



# Mayor of Bristol

Online and Social Media Analysis  
(01.06.20 – 30.06.20)





### Total Mentions

69k

▲ 690%  
Previous Period: 8738

### Unique Authors

37k

▲ 1331%  
Previous Period: 2587



### Most Mentioned Tweeters

@marvinrees  
@bristolcouncil

TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
10919	12458	23377	97565849
1875	2802	4677	13894586
3384	1227	4611	6054184
1235	2497	3732	13310547
359	3044	3403	15476141
519	2722	3241	6314943
216	2149	2365	7726306
1035	1048	2083	2245328
923	952	1875	2572540
162	1633	1795	8482687



### Top Hashtags

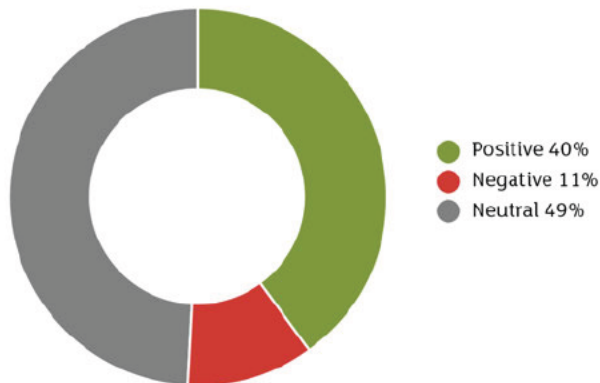
#blacklivesmater  
#ccolston  
#bristol  
#keyburley  
#blacklivesmateruk  
#blm  
#edwardcolston  
#georgefloyd  
#r4today  
#covid19

TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
469	4301	4770	33439604
115	3142	3257	7329069
504	1395	1899	6886217
16	1214	1230	31675691
119	741	860	2304055
141	337	478	1160166
124	349	473	2901198
20	418	438	2075374
21	321	342	14111336
55	226	281	1479703

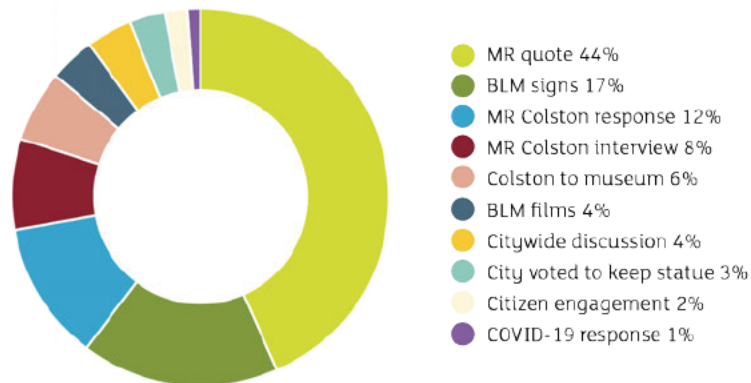
Search terms: "Marvin Rees" / "mayor of bristol" / @MarvinJRees / "Bristol Council" / "Bristol City Council"



