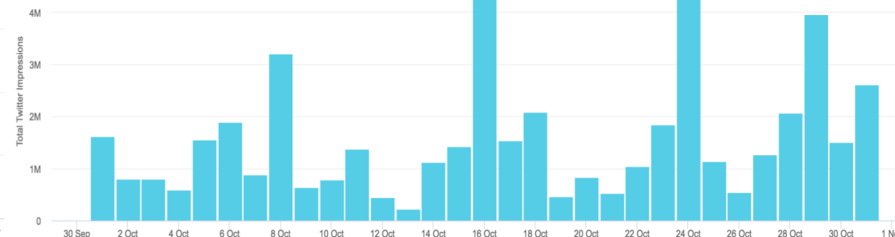
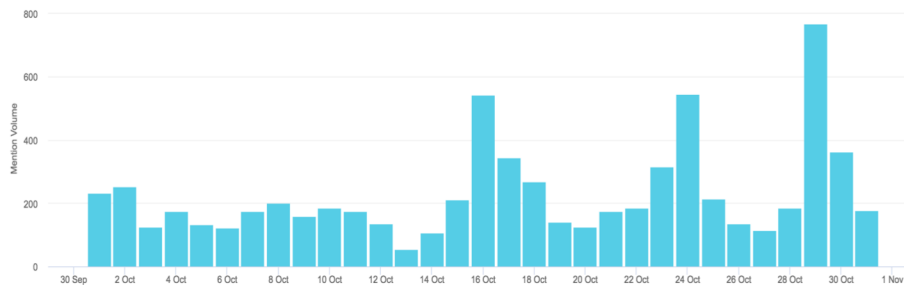
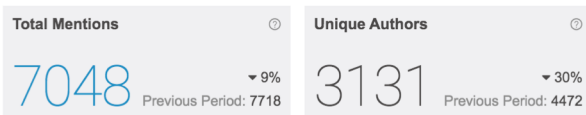




Mayor of Bristol

Online and Social Media Analysis
(01.10.19 – 31.10.19)





Most Mentioned Tweeters

	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
@marvinrees	3531	2185	5716	16777506
@bristolcouncil	523	349	872	2372281
	792	5	797	282439
	792	5	797	282439
	792	5	797	282439
	273	251	524	765122
	239	219	458	706378
	177	207	384	1674386
	144	208	352	841105
	186	96	282	594443

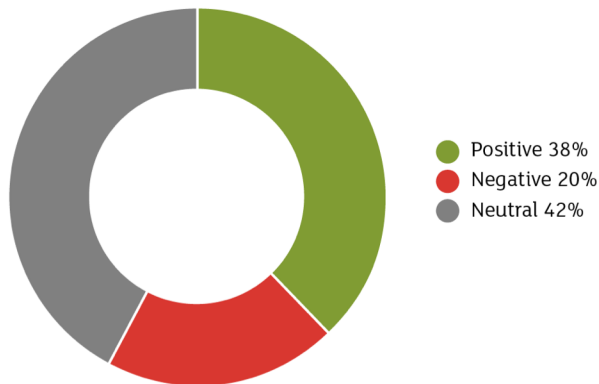
Top Hashtags

	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
#climateemergency	802	28	830	658947
#bristol	167	262	429	2231200
#jc4pm	1	273	274	952628
#voteLabour	1	273	274	952628
#futurecity19	32	72	104	864797
#deliveringforbristol	10	44	54	113568
#bristolcleanstreets	17	32	49	196245
#bristolmayor19	9	39	48	554921
#gettingstuffdone	17	31	48	77585
#westernharbour	15	29	44	50313

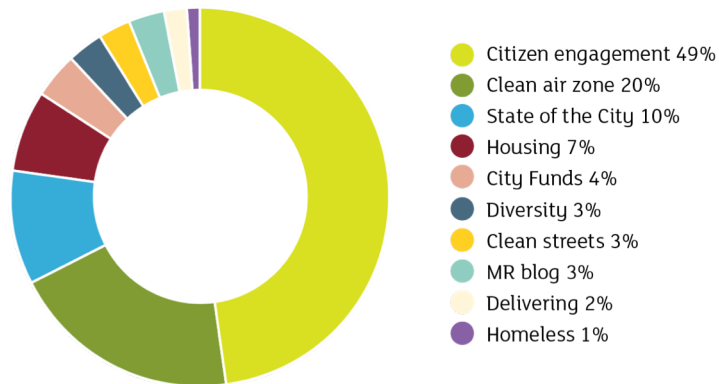
Search terms: "Marvin Rees" / "mayor of bristol" / @MarvinJRees / @BrisMayorOffice / "Bristol Council"



