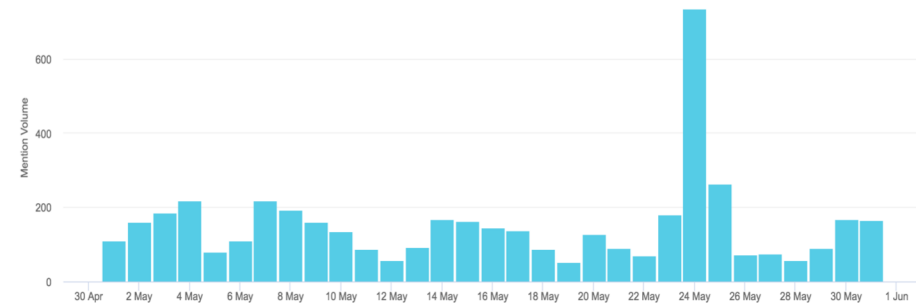
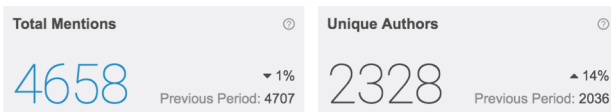














# Mayor of Bristol

Online and Social Media Analysis  
(01.05.19 – 31.05.19)





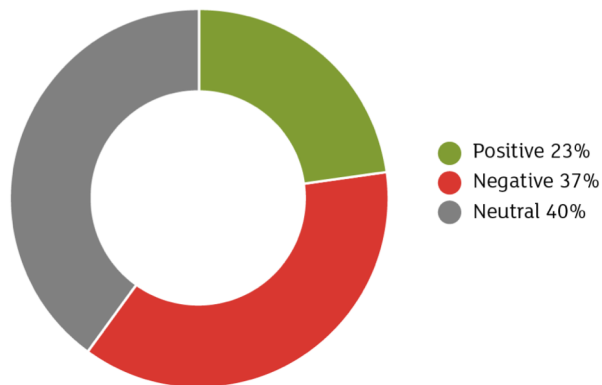
Most Mentioned Tweeters	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
 @marvinrees	1769	1926	3695	17670489
 @bristolgreen	134	733	867	2795093
 [Redacted]	73	684	757	2349423
 [Redacted]	399	204	603	1882887
 [Redacted]	236	221	457	2060448
 [Redacted]	141	174	315	823544
 [Redacted]	189	87	276	868320
 [Redacted]	177	42	219	653801
 [Redacted]	123	37	160	494775
 [Redacted]	135	14	149	308327

Top Hashtags	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
#bristol	147	955	1102	4914254
#climateemergency	24	787	811	3439551
#climatestrike	6	684	690	2314154
#fridaysforfuture	5	684	689	2313721
#votegreen2019	2	70	72	170820
#votelabour	3	51	54	746054
#walking	9	36	45	58877
#cycling	8	36	44	58177
#europeanelection2019	1	36	37	685237
#bristolcleanstreets	19	15	34	113664

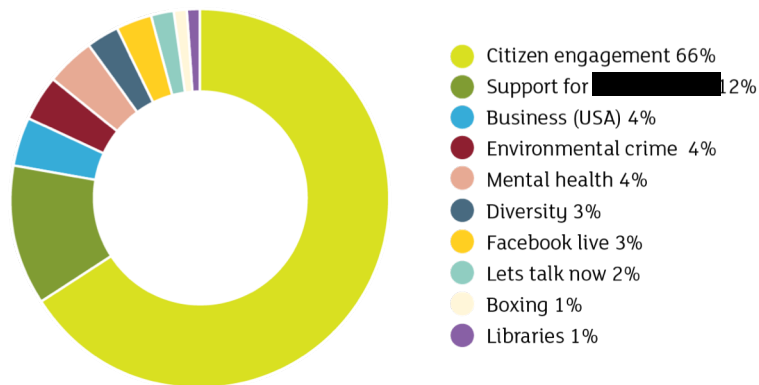
Search terms: "Marvin Rees" / "mayor of bristol" / @MarvinJRees / @BrisMayorOffice / "Bristol Council"



