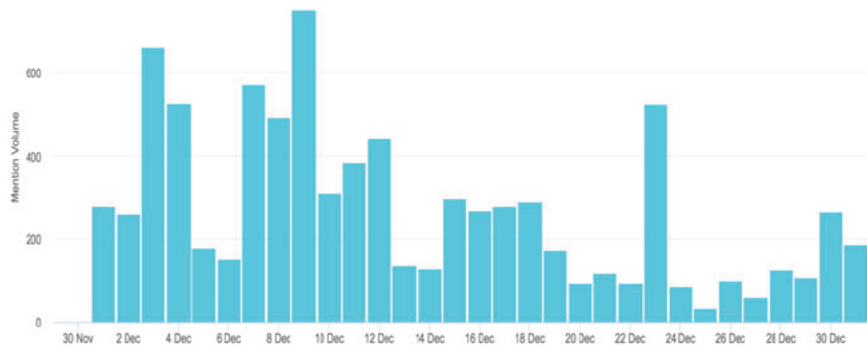
Previous Period: 10K

Unique Authors

2613

▼ 31%

Previous Period: 3797



Most Mentioned Tweets

@marvinjrees
 @bristolcouncil

TWEETS ▼	RETWEETS	ALL TWEETS	IMPRESSIONS
2471	1971	4442	15178663
544	332	876	2194311
138	14	152	791860
124	82	206	311744
112	35	147	563518
112	35	147	585363
106	16	122	530674
96	113	209	1300164
91	29	120	633404
90	29	119	648442

Top Hashtags

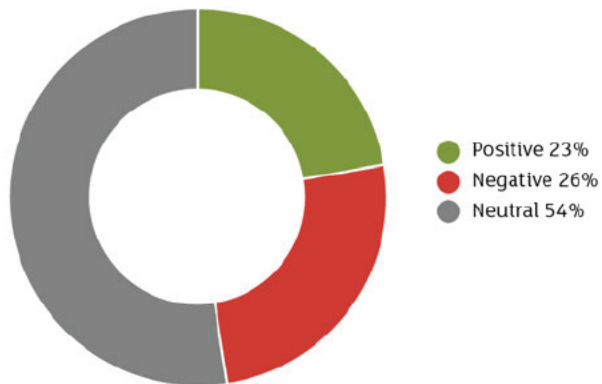
#tvl
#caymanislands
#1ddrive
#teamstallion
#followbeck
#family
#truthtrain
#bristol
#cashapp
#onemilliontonnes

TWEETS ▼	RETWEETS	ALL TWEETS	IMPRESSIONS
770	72	842	1781158
769	72	841	1780445
670	68	738	1700335
654	68	722	1688830
623	59	682	1181365
317	45	362	745040
244	36	282	589350
220	367	587	2460600
67	17	84	248636
55	19	74	62027

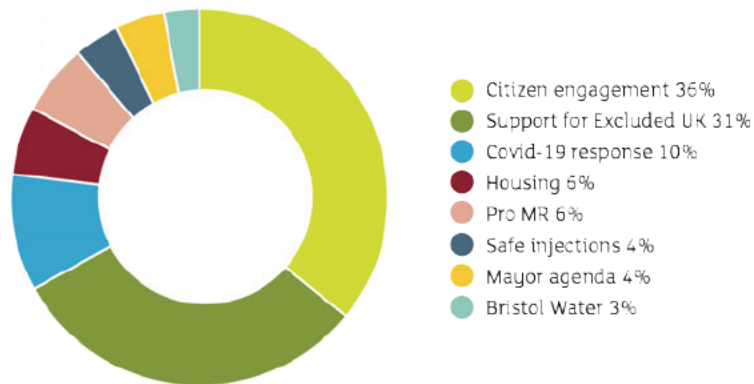
Search terms: "Marvin Rees" / "mayor of bristol" / @MarvinJRees / "Bristol Council" / "Bristol City Council"



