



# Mayor of Bristol

Online and Social Media Analysis  
(01.07.20 – 31.07.20)





**Total Mentions**

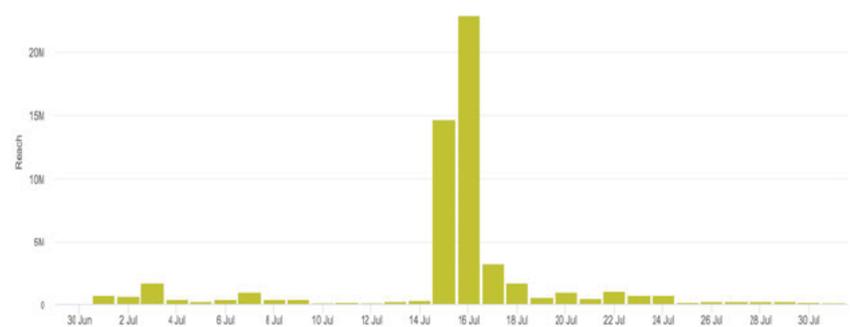
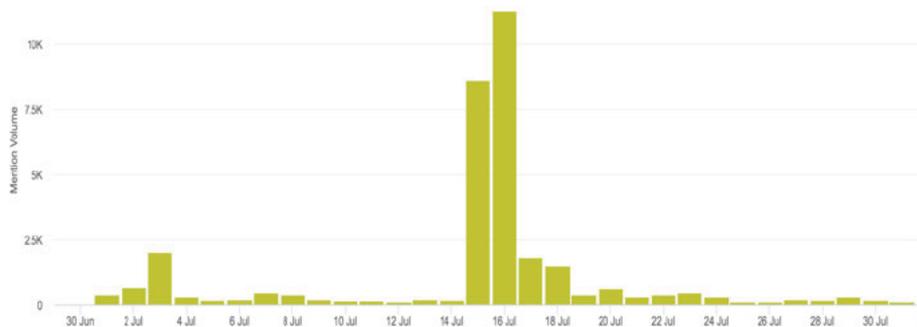
33k

▼ 50%  
Previous Period: 66K

**Unique Authors**

18k

▼ 50%  
Previous Period: 35K



Most Mentioned Tweeters	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
 @marvinjrees	4879	2951	7830	32370350
	1983	438	2321	3776702
 @bristolcouncil	1073	1164	2237	6052927
	29	1210	1239	1542713
	161	867	1028	1889704
	13	510	523	612431
	15	468	483	934541
	17	432	449	429062
	56	314	370	618419
	138	227	365	1794711

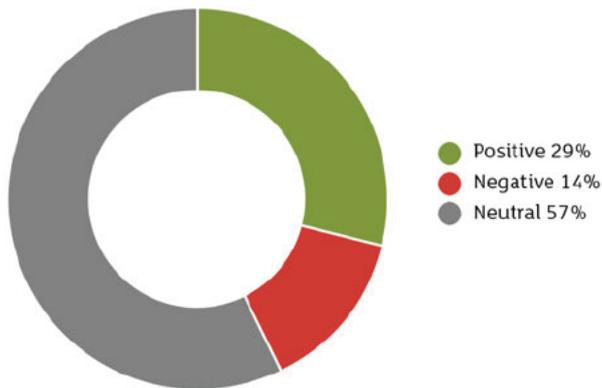
Top Hashtags	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
#bristol	253	725	978	6943167
#blacklivesmatter	165	754	919	34582016
#blm	118	194	312	4213849
#jenreid	43	109	152	829391
#covid19	26	119	145	1195237
#climateemergency	86	43	129	121151
#marcquinn	14	114	128	219741
#kayburley	4	87	91	6961297
#internship	0	89	89	162428
#sdgs	19	64	83	482991

