



Mayor of Bristol

Online and Social Media Analysis
(01.11.19 – 30.11.19)





Total Mentions

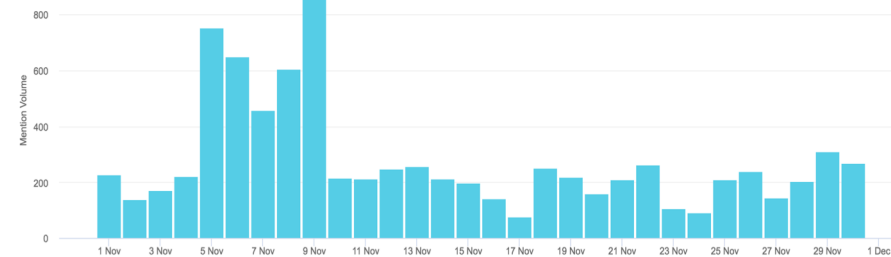
8331

▲ 24%
Previous Period: 6718

Unique Authors

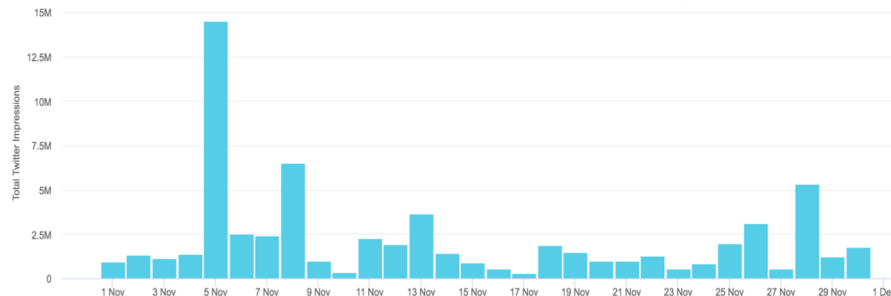
4073

▲ 36%
Previous Period: 2992



Most Mentioned Tweeters

	TWEETS	RETWEETS	ALL TWEETS ▾	IMPRESSIONS
@marvinjrees	4322	2189	6511	22830489
[Redacted]	1687	19	1706	2015850
[Redacted]	1686	19	1705	2015488
[Redacted]	1685	19	1704	2015749
@bristolcouncil	721	525	1246	6796367
[Redacted]	206	294	500	1552820
[Redacted]	191	280	471	1977837
[Redacted]	204	251	455	2320264
[Redacted]	134	154	288	672790
[Redacted]	114	155	269	930022



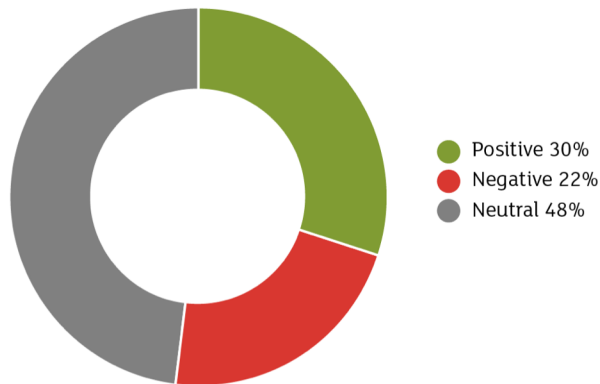
Top Hashtags

	TWEETS	RETWEETS	ALL TWEETS ▾	IMPRESSIONS
#climateemergency	1704	173	1877	2818890
#bristol	174	294	468	3434756
#westernharbour	58	142	200	448443
#cumberlandbasin	52	142	194	448836
#airpollution	15	61	76	181886
#ftmobility	11	44	55	875482
#ucigcongress	10	40	50	727747
#afuture4samet	8	35	43	228038
#climatehero	1	42	43	418903
#votegreen2019	1	42	43	418903

