



Mayor of Bristol

Online and Social Media Analysis
(01.05.20 – 31.05.20)





Total Mentions

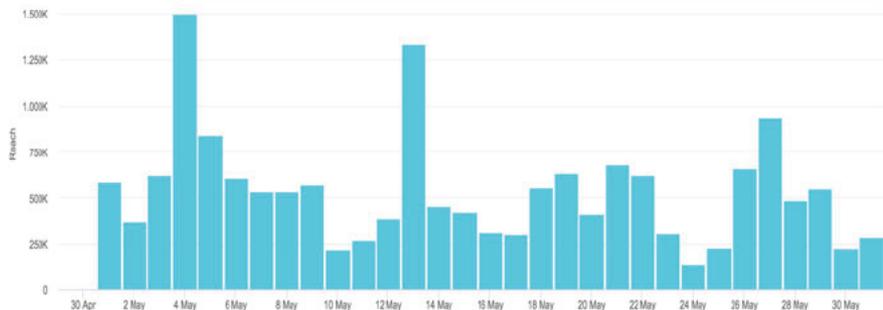
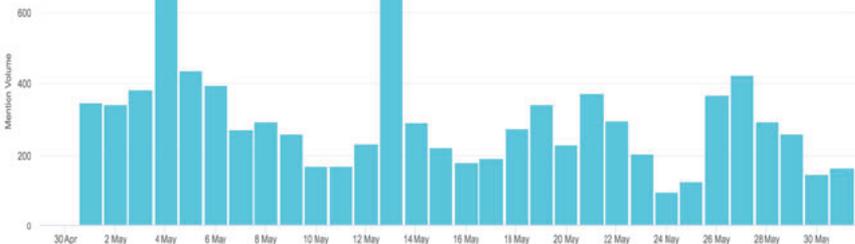
9182

▼ 8%
Previous Period: 9936

Unique Authors

2749

▼ 12%
Previous Period: 3118



Most Mentioned Tweeters

	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
@marvinrees	3115	3132	6247	22201499
@bristolcouncil	940	906	1846	4662772
	356	333	669	1923338
	209	323	592	1626195
	256	288	544	1524604
	217	228	445	1596200
	200	233	433	1210466
	153	236	429	1826480
	168	209	397	796992
	159	140	339	1145835

Top Hashtags

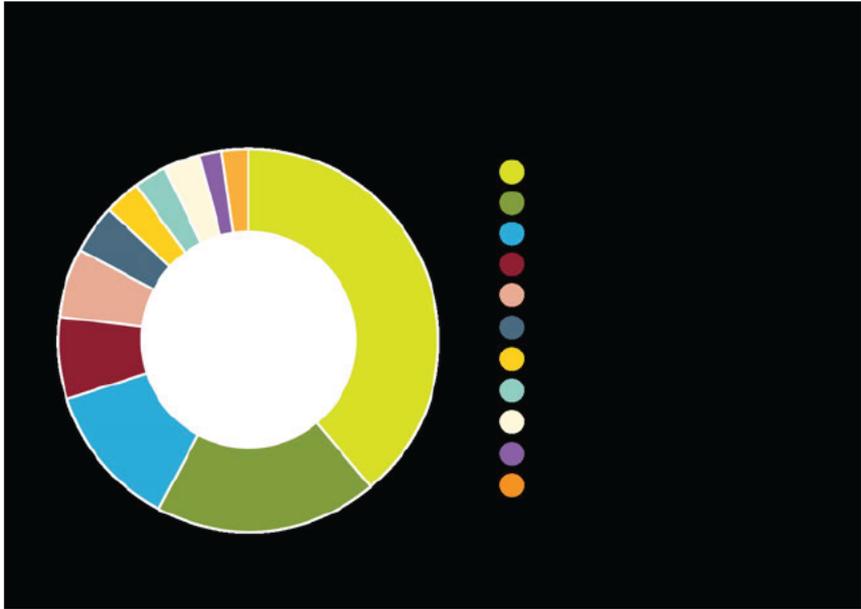
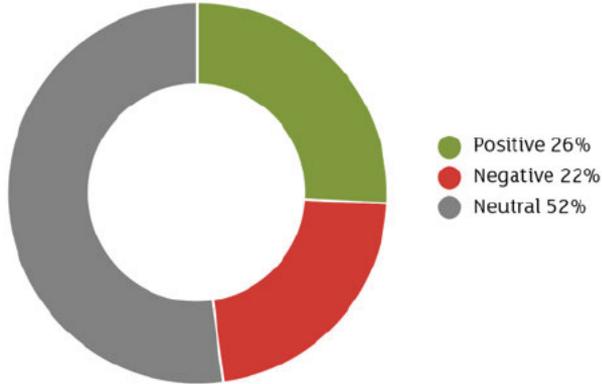
	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
#bristol	232	731	963	3049916
#covid19	46	354	400	2571542
#wearbristol	12	177	189	794849
#forgottenild	8	142	150	78257
#climateemergency	105	40	145	94109
#hiddenheroes	0	123	123	675537
#35millionwasted	44	58	102	128279
#coronavirus	12	60	72	395945
#cycling	7	62	69	262933
#askbristolmayor	14	50	64	265912