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

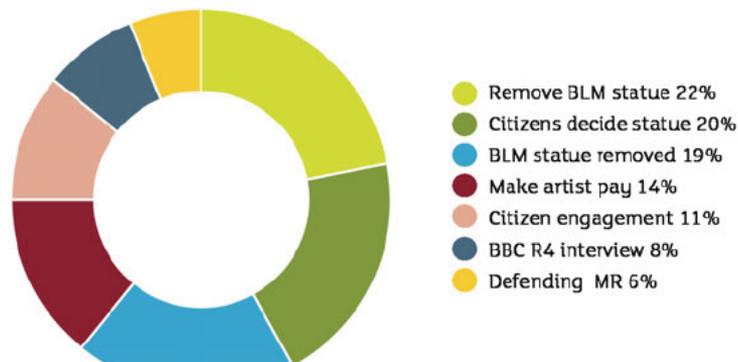




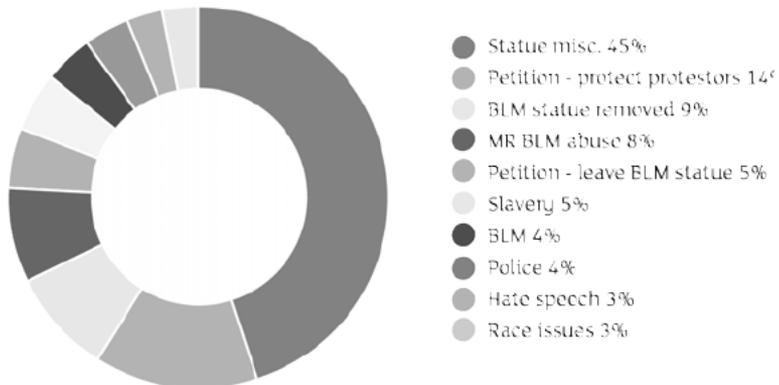
## SENTIMENT



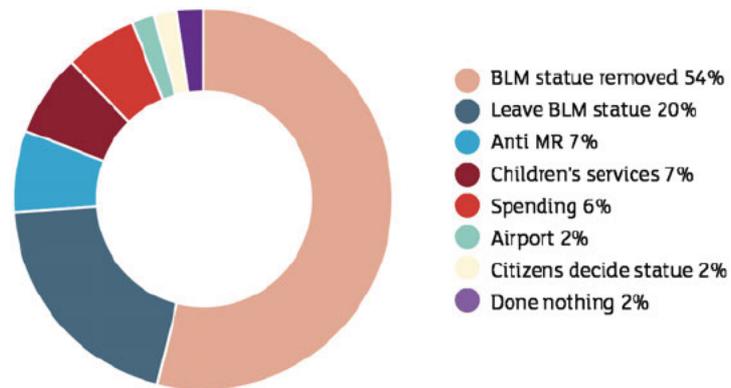
## POSITIVE DISCUSSION



## NEUTRAL DISCUSSION



## NEGATIVE DISCUSSION





### **Positive trends:**

- Before the decision to remove the BLM statue was made, many voices across the city were calling for it to go. There was anger that an out of town artist had chosen to represent a moment in the city's history without any kind of buy-in and that it was simply a PR stunt. Many were petitioning the council directly to remove the statue. This discussion then tipped over into support for the Mayor's decision to remove the uncommissioned work. It is clear from the volume and sentiment of the discussions analysed that Bristolians do not want art works forced upon them, no matter what they claim to represent and that the council's action was in-step with the opinion of many people in the city.
- Cut through for BCC / the Mayor's message that citizens should decide the future of the plinth moved the narrative on and saw high engagement levels around respective social media and communications channels.
- Indignation drove a conversation that the 'artist must pay' for the removal and associated costs with clean up of the BLM statue. Some of this was driven by then Mayor's comments on taking tax payer's funds out of essential services to cover initial costs.
- Citizen engagement continues to drive positive discussions across the city, this month including, One City, Adaptive\_MA / Access Sport, dealing with violence, inclusive communities and the annual community workers event with CommDevBristol.
- Seemingly a lot of Bristolians caught MR's BBC R4 interview where he talked about race, class and inequality both in the city and as a country. People used words like "impressed", "unifying", "principled", "social change" to describe their response to hearing it.
- Mixed in with the BLM debate and discussion of race which included a lot of cross-fire, abusive comments and reports of hate speech, citizens of the city are coming out to defend the mayor. There was also support for his comments in relation to XR Bristol's confrontational demands.