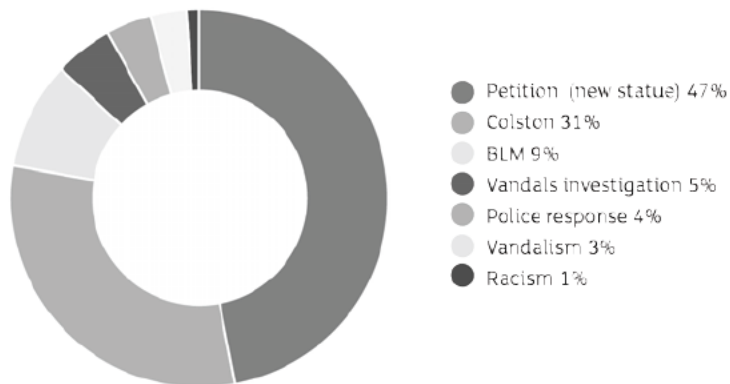
## SENTIMENT



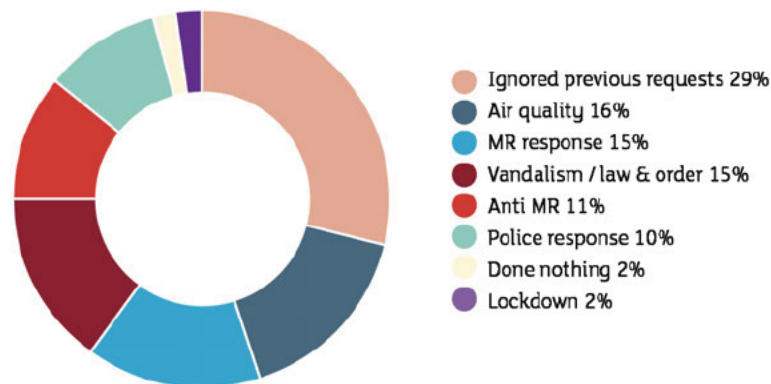
## POSITIVE DISCUSSION



## NEUTRAL DISCUSSION



## NEGATIVE DISCUSSION





### **Positive trends:**

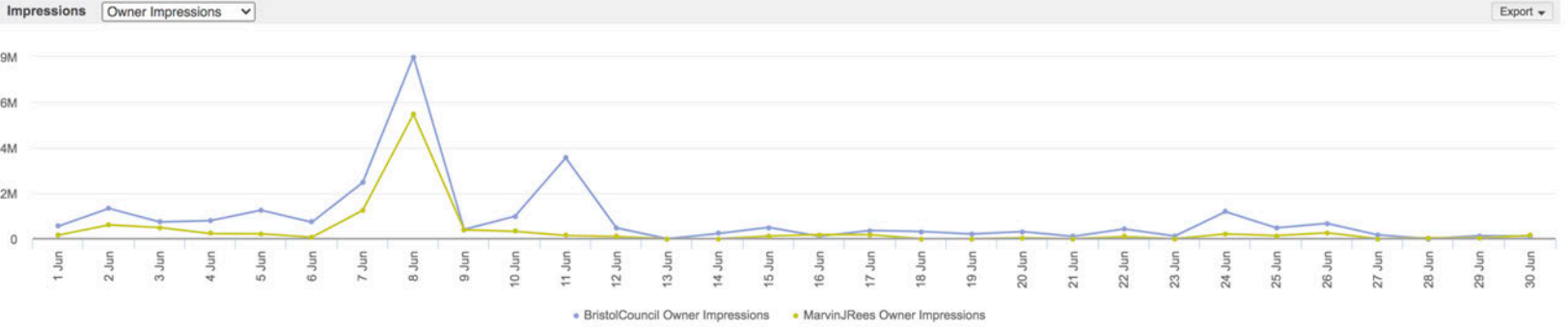
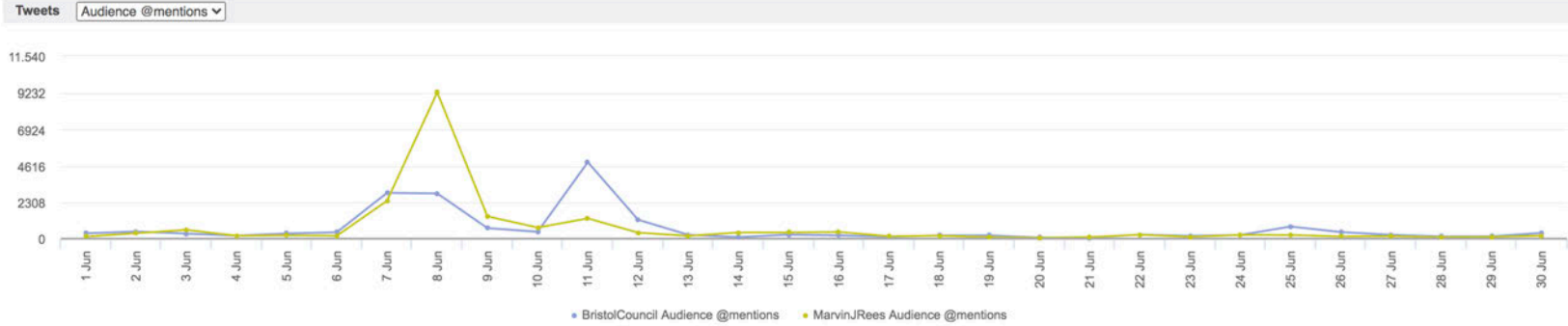
- The blanket national media coverage of BLM/Colston in Bristol and the Mayor's front and centre response lead to exceptionally high levels of quote sharing from media interviews, official statements and social media channels.
- A strong positive response for the idea to keep the BLM signs at the former site of Colston as a new memorial to the city's history. Within this citizens who declared themselves as normally sceptical of BCC in general, were vociferous in their support for the move.
- A lot of Bristolians went online to express their pride in the Mayor's response to BLM / Colston in what many described as an act of uniting the city.
- In addition there were a significant number of posts directly congratulating the Mayor on his media interviews – whilst some of this was blatantly partisan there was a middle ground who appreciated the Mayor's measured response and forward looking position on equality.
- There appears to be strong support for the move to house the Colston statue in a museum, appreciated especially by those who are keen not to see history covered up.
- The showing of a series of films by Black British filmmakers which featured MR was aired on Channel 4 dedicated to the memory of George Floyd had strong cut through.
- The Mayor's call for a 'citywide discussion' on the future of the Colston statue got immediate traction.
- Outside the Colston discussion there was continued positivity towards housing initiatives in the city and the COVID-19 response.

