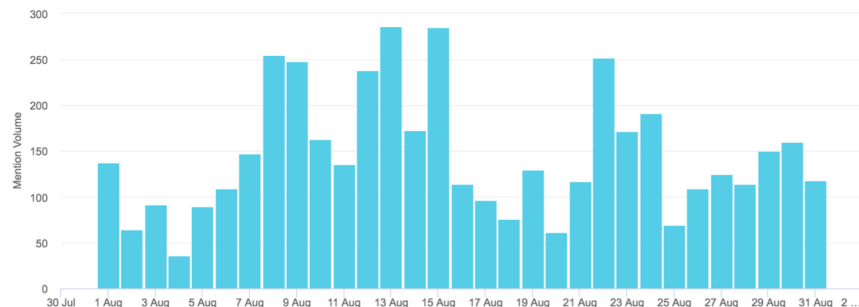
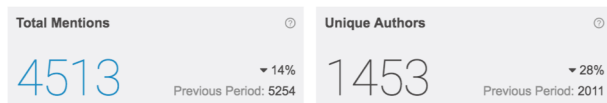




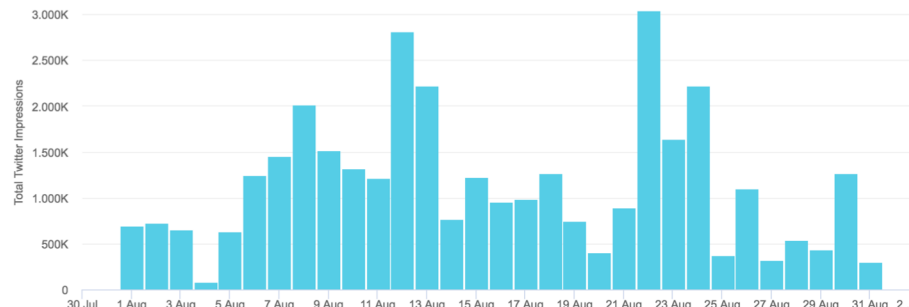
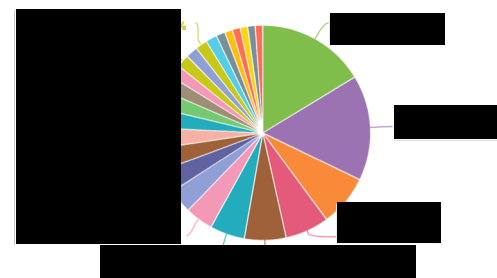
Mayor of Bristol

Online and Social Media Analysis
(01.08.19 – 31.08.19)





Most Mentioned Tweeters	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
@marvinjrees	1909	1731	3640	15825182
@bristolcouncil	561	415	976	3458335
	261	383	644	3039772
	138	246	384	1936150
	183	188	371	1084761
	113	135	248	746427
	103	133	236	1354757
	187	49	236	475462
	124	108	232	518809
	181	39	220	350598

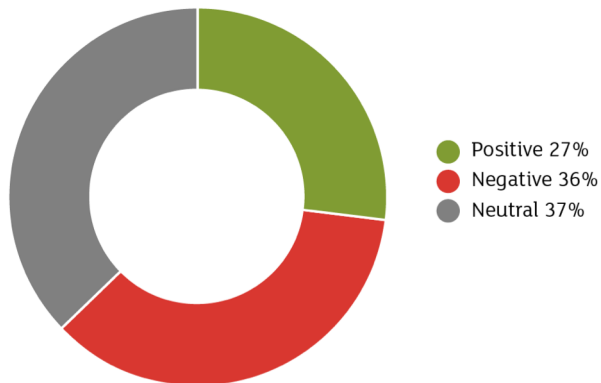


Top Hashtags	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
#bristol	99	279	378	2485889
#actnow	4	54	58	549283
#homesforheroes100	3	49	52	204056
#dogtheft	1	49	50	61608
#gloucestershire	1	49	50	61608
#scanme	1	49	50	61608
#westernharbour	11	34	45	72336
#climateemergency	11	27	38	78644
#cycling	4	32	36	17488
#walking	4	32	36	17488

