



Mayor of Bristol

Online and Social Media Analysis
(01.02.20 – 29.02.20)





Total Mentions

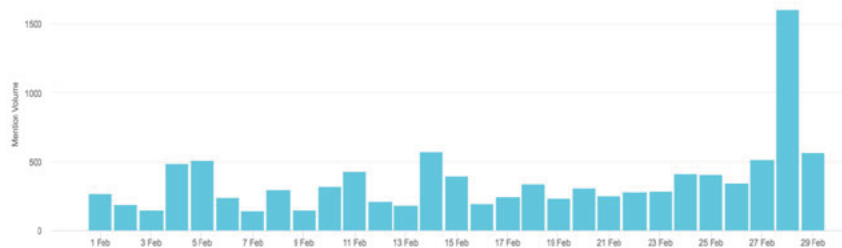
11k

▲ 84%
Previous Period: 5737

Unique Authors

3933

▲ 63%
Previous Period: 2416



Most Mentioned Tweeters

	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
@marvinrees	4272	4055	8327	30517613
@bristolcouncil	1365	1230	2595	9247319
	286	471	757	1228323
	288	296	584	1865816
	171	321	492	1521810
	191	262	453	1411442
	225	216	441	1553177
	212	221	433	1351905
	217	193	410	1246404
	147	246	393	1770053

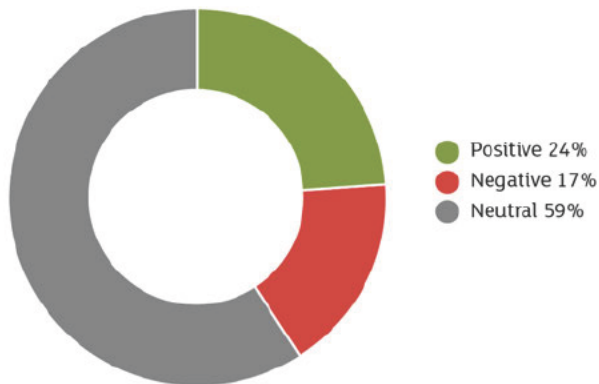
Top Hashtags

	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
#bristol	239	1151	1390	8795206
#climateemergency	328	158	486	918056
#ecologicalemergency	37	249	286	764442
#climastrike	14	254	268	5704265
#carbonneutrality	1	170	171	277458
#wearebristol	1	157	158	223261
#fridays/orfuture	2	144	146	4384764
#valentinesday	1	142	143	4383900
#youthstrike4climate	1	142	143	4383900
#westernharbour	25	91	116	252270

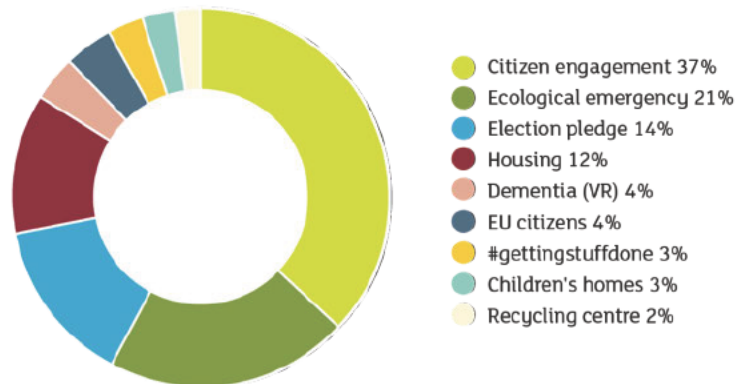
Search terms: "Marvin Rees" / "mayor of bristol" / @MarvinJRees / @BrisMayorOffice / "Bristol Council"



