



Mayor of Bristol

Online and Social Media Analysis
(01.08.20 – 31.08.20)





Total Mentions

8124

▼75%

Previous Period: 32K

Unique Authors

3744

▼78%

Previous Period: 17K



Most Mentioned Tweeters

	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
@marvinrees	1739	1968	3707	11931829
@bristolcouncil	512	600	1112	2709630
	35	572	607	1104155
	25	438	463	779781
	21	428	449	742284
	133	224	357	1011880
	181	175	356	1243104
	145	160	305	845684
	120	137	257	675920
	111	124	235	746585



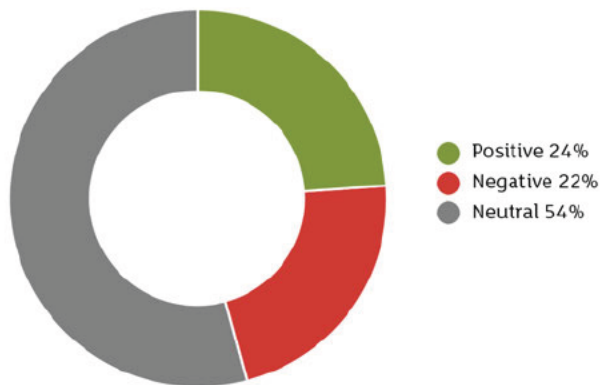
Top Hashtags

	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
#bristol	157	670	827	4146353
#covid19	13	187	200	1245279
#savejubileepool	45	142	187	154953
#uniformdrive	10	117	127	823298
#bristo's	5	72	77	335119
#yourcityyourfuture	5	57	62	399667
#delibdem	1	53	54	128239
#delibwave	1	53	54	128239
#easton	13	39	52	42503
#wearebristol	3	46	49	230917

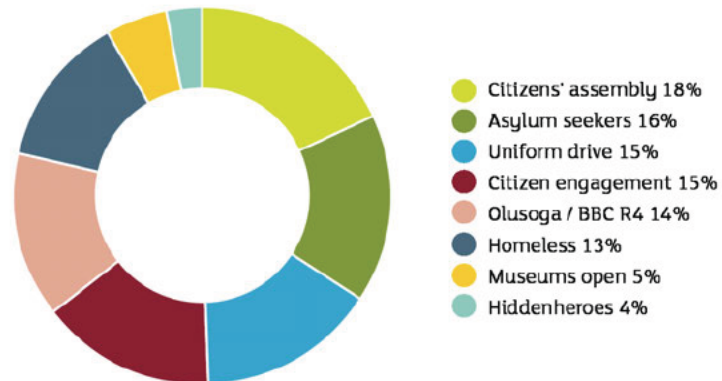
Search terms: "Marvin Rees" / "mayor of bristol" / @MarvinJRees / "Bristol Council" / "Bristol City Council"



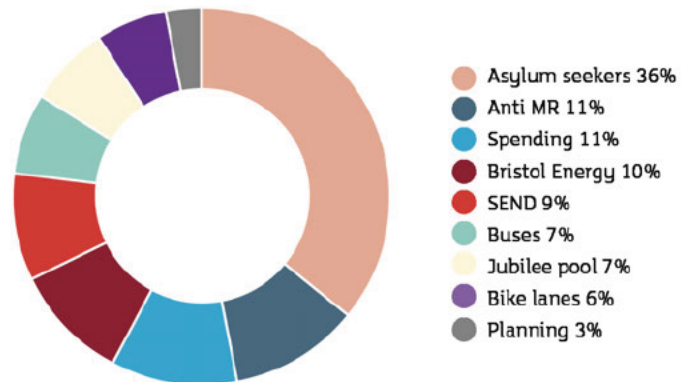
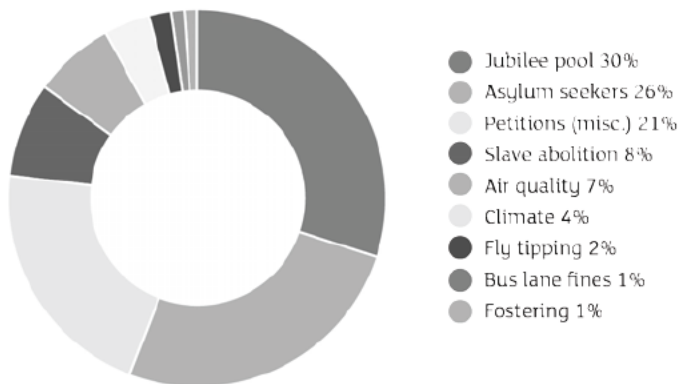
SENTIMENT