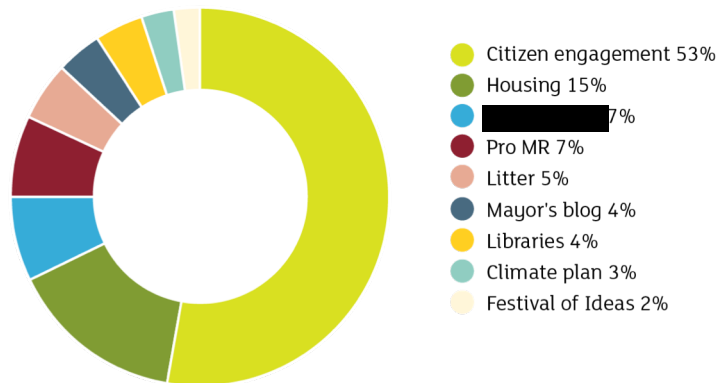
Search terms: "Marvin Rees" / "mayor of bristol" / @MarvinJRees / @BrisMayorOffice / "Bristol Council"



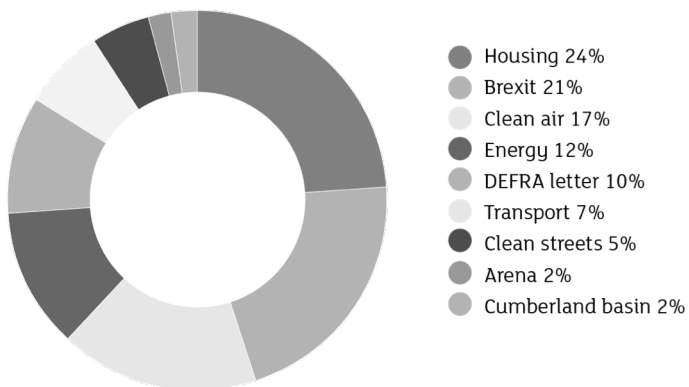
SENTIMENT



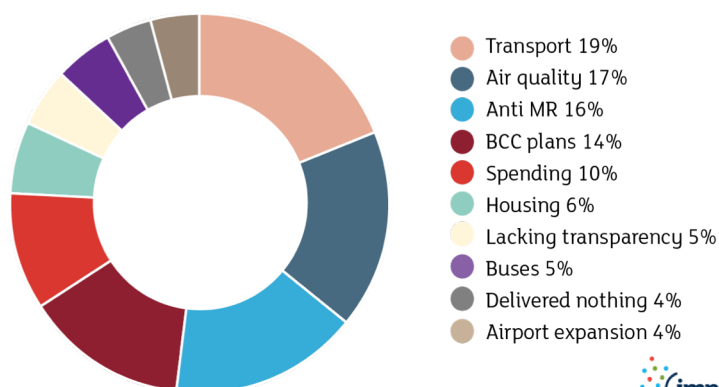
POSITIVE DISCUSSION



NEUTRAL DISCUSSION



NEGATIVE DISCUSSION





Positive trends:

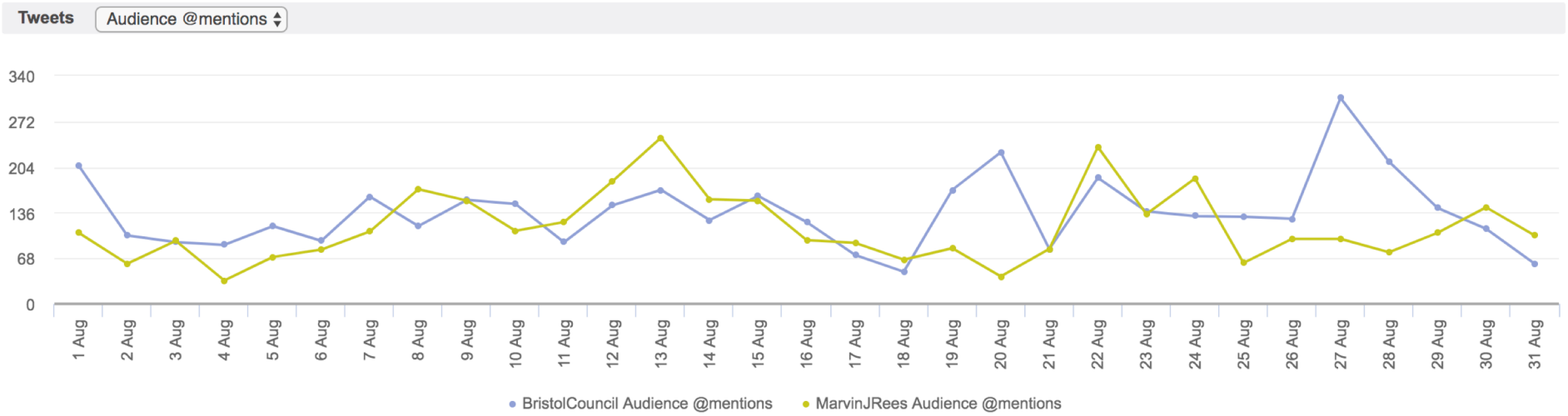
- Citizen engagement was driven this month by the opening of the Southmead Children's Centre, Bristol Pride, Ethnicity Awards, Community Champions (various fun days & community parties) , Bristol College A-level results and the clean air zone consultation
- Most of the positivity about housing in is in reaction to the plans for new low carbon homes at Ashton Rise. In addition there is a positive narrative about housing in the city which included mentions of Cumberland Basin, Homes for Heroes and the fourth phase of Bristol's New Build Programme
- News that [REDACTED], a member of Mayor's City Leadership Programme, received his a-level results was syndicated across multiple news channels and shared widely on social media
- The web reporting system for litter continues to be popular as is sharing of resources relating to enforcement teams
- Asher Craig's blog post outlining the vision to become a gold standard sustainable food city by 2020 received some traction
- The Council's investment in libraries and its record of keeping all services open, despite central funding cuts, received some recognition
- The Climate Emergency Action Plan and initiatives from the Festival of Ideas also contributed to the positive discussion this month

Negative trends:

- A lot of negativity is directed at the perceived priority given to cars in the city centre, which included accusations that BCC is only motivated by revenues from parking and road fines and that the Mayor is 'car mad'. Multiple calls for improvements to public transport and complaints about badly planned / closed / blocked cycle lanes are also common in this part of the discussion
- Continued campaigning on the city's air quality shows no signs of slowing with many negative comments relating to the legal letter from DEFRA as well as more aggressive messaging calling out alleged hypocrisy from the Mayor
- Most of the negativity towards 'BCC plans' is directed towards proposals for the Western Harbour development, specifically plans for new roads with Plimsol bridge often mentioned
- Fragmented complaints about the Council's spending related to 'vanity' projects receiving funding rather than it going into core services (education is often mentioned). The proposed £350m Cumberland Basin figure is often referred to. In addition, Bristol Energy losses and senior management pay increases form part of this discussion
- A conversation emerged about what constitutes 'affordable' in the Mayor's affordable housing schemes – relating to property/rental prices as well as percentage quotas for new builds
- There were some accusations that the Mayor's decision-making process lacks transparency, with connection to the 'secretive' Western Harbour plans
- The usual complaints about reduced and cancelled bus services, the Mayor's record on delivery and the airport expansion all contributed to negativity, but at a lower level than in previous months