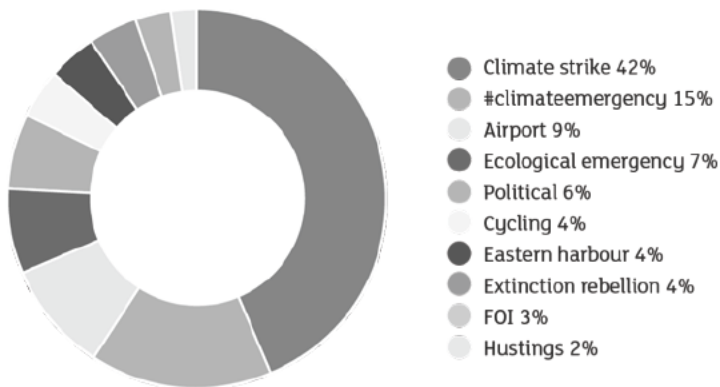
SENTIMENT



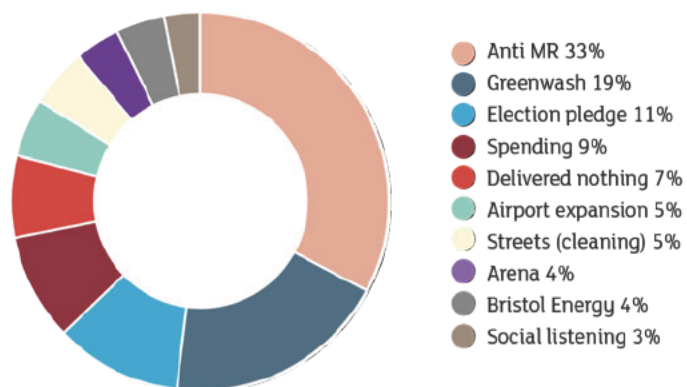
POSITIVE DISCUSSION



NEUTRAL DISCUSSION



NEGATIVE DISCUSSION





Positive trends:

- Engagement across many different initiatives and policy areas continues to drive positivity, featuring this month: Women's Work Lab, The Bristol Wing, night-time economy, CAZ, Windrush community, Global Goals, migration review, tourism in the city, gang prevention, Big Tidy and the Mayors of Peace Cities art exhibition
- Driven by national media the announcement of ecological emergency in the city was well received and was shared amongst local, national and global influencers. Amongst this discussion there were calls from people in other UK cities to follow suit
- Sharing of the Mayor's six new election pledges created significant positive cut through – driven by the Mayor's own channels and attendees of the launch at the Empire boxing club
- Reflecting BCC's continued focus on building new homes and boosted by the new 2,000 per year target, housing continues to be a positive policy narrative
- Cut through for the Redfield Lodge dementia virtual reality training support / funding
- The Mayor's message to EU citizens received positive traction
- Local media coverage of plans to open new children's homes in the city created a positive talking point and drove sharing of the announcement
- Photos of progress at the new recycling centre in Avonmouth received some traction, boosted by MP Darren Jones' visit to the facility

Negative trends:

- The Climate Strike and Greta Thunberg's visit to the city triggered accusations of 'greenwash' and general hypocrisy regarding the Mayor's position on climate change with many posts referencing the airport expansion
- The launch of Mayor's election pledges drew negativity from some citizens – most of the reaction was random in nature although there was some cohesion around the mass transit plans. There is also some negative targeting of #deliveringforbristol in his part of the discussion
- Persistent complaints about BCC spending and budgets continue to be fragmented, although the 'council tax rise' and Bristol Energy are often referenced in this part of the discussion
- Campaigners continue to target the 'airport expansion plans' although this segment was lower in volume and energy than in previous analyses
- KeepBristolTidy and their followers were active this month, mostly calling out what they see as 'substandard' and 'below contractual standard' street cleaning by BristolWaste with flood risk from blocked drains being the main bugbear
- A small number of campaigners continue to attack the YTL arena plans with some cohesion around the lack of public transport access and increased car journeys / pollution
- General negativity towards the cost of running Bristol Energy continues, with accusations of a lack of financial transparency and holding back of documents from council meetings
- Some low volume negativity towards the 'social listening contract' remained firmly in an LDR echo chamber with no evidence that media coverage on the issue had caused any wider debate

