



# Mayor of Bristol

Online and Social Media Analysis  
(01.11.20 – 30.11.20)





**Total Mentions**

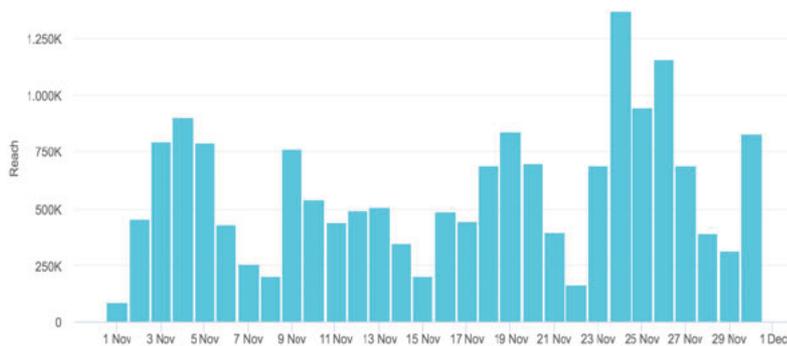
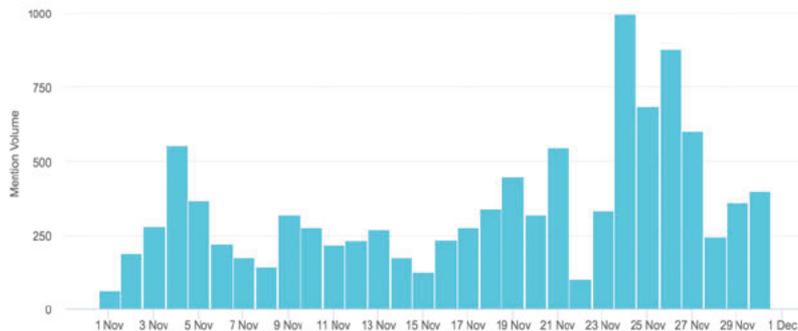
10k

▲ 6%  
Previous Period: 9804

**Unique Authors**

3852

▼ 5%  
Previous Period: 4060



**Most Mentioned Tweeters**

	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
 @marvinjrees	2603	4078	6681	23926027
	260	1381	1650	1962661
	227	1137	1364	1748810
	143	909	1052	1478036
	686	340	1026	3530892
	134	825	959	570021
	118	627	745	1307616
	11	421	432	313079
	67	320	387	301292
	62	217	279	252072

**Top Hashtags**

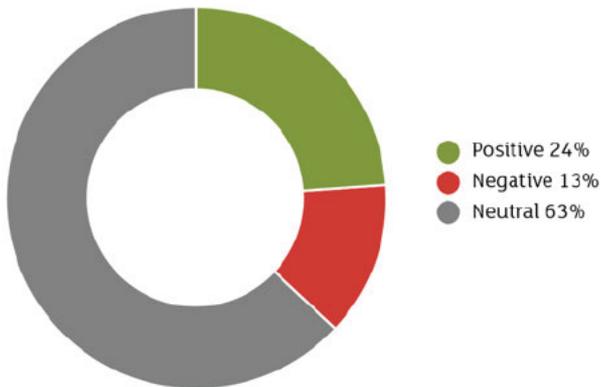
	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
#excludeduk	222	1787	2009	2124575
#bristol	191	515	706	3696854
#peoplebeforep...	35	287	322	323414
#wearenotgoing...	24	195	219	75835
#forgottenid	28	142	170	115577
#gapsinsupport	5	147	152	51831
#excluded	2	136	138	557362
#covid19	36	88	124	2322968
#relentless	11	107	118	46058
#onemillionbrnnes	31	44	75	523386