POSITIVE DISCUSSION



NEUTRAL DISCUSSION





Positive trends:

- Driven by various council owned / affiliated channels and shared more broadly there was positive traction for the YourCityYourFuture activity and news of the creation of a citizens' assembly aimed at giving citizens vital input into Covid-19 recovery planning
- The Mayor's appeal for volunteers to host asylum seekers struck a chord with many citizens and third sector organisations underlining the message that Bristol is a place 'where everyone feels welcome and safe'
- The uniform drive to help parents struggling to afford new school uniforms was shared enthusiastically with reports of hundreds of donations coming in from across the city
- Citizen engagement was driven by UWE / BCC work placement comments, support for exam students, NCS, Art in City Hall and Festival of Ideas
- David Olusoga's MacTaggart speech and comments about a 'lost generation' of minority ethnic people in the UK TV industry featured MR's rise to become the city's mayor. This was boosted by the BBC Radio 4 interview with the Mayor who set out his vision for equality and spoke of his experience at the BBC.
- Strong local media pick up and sharing of the conversion of Parkview offices into permanent accommodation for the city's homeless was reported as 'a major step forward in alleviating the city's housing crisis'
- The re-opening of the city's museums, and continued championing of #hiddenheroes provided further positive talking points this month

Negative trends:

- The Mayor's appeal for citizens to provide safe spaces for asylum seekers provoked right wing social media users to oppose the move. Mostly this was re-shares of Daily Mail and Breitbart news articles with little discussion, although there was consistency in a question over whether the Mayor would be opening up his doors to 'illegal asylum seekers'
- Some cohesion around £40m of council funds being 'thrown away' on Bristol Energy – within this the part sale for £1.34m was often referred to as a meagre return on tax payers' money. In addition there was a significant volume of posts about spending more generally, which included consultancy fees (arena), pay rises for BCC senior staff and exit packages all set amongst 'constraints' on council finances
- Anger over the provision of SEND school places has returned, with complaints from parents and stakeholders that despite persistent pressure on the Council to act, requests are continually ignored resulting in a SEND crisis in the city
- The reduction in bus services due to Covid-19 is wearing thin with some residents, many of whom look back to 'failed' manifesto commitments to bring services under the control of the city to improve access and routes
- As news filtered through of the council's 'plan to close' Jubilee pool there was a strong reaction by users of the facility as well as health advocates. Most of this was neutral posting of petitions and activism but it did draw negative commentary and complaints about over-subscribed pool services in other areas
- There was negativity towards pop up bike lanes in the city with citizens complaining they are empty and that they create 'deliberate' congestion where traffic flow was OK before
- Some low level complaints about commercial planning applications and the power developers have over the city's skyline

