



Mayor of Bristol

Online and Social Media Analysis
(01.05.20 – 31.05.20)





Total Mentions

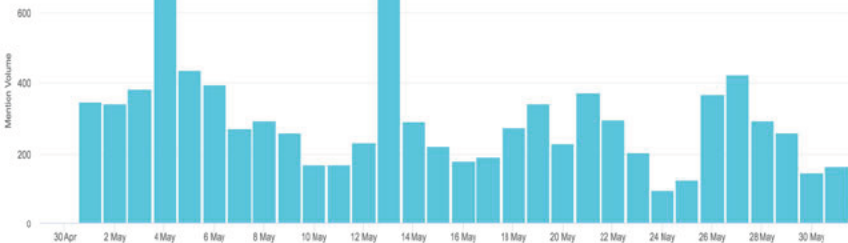
9182

▼ 8%
Previous Period: 9936

Unique Authors

2749

▼ 12%
Previous Period: 3118



Most Mentioned Tweeters

@marvinjrees

@bristolcouncil

TWEETS RETWEETS ALL TWEETS IMPRESSIONS

3115 3132 6247 22201499

940 906 1846 4662772

336 333 669 1923338

209 323 592 1626195

256 288 544 1524604

217 228 445 1596200

200 233 433 1210466

193 236 429 1826480

168 209 397 796992

189 140 339 1145835



Top Hashtags

#bristol

#covid19

#wearebristol

#forgottentld

#climateemergency

#hiddenheroes

#35millionwasted

#coronavirus

#cycling

#askbristolmayor

TWEETS RETWEETS ALL TWEETS IMPRESSIONS

232 731 963 3049916

46 354 400 2571542

12 177 189 794849

8 142 150 78257

105 40 145 94109

0 123 123 675537

44 58 102 128279

12 60 72 395945

7 62 69 262933

14 50 64 265912

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





SENTIMENT

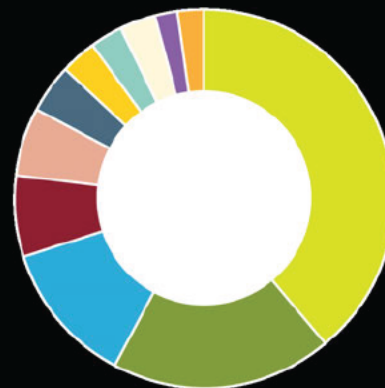


- Positive 26%
- Negative 22%
- Neutral 52%

NEUTRAL DISCUSSION



- Pedestrian centre 47%
- Transport plan 15%
- Petitions 12%
- Bristol Energy 10%
- Climate emergency 8%
- CEO 4%
- Recycling open 4%



- Bristol Energy 34%
- Anti MR 21%
- Spending / pay 13%
- Small business 9%
- Transparency 9%
- BCC misc. 7%
- EHCP record 4%
- Air quality 1%
- Arena 1%



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.

