



Mayor of Bristol

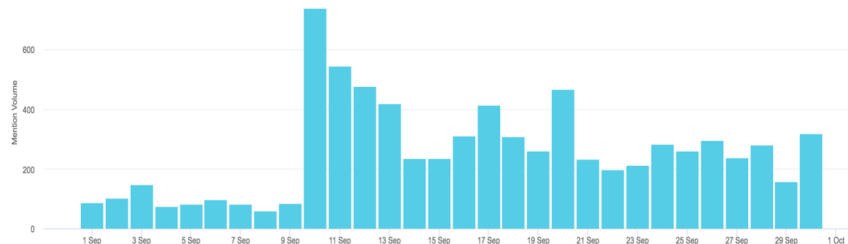
Online and Social Media Analysis
(01.09.19 – 30.09.19)





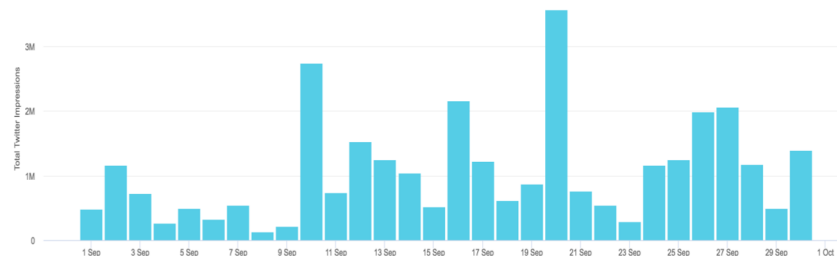
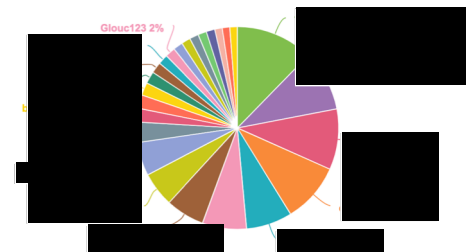
Total Mentions
7724
Previous Period: 4347
▲ 78%

Unique Authors
4528
Previous Period: 1384
▲ 227%



Most Mentioned Tweeters

	TWEETS	RETWEETS	ALL TWEETS ▾	IMPRESSIONS
@marvinrees	5098	1814	6912	15273626
[Redacted]	3120	28	3148	1723924
[Redacted]	3119	28	3147	1723814
[Redacted]	3119	28	3147	1723814
@bristolcouncil	521	474	995	2372449
[Redacted]	139	192	331	3030830
[Redacted]	82	168	250	447653
[Redacted]	73	172	245	758226
[Redacted]	115	118	233	766085
[Redacted]	106	115	221	823441



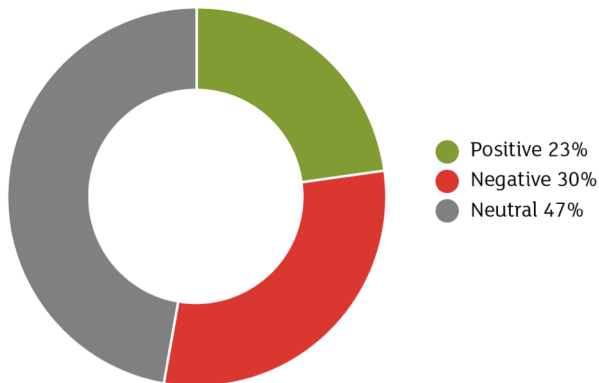
Top Hashtags

	TWEETS	RETWEETS	ALL TWEETS ▾	IMPRESSIONS
#climateemergency	3127	51	3178	1777945
#bristol	157	261	418	1784325
#cumberlandbasin	44	114	158	295124
#westernharbour	23	78	101	185075
#climatestrike	10	66	76	454724
#capitalawards	5	57	62	378019
#iab19	11	36	47	116987
#schoolstrike4climate	3	43	46	399940
#bristolquestiontime	13	24	37	184397
#telltthetruth	6	22	28	32834

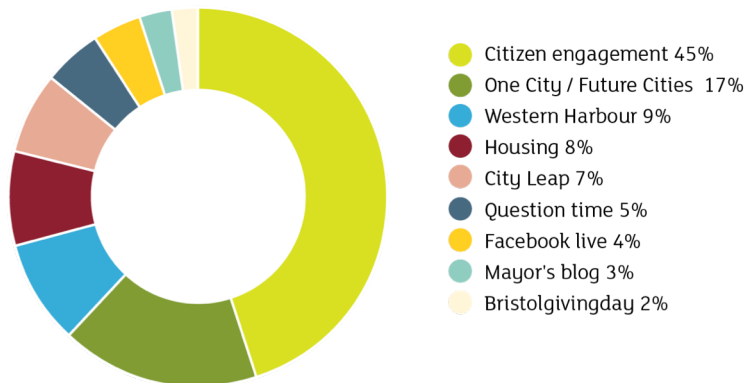
Search terms: "Marvin Rees" / "mayor of bristol" / @MarvinJRees / @BrisMayorOffice / "Bristol Council"