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

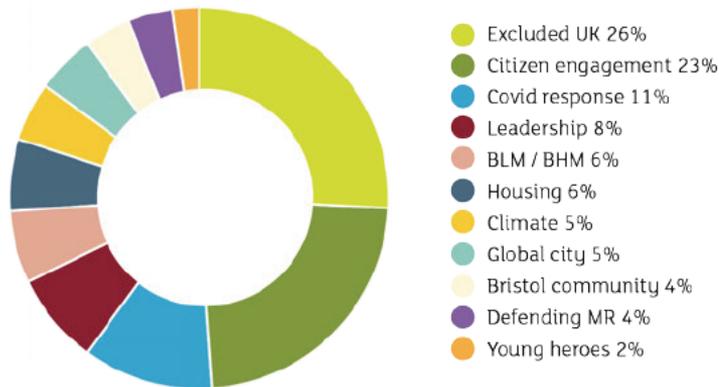




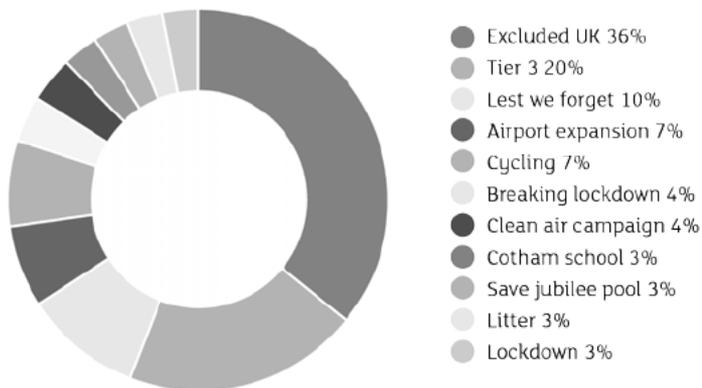
## SENTIMENT



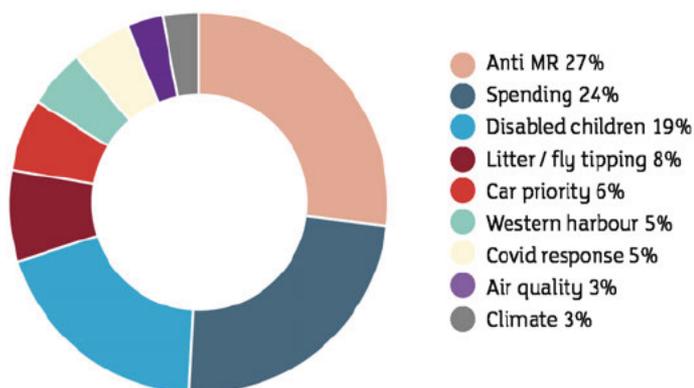
## POSITIVE DISCUSSION



## NEUTRAL DISCUSSION



## NEGATIVE DISCUSSION





### **Positive trends:**

- An active national campaign has gathered around Excluded UK which successfully lobbied for the Mayor to add support to the cause. Messages of thanks were enthusiastically shared across social media
- Citizen engagement this month was made up of the future of Bristol zoo, Bristol University events, Festival of Place, Living Wage Week, Facebook Q&A, #WomensEntrepreneurshipDay, and UK100 climate pledge
- As new lockdown measures were introduced the Mayor's latest video update had traction. In addition BCC's Covid resources were shared organically and the community champions team up raise awareness of the importance of wearing a mask
- The Mayor's leadership was praised in relation to Covid response and climate targets. Sharing of a Kings Fund podcast on the topic of leadership featured MR's comments on the importance of talent and team building
- Bristol's profile in various BLM / BHM events continues to be a talking point in which the Mayor's comments and activity plays a central role
- Driven by local media, messaging around affordable housing continues to have cut through as did the approval of the Temple Quarter development which will bring "new housing and 4,500 new jobs to the city"
- The announcement of £4 million in new funding for climate initiatives and the launch of the "Climate Hub" reflected positively with commentary praising the new funding in context of adverse economic conditions
- The 75th anniversary of UNESCO provided a platform for Bristol Global City messaging from the Mayor
- A new organic discussion has emerged around the Bristol community response to Covid challenges, reflecting the Mayor's comments around tier 3 lockdown.
- Bristol's Young Heroes awards continues to shine a positive light on youth development in the city

### **Negative trends:**

- The negative narrative around council spending under MR remains, with Bristol Energy, pay rises/salary levels, consultancy fees and procurement bias regularly referenced. As before, a lot of this is driven by FOI requests and is most often shared enthusiastically within an echo chamber
- The council has been accused of "fundamental breach of trust and data" as national media reported the case of a council email being sent which contained the names of 487 disabled children in the city and contact details of their primary carers. BCC's response and mitigation efforts featured in this discussion
- Persistent complaints about litter / fly tipping remain, especially this month in relation to public spaces and parks
- Anti advertising activists created some negativity around the council's use of cars in advertising images used by BCC to project an opportunity to create a cleaner, more sustainable future for the city
- The Western Harbour plans continue to be scrutinised with comments focusing particularly on the "1960s style" road plans
- Some negativity towards the city's "blasé approach" to the first Covid lockdown and subsequent failure to break up gatherings in the current lockdown
- Claims that Bristol is not delivering on its air quality or climate targets continue to draw negativity, although at a relatively low level this month

