



# Mayor of Bristol

Online and Social Media Analysis  
(01.04.20 – 30.04.20)





Total Mentions

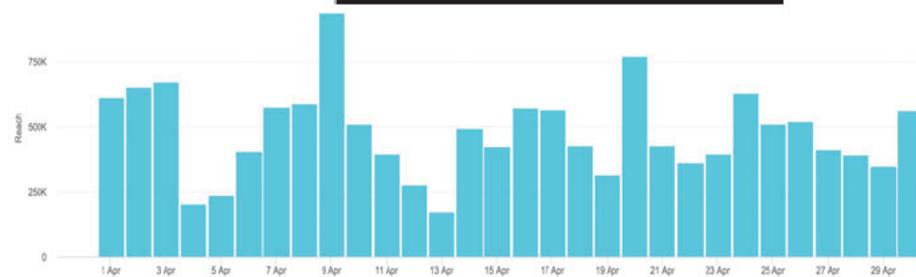
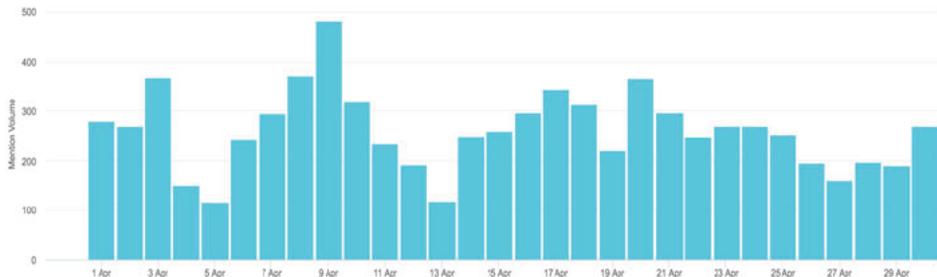
7826

▲ 6%  
Previous Period: 7394

Unique Authors

2541

▲ 3%  
Previous Period: 2466



Most Mentioned Tweeters

	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
<a href="#">@marvinrees</a>	3212	3116	6328	28272321
<a href="#">@bristolcouncil</a>	931	956	1887	6224073
	282	274	556	1997945
	254	273	527	1302707
	341	141	482	639371
	341	141	482	639371
	341	141	482	639371
	220	260	480	1372941
	198	253	451	1291171
	214	171	385	870797



Top Hashtags

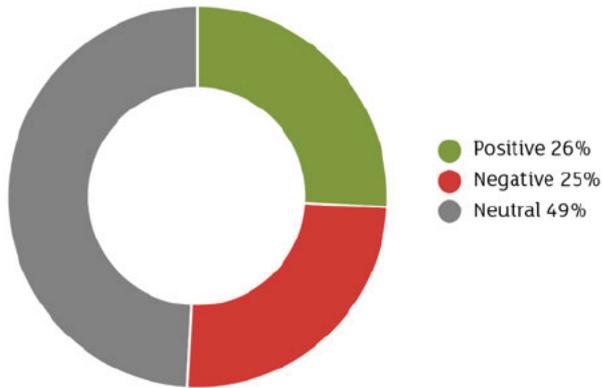
	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
<a href="#">#bristol</a>	148	640	788	3263025
<a href="#">#climateemergency</a>	340	142	482	631151
<a href="#">#wearebristol</a>	19	398	417	2215421
<a href="#">#covid19</a>	41	331	372	2945921
<a href="#">#hiddenheroes</a>	7	216	223	908036
<a href="#">#covid19uk</a>	4	171	175	811924
<a href="#">#askbristolmayor</a>	37	137	174	936569
<a href="#">#coronavirus</a>	24	146	170	1168230
<a href="#">#stayhome</a>	5	108	113	950414
<a href="#">#ppe</a>	5	107	112	239966

