



Mayor of Bristol

Online and Social Media Analysis
(01.12.19 – 31.12.19)



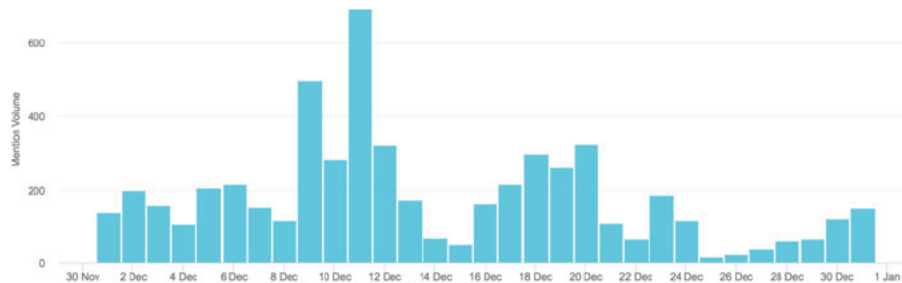


Total Mentions

5614 ▼ 39%
Previous Period: 9265

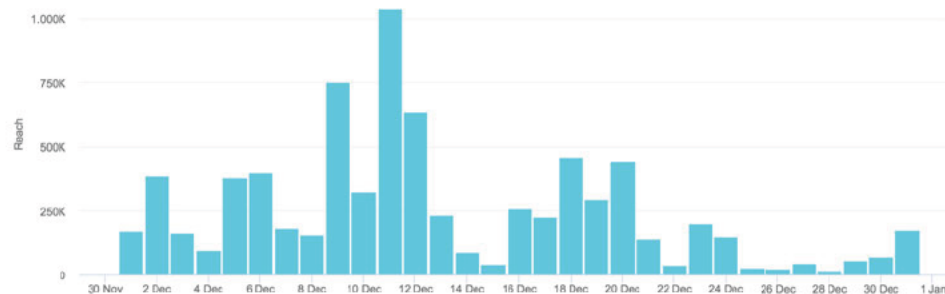
Unique Authors

2567 ▼ 43%
Previous Period: 4472



Most Mentioned Tweeters

	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
@marvinrees	1815	1910	3725	11498912
@bristolcouncil	381	379	760	1686784
[Redacted]	339	6	345	123325
[Redacted]	339	6	345	123325
[Redacted]	339	6	345	123325
[Redacted]	81	212	293	688997
[Redacted]	86	175	261	894127
[Redacted]	111	147	258	729791
[Redacted]	83	138	221	616666
[Redacted]	92	87	179	332504



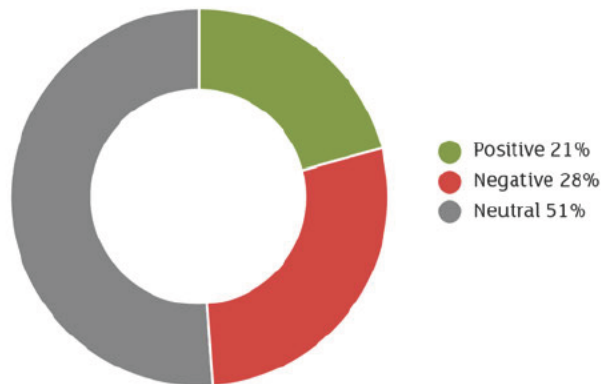
Top Hashtags

	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
#bristol	105	335	440	2507819
#climateemergency	358	63	421	325963
#ge2019	10	181	191	501421
#votelabour12december	3	153	156	417578
#idreporter	16	97	113	207810
#journalism	4	106	110	303132
#airpollution	7	68	75	55691
#generalelection19	4	53	57	97965
#generalelection2019	9	40	49	81613
#westernharbour	11	38	49	95788

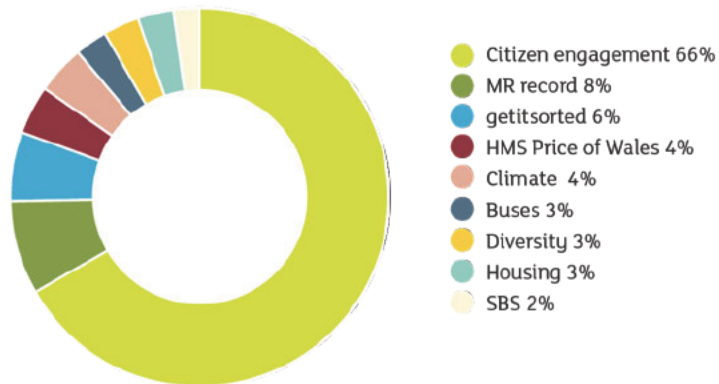
Search terms: "Marvin Rees" / "mayor of bristol" / @MarvinJRees / @BrisMayorOffice / "Bristol Council"