### **Negative trends:**

- A small but vociferous group of citizens took the opportunity to call out inaction from BCC which had been 'repeatedly petitioned' to remove the Colston statue in the past. However this was more than cancelled out by a bigger discussion defending BCC's response which put the historical decision to keep the statue into the hands of Bristolians by holding a democratic vote.
- A discussion about air quality was linked to the BLM protest 'rebels on the roof' of BCC buildings who demanded answers on Bristol's clean air plans.
- There was some disgruntlement amongst citizens relating to MR's comments that he 'understood' the reasons for the Colston statue vandalism with claims that his position supports anti-social behaviour.
- Linked to negativity about the Mayor / BCC's response to Colston was a wider discussion about condoning vandalism and the lack of law and order. Specifically, within this the police were singled out for criticism (standing back whilst the statue was vandalized). Most of this was driven by right wing commentators with @LeaveEUofficial featuring prominently in this part of the discussion.
- Some low-level negativity not related to Colston included attacks on the Mayor's 'done nothing' record and the city's COVID-19 response.

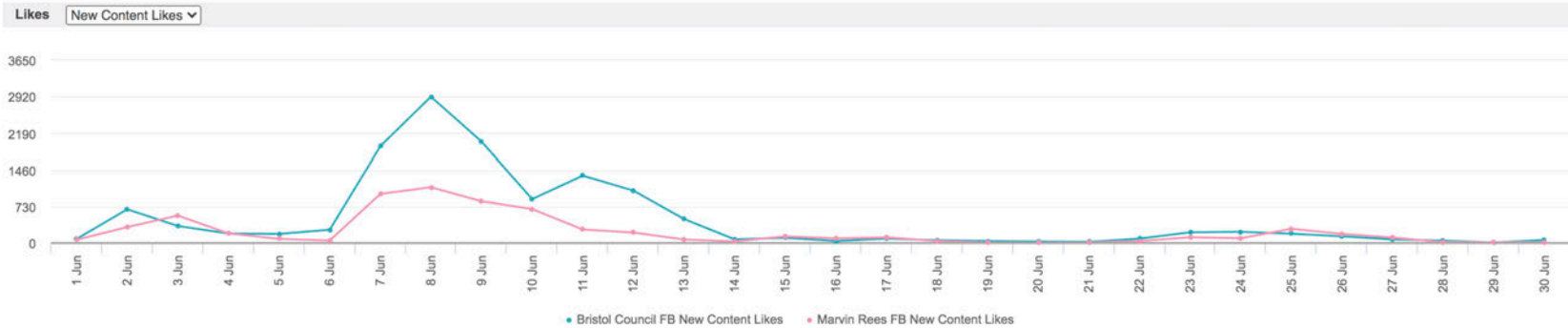
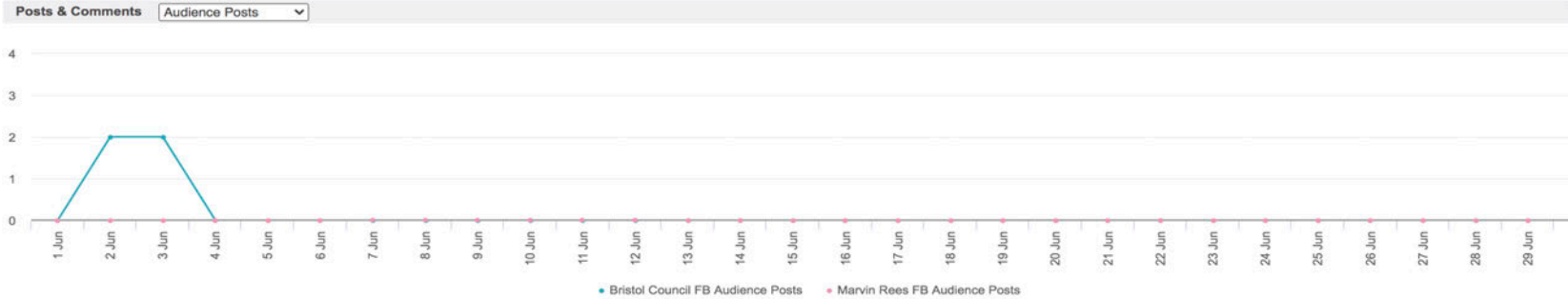
# Channels