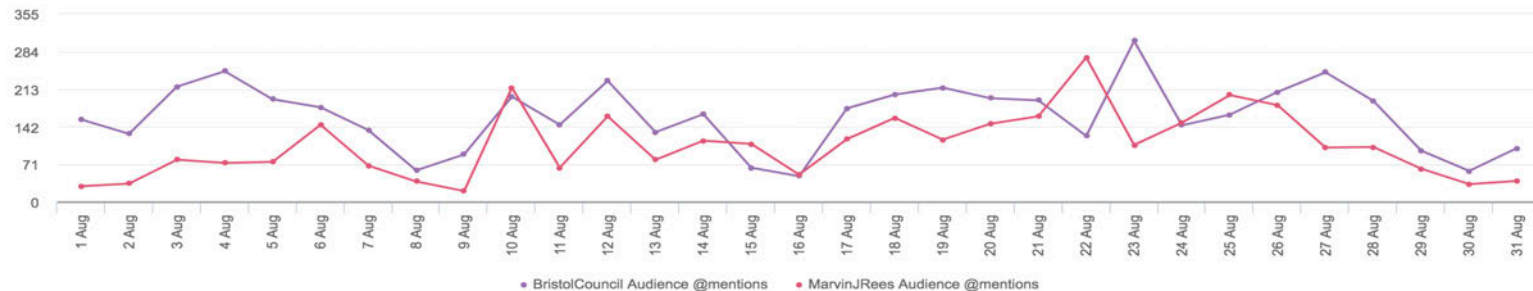
Channels

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

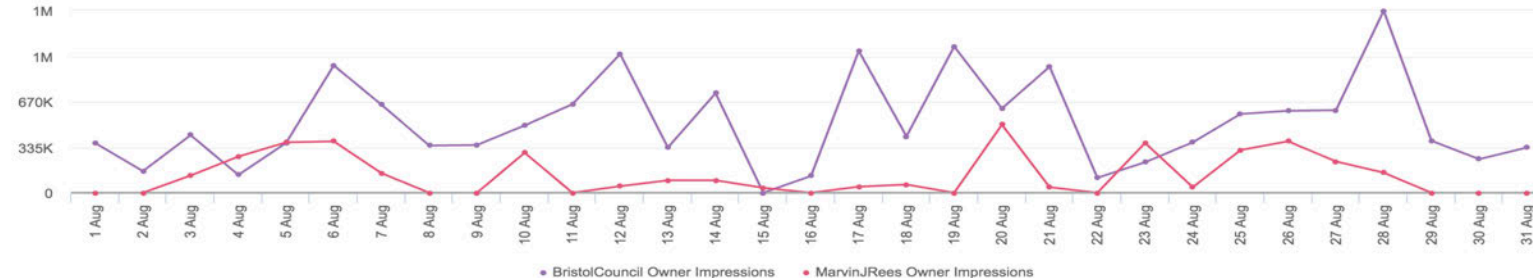
🔍 Export 📄 Filters

	Owner Tweets	Owner RTs	Owner Replies	Audience RTs	Audience @mentions	Owner Impressions	Audience Impressions	Net Followers / Total Followers
BristolCouncil (@BristolCouncil)	364	51	188	1,159	5,020	15,964,189	6,373,987	167 / 106,268
MarvinJRees (@MarvinJRees)	108	41	19	647	3,337	3,971,111	4,984,942	212 / 36,184

Tweets Audience @mentions



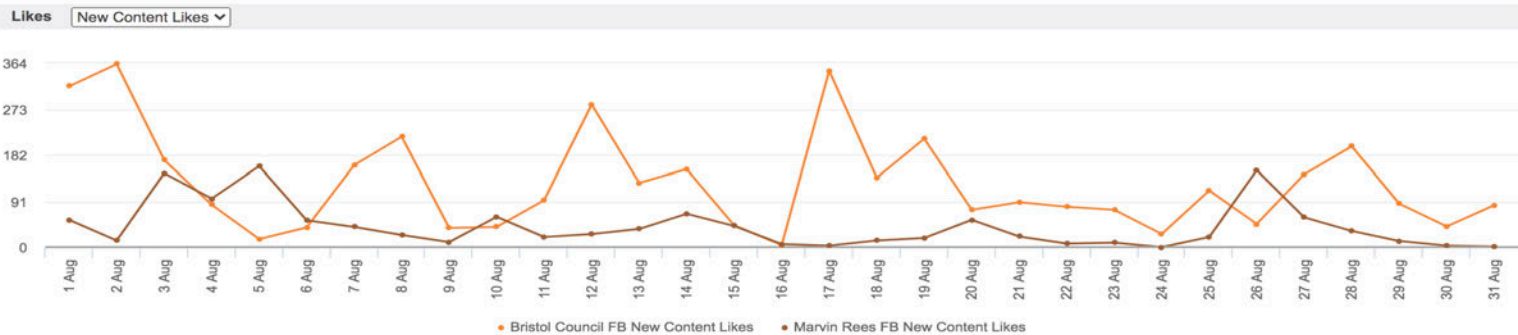
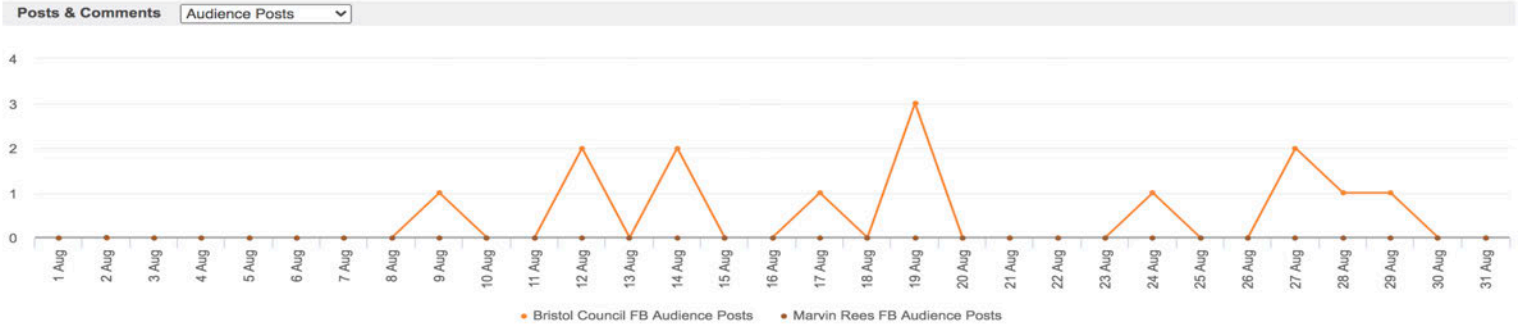
Impressions Owner Impressions



