



Mayor of Bristol

Online and Social Media Analysis
(01.06.19 – 30.06.19)





Total Mentions

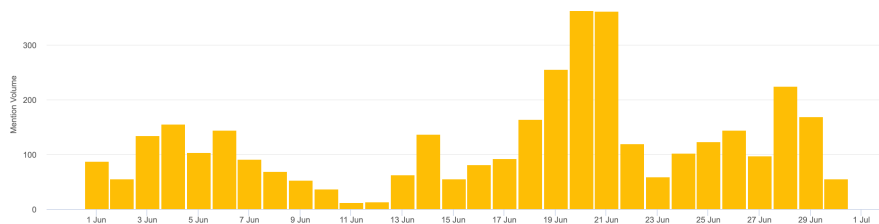
3625

▼ 19%
Previous Period: 4456

Unique Authors

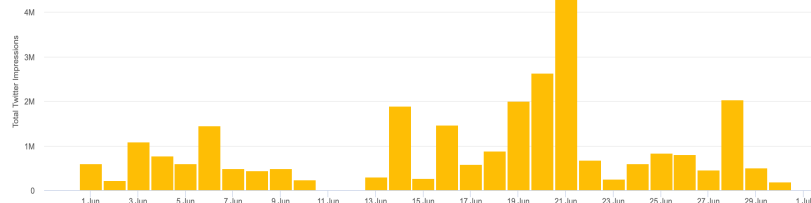
1599

▼ 28%
Previous Period: 2229



Most Mentioned Tweeters

	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
@marvinrees	1517	1395	2912	11283078
@bristolcouncil	407	343	750	2132445
[Redacted]	146	180	326	1013198
[Redacted]	129	96	225	646713
[Redacted]	105	91	196	787395
[Redacted]	68	99	167	450864
[Redacted]	71	63	134	453682
[Redacted]	80	53	133	456051
[Redacted]	79	54	133	610284
[Redacted]	86	36	122	550120



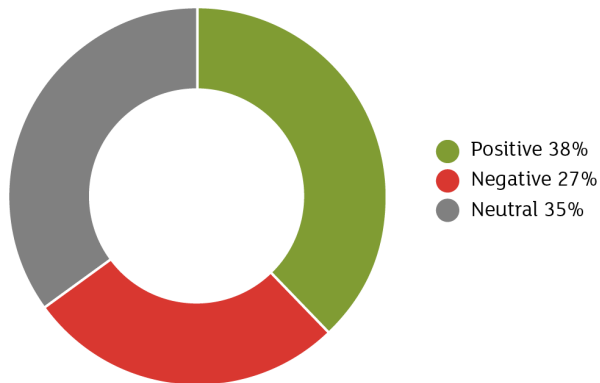
Top Hashtags

	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
#bristol	116	244	360	1165263
#climateemergency	11	130	141	1131909
#fridaysforfuture	6	127	133	1226112
#bristolbathusa	13	48	61	221137
#cleanairday	19	40	59	477019
#airpollution	13	43	56	81972
#globalcities2019	13	36	49	480963
#youthstrike4climate	5	38	43	373931
#avonmouth	18	21	39	28980
#cleanairday2019	5	22	27	91932

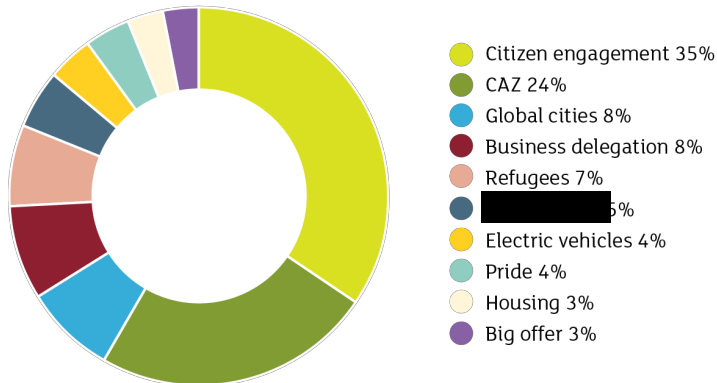
Search terms: "Marvin Rees" / "mayor of bristol" / @MarvinJRees / @BrisMayorOffice / "Bristol Council"