	Owner Tweets	Owner RTs	Owner Replies	Audience RTs	Audience @mentions	Owner Impressions	Audience Impressions	Net Followers / Total Followers
BristolCouncil (@BristolCouncil)	540	104	317	7,409	19,235	28,755,384	19,784,738	781 / 105,832
MarvinJRees (@MarvinJRees)	240	106	55	3,933	20,671	11,700,577	73,584,295	5,992 / 35,296

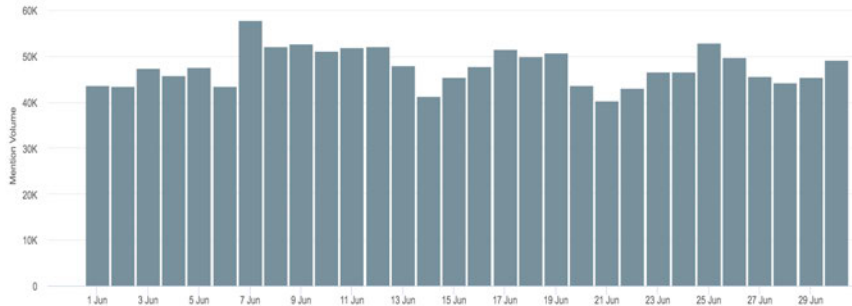
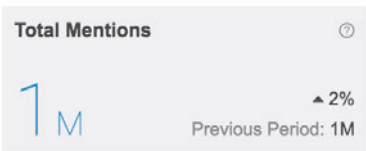


# Channels

	Owner Posts	Owner Comments	Audience Posts	Audience Comments	New Content Likes	Net Page Likes / Total Page Likes
Bristol Council FB (Bristol City Council)	90	23	4	3,285	13,884	1,415 / 11,645
Marvin Rees FB (Marvin Rees, Mayor of Bristol)	55	1	0	2,066	6,746	502 / 6,455



# Bristol People



Most Mentioned Tweeters	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
@borisjohnson	8041	0	8041	12435477
@piersmorgan	6830	0	6830	4674811
@realdonaldtrump	6049	0	6049	6495639
@youtube	5347	0	5348	11274488
@ukchange	4901	0	4902	4909913
@	4709	0	4710	9764501
@skynews	3906	0	3907	2945349
@bbcnews	3640	0	3641	16042279
@matthancock	3119	0	3120	4100198
@bristolive	2974	0	2975	4867692



Top Hashtags	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
#nowplaying	7896	0	7896	1263347
#blacklivesmatter	6475	0	6475	20928086
#bristol	5868	0	5869	20606304
#covid19	3549	0	3550	14595991
#weathercloud	2180	0	2181	1764553
#bristolcity	1805	0	1805	3062255
#blm	1747	0	1748	2981851
#livestream	1476	0	1476	531845
#coronavirus	1310	0	1311	5480134
#stayhome	1297	0	1298	526772

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