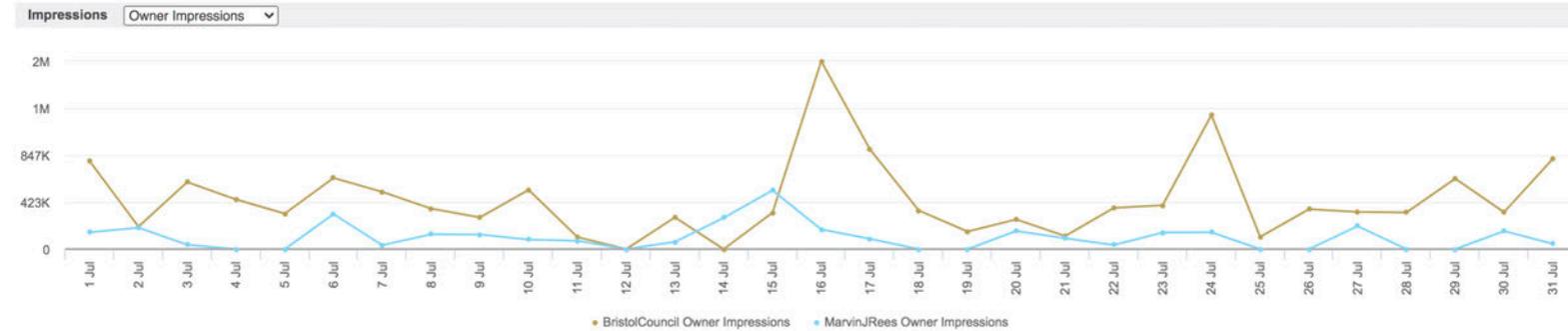
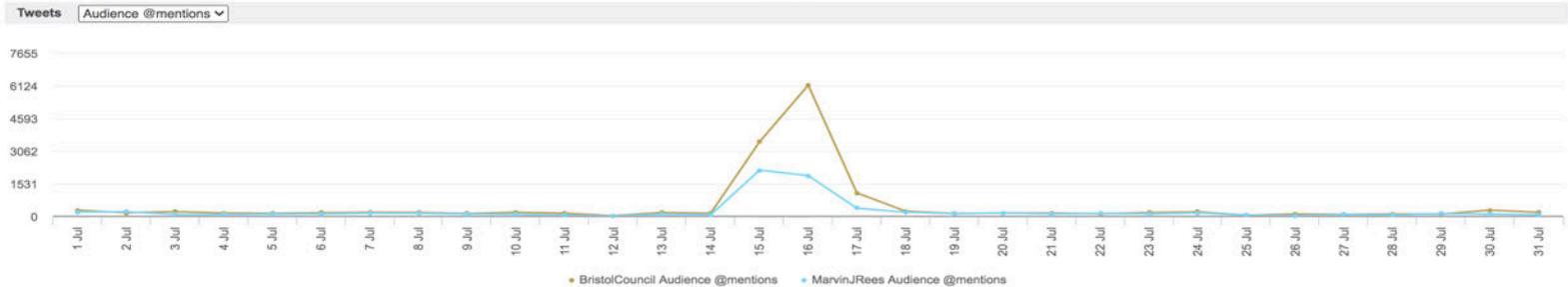
### **Negative trends:**

- Inevitably there is a core of citizens who supported the BLM statue and did not want to see it removed. There was some resonance for the position that the Council 'tolerated the statue of a slaver for decades but acted swiftly to remove the statue of a black woman activist.' However, most of this discussion was driven by indignation and outrage with very little evidence of a reasoned debate or argument about why the statue should remain.
- There was some blow back on the Mayor's 'misplaced' comments about funding for children's services being used to take the BLM statue down.
- Raised eyebrows at the statement that citizens would decide the future of the plinth linked back to a 'similar process' to keep the Colston statue previously.
- Negativity towards the airport expansion remains although is at lower levels than in previous months. Similarly the persistent negative narrative around spending remains with some focus on Bristol Energy as well as more generic accusations on 'millions wasted'.

# Channels

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

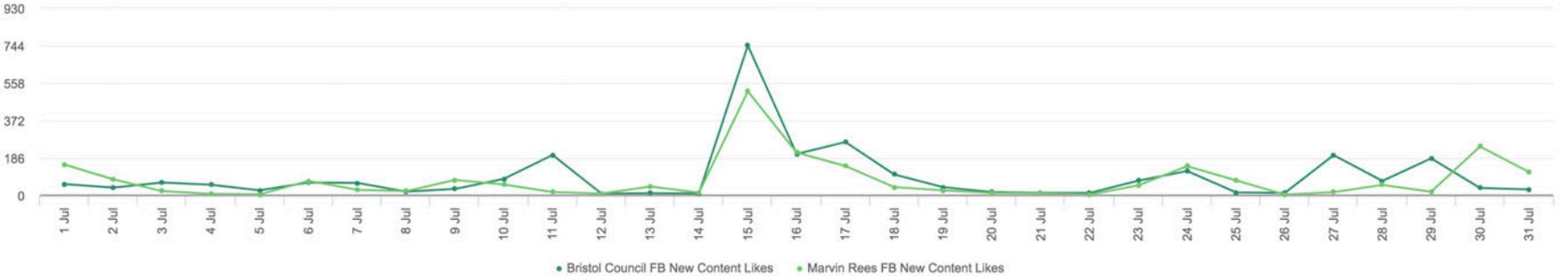
	Owner Tweets	Owner RTs	Owner Replies	Audience RTs	Audience @mentions	Owner Impressions	Audience Impressions	Net Followers / Total Followers
BristolCouncil (@BristolCouncil)	378	40	246	1,427	15,298	13,811,655	12,016,708	264 / 106,091
MarvinJRees (@MarvinJRees)	151	65	33	735	7,715	3,328,535	14,268,539	675 / 35,967