# Channels

Twitter Analytics

BristolCouncil, MarvinJRees

Nov 01, 2020 - Nov 30, 2020



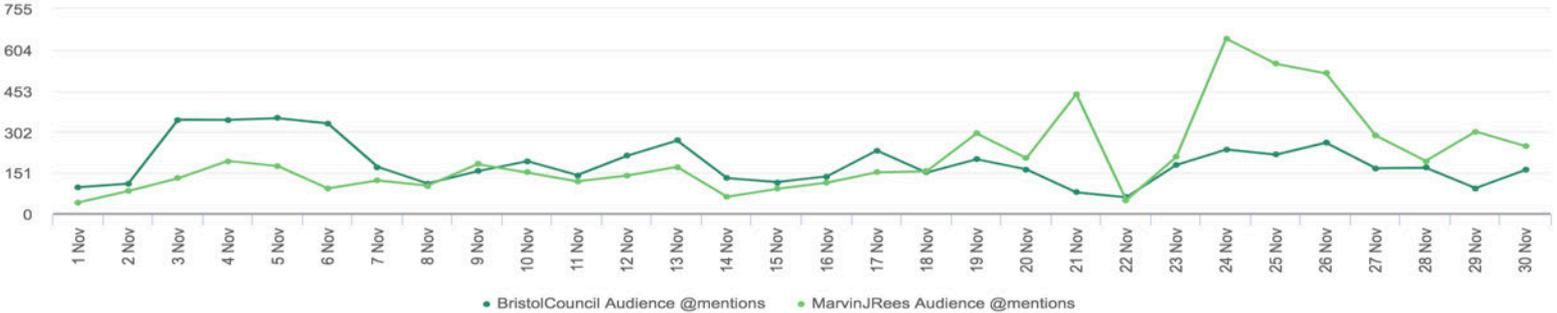
Export

Filters

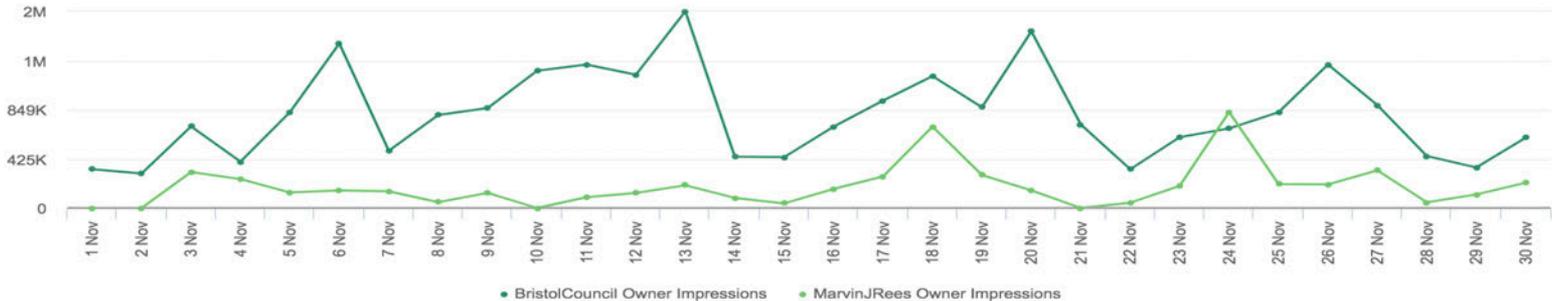


	Owner Tweets	Owner RTs	Owner Replies	Audience RTs	Audience @mentions	Owner Impressions	Audience Impressions	Net Followers / Total Followers
BristolCouncil (@BristolCouncil)	502	34	278	853	5,619	24,178,632	8,014,551	486 / 107,607
MarvinJRees (@MarvinJRees)	214	81	56	718	6,249	5,470,257	11,462,072	393 / 37,321