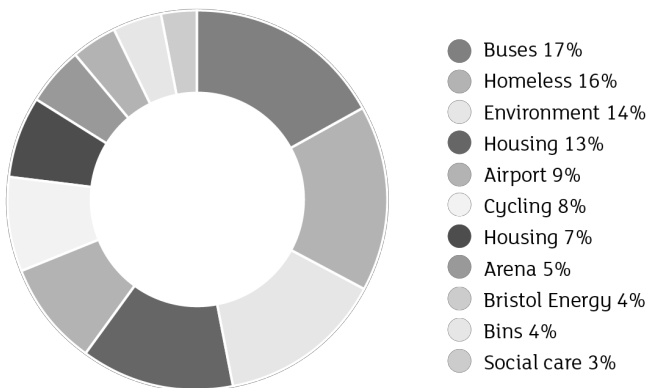
SENTIMENT



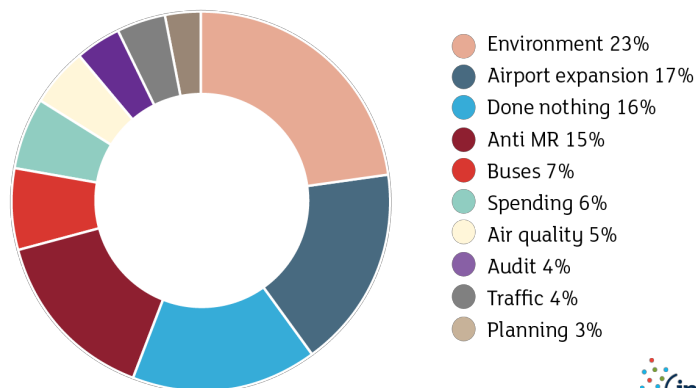
POSITIVE DISCUSSION



NEUTRAL DISCUSSION



NEGATIVE DISCUSSION





Positive trends:

- Citizen engagement was driven by the Faith and Social Action Event, community welfare initiatives, the Mayor's sports gathering, [REDACTED], food poverty awareness and Windrush Day
- The plans to address air quality in the city, specifically the Clean Air Zone, were widely discussed and welcomed. Most was driven by media reports, which lead to commentary and positive discussions amongst residents
- The Mayor's comments at the Global Cities event about the voice of city leaders being a positive force for broader governance received strong traction
- The Mayor's trade and investment delegation to the US provided a positive platform for the city's business and economic messaging
- The Mayor's comments and support for cities with refugees was covered in UNHCR's news release and channels sparking positive commentary
- The Mayor's support to stop the deportation of [REDACTED]
- Positive reporting and commentary about the council's new fleet of 'for-hire' electric cars which will allow people in the city to rent zero-emissions vehicles
- The celebration of Bristol Pride, affordable housing policies and 'Big Offer, Big Ask' also contributed to positive commentary this month

Negative trends:

- Campaigning and protests being driven by [REDACTED] appears more organised than in previous months with most messaging focussed on 'hypocrisy' over the council's green pledges and plans for the airport expansion, with some alleging 'greenwash'
- There is a group of Bristolians who believe the Mayor has 'delivered nothing' which is made up of organic discussions and was sparked this month by reaction to MR's comments regarding "the sheer scale and breadth" of what he has achieved during his time in office
- The bus flat fare policy seems not have landed in some areas with some claiming that it doesn't work which is mixed in with persistent complaints about service providers
- Bristol Energy is again held up as an example of poor spending control along side complaints about the nature of BCC spending and corporate culture
- The issue of air quality in the city shows no sign of abating with some focus on Avonmouth
- A piece in the Bristol Post claiming that the council was withholding information from internal auditors got some traction, but with little commentary
- Traffic works at Temple Meads gyratory have caused consternation amongst residents in addition to persistent complaints about cars being given priority over cycling and walking in the city
- There is some low-level criticism that 'out of town planning' is drawing investment and revenues away from the city centre