# Channels

	Owner Posts	Owner Comments	Audience Posts	Audience Comments	New Content Likes	Net Page Likes / Total Page Likes
Bristol Council FB (Bristol City Council)	<b>85</b>	<b>35</b>	<b>0</b>	<b>1,094</b>	<b>2,874</b>	<b>303 / 11,955</b>
Marvin Rees FB (Marvin Rees, Mayor of Bristol)	<b>33</b>	<b>3</b>	<b>0</b>	<b>1,169</b>	<b>2,292</b>	<b>102 / 6,563</b>

Likes New Content Likes ▾ Export ▾



# Bristol People

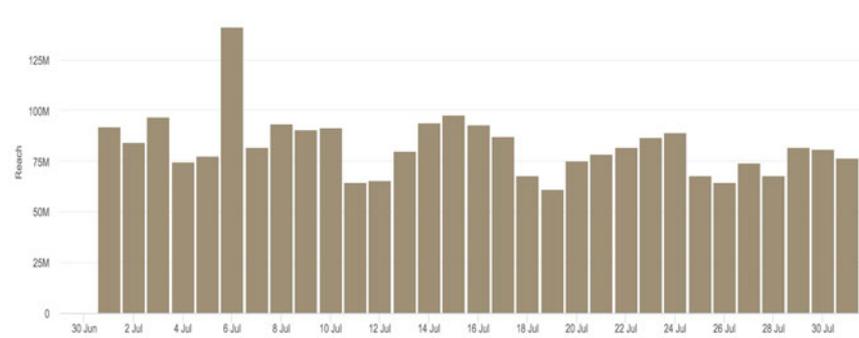
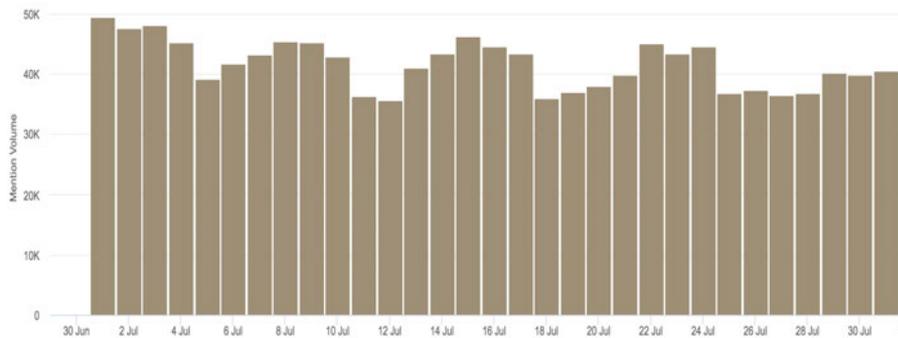
**Total Mentions** ⓘ

1M

▲ 2%  
Previous Period: 1M

39%  
11886 authors

61%  
18766 authors



Most Mentioned Tweeters	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
<a href="#">@youtube</a>	5113	0	5113	11188669
<a href="#">@borisjohnson</a>	5112	0	5112	7407101
<a href="#">@</a>	4582	0	4582	9159482
<a href="#">@bristolcity</a>	3638	0	3639	2579389
<a href="#">@realdonaldtrump</a>	3218	0	3219	3861102
<a href="#">@bbcnews</a>	2414	0	2414	16941492
<a href="#">@piersmorgan</a>	2275	0	2275	1838878
<a href="#">@skynews</a>	2165	0	2166	1596640
<a href="#">@matthancock</a>	1899	0	1900	2659565
<a href="#">@bristolcouncil</a>	1796	0	1797	5447656

Top Hashtags	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
<a href="#">#nowplaying</a>	8070	0	8070	1141235
<a href="#">#bristol</a>	5063	0	5064	20462145
<a href="#">#covid19</a>	2533	0	2533	11431556
<a href="#">#weathercloud</a>	2371	0	2371	1964767
<a href="#">#bristolcity</a>	1290	0	1291	3961716
<a href="#">#bath</a>	1184	0	1185	2792110
<a href="#">#blacklivesmatter</a>	1121	0	1121	2014966
<a href="#">#coronavirus</a>	1083	0	1084	6595632
<a href="#">#cycling</a>	1021	0	1021	64401824
<a href="#">#wiltshire</a>	898	0	898	2914867

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