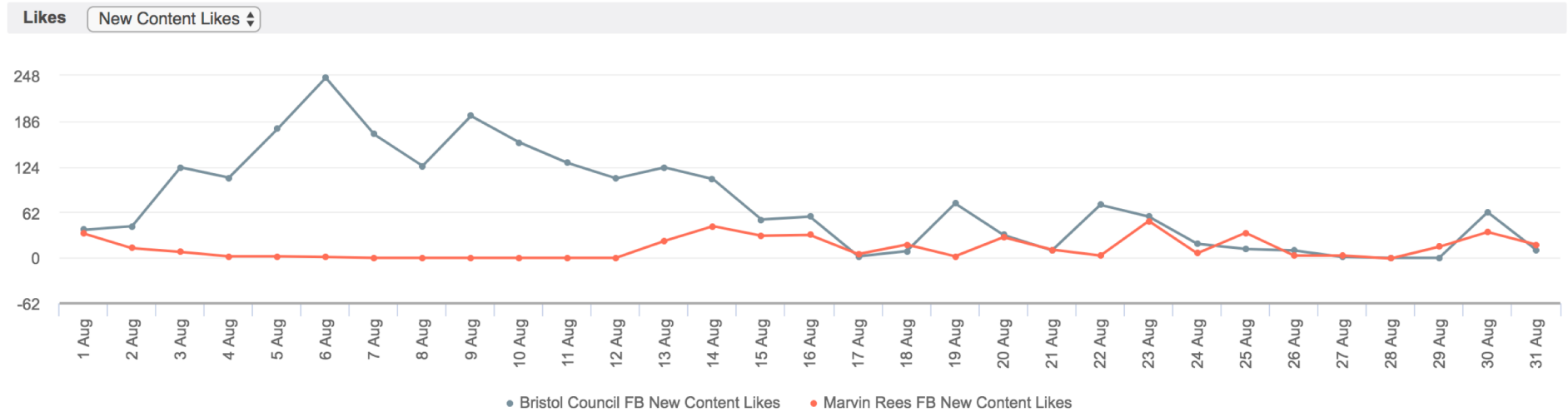
Channels

	Owner Tweets	Owner RTs	Owner Replies	Audience RTs	Audience @mentions	Owner Impressions	Audience Impressions	Net Followers / Total Followers
BristolCouncil (@BristolCouncil)	286	74	116	408	4,242	12,986,805	15,004,095	240 / 102,554
MarvinJRees (@MarvinJRees)	88	21	14	408	3,548	3,484,031	10,897,882	155 / 26,640



Channels

	Owner Posts	Owner Comments	Audience Posts	Audience Comments	New Content Likes	Net Page Likes / Total Page Likes
Bristol Council FB (Bristol City Council)	62	4	1	1,097	2,320	213 / 6,908
Marvin Rees FB (Marvin Rees, Mayor of Bristol)	9	0	1	50	416	81 / 4,932



Bristol People

Total Mentions

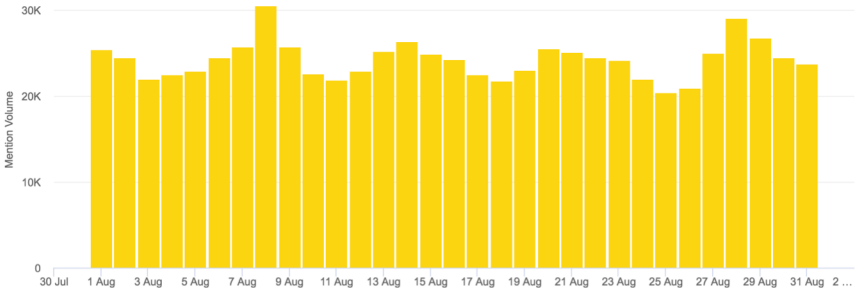
751k

Previous Period: 752K

Unique Authors

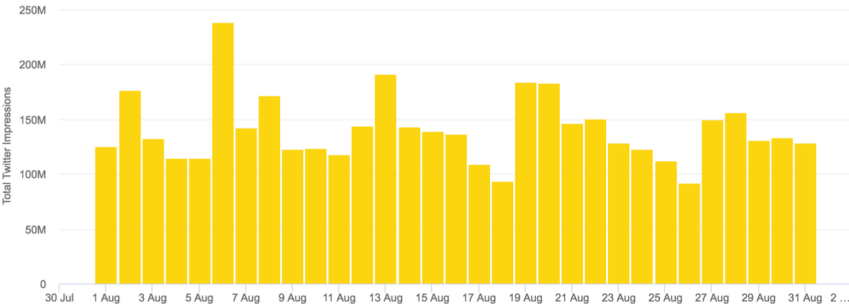
16k

Previous Period: 16K



Most Mentioned Tweeters

	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
@bristolcity	5220	0	5220	2515750
@borisjohnson	3230	0	3230	6055000
@official_brfc	1630	0	1630	1127330
@jeremycorbyn	1570	0	1570	2959210
@realdonaldtrump	1470	0	1470	1095410
@bristollive	1270	0	1270	2172720
	1180	0	1180	5530120
@youtube	1150	0	1150	716210
	1070	0	1070	334070
@bristolcouncil	1050	0	1050	3440200



Top Hashtags

	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
#bristol	10840	0	10840	28440790
#bristolnews	2130	0	2130	1580520
#uk	1530	0	1530	596700
#bristolcity	1480	0	1480	47637940
#nowplaying	1370	0	1370	146700
#brexit	1290	0	1290	2185540
#mondaymotivation	1170	0	1170	956660
#utg	1050	0	1050	2658540
#workingclassvoice	940	0	940	2806740
#brexitisdead	900	0	900	2687190

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