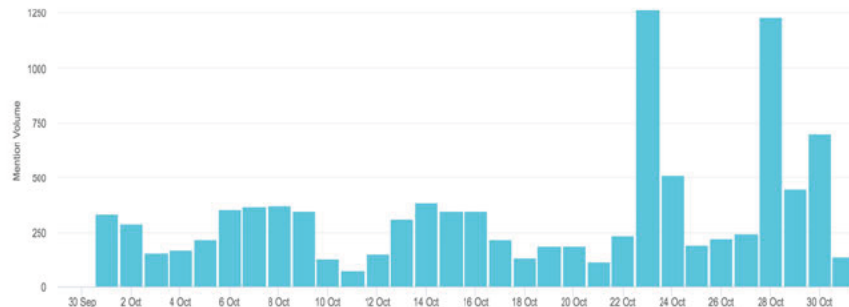
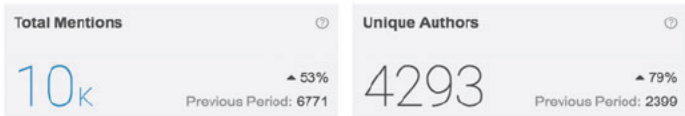




Mayor of Bristol

Online and Social Media Analysis
(01.10.20 – 31.10.20)





Most Mentioned Tweeters

	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
@marvinrees	2837	2806	5643	53938755
@bristolcouncil	847	624	1471	4296182
	35	685	720	1448116
	118	464	582	1693516
	105	420	525	1471477
	173	116	289	1088509
	230	54	284	1262678
	141	134	275	1791581
	107	151	258	767463
	66	180	246	717714

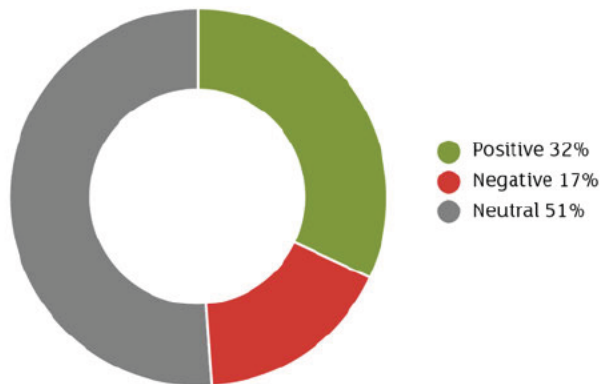
Top Hashtags

	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
#bristol	213	925	1138	6203145
#wearebristol	14	479	493	1689633
#blackhistorymonth	42	195	237	3052278
#covid19	38	154	192	1992572
#whereistheinterpreter	3	79	82	242604
#endchildfoodpoverty	19	51	70	238238
#bhm	28	26	54	90695
#askbristolmayor	15	35	50	537227
#bristol's	2	38	40	217658
#avonmouth	6	33	39	120000

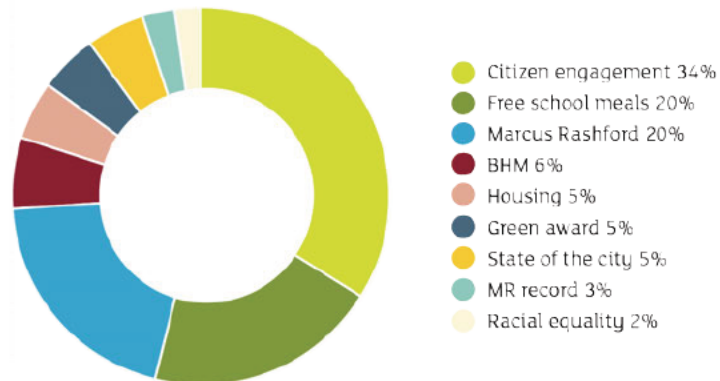
Search terms: "Marvin Rees" / "mayor of bristol" / @MarvinJRees / "Bristol Council" / "Bristol City Council"