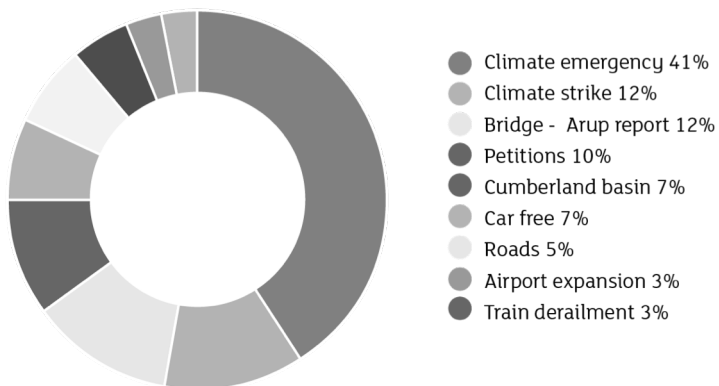
SENTIMENT



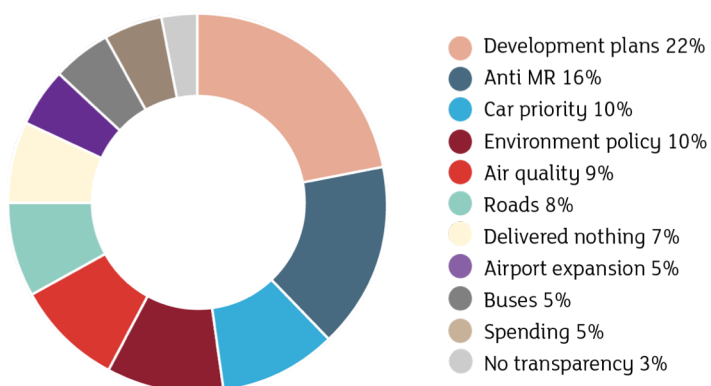
POSITIVE DISCUSSION



NEUTRAL DISCUSSION



NEGATIVE DISCUSSION





Positive trends:

- Citizen engagement was driven this month by the Rise Awards, sustainable food initiatives, #Bristol2Bordeaux, Homes for Heroes, Muller museum and various school visits
- Positive reaction to the EU Commission award and the Bristol/Sweden Future Cities Summit. Linked to this discussion were regular mentions of the Equality Charter and the various initiatives to improve inclusivity in the city
- Sharing of, and positive engagement in, the Mayor's vision for the Western Harbour regeneration and new homes
- Driven by response to local media reports, sharing of the City Leap announcement seeking partners to deliver a £1bn project to support the goal of becoming the UK's first carbon neutral city by 2030
- The Mayor's continued focus on the city's 'housing crisis' remains a strong message, with various projects driving discussion on the issue
- Discussion surrounding Bristol Question Time provided an effective platform to debate some of the key challenges the Mayor's team is addressing
- Engagement in the Mayor's blog and the Facebook live Q&A continues to drive positive engagement

Negative trends:

- The proposals surrounding Cumberland Basin / Western Harbour continue to draw negativity – specifically the costs of replacing Plimsoll bridge and the perceived 'priority' being given to cars under the new proposals. Amongst this are regular demands for the release of the full ARUP report
- Accusations of hypocrisy from (mostly) politically motivated groups that the Mayor tried to block support for the climate strike whilst claiming credit for the Climate Emergency motion
- Complaints about air quality remain generally unchanged from previous months, with frustration that the city missed the government submission deadline. However, there are posts from families entering the conversation about children suffering and in some cases having to move home away from polluted areas
- Demands that the Mayor re-consider the new dual carriageway as part of Western Harbour scheme with over 1,000 people having signed a petition started by the Riverside Garden Centre which is 'under threat of closure' if it goes ahead
- Fragmented but persistent posts claiming the Mayor has 'delivered nothing' during his time in office
- Claims that Bristol airport could be 'carbon neutral' were met with derision by green activists providing them the ammunition to campaign against the expansion plans
- Some cohesion about the costs of bus fares in the city often including a stat claiming prices have increased 70% since the Labour Mayor came in
- Spending complaints related to the Arena project ('£12m costs this year') and BCC senior management pay
- There continues to be low level griping about the lack of transparency in the current administration