Channels

Twitter Analytics

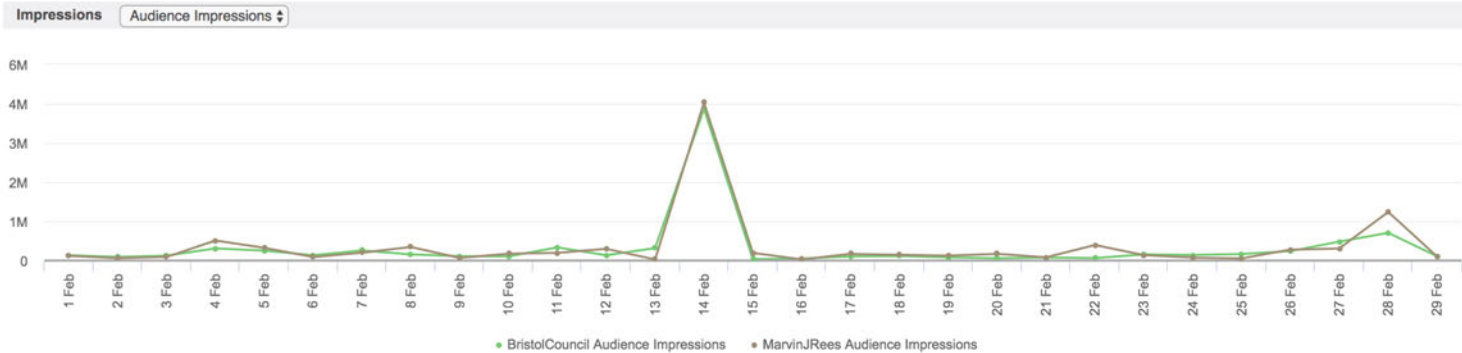
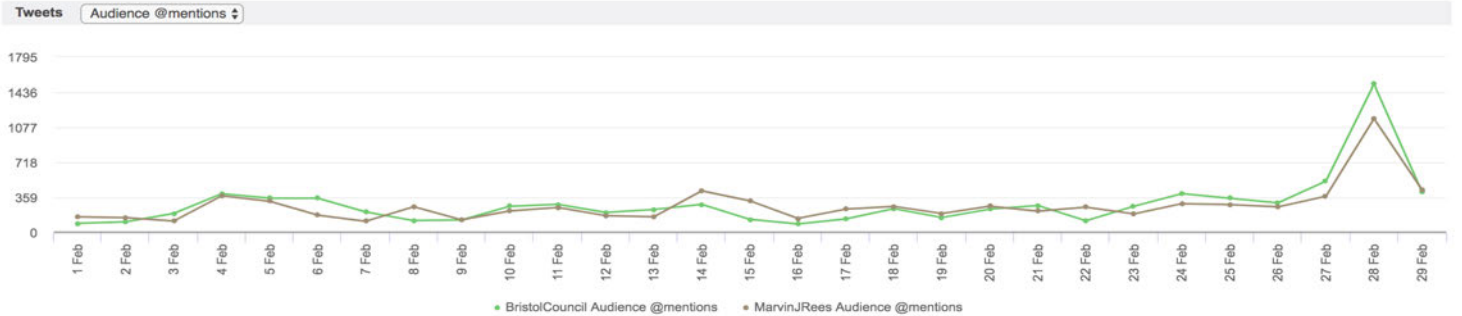
BristolCouncil, MarvinJRees

Feb 01, 2020 - Feb 29, 2020

Export

Filters

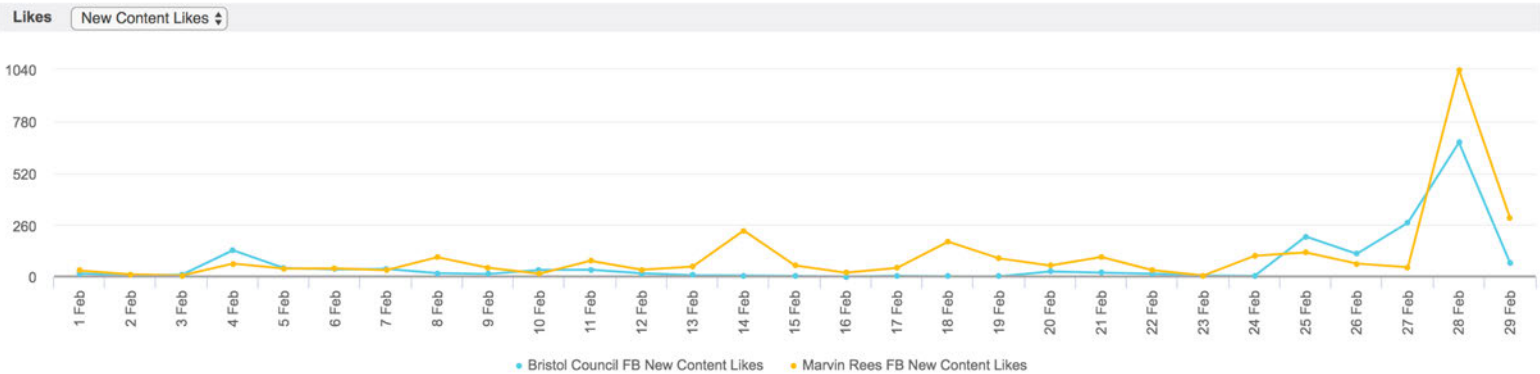
	Owner Tweets	Owner RTs	Owner Replies	Audience RTs	Audience @mentions	Owner Impressions	Audience Impressions	Net Followers / Total Followers
BristolCouncil (@BristolCouncil)	415	65	223	1,012	8,384	8,490,639	9,961,296	306 / 103,457
MarvinJRees (@MarvinJRees)	142	42	17	834	7,936	2,071,297	11,200,974	378 / 28,249