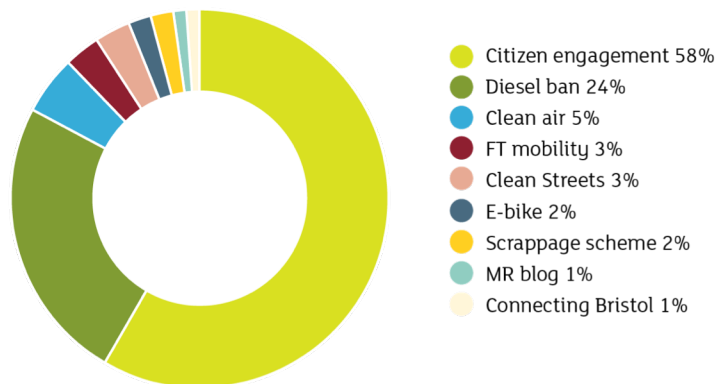
Search terms: "Marvin Rees" / "mayor of bristol" / @MarvinJRees / @BrisMayorOffice / "Bristol Council"



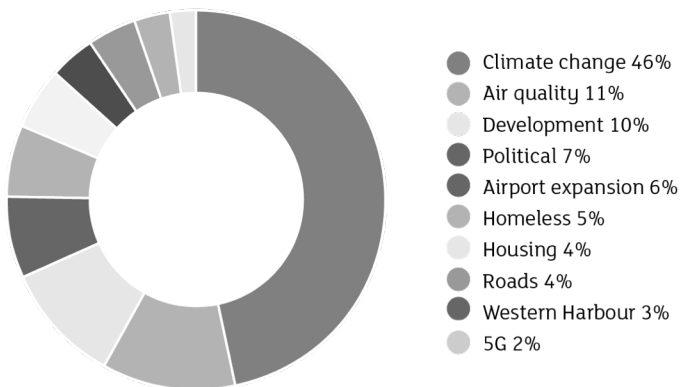
SENTIMENT



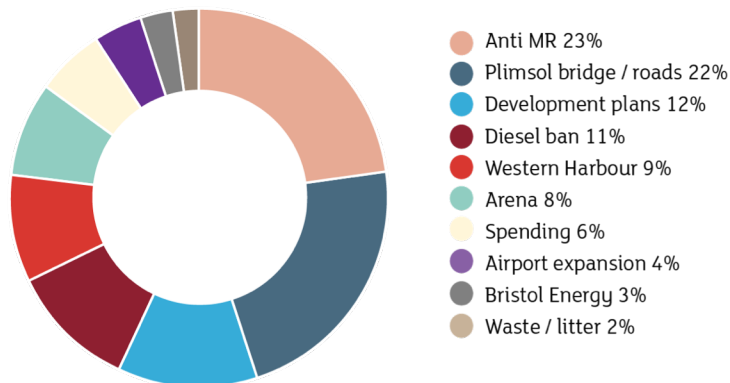
POSITIVE DISCUSSION



NEUTRAL DISCUSSION



NEGATIVE DISCUSSION





Positive trends:

- Strong citizen engagement driven this month by; the Roma Stories exhibition; Royal British Legion poppy appeal; the new Bedminster Youth Club; Bristol Young Heroes; Global Cities; UCLG Congress; #changemakers; Child Friendly Cities; 2019 Sleep Out and #everytreecounts
- National media coverage boosted positive discussion and sharing of the news that the city will become the first in the UK to ban diesel cars with MR's quote about "moral, ecological and legal duty" regularly cited. Additional cut through on the scrappage scheme proposals
- Cut through for the Mayor's "bold" clean air zone strategy was linked to the Bristol Clean Air Summit and coverage of UK100's new research on air quality in UK cities which included quotes from the Mayor
- The Mayor's appearance on the FT mobility conference panel drove discussion about policy makers' impact on the progress of new mobility solutions
- The #BigTidy initiative drove some positive discussion of the Clean Streets initiative
- The Mayor's participation in the e-bike challenge brought positive engagement from Bristol's cycling community
- Sharing of posts from the Mayor's blog and the publication of the new e-book "Innovate Bristol" also received some positive traction

Negative trends:

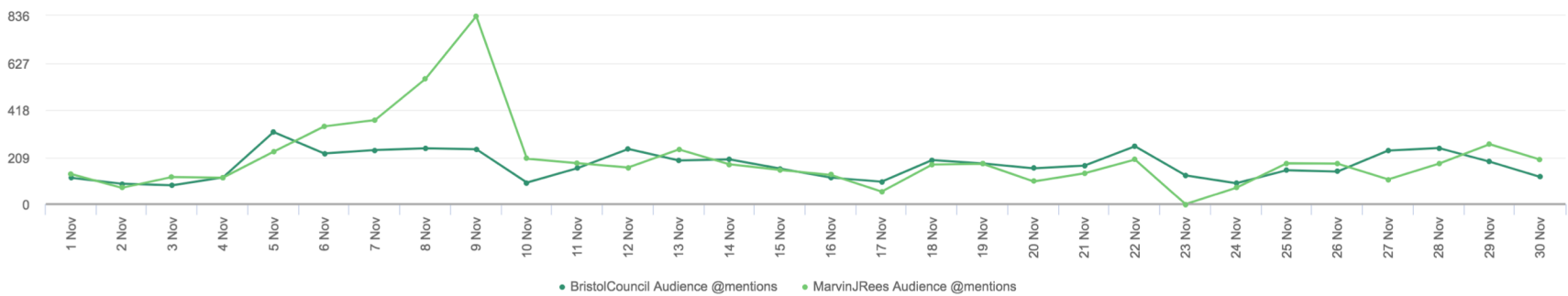
- Complaints about the loss of "historic" parkland and green space to make room for planned developments at Avon Gorge, Hotwells, Cumberland Basin / Bristol docks and Western Harbour. Some sharing of the view that the Mayor is "coming for" Bristol's parks
- Some strong local opposition to Arup's report showing potential new road routes diverting from Plimsol bridge. Amongst this there is cynicism about the Mayor's projected £40m costs of repairing the bridge being too high
- Not everyone welcomed the diesel ban, mostly this was driven by disgruntled car owners complaining about "victimisation" and pushing arguments about the impact of petrol cars being worse. Some citizens claiming that they will defy the ban on (they allege) legal grounds with local business calling for definitive answers on scrappage, charges and exemptions
- Complaints that Hotwells business owners are not represented at on the Western Harbour advisory group, with claims that meetings were held without wider community representation
- Some negative blowback to the latest media reports of the arena plans, with suggestions that transport infrastructure couldn't cope with the crowds and that the tax payers will have to foot the bill for new infrastructure
- Some low level complaints about Council spending suggested double standards on issues such as supporting a living wage, versus "paying £1,500 per day for expensive One City consultants"
- The airport expansion continues to drive some negative discussions, with some challenging the logic and process for making it "carbon neutral"
- Fragmented complaints about Bristol Energy and the city's waste, recycling and litter services

Channels

	Owner Tweets	Owner RTs	Owner Replies	Audience RTs	Audience @mentions	Owner Impressions	Audience Impressions	Net Followers / Total Followers
BristolCouncil (@BristolCouncil)	445	72	221	804	5,236	21,410,909	12,467,530	121 / 103,070
MarvinJRees (@MarvinJRees)	114	25	16	398	6,071	4,658,951	16,977,809	268 / 27,505