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

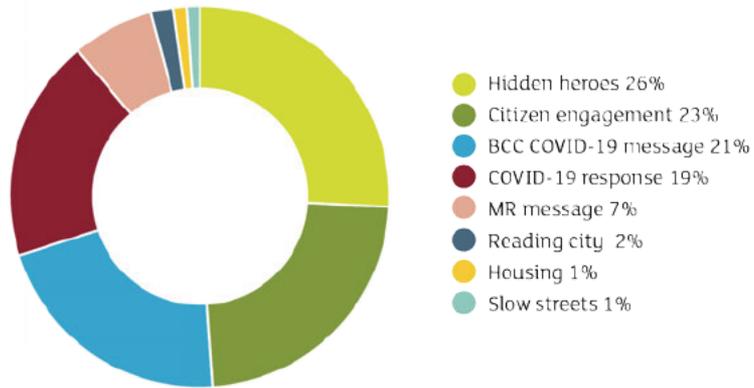




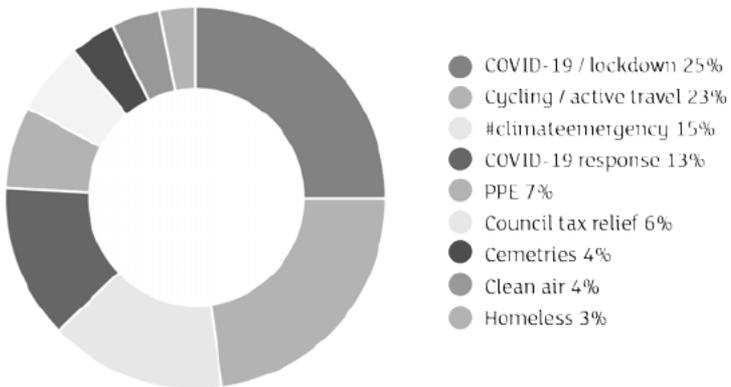
## SENTIMENT



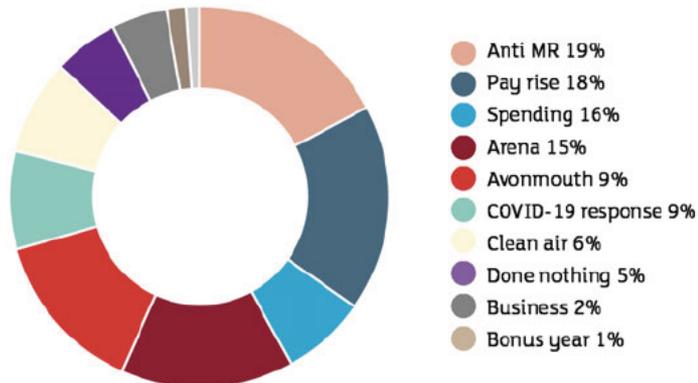
## POSITIVE DISCUSSION



## NEUTRAL DISCUSSION



## NEGATIVE DISCUSSION





### **Positive trends:**

- Strong positive response and sharing of the Mayor's support for hidden heroes which received a warm response and engagement across the community
- Citizen engagement was driven by BigTidy which received renewed enthusiasm as appreciation for Bristol's key workers including Bristol Waste spiked in response to the pandemic. There appears to be an increase in direct requests and responses from BCC's twitter account helping to reassure citizens across a range of issues / anxieties. Candobritsol, Ramadan, FaceBook Live, Voices of Solidarity, caringforbristol and food bank support also featured prominently
- Organic discussions and support for the city's Covid-19 response were driven by a mix of local media, business groups, community organisations and concerned citizens. There was most cohesion around outreach and support for the city's most vulnerable and no small sense that city is pulling together during the crisis. Sharing of #wearebristol and #armsaroundbristol was frequent
- Strong cut-through and sharing of BCC's various Covid-19 messages, with the 'stay home' guidance prominent
- Additional cut through and sharing of MR's messages, specifically on PPE, business support, food banks and support for domestic abuse victims
- Warm support for 'reading city' initiatives and the drive to get books to children during lockdown

### **Negative trends:**

- Despite the Mayor's defence of the independent decision on pay, citizens look no further than the headline to personally attack the Mayor/BCC on the issue, with some cohesion around the idea that all BCC staff should receive the same pay rise and complaints that the Mayor didn't need to 'take it'
- The anti arena folks jumped on the pandemic as an angle to attack the YTL arena as futile in a time when mass gatherings are in doubt for the foreseeable future. There was also a backlash to the Mayor's comments that Arena Island would have been cancelled due to COVID-19
- The 'usual suspects' group of agitators continue to crawl over BCC finances, pulling figures such as expenses spending and consultancy fees and attempt to spread them out of context via social media. Engagement metrics for this conversation remain low, to non-existent
- Persistent complaints about the Avonmouth environment continue to drive negativity, with a 'plague of flies' featuring in many posts on the topic
- Bristol's green-minded citizens did not like the Mayor's comments on not pursuing the clean air zone policy during the pandemic pointing at correlation between air pollution / pre-existing health issues and the virus. There continues to be complaints about wood burning stoves in particular
- Inevitably there was some low level negativity towards the Covid-19 response with some accusing the Council of a muted response, whilst others claimed with 'low infection rates in the SW' why impose such strict restrictions? There was additional criticism about the need for food banks and the 'delayed' response in closing down mosques
- Generic complaints about the mayor's record with some linking of this to the postponed election and MR's "bonus year"
- Discussion amongst Bristol's business was not directly negative towards BCC or the Mayor in particular, but more of a plea for help in receiving government grants/support mixed in with desperation to stay afloat during the pandemic

