



Mayor of Bristol

Online and Social Media Analysis
(01.01.20 – 31.01.20)

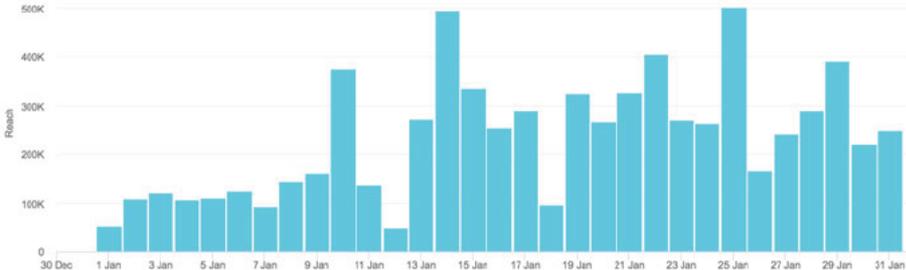
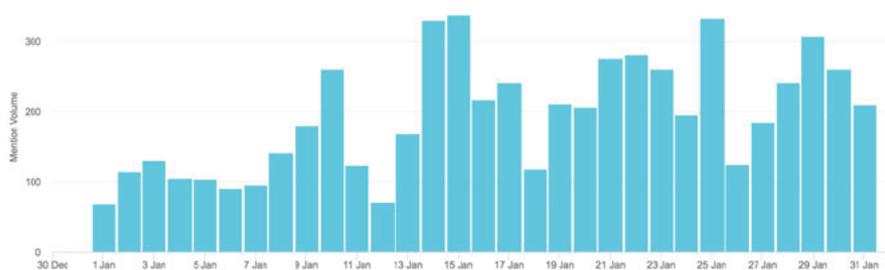




Total Mentions 🔍 **Unique Authors** 🔍

5972 ▲8% Previous Period: 5509

2516 ▼1% Previous Period: 2535



Most Mentioned Tweeters

	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
@marvinrees	2424	1987	4411	14479287
@bristolcouncil	452	382	834	2154070
	528	11	539	157842
	528	11	539	157842
	528	11	539	157842
	109	153	262	1410185
	133	113	246	783720
	92	129	221	995859
	77	139	216	729208
	141	68	209	825959

Top Hashtags

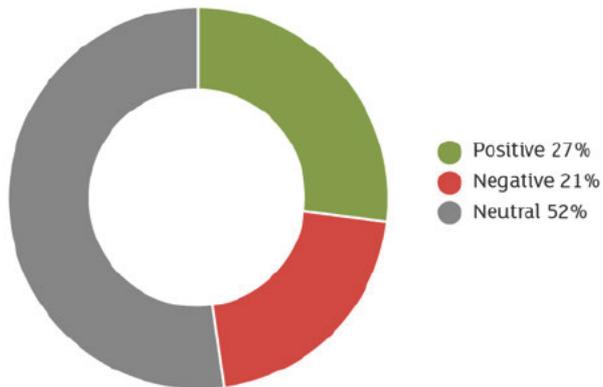
	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
#bristol	136	547	683	3592364
#climateemergency	541	117	658	602044
#bristolonecity	24	139	163	611756
#bristolive	11	77	88	857013
#westernharbour	20	45	65	501855
#diversity	1	56	57	157619
#airportexpansion	3	52	55	116534
#decadeoftransformation	18	32	50	188744
#cumberlandbasin	12	34	46	104709
#democracy	1	43	44	690399