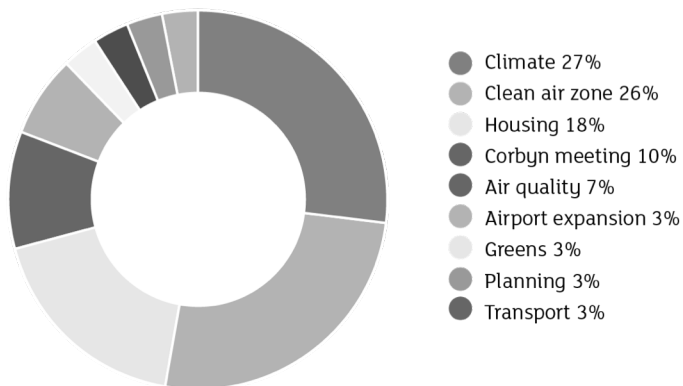
SENTIMENT



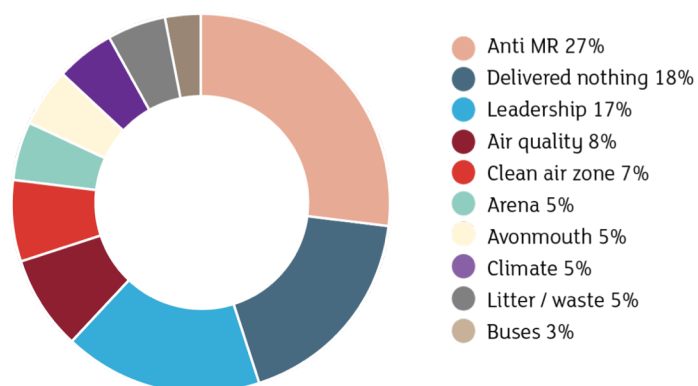
POSITIVE DISCUSSION



NEUTRAL DISCUSSION



NEGATIVE DISCUSSION





Positive trends:

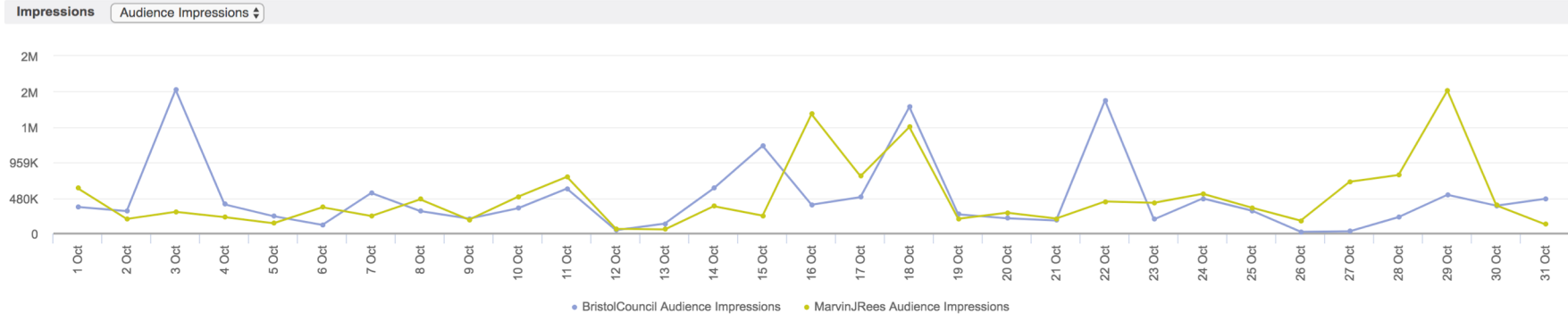
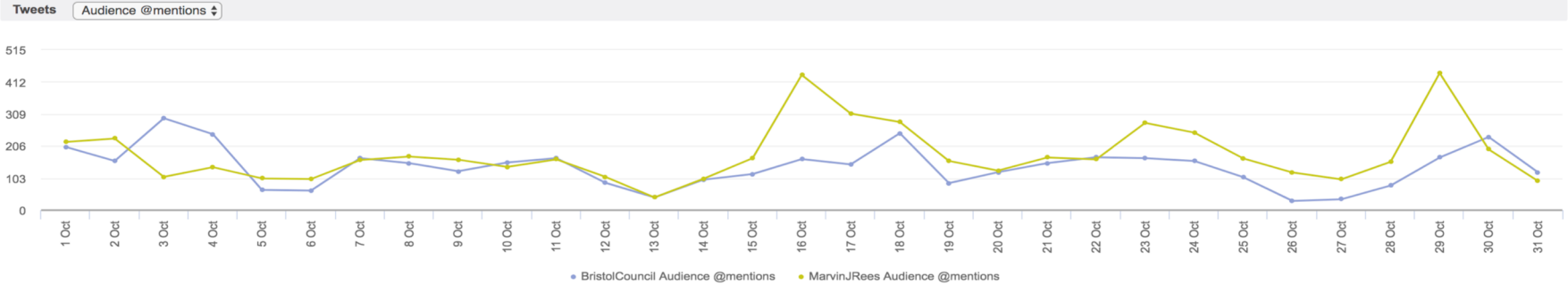
- Citizen engagement had significant depth in breadth with focus on; the Mayor's comments on the 1963 Bristol bus boycott; Feed Bristol/Big Breakfast; Our Bristol, Our World; sustainable development goals; hospice care week; Empire Fighting Change; BISC; Migration Council; Stars awards and Stoke Lodge
- Strong positive response to the Mayor's proposals to ban diesel cars from the city centre as part of a new clean air zone. Driven by media and influencers, with pick up from Bristol citizens who welcomed the "stepping up" to address air quality in the city
- Positive engagement around the State of the City address, with cohesion around affordable housing, transport, the city's economy and education
- The discussion of housing in the city was driven by the Bristol Housing Festival, MR's comments, sustainable and modular housing solutions (BoKlok), Launchpad, Ashton Rise and Councillor Paul Smith's continued engagement in the online in the conversation, setting a narrative and correcting supposition with fact
- As reported in the FT and shared via social media the City Funds initiative laid out the Mayor's financial commitment to work with businesses to address inequality and environmental issues
- The Stepping Up initiative and support for race campaigns underpinned BCC's drive to promote diversity issues
- The "Big Tidy" initiative gave a boost to Bristol Clean Streets as a positive conversation point
- The Mayor's blog continues to receive positive engagement working well as a platform for longer form articles and setting out the Council's vision/policy
- Support for homeless organisations and initiatives continues to drive positive responses