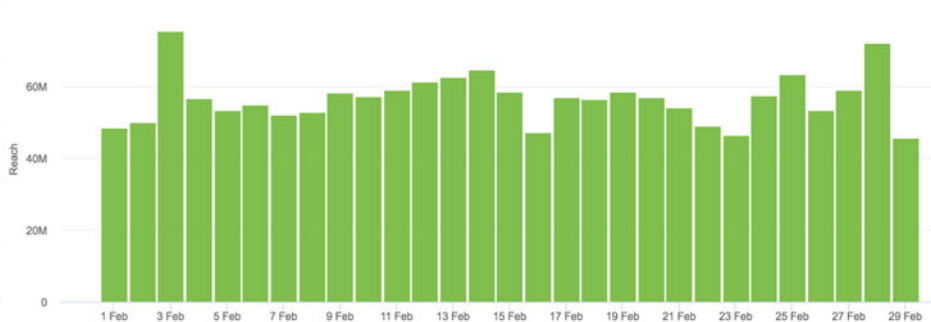
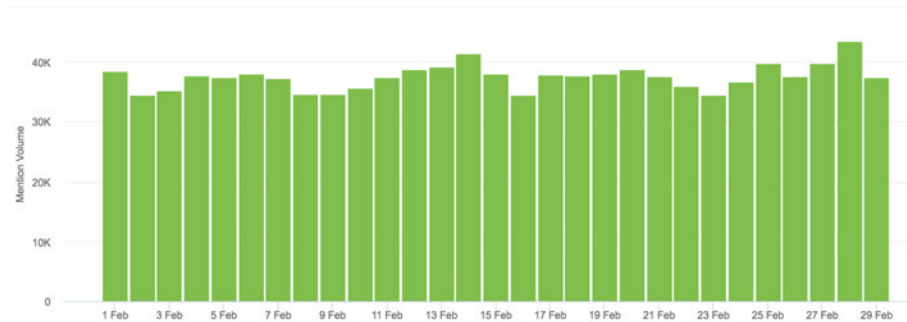
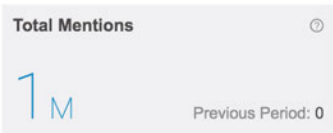
Channels

Facebook Analytics Bristol Council FB, Marvin Rees FB Feb 01, 2020 - Feb 29, 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)	87	28	0	696	1,807	244 / 7,757
Marvin Rees FB (Marvin Rees, Mayor of Bristol)	41	0	0	1,098	3,016	160 / 5,312



Bristol People



Most Mentioned Tweeters	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
@	5100	0	5100	13237625
@bristolcity	3906	0	3907	2707918
@youtube	2956	0	2957	5744975
@borisjohnson	2686	0	2686	3840536
@gretathunberg	2172	0	2173	10190510
@bristolcouncil	2045	0	2045	7753748
@piersmorgan	2019	0	2020	2286080
@marvinjrees	1828	0	1829	9238280
@realdonaldtrump	1589	0	1590	1525154
@skynews	1491	0	1492	1783338

Top Hashtags	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
#bristol	8077	0	8077	28202549
#nowplaying	6028	0	6029	1241015
#lovelsland	2748	0	2748	6072921
#weathercloud	1938	0	1938	1755072
#bath	1362	0	1363	3478305
#free	1161	0	1161	2922197
#bristolcity	1150	0	1150	4545546
#love	1139	0	1140	3981312
#valentinesday	1130	0	1130	16877596
#cycling	1028	0	1029	67134050