Channels

Twitter Analytics

BristolCouncil, MarvinJRees

Jun 01, 2019 - Jun 30, 2019

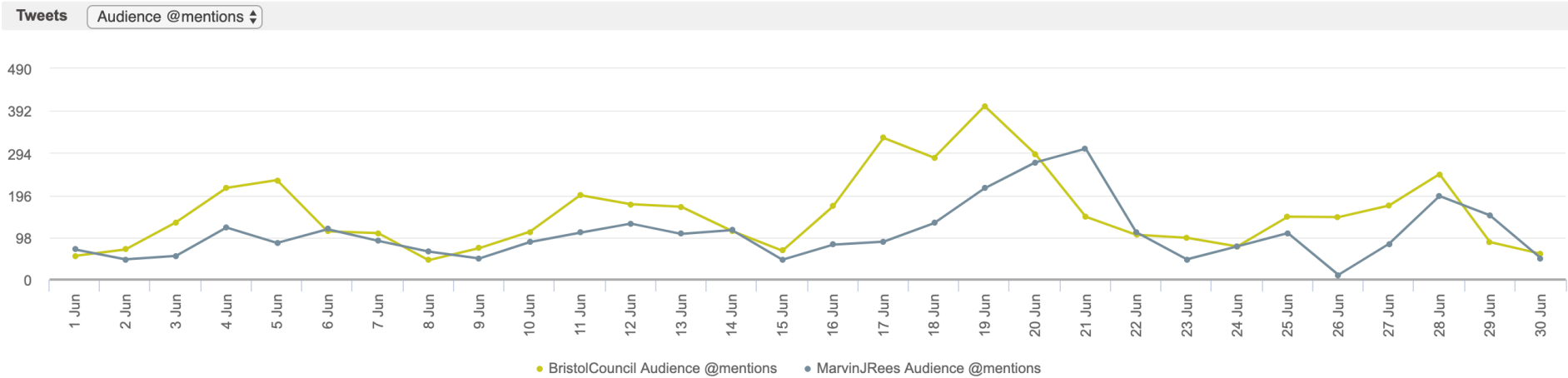
ⓘ

⬇ Export ▾

⌵ Filters ▾

⌵

	Owner Tweets	Owner RTs	Owner Replies	Audience RTs	Audience @mentions	Owner Impressions	Audience Impressions	Net Followers / Total Followers
BristolCouncil (@BristolCouncil)	314	60	164	389	4,627	12,097,718	16,983,304	185 / 101,802
MarvinJRees (@MarvinJRees)	77	23	7	496	3,209	4,449,536	13,697,083	275 / 26,101