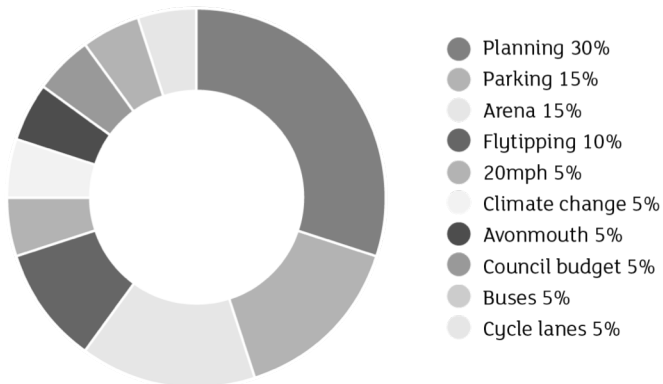
## SENTIMENT



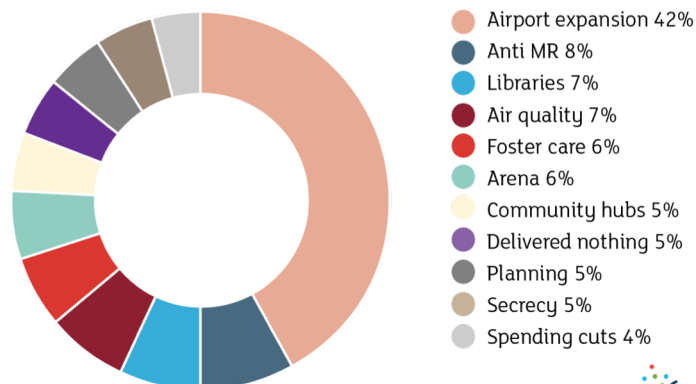
## POSITIVE DISCUSSION



## NEUTRAL DISCUSSION



## NEGATIVE DISCUSSION





### **Positive trends:**

- Citizen engagement was driven by various visits and support for initiatives and sporting success in the city, this month featuring LetsrideUK, Feeding Bristol, Royal Navy, MR's comments on equality, #ThriveBristol, the Cricket World Cup and Bristol Met Basketball Academy
- The Mayor's support to halt the potential deportation of Bristol citizen [REDACTED] was widely shared and appreciated
- Re-sharing local media coverage of the Mayor's support for Business West's international trade delegation to the US
- News that the Council has increased fines for environmental crime were well received, driven by a guest post from Cllr Steve Pearce on the Mayor's blog
- The Mayor's continued support to improve mental health awareness and services in the city got some traction, including the visit to UWE and interview on its Let's Talk Now podcast series
- The Mayor's position on diversity got some cut through with cohesion around how the issue is being tackled in the media & TV industries
- The Facebook live sessions continue to draw positive comments from citizens who appreciate the chance to connect directly with their Mayor
- Skemers community boxing group had a positive message for the Mayor's support of the sport in the city and the benefits it has of keeping "kids off streets"
- Some recognition of the Council's effort to protect and invest in the city's libraries.



### **Negative trends:**

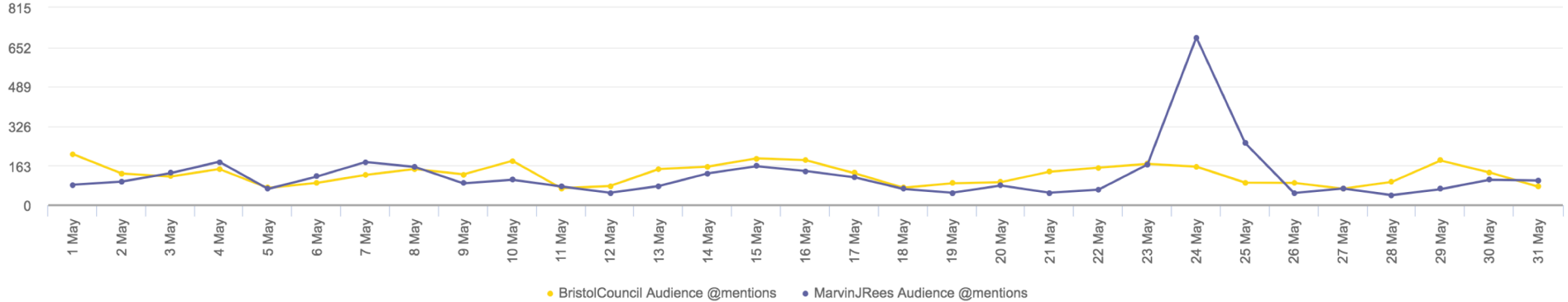
- Most of the negativity around the airport expansion was re-shares of a single post from Bristol citizen [REDACTED] which asked “How on earth does #bristol airport expansion square with our declaration of a #ClimateEmergency?” which included a short video of the recent #ClimateStrike in the city
- The issue of library closures features prominently once more, a lot of which was referring to a “confidential Labour party reselection statement”, in which it was claimed the Mayor had “congratulated himself for saving libraries in the city.”
- The campaigning around air quality rolls on, with further calls for the issue to be taken seriously by the city’s leadership including references to the Mayor’s previous “attack on the NHS” in relation to the issue
- A highly negative story in the Daily Mail relating to an alleged foster care cover up by the Council was picked up and shared
- Negativity towards the arena location and decision process persists, being pushed especially by [REDACTED] and other advocates of the city centre location, often reefing to the Mayor’s election promise to build the arena
- The council’s new investment in community hubs and self-service technology in libraries drew negative comments from campaigners trying to protect existing services
- Some negative response to the Mayor’s “build higher” statement with some cohesion around comments from [REDACTED], a local academic, who claims sky scrapers have a negative impact on mental health
- Rumours about secret meetings between the Mayor and developers as well as a lack of transparency within BCC decision-making generally
- Negativity towards council spending with some focus on education and alternative provision spending

