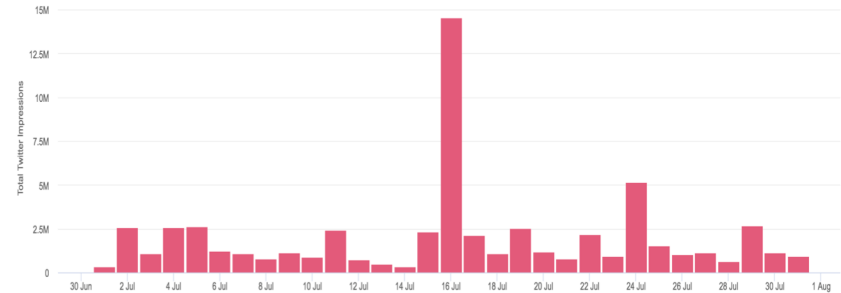
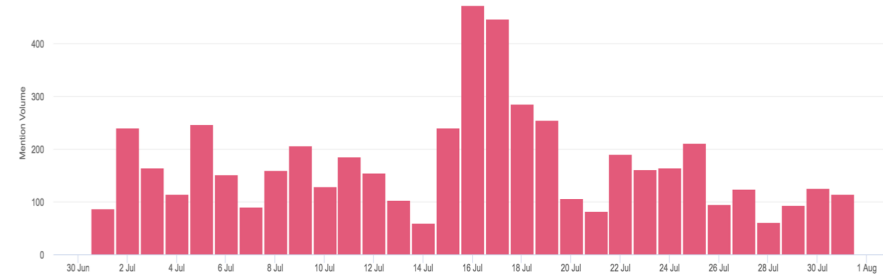
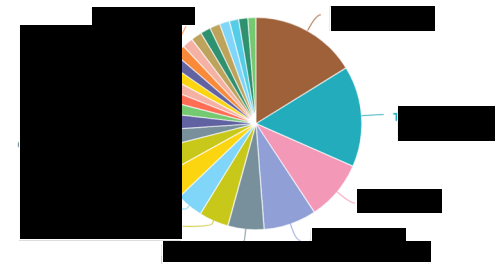
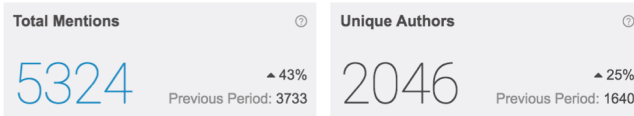














# Mayor of Bristol

Online and Social Media Analysis  
(01.07.19 – 31.07.19)





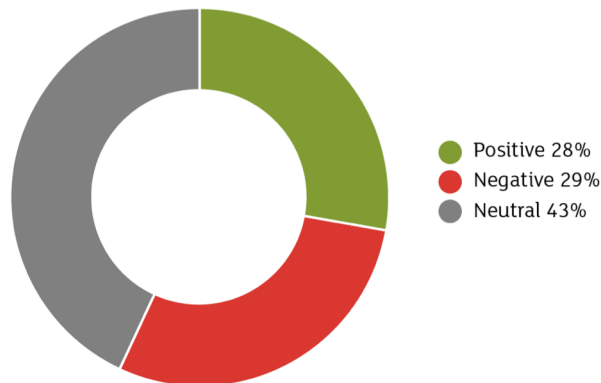
Most Mentioned Tweeters	TWEETS	RETWEETS	ALL TWEETS ▾	IMPRESSIONS
 @marvinrees	2430	2018	4448	23723816
 @bristolcouncil	468	408	876	2551612
 [REDACTED]	365	415	780	2662798
 [REDACTED]	198	221	419	1830638
 [REDACTED]	104	153	257	551752
 [REDACTED]	159	72	231	696017
 [REDACTED]	131	77	208	403196
 [REDACTED]	127	62	189	481506
 [REDACTED]	71	86	157	528490
 [REDACTED]	23	118	141	714600