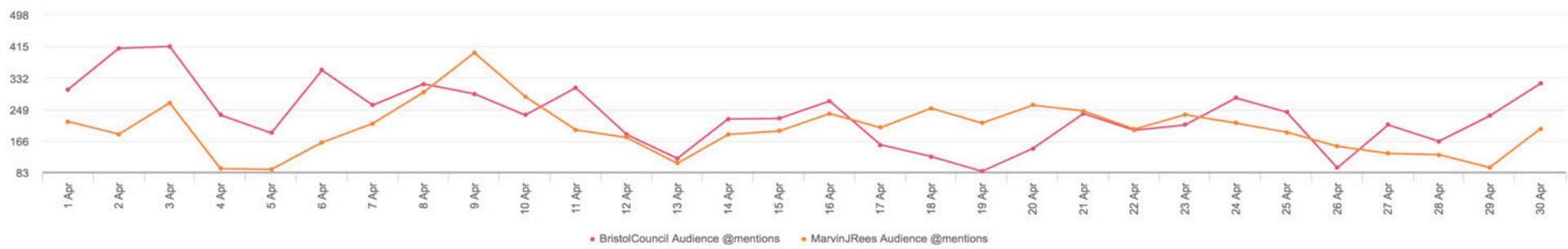
# Channels

Twitter Analytics | BristolCouncil, MarvinJRees | Apr 01, 2020 - Apr 30, 2020

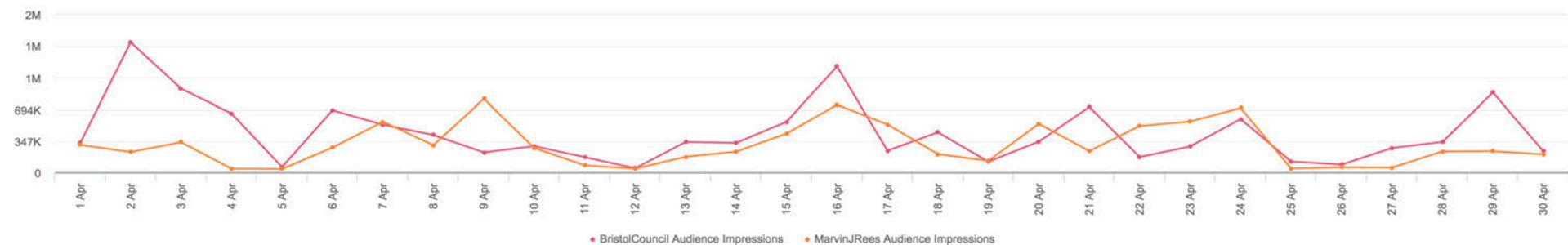
Export Filters

	Owner Tweets	Owner RTs	Owner Replies	Audience RTs	Audience @mentions	Owner Impressions	Audience Impressions	Net Followers / Total Followers
BristolCouncil (@BristolCouncil)	825	124	593	1,638	7,020	15,183,466	13,031,378	537 / 104,902
MarvinJRees (@MarvinJRees)	133	44	21	727	6,004	4,397,865	9,176,959	287 / 28,974