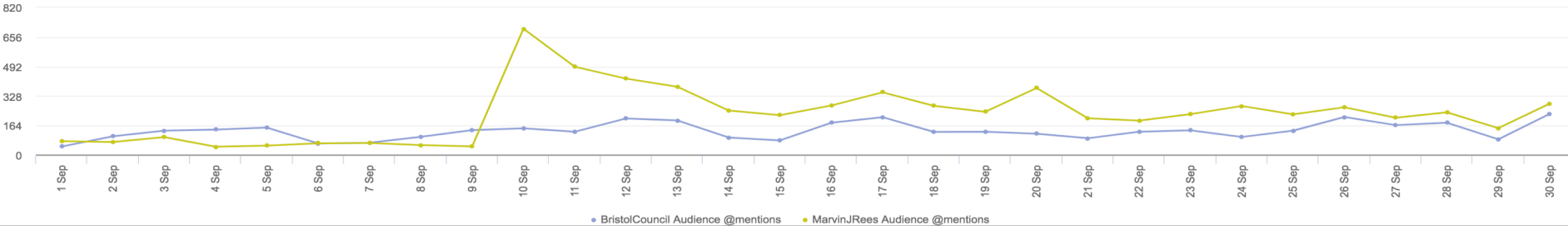
Channels

Twitter Analytics | BristolCouncil, MarvinJRees | Sep 01, 2019 - Sep 30, 2019

ⓘ | Export | Filters | ▾

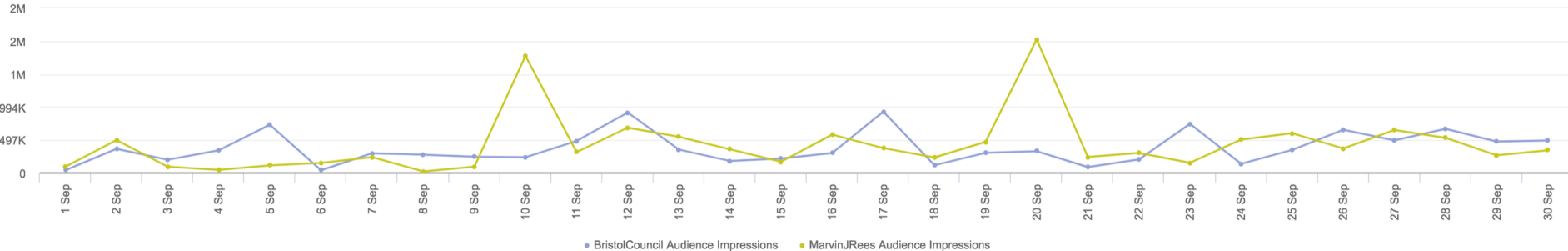
	Owner Tweets	Owner RTs	Owner Replies	Audience RTs	Audience @mentions	Owner Impressions	Audience Impressions	Net Followers / Total Followers
BristolCouncil (@BristolCouncil)	277	80	109	338	4,059	11,776,906	11,212,879	156 / 102,722
MarvinJRees (@MarvinJRees)	103	26	19	455	6,844	4,105,503	12,844,944	199 / 26,851

Tweets | Audience @mentions ▾



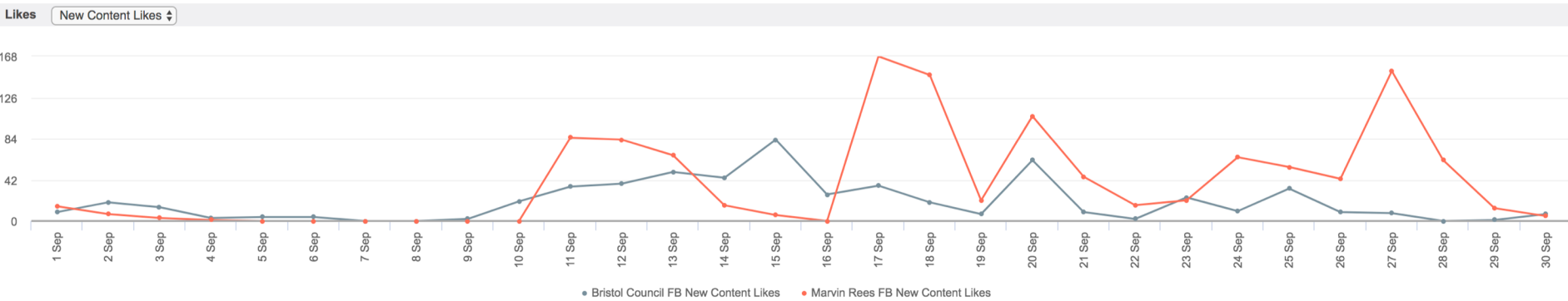
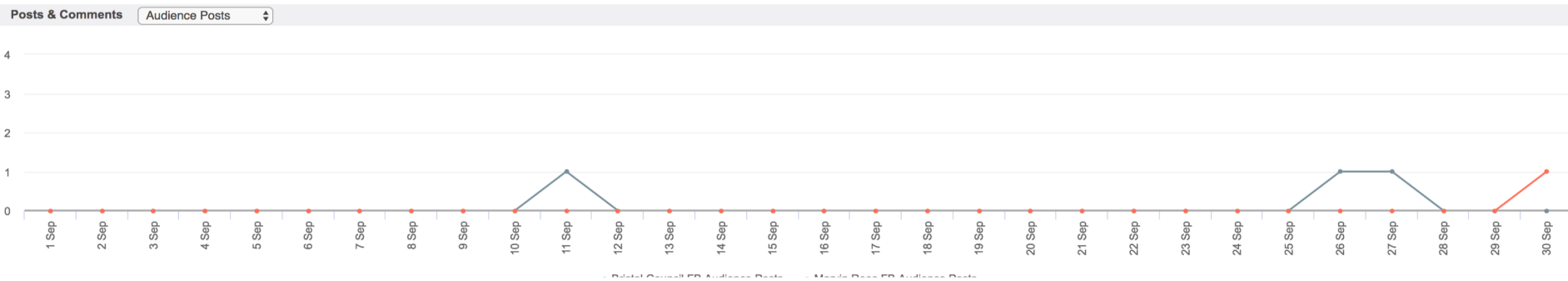
Impressions | Audience Impressions ▾