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

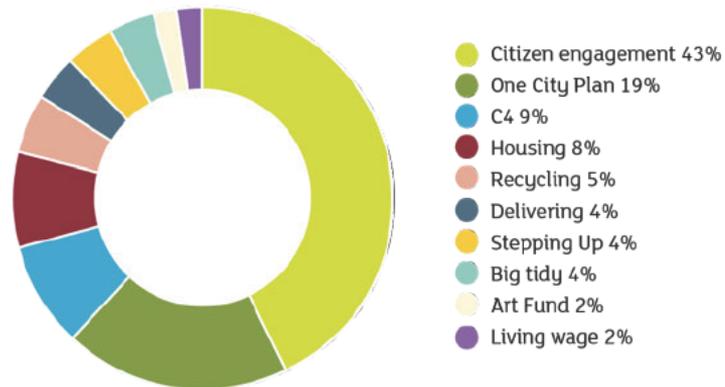




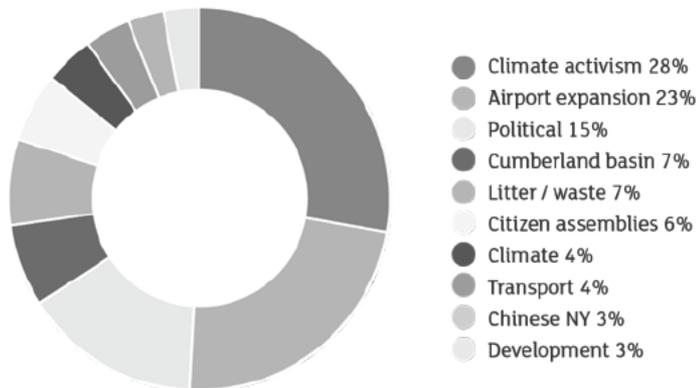
SENTIMENT



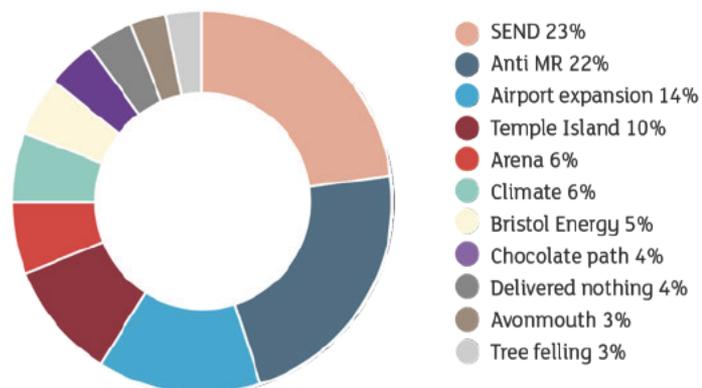
POSITIVE DISCUSSION



NEUTRAL DISCUSSION



NEGATIVE DISCUSSION





Positive trends:

- Citizen engagement was driven by various initiatives, including; schools eco warriors; #DecadeofTransformation; #WeAreBristol; One Bristol Curriculum, diversity/inclusion initiatives; school visits and community building case studies and inspiration
- The Mayor's launch of the One City Plan received a strong positive response – especially messaging around tackling inequality in the city. This was underlined by media interviews setting out the Mayor's election year vision
- The launch of Channel4's new Creative Hub in Bristol was welcomed for creating new opportunities for greater diversity in the creative sector
- Awareness of the council's focus on housing in the city was driven by new announcements of the £55m Hill and Goram scheme and the regeneration of Temple Island which "will lead to over 500 new homes and 1,500 new jobs"
- Positive response to a DEFRA report that ranks Bristol number one out of the eight English core cities for recycling was supported by various initiatives in the city, including new coffee cup recycling bins (Cup Fund campaign) and the kerbside recycling Black Box scheme
- The Quality of Life survey provided a platform for positivity towards the Council's delivery across 'a number of indicators'
- Cut through for the #SteppingUp initiative and graduation of a further 120 diverse senior managers to the council and recognition of the initiative being shortlisted for the Local Government Awards excellence in diversity
- Additional resources for the #BigTidy were welcomed in tackling littering, tagging, fly-tipping, fly-posting, and overgrown areas across the city
- Awareness of the City's acquisition of new works by artists John Akomfrah and Yinka Shonibare via the Art Fund
- Recognition that the Living Wage Foundation has formally recognised Bristol for its commitment to becoming a Living Wage City - the biggest city to be recognised so far

Negative trends:

- Strong criticism of the council's EHC plans described by OFSTED as "disturbingly poor" echoed in media articles – with negative sentiment spreading across social media in the city. The Mayor's response was acknowledged, as was the council's "energy" in addressing the issue
- Almost entirely driven by Extinction Rebellion (Bristol), activism against the airport expansion shows no sign of wavering. Campaigners claim that increased emissions will dwarf any effort by our city to become carbon neutral
- Sharing and commentary relating to a Bristol Post report that the council was "deliberately withholding information on Temple Island from scrutiny councillors amid concerns the authority is entering an unlawful deal with Legal & General"
- Continuous background noise and disgruntlement about the Arena plans with some claiming the process should be challenged in court
- Criticism of the increased pricing for charging of electric vehicles was seen as counter to the city's climate change ambitions
- A report from Bristol Post claiming that fewer than 12% of Bristol Energy customers live in the city provided more negativity towards the "tax payer funded" company
- Criticism of "neglect" of the chocolate path and slow response from the council to demands for repairs which were made "back in 2017"
- Some low-level complaints continue around the Mayor's failure to deliver major infrastructure projects
- Campaigners and residents continue to shine a light of environmental damage and neglect in Avonmouth with reports of a site explosion and air pollution at the Copart plant
- As reported in the Guardian, a group of St Paul's residents protested tree felling in their area which caused some negativity, although the Mayor's fast response to halt the felling was acknowledged