Tweets Audience @mentions



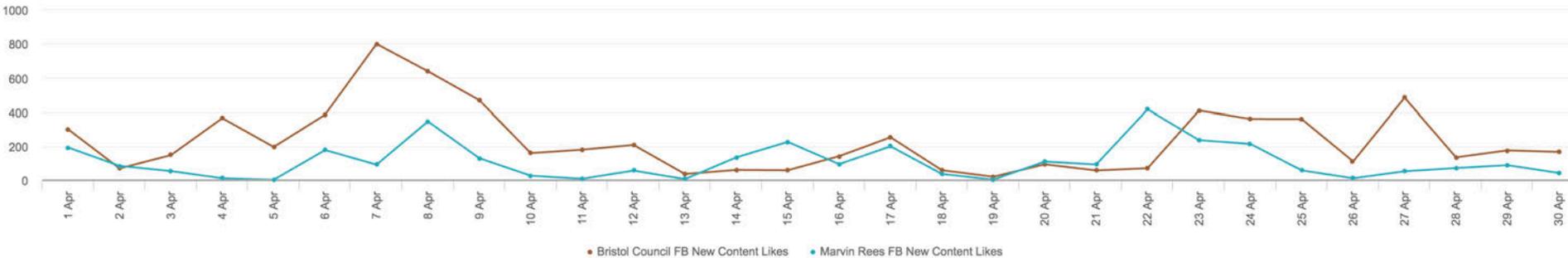
Impressions Audience Impressions



# Channels

	Owner Posts	Owner Comments	Audience Posts	Audience Comments	New Content Likes	Net Page Likes / Total Page Likes
Bristol Council FB (Bristol City Council)	101	204	1	1,458	6,976	886 / 9,876
Marvin Rees FB (Marvin Rees, Mayor of Bristol)	71	3	0	675	3,286	196 / 5,834

Likes **New Content Likes**



# Bristol People

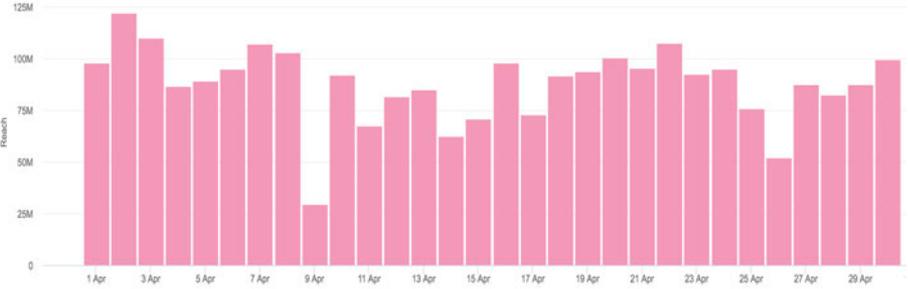
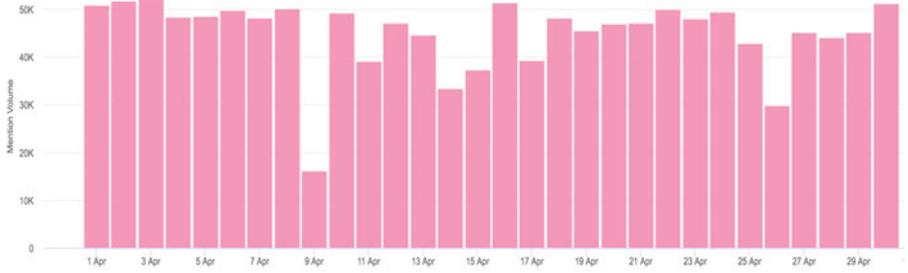
**Total Mentions** ⓘ

1M ▲ 15%

Previous Period: 1M

**40%**  
12892 authors

**60%**  
19318 authors



### Most Mentioned Tweeters

	TWEETS	RETWEETS	ALL TWEETS ▾	IMPRESSIONS
<a href="#">@piersmorgan</a>	9288	0	9288	5565335
<a href="#">@borisjohnson</a>	4904	0	4905	4987692
<a href="#">@</a>	4865	0	4865	11100614
<a href="#">@youtube</a>	4725	0	4726	9996178
<a href="#">@matthancock</a>	4093	0	4093	4430953
<a href="#">@realdonaldtrump</a>	3793	0	3793	3235217
<a href="#">@skynews</a>	3564	0	3564	2451858
<a href="#">@keir_starmer</a>	3281	0	3282	6371443
<a href="#">@bbcnews</a>	3262	0	3262	11902822
<a href="#">@afneil</a>	2306	0	2306	2404072

### Top Hashtags

	TWEETS	RETWEETS	ALL TWEETS ▾	IMPRESSIONS
<a href="#">#covid19</a>	7357	0	7358	27647030
<a href="#">#nowplaying</a>	6855	0	6855	1303108
<a href="#">#coronavirus</a>	4827	0	4827	25654133
<a href="#">#bristol</a>	4028	0	4028	17976086
<a href="#">#lockdown</a>	3407	0	3407	16112975
<a href="#">#stayhomesavelives</a>	2242	0	2243	20633927
<a href="#">#nhs</a>	2114	0	2114	6804406
<a href="#">#weathercloud</a>	2098	0	2098	1730291
<a href="#">#stayhome</a>	2004	0	2004	22360252
<a href="#">#staysafe</a>	1649	0	1650	8047553

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