



Mayor of Bristol

Online and Social Media Analysis
(01.09.20 – 30.09.20)





Total Mentions

6793

▼ 13%

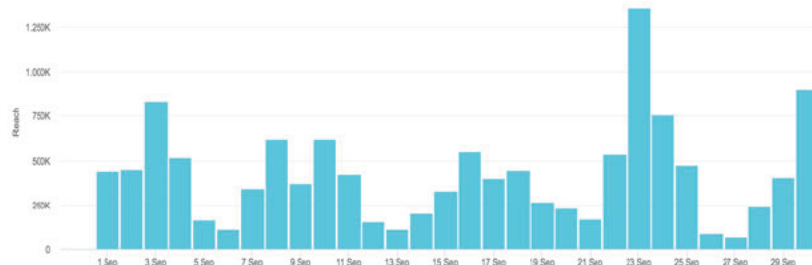
Previous Period: 7816

Unique Authors











2458

▼ 31%

Previous Period: 3549



Most Mentioned Tweeters

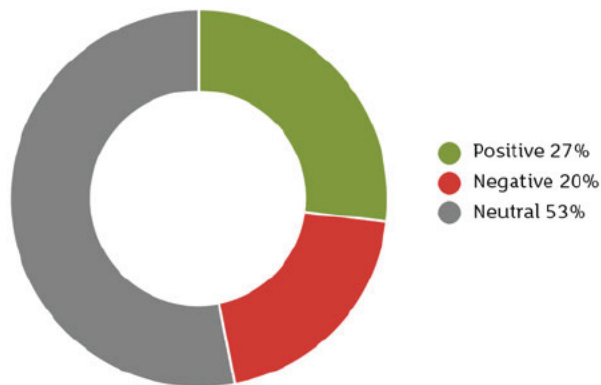
	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
 @marvinjrees	1711	1763	3474	32805645
 @bristolcouncil	512	429	941	4510075
	189	148	337	1578205
	103	195	298	775606
	83	100	183	825327
	134	41	175	622902
	137	33	170	562727
	95	75	170	1528744
	69	95	164	807475
	70	93	163	834962

Top Hashtags

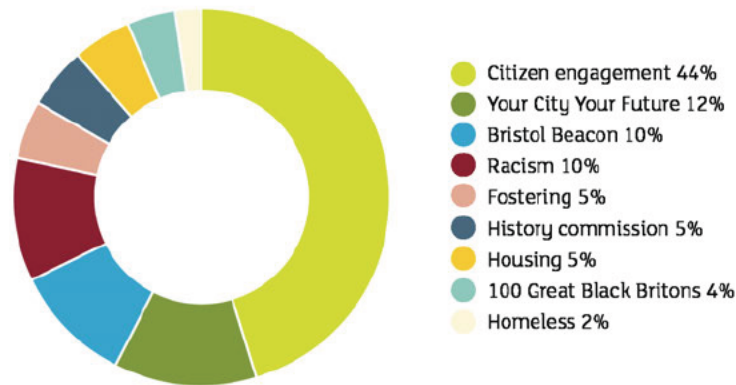
	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
#bristol	131	371	502	2221054
#covid19	34	114	148	1312812
#kayburley	2	50	52	7018450
#bristolenergy	18	24	42	89411
#sds	8	34	42	101189
#mennheim2020	9	32	41	239346
#yourcityyourfuture	10	27	37	147830
#blacklivesmatter	8	22	30	36964
#bristol's	4	26	30	129120
#sdglocal	3	26	29	80521