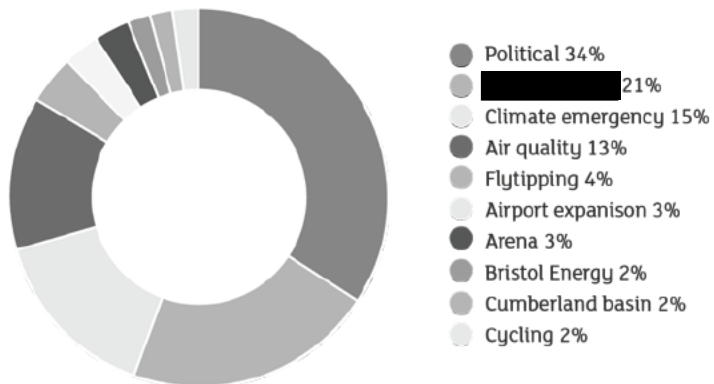
SENTIMENT



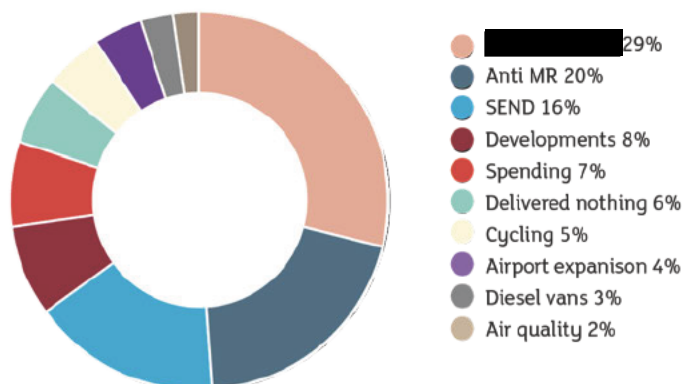
POSITIVE DISCUSSION



NEUTRAL DISCUSSION



NEGATIVE DISCUSSION





Positive trends:

- Citizen engagement was driven this month by; #BPNConversations, ACH, #IGConf2019, Begbrook Academy, #ISLC2019 and the #bigtidy initiatives
- Positivity about the Mayor's record - especially on race and equality - continues to resonate with citizens
- Bristol Waste's GetItSorted recycling campaign received good traction and sharing across the city
- The Mayor's welcoming of HMS Prince of Wales to its affiliated home in the city
- The mayor's efforts and position on climate change continues to draw positive comments, boosted this month by the #ClimateActionCoBenefits conference
- Positive response to the Mayor's intervention in response to a campaign from a local resident to stop cuts to bus services in the city
- The Mayor's visit to families' new council homes in Broomhill and Brislington
- Some cut through for the Small Business Saturdays initiative

Negative trends:

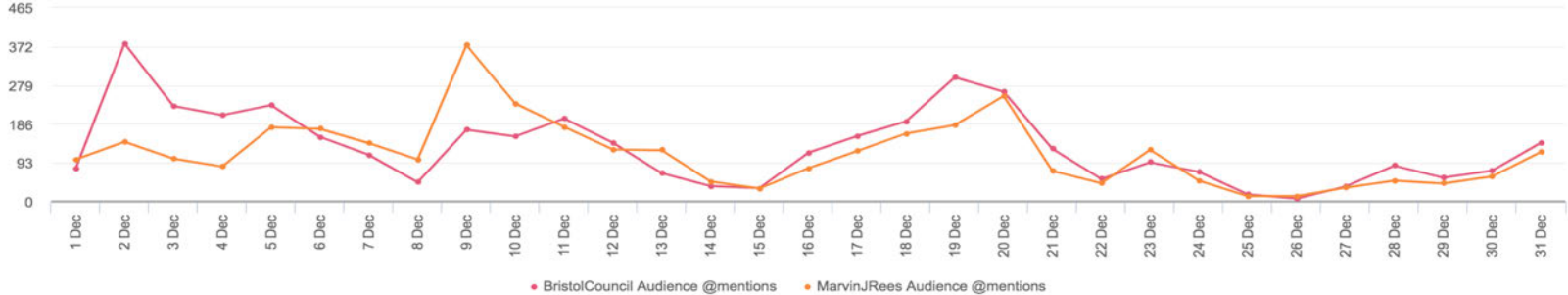
- The Mayor's comments about local democracy reporter and journalist [REDACTED] were widely shared with many members of local media and online activists rounding to defend him. A lot of the posts claimed that the mayor's comments were childish with a smaller number suggesting it was bullying behaviour
- Political opponents and education 'activists' have piled in on the current administration's record on SEND and the Mayor's comments after a recent OFSTED inspection
- The background noise and disgruntlement about various developments in the city continues, with little changing in terms of the nature of complaints
- Negativity about spending remains largely fragmented, although Bristol Energy and spending on feasibility studies were common themes in December
- There remains some scepticism on the mayor's record, but most of this was blow back from the Mayor's own 'delivering for Bristol' message
- Accusations of double standards related to the council's purchase of diesel vans in light of the upcoming diesel ban, although these did not catch on in any major way