Top Hashtags	TWEETS	RETWEETS	ALL TWEETS ▾	IMPRESSIONS
#bristol	174	417	591	2755983
#actnow	20	260	280	1334316
#biodiversityloss	3	177	180	730757
#climatebreakdown	3	177	180	730757
#igaconf19	29	82	111	452254
#climateemergency	28	81	109	765643
#mayorsmigrationcouncil	22	71	93	2764459
#wearebristol	17	68	85	159439
#avonmouth	20	36	56	90894
#climatecrisis	7	46	53	356224

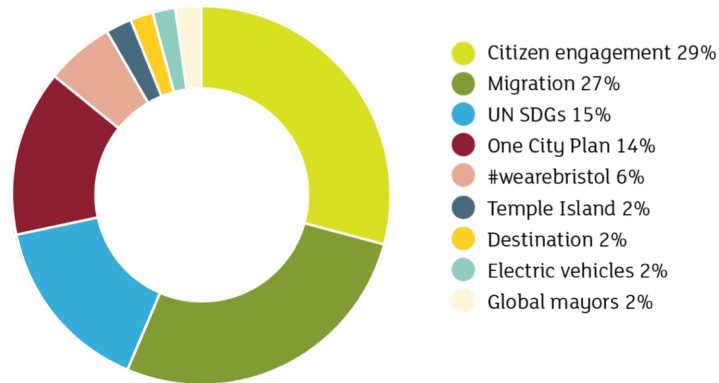
Search terms: "Marvin Rees" / "mayor of bristol" / @MarvinJRees / @BrisMayorOffice / "Bristol Council"