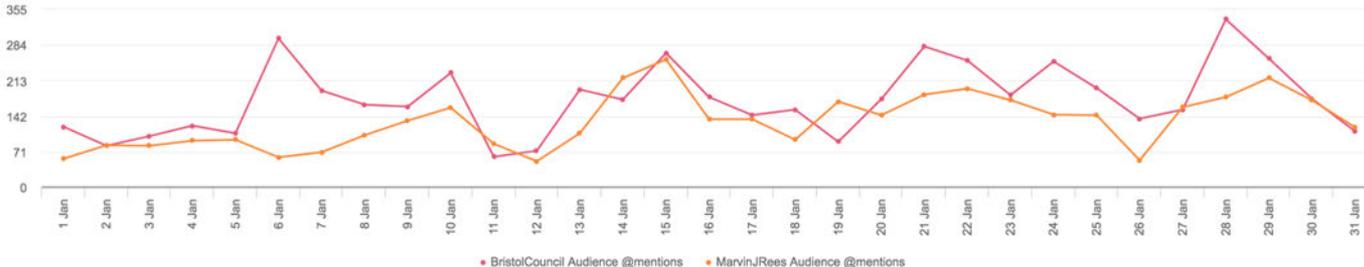
Channels

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

🔍 ⌵ Export ⌵ 🏠 Filters ⌵

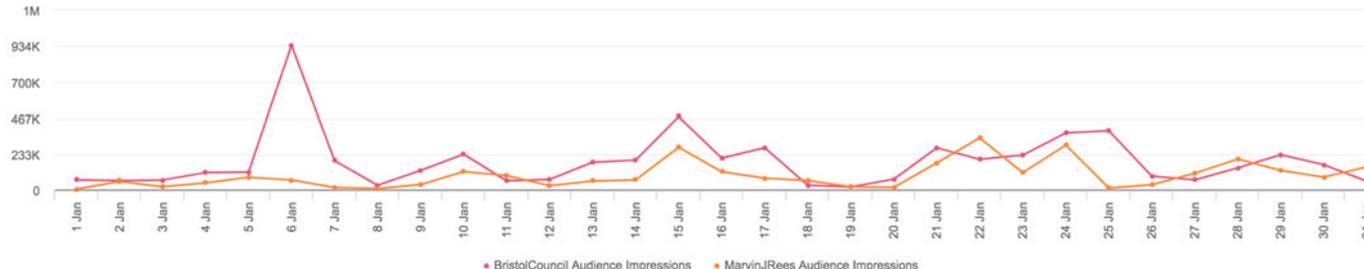
	Owner Tweets	Owner RTs	Owner Replies	Audience RTs	Audience @mentions	Owner Impressions	Audience Impressions	Net Followers / Total Followers
BristolCouncil (@BristolCouncil)	484	91	260	527	5,439	9,889,031	5,773,357	134 / 103,145
MarvinJRees (@MarvinJRees)	169	56	17	524	4,091	2,736,058	2,950,051	208 / 27,851