Tweets Audience @mentions



Impressions Owner Impressions



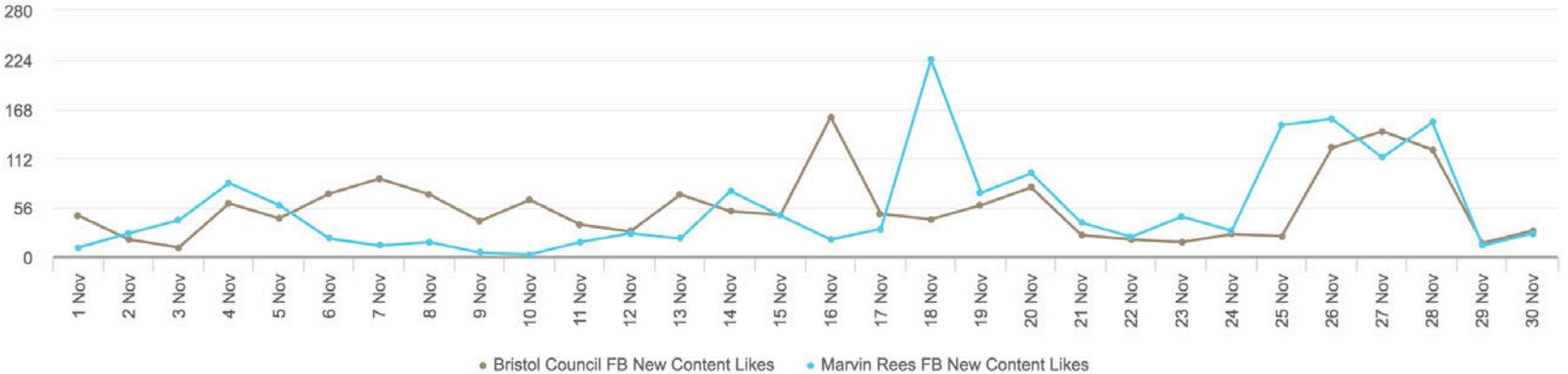
# Channels

Facebook Analytics | Bristol Council FB, Marvin Rees FB | Nov 01, 2020 - Nov 30, 2020

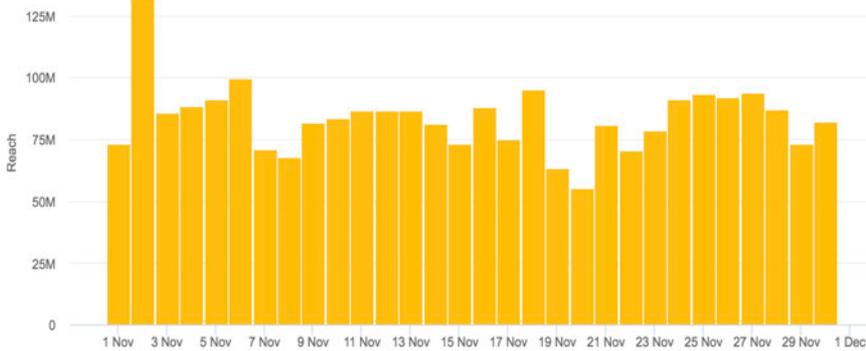
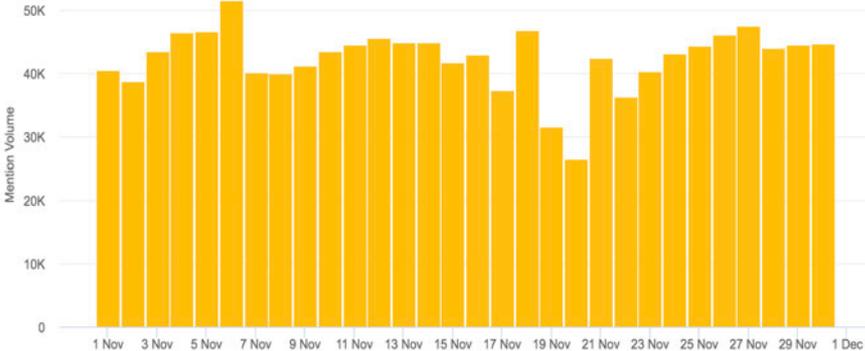
Export Filters

	Owner Posts	Owner Comments	Audience Posts	Audience Comments	New Content Likes	Net Page Likes / Total Page Likes
Bristol Council FB (Bristol City Council)	188	33	0	870	1,694	289 / 13,537
Marvin Rees FB (Marvin Rees, Mayor of Bristol)	54	9	0	644	1,664	72 / 7,148

Likes



# Bristol People



Most Mentioned Tweeters	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
<a href="#">@realdonaldtrump</a>	12579	0	12579	12050101
<a href="#">@</a>	6349	0	6350	10236436
<a href="#">@borisjohnson</a>	5634	0	5634	11555350
<a href="#">@officialplt</a>	5630	0	5631	2681011
<a href="#">@youtube</a>	3539	0	3540	7407922
<a href="#">@piersmorgan</a>	3305	0	3305	2117998
<a href="#">@missguided</a>	3064	0	3064	862237
<a href="#">@bbcnews</a>	2497	0	2498	14260108
<a href="#">@skynews</a>	2463	0	2464	3447098
<a href="#">@joebiden</a>	2350	0	2350	6890705

Top Hashtags	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
<a href="#">#nowplaying</a>	7512	0	7512	1216876
<a href="#">#bristol</a>	4801	0	4801	21484165
<a href="#">#pltpinkmonday</a>	2478	0	2479	1244212
<a href="#">#pltpinksunday</a>	2259	0	2260	778106
<a href="#">#weathercloud</a>	2208	0	2208	1812377
<a href="#">#covid19</a>	2056	0	2057	14032721
<a href="#">#imaceleb</a>	1728	0	1729	2140683
<a href="#">#missguidednoti...</a>	1602	0	1603	532049
<a href="#">#excludeduk</a>	1393	0	1394	1252310
<a href="#">#dance</a>	1338	0	1338	494726

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