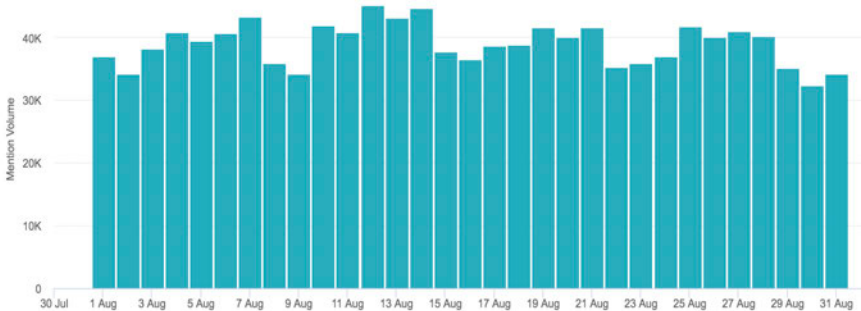
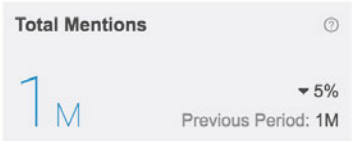
Channels

Facebook Analytics Bristol Council FB, Marvin Rees FB Aug 01, 2020 - Aug 31, 2020

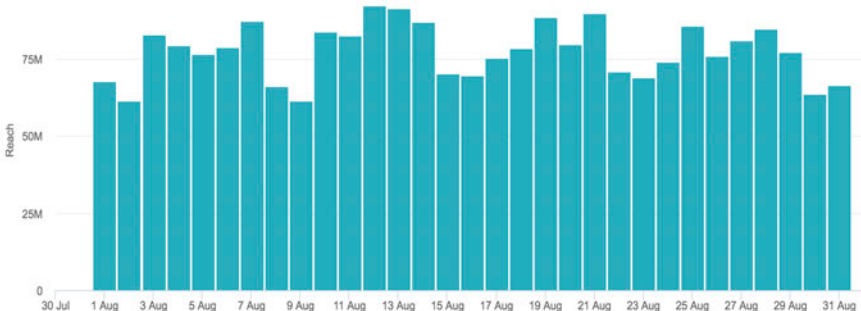
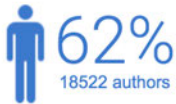
	Owner Posts	Owner Comments	Audience Posts	Audience Comments	New Content Likes	Net Page Likes / Total Page Likes
Bristol Council FB (Bristol City Council)	115	23	14	1,726	3,906	611 / 12,582
Marvin Rees FB (Marvin Rees, Mayor of Bristol)	31	3	0	543	1,256	124 / 6,699



Bristol People



Most Mentioned Tweeters	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
@	5160	0	5160	13491187
@youtube	4260	0	4260	8932272
@bristolcity	3611	0	3612	2743619
@borisjohnson	3314	0	3315	5212014
@realdonaldtrump	3005	0	3006	3312329
@geemacgee	2606	0	2606	1421654
@bbcnews	2200	0	2201	13064680
@skynews	2112	0	2113	1903630
@piersmorgan	1791	0	1792	3117837
@pritipatel	1567	0	1567	2287355



Top Hashtags	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
#nowplaying	8024	0	8025	1150073
#bristol	4754	0	4755	16901643
#weathercloud	2339	0	2339	1945553
#covid19	1781	0	1782	11422802
#bristolcity	939	0	940	2736693
#adultwork	907	0	907	4223451
#bath	896	0	897	2029675
#cycling	788	0	788	51513768
#wiltshire	761	0	761	2143657
#arseclock	734	0	734	13344

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