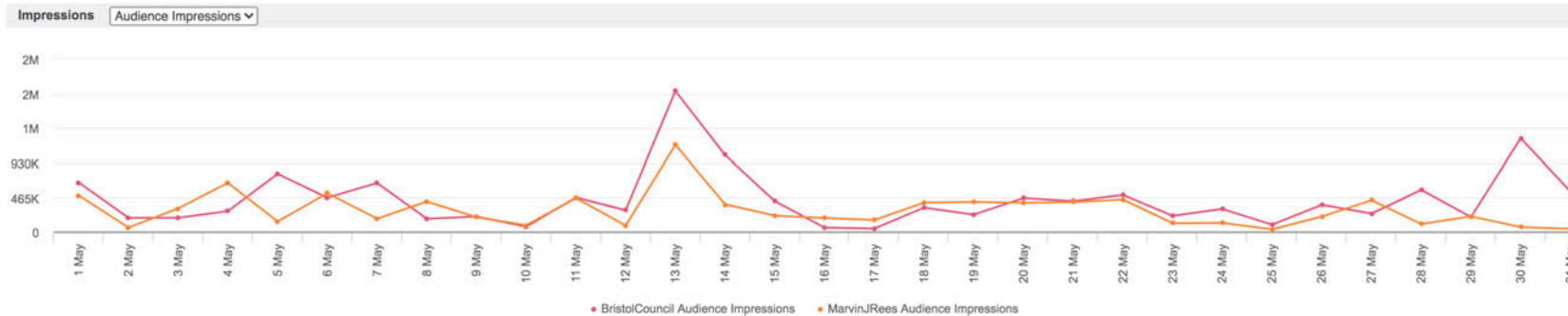
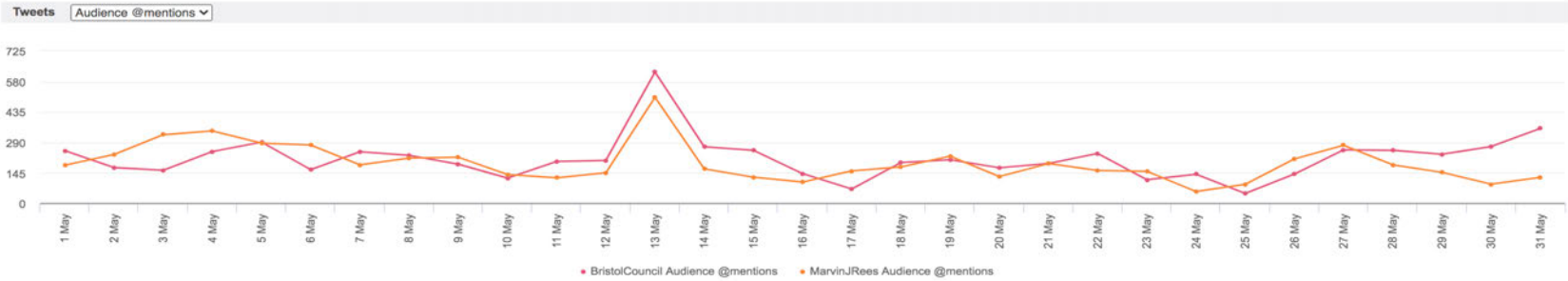
Negative trends:

- 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

	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



Channels

Facebook Analytics

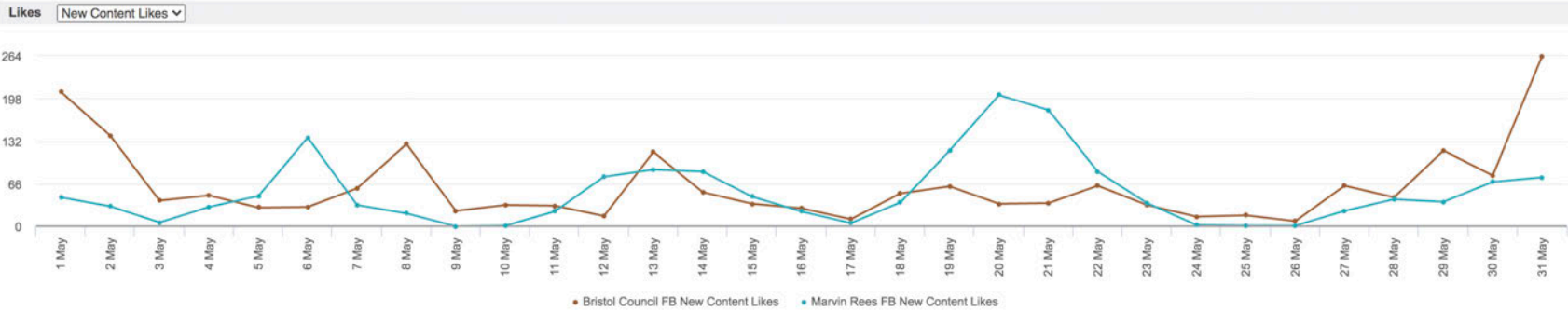
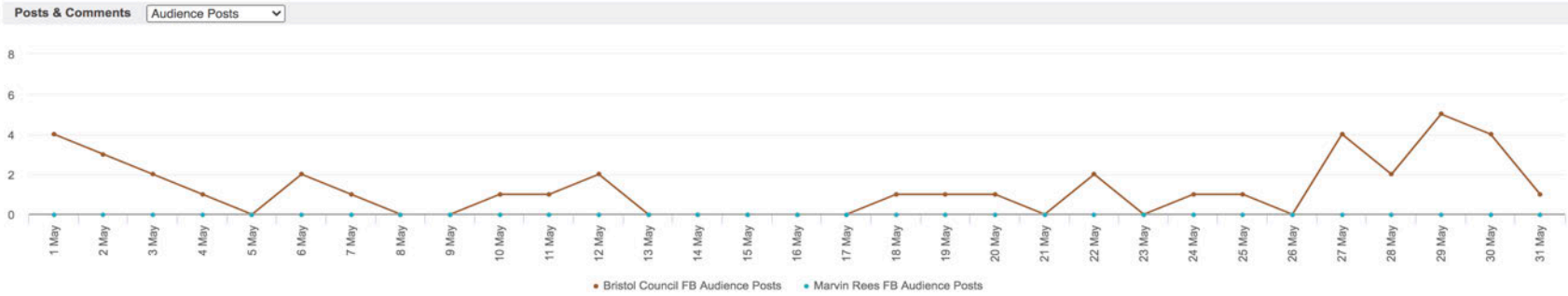
Bristol Council FB, Marvin Rees FB