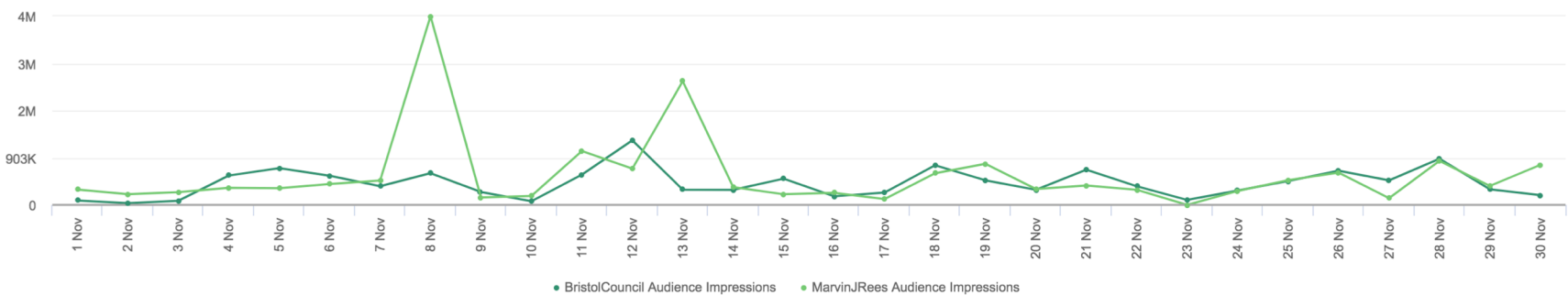
Tweets

Audience @mentions



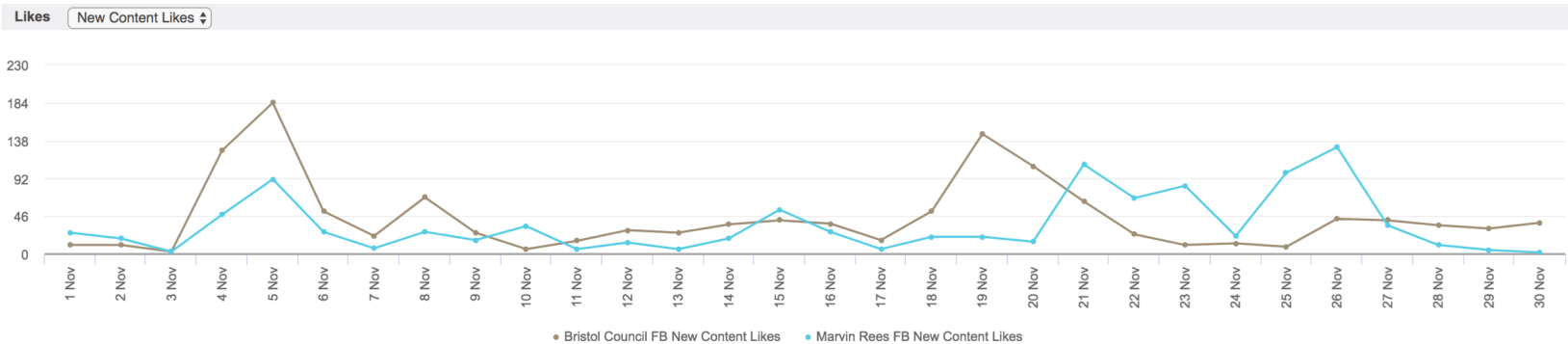
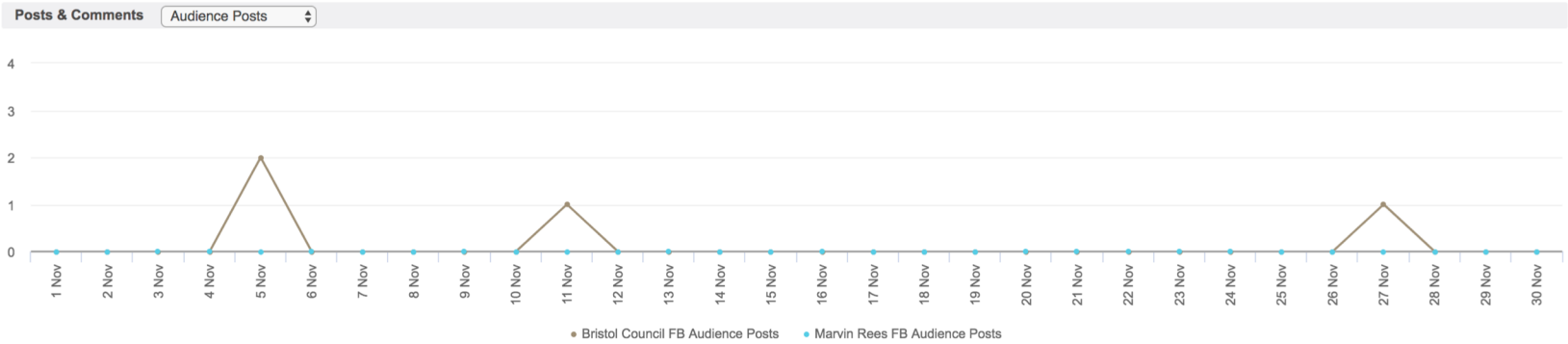
Impressions