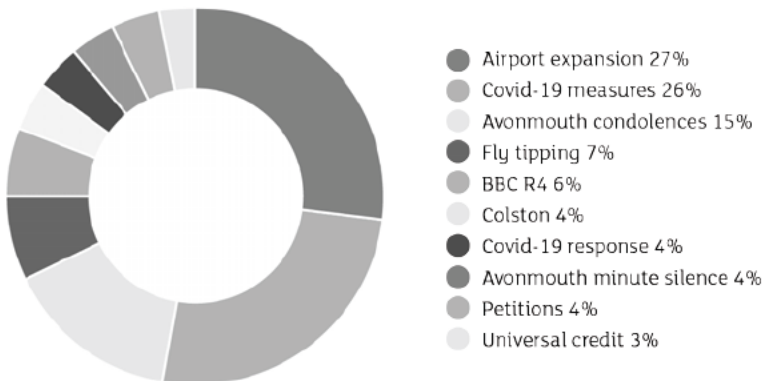
SENTIMENT



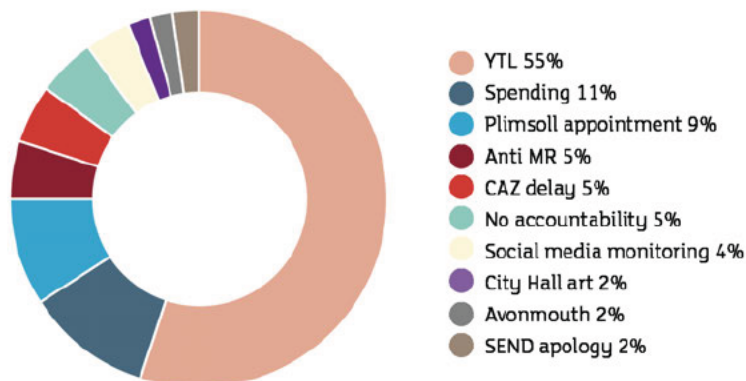
POSITIVE DISCUSSION



NEUTRAL DISCUSSION



NEGATIVE DISCUSSION





Positive trends:

- Citizen engagement was driven this month by Christmas Countdown, fostering services outreach, UK100, Meadowvale community, King's Fund, Carols for Bristol, Feeding Bristol and community mentor programmes across the city
- A highly active campaign from Excluded UK showed its thanks to major city Mayors for their support as it continues to lobby central government to support the 10% of UK workers not covered by Covid-19 measures
- National and local media coverage of the city's Covid-19 response continues to drive the online discussion giving cut through for the Mayor's messaging, especially in relation to inequality
- The injection of £20m to boost the development of 1,400 homes at Hengrove Park and L&G's modular housing scheme for 185 council houses at Lockleaze underlined the city's commitments to housing targets
- The city's new draft drugs strategy which includes a proposal for the UK's first "safe injection" rooms was picked up by local press creating some traction across social media
- Re-sharing of #BristolMayorAgenda continues to be an effective channel for communicating the work of the Mayor
- A water outage for 5,000 homes in East Bristol just before Christmas necessitated emergency work from "George and Harry from Bristol Water" who worked through foul weather conditions and received an in-person thank you from the Mayor

Negative trends:

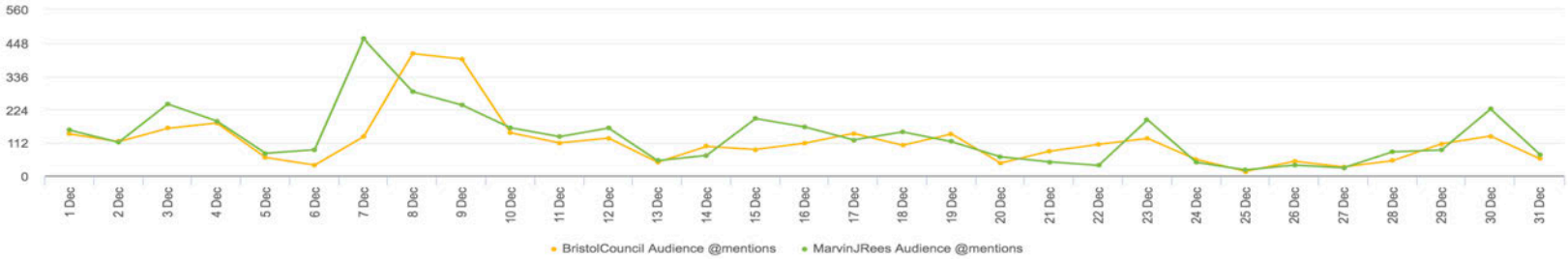
- An attack on the Mayor's "links to YTL and offshore funds" was mostly driven by a single account (900 posts). However, it had very low levels of engagement (6 re-tweets max), but due to the volume of posts it skews this month's sentiment analysis and hashtag datasets
- A more authentic negative narrative remains around Council spending and financial management featuring this month Avon Mutual Bank, director remuneration, WECA, Bristol Energy, Bristol Arena and the Mayor's Christmas ad campaign
- The Mayor's appointment to the board of Plimsoll drew negative commentary – with some accusing the Mayor of being "bored" of leading the city and only giving 90% to his public role
- Various attacks and theories about the Council's delay in imposing the clean air zone surfaced again this month – most of which tie back to what is perceived as a lack of motivation on the Mayor / BCC's part to push new measures through
- Systematic FOI requests and scrutiny of council decision making processes as well as the Mayor's record (specifically on transport) continue to provide ammunition to those accusing city leaders of having "no accountability"
- The continuation of the Council's social media monitoring contract brought some negative commentary but with low levels of engagement / reach
- Some artists in the city were offended by the Art in City Hall call for entries, questioning what the upside is meant to be for the entrants
- A small but negative conversation exists around the Avonmouth tragedy, claiming that warnings given about the safety of facilities in the area fell on deaf ears.
- The Council's apology for failures in SEND provision was covered by local campaigners and in local / national media creating some negative commentary

Channels

	Owner Tweets	Owner RTs	Owner Replies	Audience RTs	Audience @mentions	Owner Impressions	Audience Impressions	Net Followers / Total Followers
BristolCouncil (@BristolCouncil)	475	51	212	862	3,633	25,856,262	5,167,966	198 / 107,814
MarvinJRees (@MarvinJRees)	182	32	65	474	4,119	4,298,680	6,618,848	168 / 37,513