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

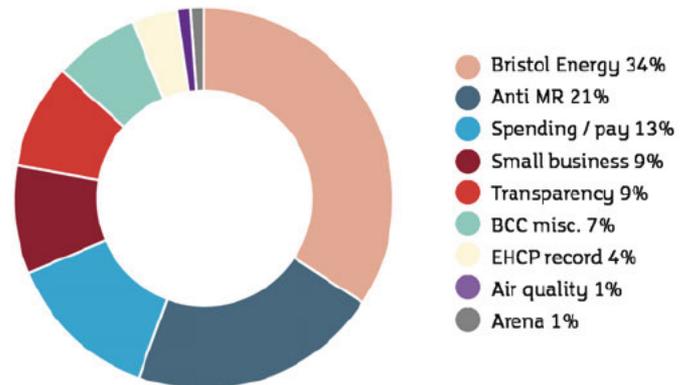
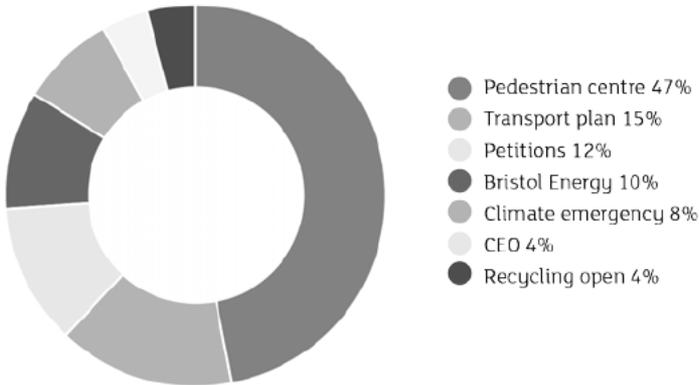




SENTIMENT



NEUTRAL DISCUSSION





Positive trends:

- Citizen engagement was driven this month by #WeAreBristolKids online hub, Bristol Learning City / #lovereading, vehicle dweller safety zones, Eid, Kids Q&As, BigTidy and OperationBlackVote.
- Plans for a pedestrian only zone in the city centre, 'accelerated' under the city's coronavirus response package, were widely welcomed in citizens' timelines and boosted by national and regional media coverage.
- The Mayor and BCC persistent coronavirus messaging continues to get cut through with high levels of sharing. There was positivity towards 'civic, voluntary, public & private sectors working together' in response to the virus.
- Communications via the Mayor's blog, twitter and Facebook Q&As continue to draw attention and provide a platform for direct messaging and engagement with Bristol's citizens.
- BCC's fast response to fly-tipping and litter complaints from citizens across the city are effective and in many cases appreciated.
- Promotion of One City and Hidden Heroes activity also received some cut through.

Negative trends:

- Negativity towards Bristol Energy was high this month, driven by the news that it has been put up for sale which acted as a platform for citizens to attack BCC's spending record and complain about the taxpayers' £35m 'bill.'
- Mostly fragmented accusations of mismanaged spending and 'unjustifiable' pay rises at BCC, although there was some cohesion around a consultant who received '£239,788 in a single year.'
- Small business owners, particularly from the creative industries complained vociferously that they employ many people and contribute to the city's economy, yet they have been 'left behind' by government assistance packages. Some cohesion around #ForgottenLtd
- Persistent calls for increased transparency in relation to BCC and Mayoral decision-making processes, often asking why there is a problem with scrutiny. There was particular frustration regarding commissioned reports not being released to the public.
- Generic complaints about BCC services were mostly fragmented, although there was notable frustration that the pedestrian centre plans didn't make clear provisions for disabled access.
- A report originating from the Department for Education which showed Bristol as 'the worst' LA for EHCP timelines was picked up by bloggers in the city and received some traction.
- Persistent complaints about air quality and the YTL arena remain, but were lower level this month.