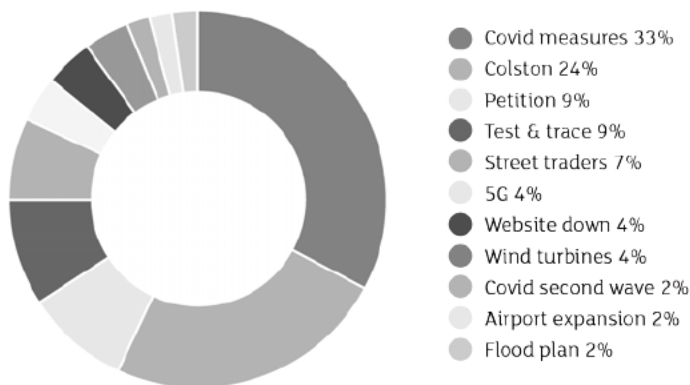
SENTIMENT



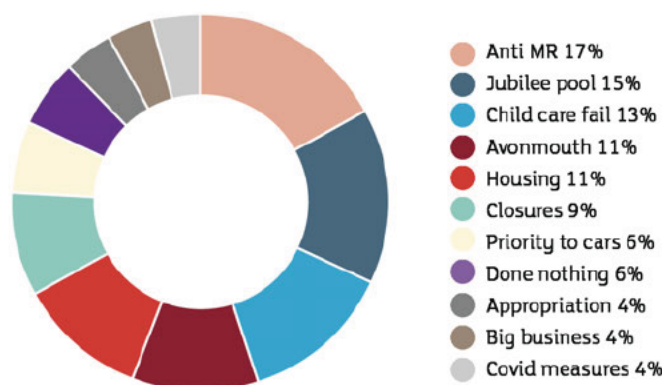
POSITIVE DISCUSSION



NEUTRAL DISCUSSION



NEGATIVE DISCUSSION





Positive trends:

- Citizen engagement was driven this month by One City, WeAreBristol, The Architecture Centre, UWE Bristol, Magnet School Project, Wildscreen Festival, Voscur, Age UK, Bristol Housing Festival and Break the Cycle
- The news that, through local partnerships, free school meals would be available to children in the city got strong cut through with the Mayor's announcement leading this. Sentiment from local citizens appreciated the mayor "stepping up" to the challenge, despite no support from central government. This topic spiked when Marcus Rashford held Bristol up as example of a community rising to the challenge of food poverty
- The mayor's comment that "We can't tell the full British story unless we tell the story of Black people within that story." as well as various initiatives and appearances for Black History Month had cut through
- Celebrity architect George Clarke's visit alongside MR to the site of the proposed Lockleaze development built on the city's affordable housing narrative. As did the Hope Rise housing project
- Sharing of the news that the mayor won the Business Green Leaders Award for the politician "who has done the most to advance the cause of the green economy in the past year"
- Sharing of the Mayor's state of the city address
- Comments on diversity and racial bias at the BBC and ITV's Black and British programme added to positive sentiment towards the mayor's track record and leadership on racial equality

Negative trends:

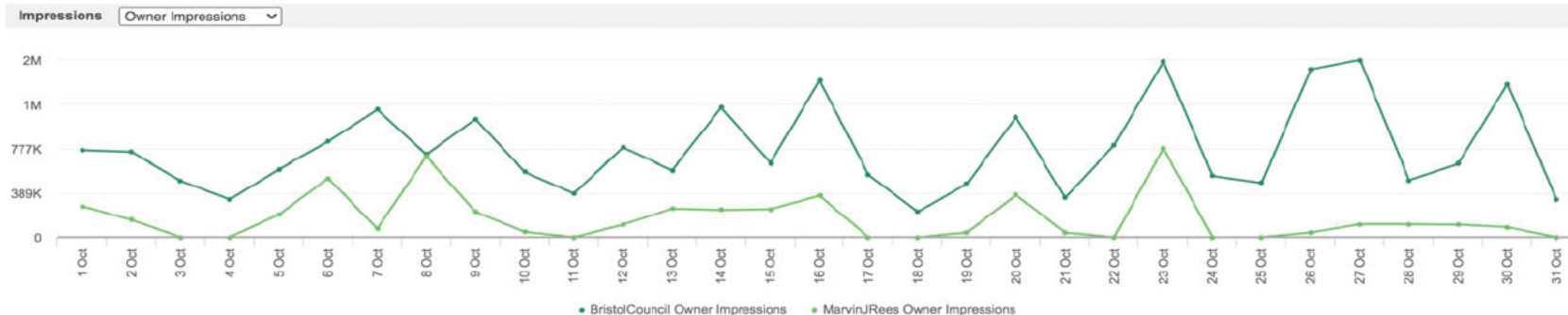
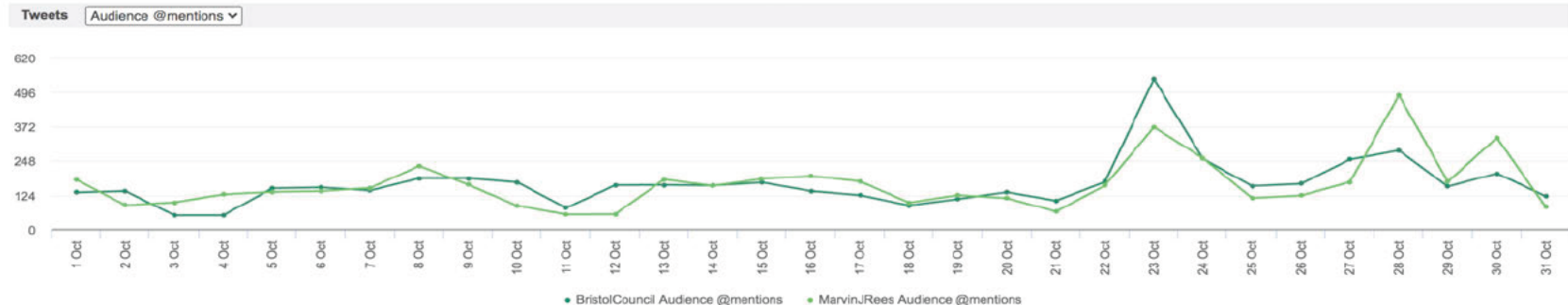
- The campaign to "save" Jubilee pool retains momentum as "discussions" with the mayor's office are "ongoing" in relation to its re-opening. There was some derision of the mayor's comments that Bristol residents enjoy "upper quartile" access to pools
- Driven by national and local media there was a strong reaction to a case where BCC had placed a 16 year old boy in care who was raped after fleeing his accommodation as he felt "at risk". However, links which circulated on social media to BBC and Bristol Post articles are now dead
- "Yet another fire" at the Sims recycling plant lead to complaints that pollution in Avonmouth is continually ignored by authorities with some commentary about why the city's clean air plan isn't being upheld in the area
- Reaction to the news that planning permission has been granted for the Bedminster high rise complex brought in conversations about the mayor's failure to meet manifesto targets. Within this there were complaints about the "sub-standard" quality of new social housing
- Disillusionment at the number of public facilities which have been closed during the pandemic, with the Council's plans for future sport in parks coming under fire. The potential closure of two primary 'below capacity' also formed part of this conversation
- The negative narrative that the Council provides priority to cars in the city continues with some discussing the social equity of this as well as frustration that the council is "urging" but not "enforcing" congestion zone restrictions in the city
- Low level generic complaints about the mayor's inactivity and record of delivery remains with some new discussions emerging to complain about bandwagon jumping and taking credit for initiatives which originate elsewhere - free school meals was held up as an example of this
- An echo chamber conversation remains about the compromised position of private financing for public initiatives and the mayor "being in the pocket of big business"

Channels

Twitter Analytics | BristolCouncil, MarvinJRees | Oct 01, 2020 - Oct 31, 2020

🔍 ⬇️ Export ⌵ ⚙️ Filters ⌵

	Owner Tweets	Owner RTs	Owner Replies	Audience RTs	Audience @mentions	Owner Impressions	Audience Impressions	Net Followers / Total Followers
BristolCouncil (@BristolCouncil)	495	59	244	1,267	5,096	23,932,603	8,977,957	535 / 107,096
MarvinJRees (@MarvinJRees)	180	63	60	920	5,060	5,081,493	38,108,087	549 / 36,914