Channels

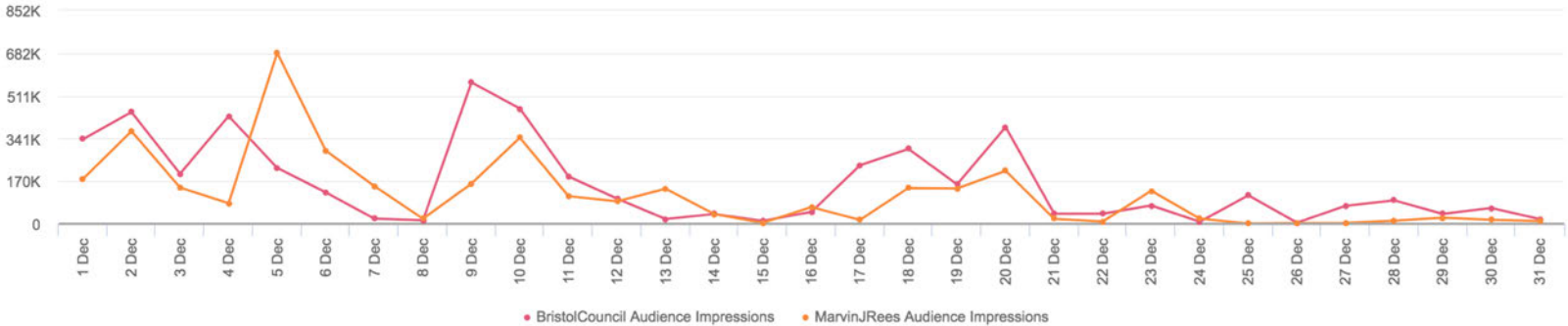
Twitter Analytics BristolCouncil, MarvinJRees Dec 01, 2019 - Dec 31, 2019 ⓘ ⌵ Export ⌵ Filters ⌵

	Owner Tweets	Owner RTs	Owner Replies	Audience RTs	Audience @mentions	Owner Impressions	Audience Impressions	Net Followers / Total Followers
BristolCouncil (@BristolCouncil)	356	54	215	435	4,033	7,297,923	4,880,295	-50 / 103,015
MarvinJRees (@MarvinJRees)	102	32	8	361	3,562	1,756,766	3,643,448	141 / 27,644