Negative trends:

- In addition to personal attacks, persistent but fragmented complaints about the Mayor's record in office, with reference to plans not being delivered and 'too many consultations'. Some direct attacks on the State of the City address, but otherwise nothing new in terms of narrative in this segment
- Attacks on council leadership loosely coalesce around spending, 'air miles', and the perception that the decision making process is being run by 'yes men' and 'sycophants'. The majority of these posts are coming from the same sources, not the wider Bristol public
- The negative discussion of air quality is a continuation of the theme which has been running since the airport expansion plans became public – driven by frustration at the city's 'inaction' on the issue. A lot of this is coming from political parties, although citizens are still posting examples of families moving away due to pollution levels
- Some low level opposition to the Mayor's clean air zone (mostly from diesel car owners and tradespeople). Some of this is linked to the belief that public transport in the city is insufficient to replace short car journeys. This discussion overlaps with fragmented posts about climate goals and ambitions
- Low level complaints (mostly driven by [REDACTED]) about the Arena are being used to make political points in the run up to next year's elections
- Complaints continue about the lack of environmental protections in Avonmouth with the Western Harbour development often part of this discussion

Channels

	Owner Tweets	Owner RTs	Owner Replies	Audience RTs	Audience @mentions	Owner Impressions	Audience Impressions	Net Followers / Total Followers
BristolCouncil (@BristolCouncil)	408	93	180	530	4,323	17,396,475	14,982,573	214 / 102,945
MarvinJRees (@MarvinJRees)	174	37	40	697	5,552	15,951,254	15,048,669	378 / 27,227



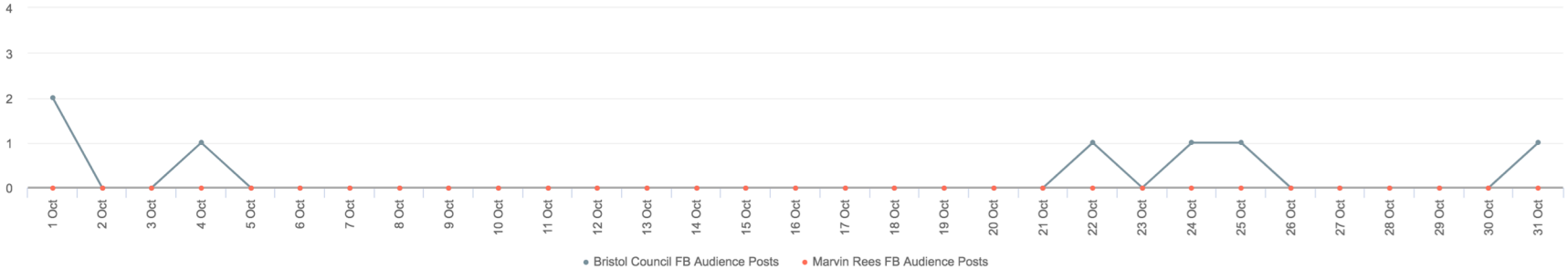
Channels

Facebook Analytics Bristol Council FB, Marvin Rees FB Oct 01, 2019 - Oct 31, 2019