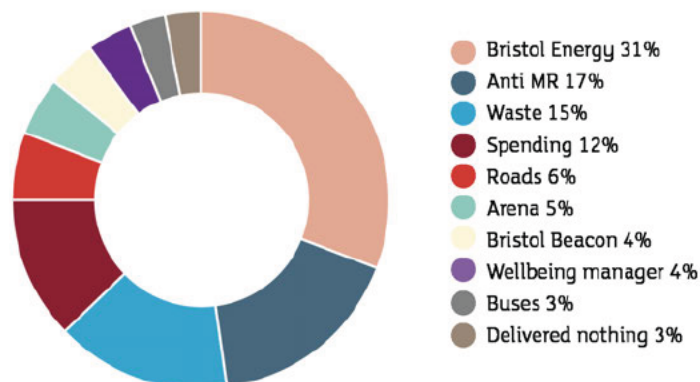
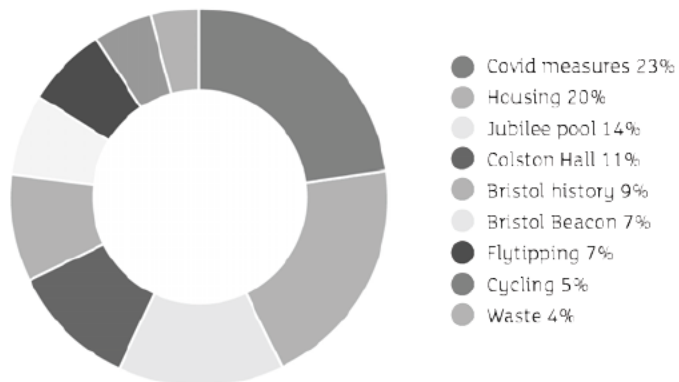
SENTIMENT



POSITIVE DISCUSSION



NEUTRAL DISCUSSION





Positive trends:

- Citizen engagement this month was driven by Global Goals Day, Perry Court funding, Youth Sector Support, Bristol Horn Youth Concern, the city's Somali community, City Poet, Festive of Ideas, apprenticeships, Bristol Open Doors, the Ambrose Fleming Award, BLM and Feed Bristol
- Strong cut through and engagement with Your City Your Future asking citizens to share their experiences of living in the city and how they would shape its future
- Media appearances and sharing of the Mayor's social media posts provided a solid platform for the announcement of Bristol Beacon with positive sentiment reflecting a "new era of hope" in the city
- National media interviews, speeches and BLM activism continue to boost discussions of the Mayor's comments on eradicating racism in the UK. The inclusion of the Mayor amongst the recently published "100 Great Black Britons" also fed into this
- A new push from BCC to recruit foster parents had cut through and led to some organic conversations about the benefits of foster care – with a focus on teenagers in particular
- Boosted by engagement from academics across a diverse set of disciplines, the official launch of Bristol History Commission created a new conversation space "to help Bristol better understand its history & how we have become the city we are today"
- The Mayor's announcement that £1.9m has been made available for emergency accommodation for the city's homeless was welcomed

Negative trends:

- The financial "losses" associated with the sale of Bristol Energy became a talking point, hardened by reporting of 50 job losses (without redundancy). Many spoke about "fools gold" and asked how the Council could turn a £40m tax payer investment into £14m sale. Within this discussion there was a lot of finger pointing about "who knew what when"
- There has been a spike in complaints about Bristol Waste failing to meet its "contractual obligations" in some areas with many discussing how to submit complaints. There was some recognition that the service is contracted out, but citizens expect BCC to administer the contract more rigorously. There is also frustration that complaints are "not taken seriously"
- The persistent negativity about spending continues, most of which focusses on various developments in the city – the YTL arena in particular. Senior staff pay is also a constant feature in this discussion. There was also negativity about the Council has been forced to pay "more than £600k" in personal injury claims
- Persistent complaints about the "car mad" Mayor and frustration at the general condition of the city's roads shows no sign of abating. This was made up of fragmented complaints rather than any major specific problems
- There was some backlash to the announcement of Bristol Beacon replacing the Colston Hall. Some simply don't like the name whilst for some others there was disbelief that it was "part of a three year process"
- Some low level sharing of blog posts about a wellbeing manager appointed by the Council triggering "multiple complaints" about bullying of council staff to sign risk assessments to declare workplaces safe
- The track record of First Bus continues to draw low level negativity as does the belief that the Mayor and his team have "delivered nothing"