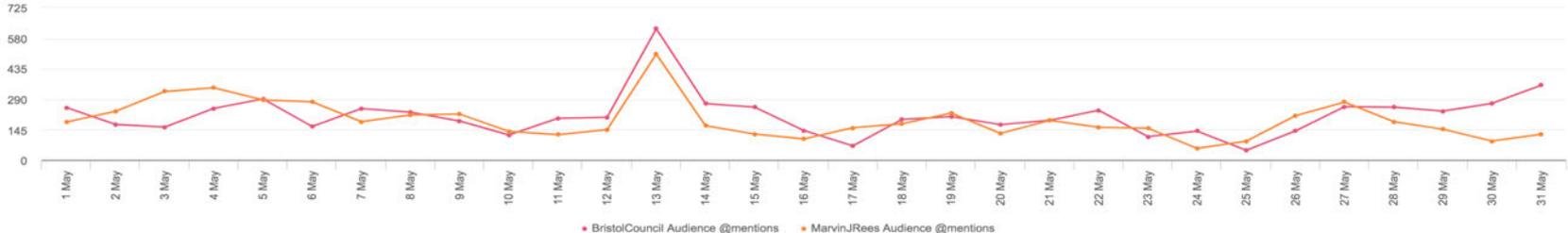
Channels

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

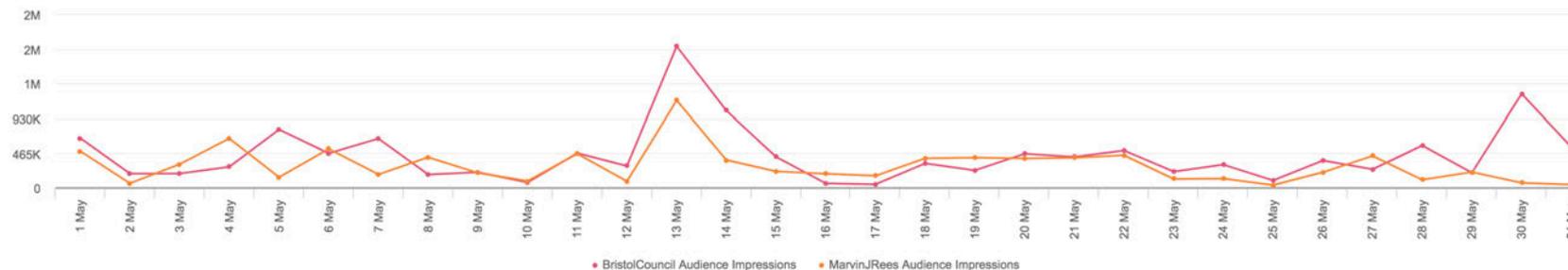
Export Filters

	Owner Tweets	Owner RTs	Owner Replies	Audience RTs	Audience @mentions	Owner Impressions	Audience Impressions	Net Followers / Total Followers
BristolCouncil (@BristolCouncil)	557	93	318	1,018	6,638	18,143,467	13,737,875	115 / 105,049
MarvinJRees (@MarvinJRees)	162	50	12	665	5,942	4,982,476	9,202,489	297 / 29,279

Tweets Audience @mentions

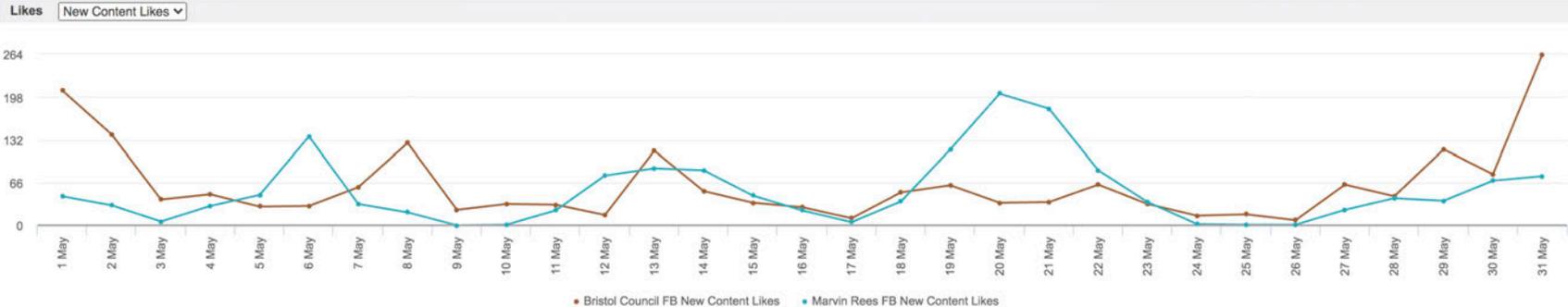
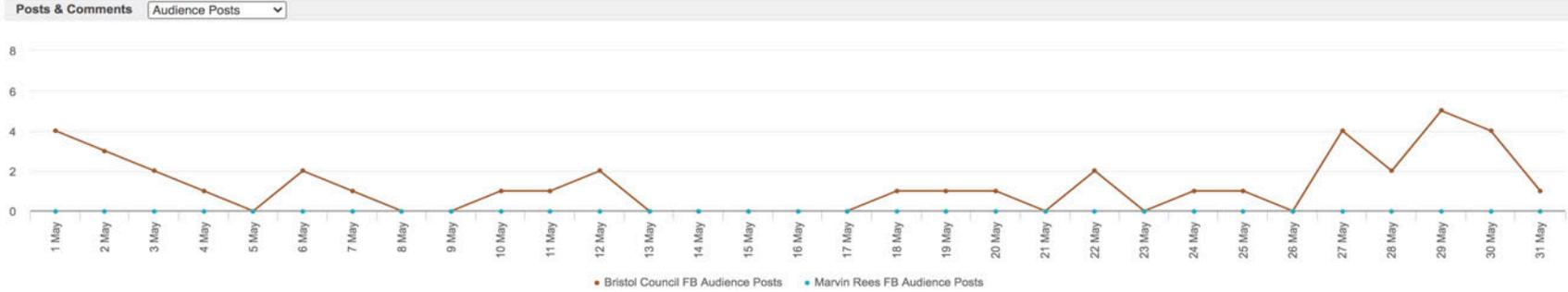