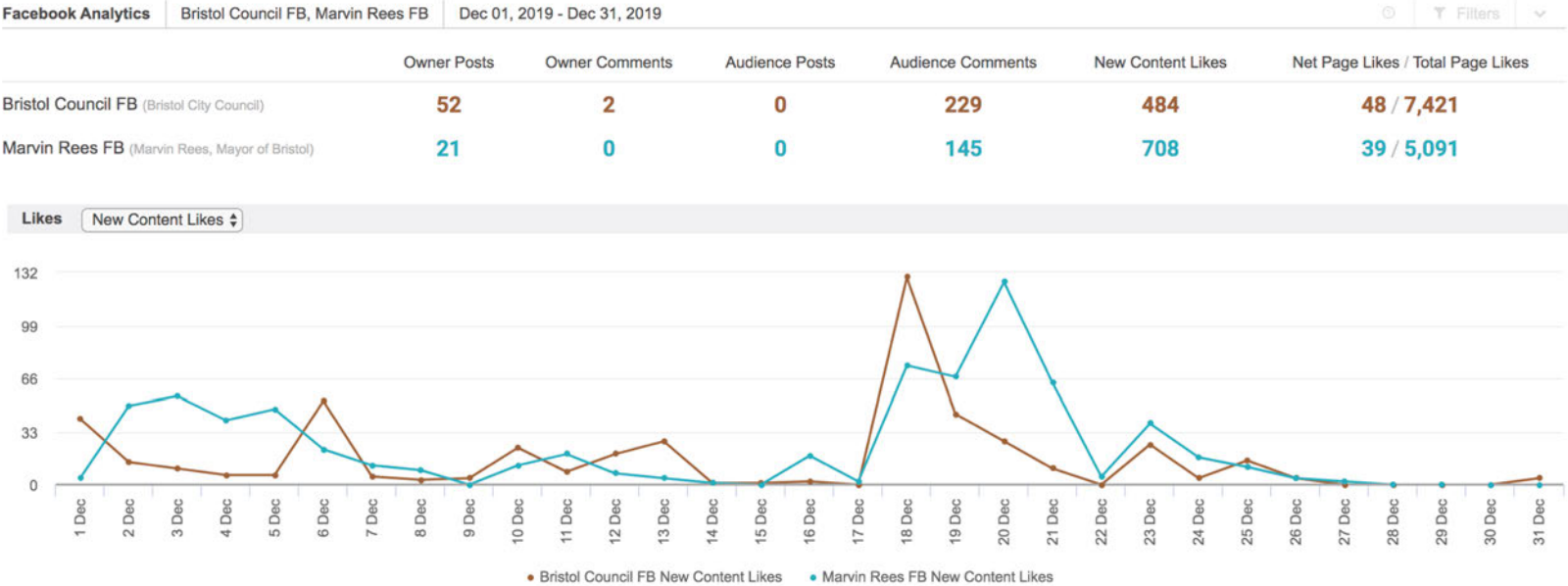
Tweets Audience @mentions ⌵ Export ⌵



Impressions Audience Impressions ⌵



Channels



Bristol People

Total Mentions

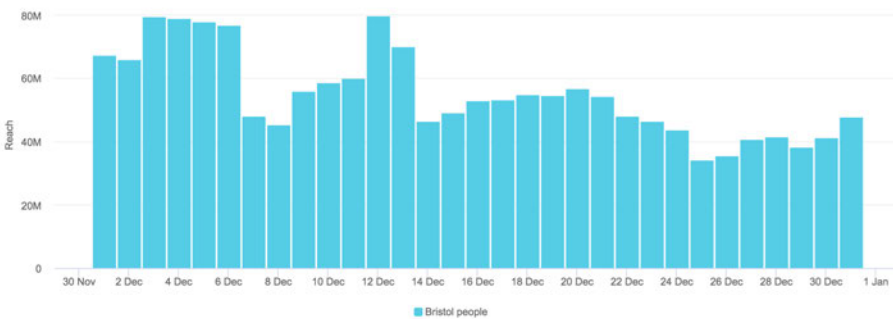
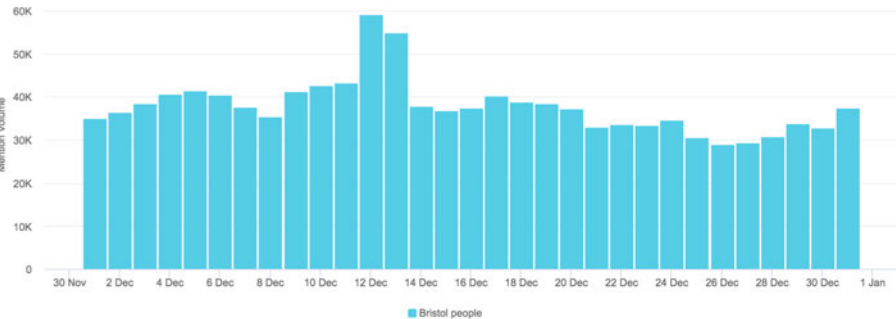
1M

Previous Period: 0

Unique Authors

55k

Previous Period: 0



Most Mentioned Tweeters	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
@jeremycorbyn	6464	0	6465	8508628
@borisjohnson	6268	0	6268	8465312
@	5647	0	5648	21736435
@uklabour	3840	0	3841	6185191
@youtube	2805	0	2805	3298504
@conservatives	2730	0	2730	3420072
@bristolcity	2472	0	2472	1814023
@piersmorgan	2266	0	2267	2173917
@bbclaurak	2165	0	2166	3126848
@realdonaldtrump	1989	0	1989	3983201

Top Hashtags	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
#bristol	8014	0	8015	19721131
#christmas	4405	0	4405	12330482
#ge2019	3150	0	3151	11343899
#generalelection2019	2210	0	2211	16197653
#bristolnews	1912	0	1912	1580009
#weathercloud	1563	0	1563	712192
#utg	1474	0	1474	2567825
#bath	1436	0	1436	5602393
#votelabour	1134	0	1134	2735501
#love	1103	0	1104	4153026

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