May 01, 2020 - May 31, 2020

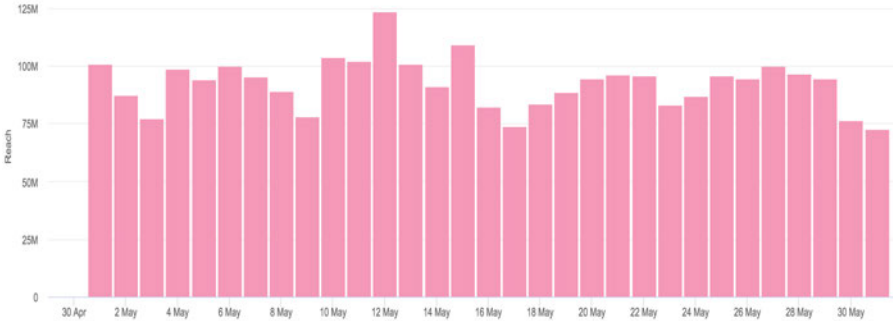
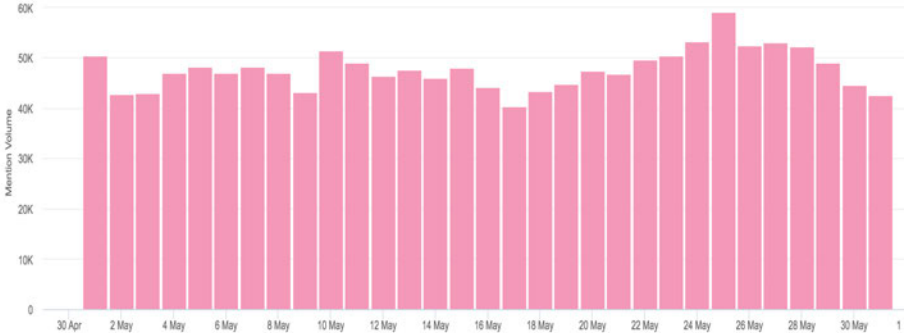
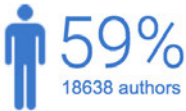
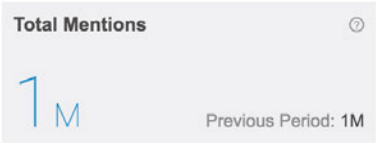
Export

Filters

	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



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)