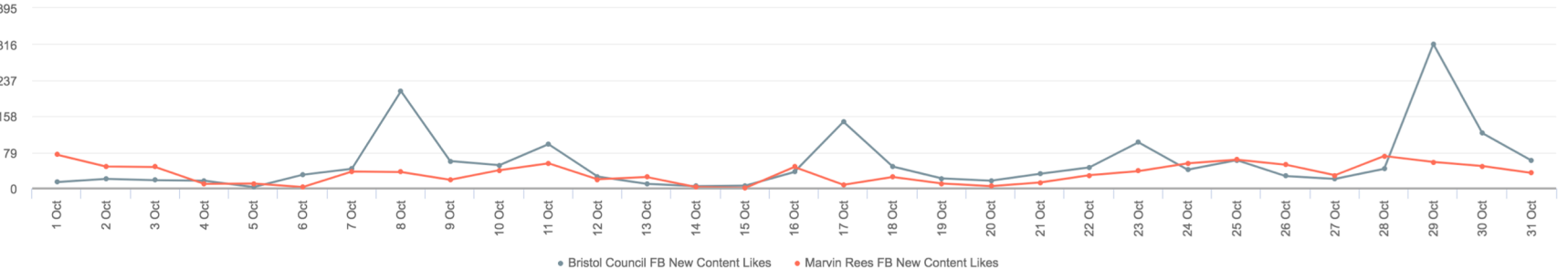
Filters

	Owner Posts	Owner Comments	Audience Posts	Audience Comments	New Content Likes	Net Page Likes / Total Page Likes
Bristol Council FB (Bristol City Council)	93	6	7	1,006	1,754	280 / 7,248
Marvin Rees FB (Marvin Rees, Mayor of Bristol)	32	1	0	169	1,016	40 / 5,001

Posts & Comments Audience Posts



Likes New Content Likes Export



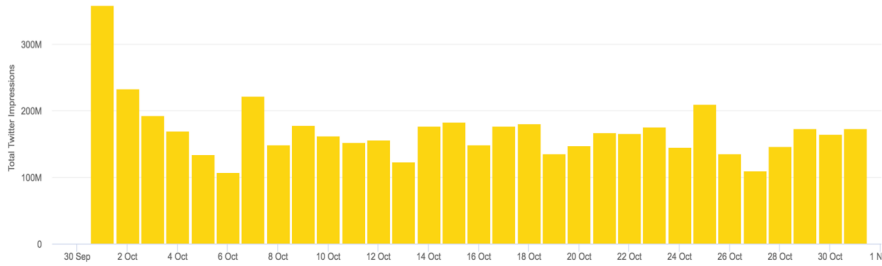
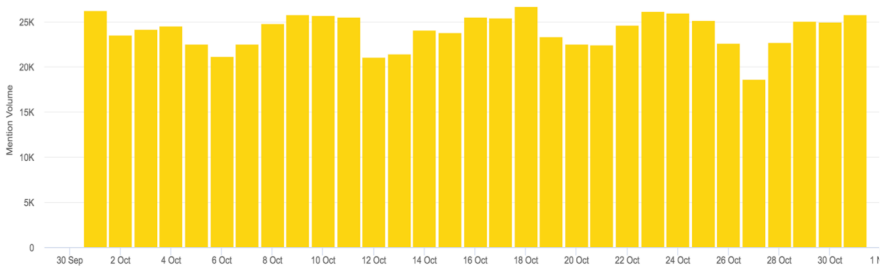
Bristol People

Total Mentions











745k
Previous Period: 737K

Unique Authors

16k
Previous Period: 16K



Most Mentioned Tweeters

	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
 @borisjohnson	3760	0	3760	4388040
 @jeremycorbyn	2020	0	2020	2533950
 @piersmorgan	1920	0	1920	2652320
 @bristolcity	1850	0	1850	1349790
 @bristolcouncil	1440	0	1440	6802230
 @realdonaldtrump	1200	0	1200	3438740
 @marvinjrees	1160	0	1160	5253250
 @uklabour	1090	0	1090	1456120
 @youtube	1080	0	1080	1122170
 @joswinson	1030	0	1030	1752030

Top Hashtags

	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
#bristol	10940	0	10940	29480680
#nowplaying	7150	0	7150	863560
#bristolnews	2060	0	2060	1624490
#brexit	1590	0	1590	5221380
#halloween	1270	0	1270	7767550
#uk	1100	0	1100	1815980
#bristolcity	1060	0	1060	38052070
#mondaymotivation	1040	0	1040	1042870
#house	970	0	970	413640
#electronic	950	0	950	370700

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