Channels

Facebook Analytics

Bristol Council FB, Marvin Rees FB

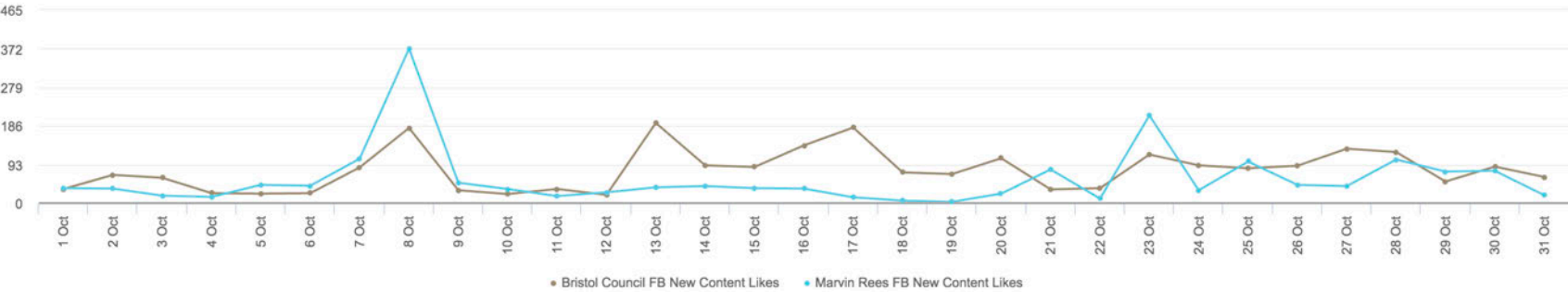
Oct 01, 2020 - Oct 31, 2020

  Export  Filters 

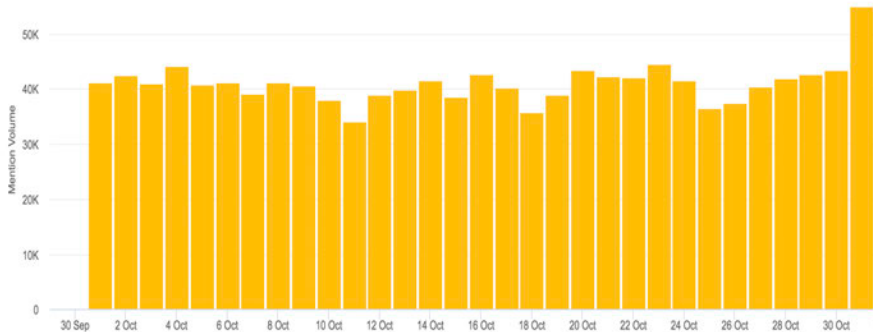
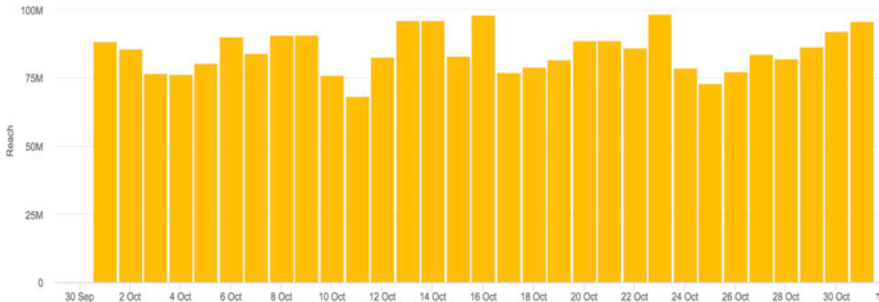
	Owner Posts	Owner Comments	Audience Posts	Audience Comments	New Content Likes	Net Page Likes / Total Page Likes
Bristol Council FB (Bristol City Council)	189	31	0	1,094	2,460	351 / 13,236
Marvin Rees FB (Marvin Rees, Mayor of Bristol)	59	4	0	553	1,788	305 / 7,073

Likes

New Content Likes 



Bristol People



Most Mentioned Tweeters	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
@	7847	0	7848	18688426
@borisjohnson	5410	0	5410	9195893
@realdonaldtrump	5208	0	5209	5937089
@youtube	4630	0	4630	10855880
@piersmorgan	2913	0	2914	3574037
@bristolcity	2881	0	2882	2631329
@marcusrashford	2818	0	2819	7162824
@bristolbears	2584	0	2585	4433289
@skynews	2523	0	2523	2577675
@matthancock	2356	0	2356	3368393

Top Hashtags	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
#nowplaying	8706	0	8706	1097876
#bristol	5258	0	5258	24056577
#covid19	2320	0	2321	14296678
#weathercloud	2292	0	2292	1899446
#halloween	1404	0	1405	8387760
#video	1173	0	1173	682276
#dance	1124	0	1124	480916
#house	1120	0	1120	308982
#adultwork	1101	0	1101	4474366
#soul	1098	0	1098	301184

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