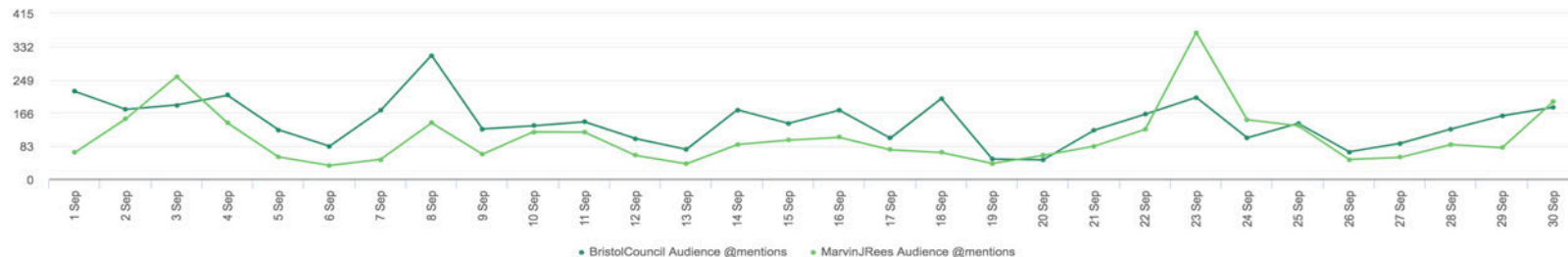
Channels

Twitter Analytics BristolCouncil, MarvinJRees Sep 01, 2020 - Sep 30, 2020

Export Filters

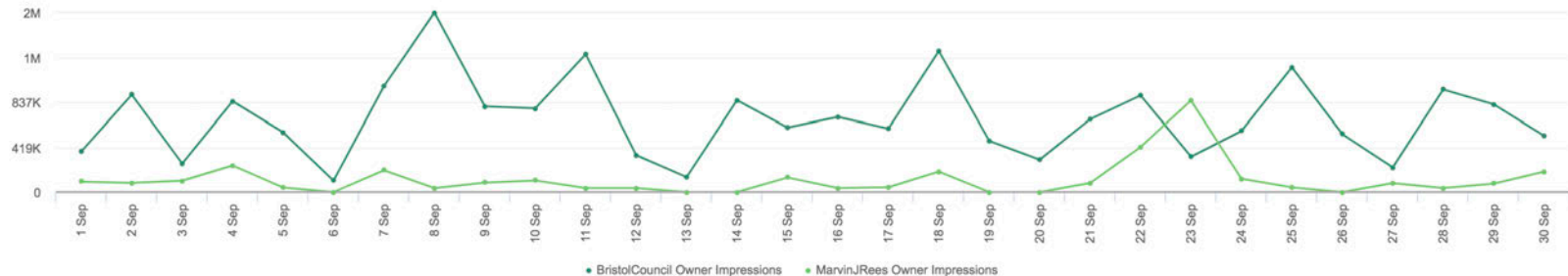
	Owner Tweets	Owner RTs	Owner Replies	Audience RTs	Audience @mentions	Owner Impressions	Audience Impressions	Net Followers / Total Followers
BristolCouncil (@BristolCouncil)	481	51	257	878	4,312	20,611,374	7,813,236	271 / 106,546
MarvinJRees (@MarvinJRees)	146	56	35	535	3,151	3,407,219	22,740,206	162 / 36,351