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)	95	2	4	828	1,326	107 / 7,367
Marvin Rees FB (Marvin Rees, Mayor of Bristol)	31	1	0	319	1,052	50 / 5,052



Bristol People

Total Mentions

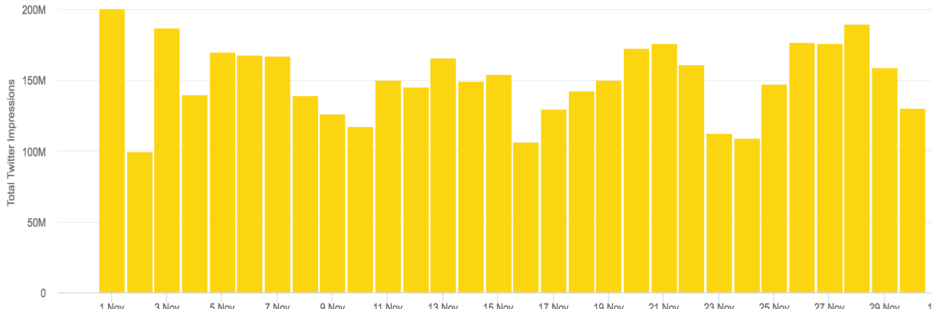
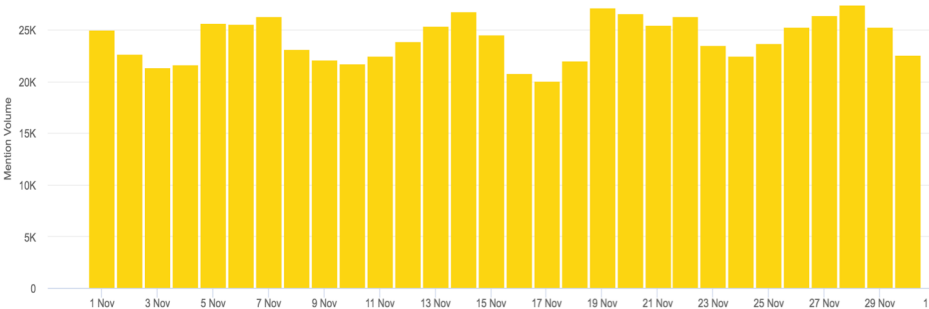
723k

▲ 2%
Previous Period: 706K

Unique Authors

17k

▲ 4%
Previous Period: 16K



Most Mentioned Tweeters

	TWEETS	RETWEETS	ALL TWEETS ▾	IMPRESSIONS
@jeremycorbyn	5530	0	5530	8461990
@borisjohnson	4200	0	4200	5407370
@conservatives	2970	0	2970	2938760
@uklabour	2650	0	2650	4511850
@libdems	2590	0	2590	4535700
@bristolcity	2160	0	2160	1497060
@joswinson	1820	0	1820	2576820
@bristolcouncil	1580	0	1580	4600170
@bristolbears	1220	0	1220	2216740
@bristollive	1190	0	1190	3502430

Top Hashtags

	TWEETS	RETWEETS	ALL TWEETS ▾	IMPRESSIONS
#bristol	9740	0	9740	33202640
#bristolnews	2040	0	2040	1659780
#ge2019	1330	0	1330	4379040
#generalelection2019	970	0	970	9223720
#imaceleb	890	0	890	600980
#bristoljobs	820	0	820	1800470
#business	770	0	770	4224720
#bristolcity	770	0	770	25128120
#christmas	760	0	760	2198670
#win	730	0	730	1752150

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