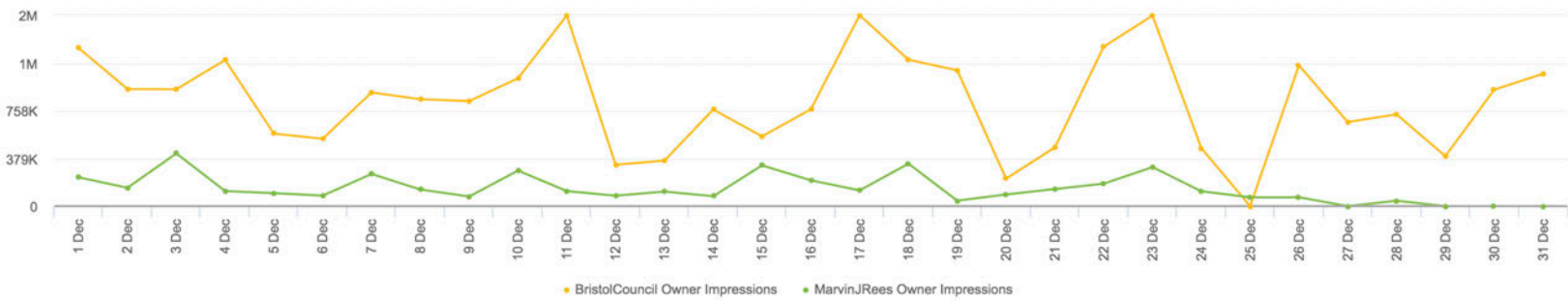
Tweets

Audience @mentions



Impressions

Owner Impressions



Channels

Facebook Analytics

Bristol Council FB, Marvin Rees FB

Dec 01, 2020 - Dec 31, 2020



Export

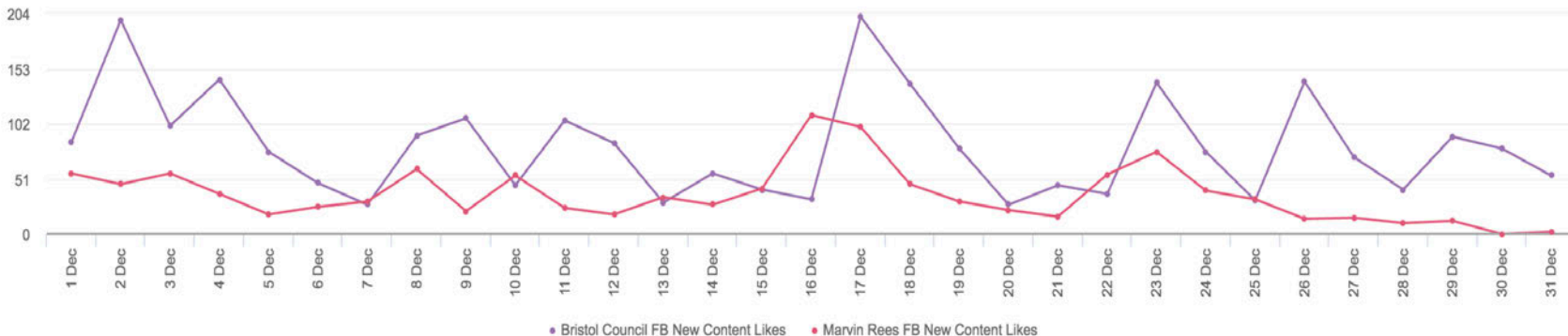
Filters



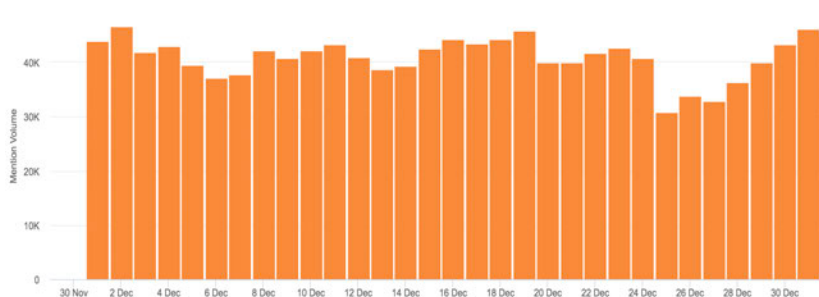
	Owner Posts	Owner Comments	Audience Posts	Audience Comments	New Content Likes	Net Page Likes / Total Page Likes
Bristol Council FB (Bristol City Council)	211	23	0	1,065	2,517	472 / 14,016
Marvin Rees FB (Marvin Rees, Mayor of Bristol)	76	2	0	285	1,127	102 / 7,257

Likes

New Content Likes

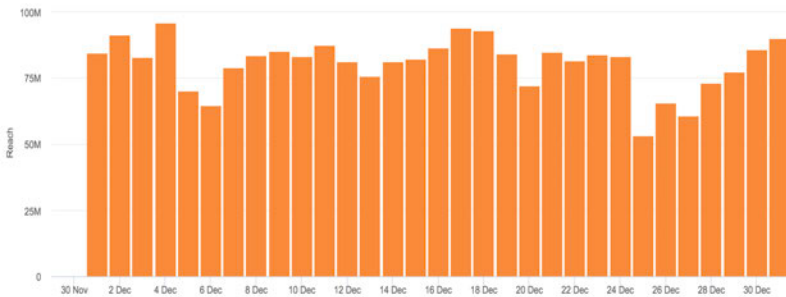


Bristol People



Most Mentioned Tweeters

	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
@	6182	0	6183	9240232
@borisjohnson	6169	0	6170	11771793
@youtube	4323	0	4324	10017272
@realdonaldtrump	4151	0	4151	3299652
@bristolcity	3200	0	3201	2304063
@skynews	2574	0	2575	2917973
@bbcnews	2247	0	2247	8958604
@matthancock	2197	0	2198	3254602
@piersmorgan	1873	0	1873	2126106
@keir_starmer	1822	0	1822	3999588



Top Hashtags

	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
#nowplaying	4967	0	4967	885023
#bristol	4679	0	4679	21902236
#christmas	3500	0	3500	10209604
#weathercloud	2388	0	2389	1930148
#covid19	2047	0	2048	14073578
#brexit	1641	0	1641	7650491
#100freephone12	1596	0	1597	53231
#dance	1371	0	1371	357906
#house	1369	0	1370	374994
#soul	1361	0	1361	381281

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