Channels

Facebook Analytics

Bristol Council FB, Marvin Rees FB

Jun 01, 2019 - Jun 30, 2019



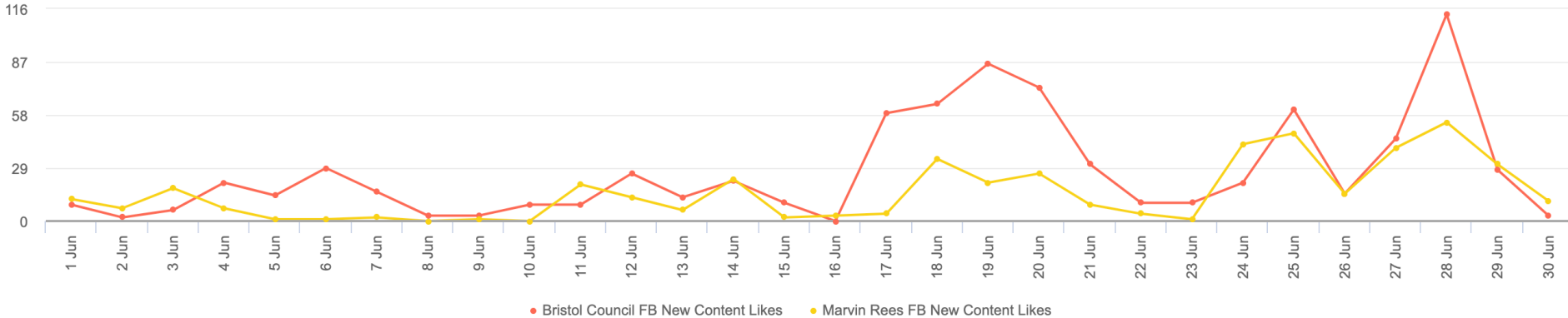
Filters



	Owner Posts	Owner Comments	Audience Posts	Audience Comments	New Content Likes	Net Page Likes / Total Page Likes
Bristol Council FB (Bristol City Council)	60	10	2	238	811	66 / 6,296
Marvin Rees FB (Marvin Rees, Mayor of Bristol)	16	0	2	66	456	51 / 4,839

Likes

New Content Likes



Bristol People

Total Mentions

769k

▼ 2%

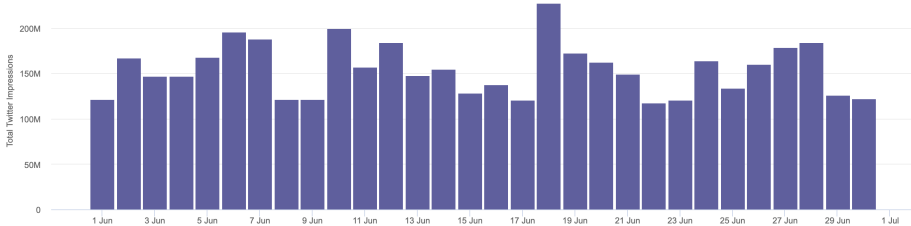
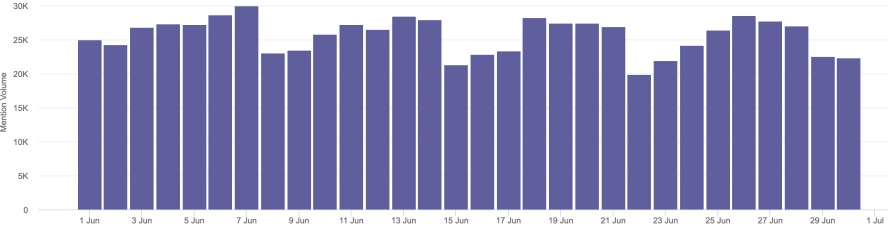
Previous Period: 783K

Unique Authors










17k

▼ 1%

Previous Period: 17K



Most Mentioned Tweeters

	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
 @borisjohnson	2610	0	2610	3888250
 @realdonaldtrump	1850	0	1850	3099410
 @rorystewartuk	1620	0	1620	2684570
 @bristolcity	1530	0	1530	1098990
 @jeremycorbyn	1520	0	1520	3370730
 @youtube	1360	0	1360	1091430
 @bristolcouncil	1240	0	1240	3870370
 @bristollive	1080	0	1080	2826120
 @piersmorgan	1030	0	1030	1397950
 @bbcnews	970	0	970	11455780

Top Hashtags

	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
#bristol	10110	0	10110	19646310
#nowplaying	7110	0	7110	892600
#loveisland	4920	0	4920	13382730
#bristolnews	1860	0	1860	1328980
#uk	1620	0	1620	588040
#mondaymotivation	1140	0	1140	465670
#smwbristol	890	0	890	2239790
#workingclassvoice	870	0	870	2415220
#brexit	820	0	820	5388450
#brexitisdead	810	0	810	2248640

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