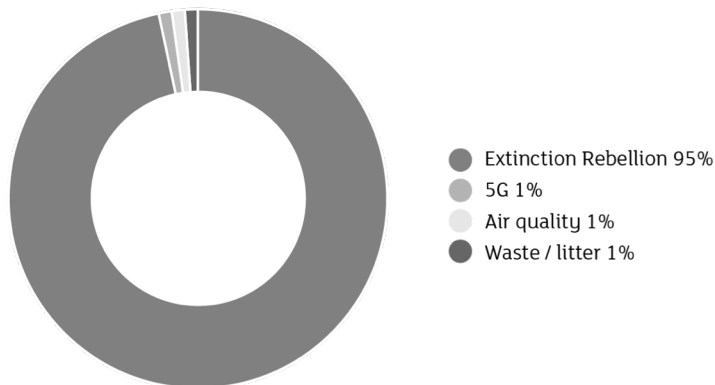
## SENTIMENT



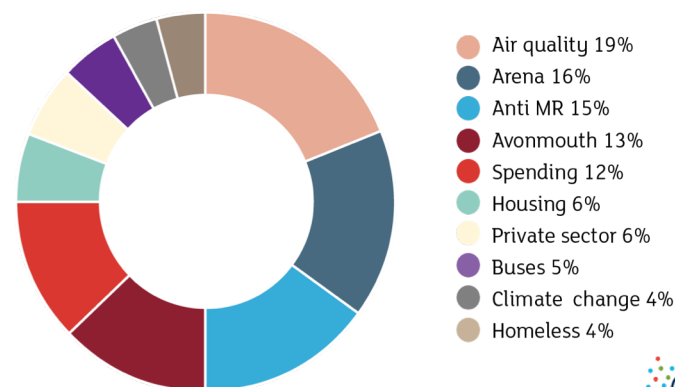
## POSITIVE DISCUSSION



## NEUTRAL DISCUSSION



## NEGATIVE DISCUSSION





### **Positive trends:**

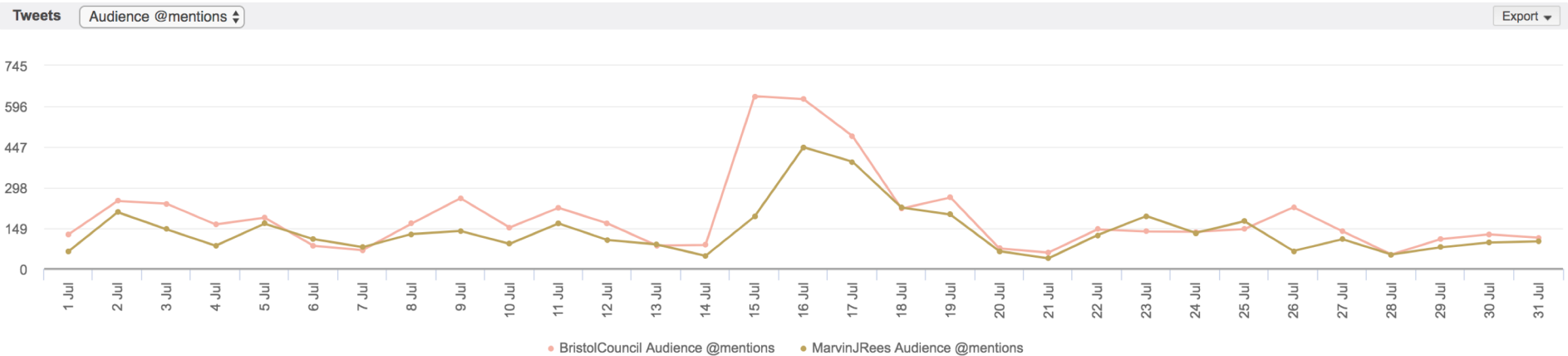
- Citizen engagement was driven this month by campaigns and partnerships including #BristolDigitalFuturesInstitute, Future Quest, #BristolReadingCity and the BITC waste summit
- Strong pick of the Mayor's comments on migration and the Mayors Migration Council, driven by sharing of news pieces via BBC and NowThisNews
- Cut through for the Mayor's announcement that 435 councils will back Bristol's pledge to deliver the UN's SDGs and declare a climate emergency
- The Mayor's advocacy for the One City Plan initiative continues to drive a positive discussion about the future of Bristol
- Strong positive response to the launch of the #wearebristol campaign
- The new proposal for Temple Island including the L&G deal provided some positive awareness around new jobs and homes
- Posts from VisitBristol got people talking about the city as a 'great destination'
- The announcement of new charging points for electric vehicles
- A post from [REDACTED] interviewing MR as one of a group of global mayors on the challenges their cities face

### **Negative trends:**

- Negative discussion around air quality was linked to the perception that BCC favours car transport over other modes, the airport expansion and personal anecdotes/accounts of pollution in the city
- [REDACTED] continue to drive a negative narrative about the arena project although there are no new arguments within this discussion
- Avonmouth continues to be regularly cited as suffering from poor environmental controls and high levels of pollution
- Fragmented complaints about "wasted millions" and "out of control" spending linked to Freedom of Information requests
- Some negativity around housing projects (Lawrence Hill) and the impact the L&G Temple Island deal will have on affordable housing. The stat that 12,000 families remain on the Council's housing list is being used against the Mayor and BCC
- Persistent accusations that the Mayor is more interested in 'cosying up to' big corporations and the private sector than putting the needs of Bristolians first
- Most complaints about bus services this month were directed at FirstBus due to fare increases
- Sharing of a story from Disability News which reported that a UN human rights expert was told that disabled asylum-seekers in Bristol have been evicted by social services