Export ▾



Channels

	Owner Posts	Owner Comments	Audience Posts	Audience Comments	New Content Likes	Net Page Likes / Total Page Likes
Bristol Council FB (Bristol City Council)	52	3	3	158	579	56 / 6,967
Marvin Rees FB (Marvin Rees, Mayor of Bristol)	22	3	1	601	1,206	26 / 4,959



Bristol People

Total Mentions

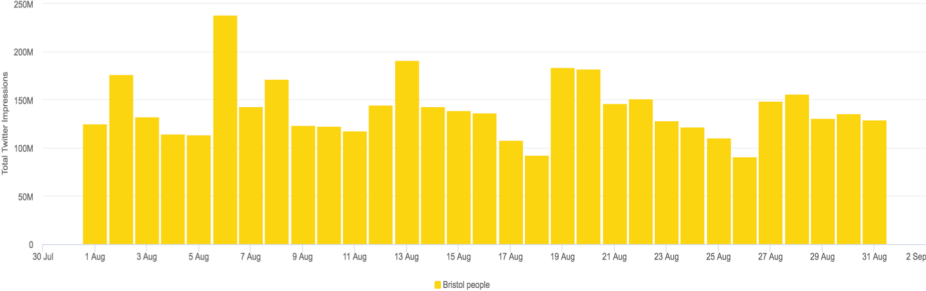
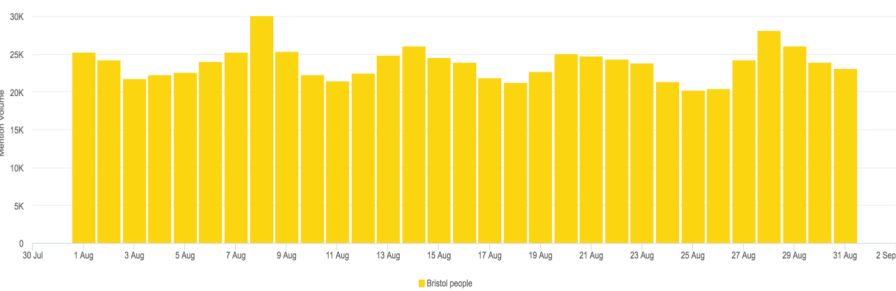
738k

Previous Period: 742K

Unique Authors

16k

▼ 1%
Previous Period: 16K



Most Mentioned Tweeters	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
@bristolcity	5230	0	5230	2524440
@borisjohnson	3210	0	3210	6095610
@official_brfc	1610	0	1610	1123720
@jeremycorbyn	1490	0	1490	2938650
@realdonaldtrump	1480	0	1480	1101350
@bristollive	1240	0	1240	2168090
@youtube	1180	0	1180	737860
	1170	0	1170	5531260
@bristolcouncil	1050	0	1050	327370
	1050	0	1050	3440200

Top Hashtags	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
#bristol	10780	0	10780	28392770
#bristolnews	2130	0	2130	1580520
#uk	1510	0	1510	593140
#bristolcity	1480	0	1480	47638510
#nowplaying	1370	0	1370	146700
#brexit	1300	0	1300	2189670
#mondaymotivation	1170	0	1170	956660
#ulg	1050	0	1050	2658540
#workingclassvoice	940	0	940	2806740
#brexitisdead	900	0	900	2687190