Tweets Audience @mentions ⌵



Impressions Audience Impressions ⌵

Export ⌵



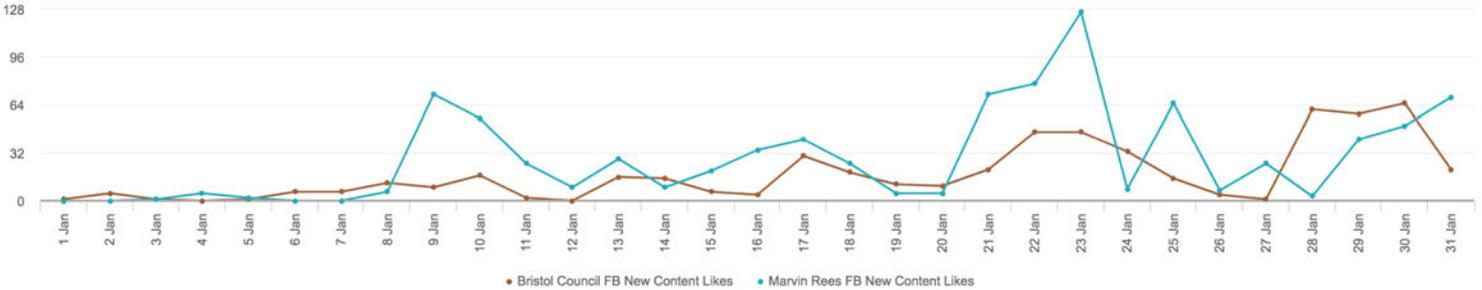
Channels

Facebook Analytics | Bristol Council FB, Marvin Rees FB | Jan 01, 2020 - Jan 31, 2020

	Owner Posts	Owner Comments	Audience Posts	Audience Comments	New Content Likes	Net Page Likes / Total Page Likes
Bristol Council FB (Bristol City Council)	82	12	0	218	542	85 / 7,507
Marvin Rees FB (Marvin Rees, Mayor of Bristol)	25	0	0	147	884	53 / 5,145

Posts & Comments | Audience Posts | Export

Likes | New Content Likes



Bristol People

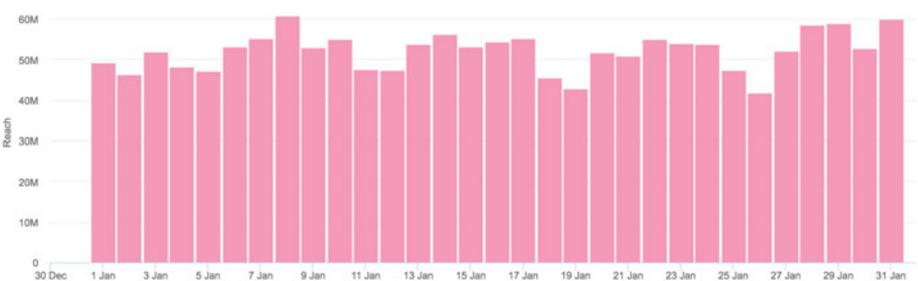
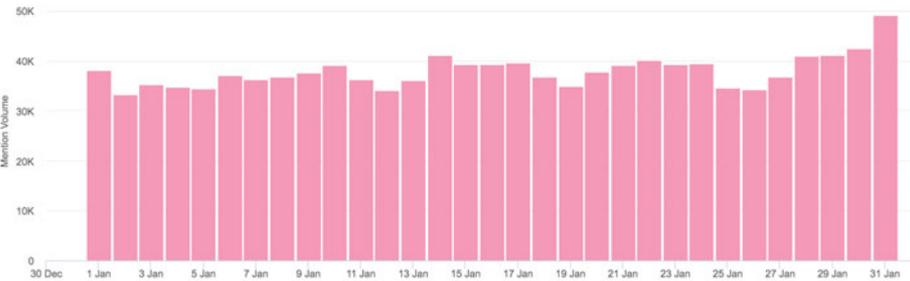
Total Mentions 🔍

1M

Previous Period: 0

 **39%**
12501 authors

 **61%**
19489 authors



Most Mentioned Tweeters	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
 @	5248	0	5249	15322579
 @bristolcity	5147	0	5147	3571345
 @piersmorgan	3759	0	3760	5764758
 @youtube	2784	0	2785	4974439
 @borisjohnson	2641	0	2642	3914720
 @realdonaldtrump	2332	0	2332	1856210
 @official_brfc	1772	0	1772	3293137
 @geemacgee	1760	0	1761	1180017
 @bbcnews	1671	0	1671	7388848
 @skynews	1614	0	1614	1256749

Top Hashtags	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
#bristol	7543	0	7544	26096460
#nowplaying	6530	0	6530	856469
#loveisland	3093	0	3093	7420396
#weathercloud	2256	0	2256	1882825
#bath	1588	0	1589	4221660
#bristolcity	1363	0	1364	4661569
#brexit	1293	0	1293	3243261
#utg	1089	0	1090	1978424
#tech	1070	0	1070	3887600
#love	1032	0	1033	4185483

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