Impressions Audience Impressions



Channels

	Owner Posts	Owner Comments	Audience Posts	Audience Comments	New Content Likes	Net Page Likes / Total Page Likes
Bristol Council FB (Bristol City Council)	121	67	40	567	1,916	309 / 10,218
Marvin Rees FB (Marvin Rees, Mayor of Bristol)	51	5	0	653	1,608	110 / 5,948



Bristol People

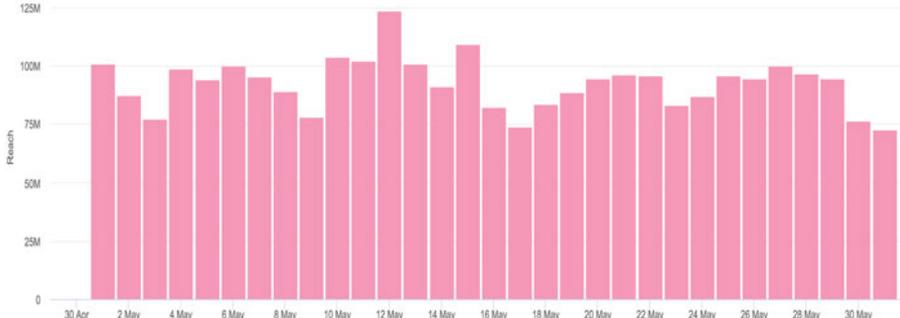
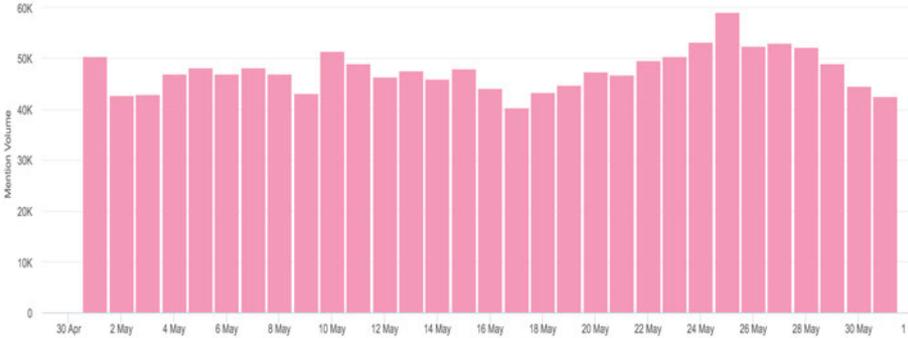
Total Mentions ⓘ

1M

Previous Period: 1M

41%
12754 authors

59%
18638 authors



Most Mentioned Tweeters

	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
@piersmorgan	12030	0	12030	8221437
@borisjohnson	11283	0	11284	12548570
@matthancock	5613	0	5614	6363899
@	5261	0	5262	9900184
@youtube	4626	0	4626	10505959
@bbcnews	4353	0	4354	5329225
@realdonaldtrump	4263	0	4264	4364804
@skynews	3863	0	3863	4763019
@keir_starmer	3243	0	3244	4338824
@gmb	3020	0	3020	2147536

Top Hashtags

	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
#nowplaying	7679	0	7680	1488030
#covid19	5156	0	5156	18596487
#bristol	4759	0	4760	19835876
#lockdown	3219	0	3220	15204898
#coronavirus	2996	0	2997	14713253
#weathercloud	2351	0	2351	1900769
#stayhome	2060	0	2060	18266365
#bristolcity	1568	0	1568	2873507
#mentalhealthawarenessweek	1314	0	1314	6227334
#livestream	1269	0	1269	533209

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