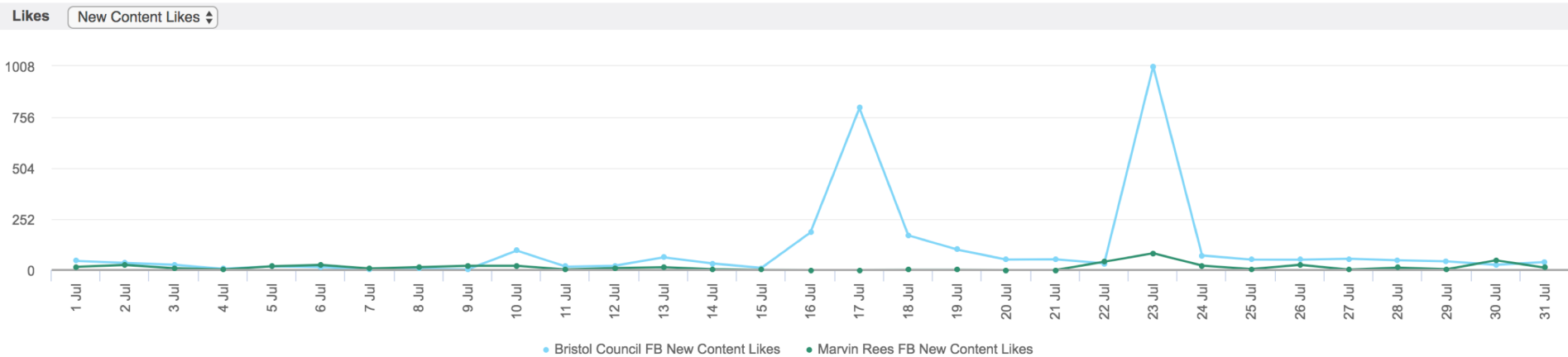
# Channels

	Owner Tweets	Owner RTs	Owner Replies	Audience RTs	Audience @mentions	Owner Impressions	Audience Impressions	Net Followers / Total Followers
BristolCouncil (@BristolCouncil)	385	96	209	623	5,954	13,123,065	19,393,794	482 / 102,303
MarvinJRees (@MarvinJRees)	106	21	19	517	4,317	4,694,634	30,044,887	367 / 26,476



# Channels

	Owner Posts	Owner Comments	Audience Posts	Audience Comments	New Content Likes	Net Page Likes / Total Page Likes
Bristol Council FB (Bristol City Council)	54	10	4	821	3,186	373 / 6,676
Marvin Rees FB (Marvin Rees, Mayor of Bristol)	13	1	0	99	451	12 / 4,849



# Bristol People

Total Mentions

762k

▼ 2%

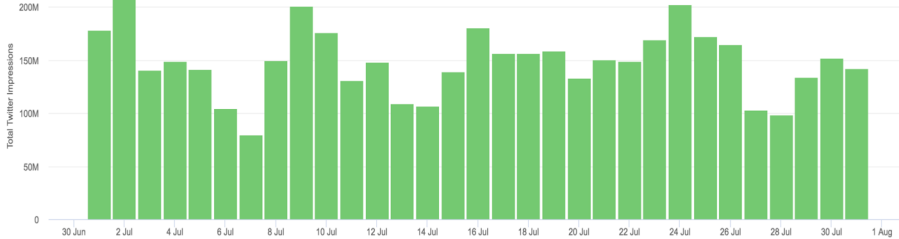
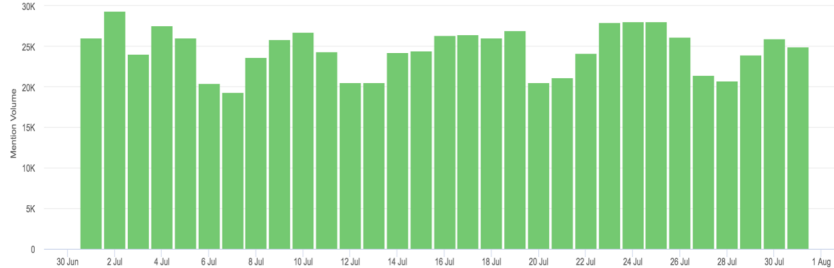
Previous Period: 779K

Unique Authors

17k

▼ 2%

Previous Period: 17K



Most Mentioned Tweeters	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
@bristolcity	3620	0	3620	2551160
@borisjohnson	3110	0	3110	5769310
@xrbristol	2270	0	2270	4039300
@realdonaldtrump	2120	0	2120	2737160
@bristolcouncil	2120	0	2120	4290020
@bristollive	1640	0	1640	3226480
@jeremycorbyn	1540	0	1540	2045280
@firstbsa	1150	0	1150	2580530
@marvinjrees	1140	0	1140	9145650
@official_brfc	1140	0	1140	20954750

Top Hashtags	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
#bristol	12020	0	12020	32708880
#nowplaying	5370	0	5370	624370
#loveisland	4940	0	4940	4855910
#bristolnews	2050	0	2050	1493350
#uk	1700	0	1700	4033570
#mondaymotivation	1320	0	1320	6984860
#brexit	1080	0	1080	4733730
#bristolcity	910	0	910	36058410
#workingclassvoice	840	0	840	2391730
#summerinbristol	800	0	800	41048700

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