Tweets Audience @mentions



Impressions Owner Impressions

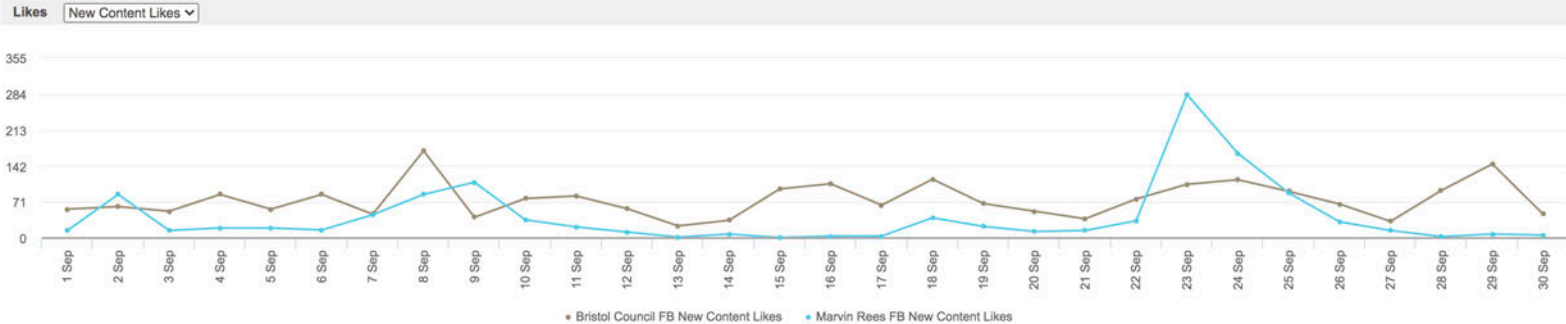
Export



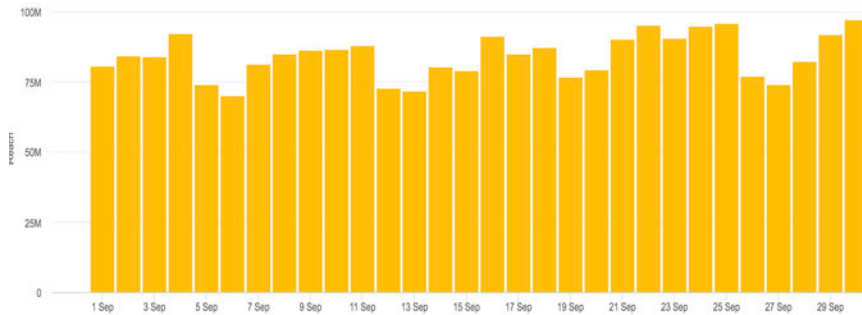
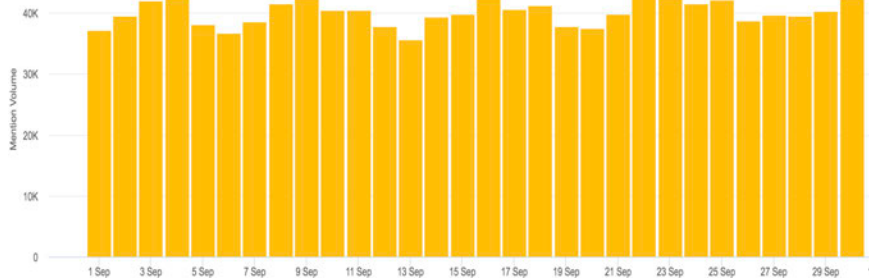
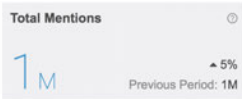
Channels

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

	Owner Posts	Owner Comments	Audience Posts	Audience Comments	New Content Likes	Net Page Likes / Total Page Likes
Bristol Council FB (Bristol City Council)	159	27	1	1,072	2,260	256 / 12,847
Marvin Rees FB (Marvin Rees, Mayor of Bristol)	39	3	0	464	1,231	63 / 6,763



Bristol People



Most Mentioned Tweeters

	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
@	6642	0	6643	11483009
@borisjohnson	5937	0	5937	10066294
@bristolcity	3838	0	3838	2956426
@youtube	3829	0	3829	9564656
@matthancock	3358	0	3358	5968518
@piersmorgan	2916	0	2917	9726827
@realdonaldtrump	2882	0	2882	4020634
@skynews	2339	0	2340	1847610
@bbcnews	2324	0	2324	15906131
@bristolbears	1807	0	1807	2103485

Top Hashtags

	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
#nowplaying	6218	0	6218	1043471
#bristol	4874	0	4874	23388443
#weathercloud	2296	0	2296	1870482
#covid19	2128	0	2129	13011313
#dance	1226	0	1226	344754
#house	1223	0	1223	325996
#soul	1220	0	1220	368866
#rnb	1208	0	1208	322603
#chart	1203	0	1203	309242
#adultwork	1060	0	1060	4467414

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