# Channels

	Owner Tweets	Owner RTs	Owner Replies	Audience RTs	Audience @mentions	Owner Impressions	Audience Impressions	Net Followers / Total Followers
BristolCouncil (@BristolCouncil)	311	41	171	406	3,947	13,697,790	14,179,550	168 / 101,611
MarvinJRees (@MarvinJRees)	98	25	1	431	3,826	4,833,890	20,932,989	231 / 25,822

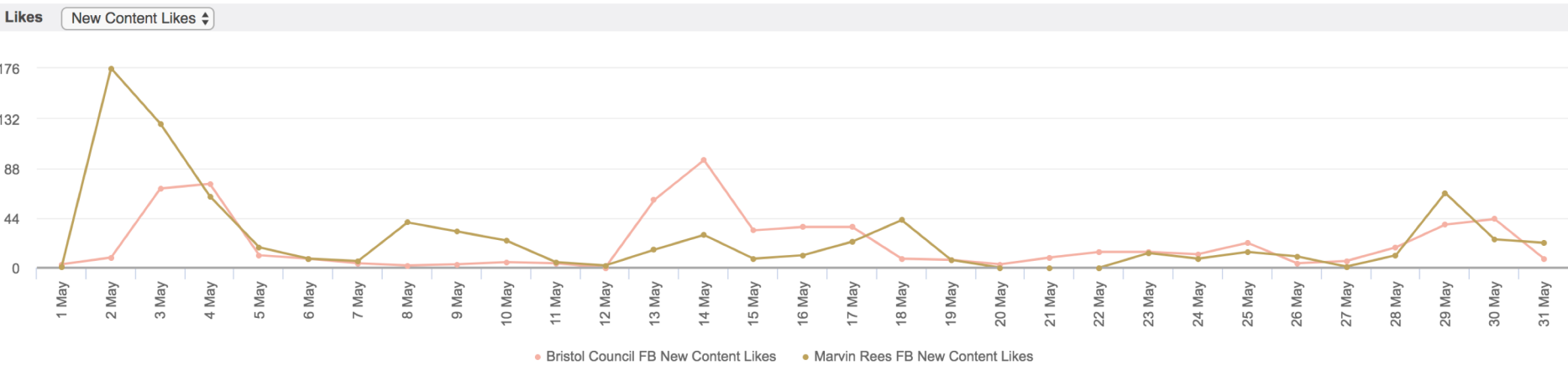
Tweets

Audience @mentions ▾



# Channels

	Owner Posts	Owner Comments	Audience Posts	Audience Comments	New Content Likes	Net Page Likes / Total Page Likes
Bristol Council FB (Bristol City Council)	75	9	2	201	659	50 / 6,229
Marvin Rees FB (Marvin Rees, Mayor of Bristol)	18	0	2	199	808	40 / 4,787



# Bristol People

Total Mentions

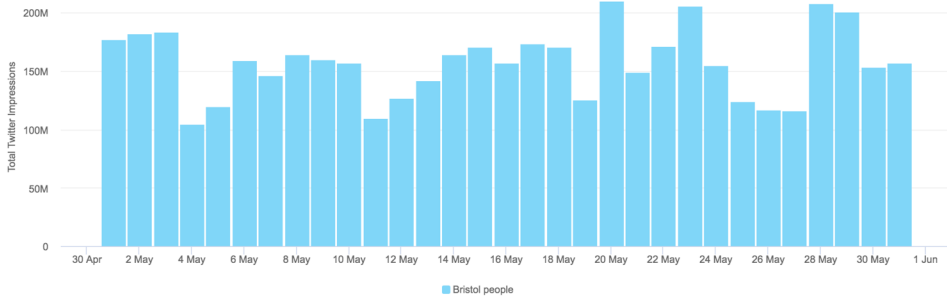
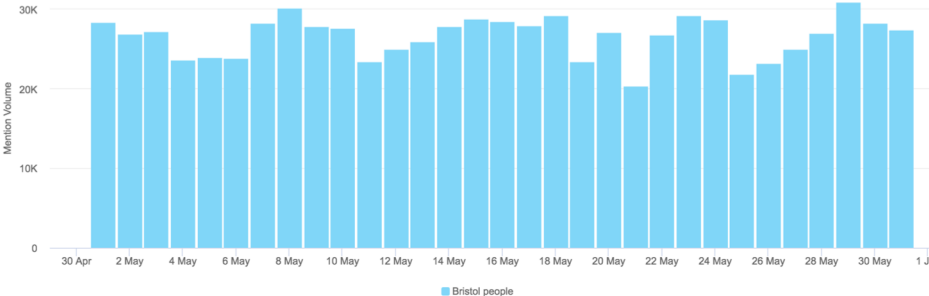
823k

▲ 5%  
Previous Period: 780K

Unique Authors

17k

▲ 2%  
Previous Period: 17K



## Most Mentioned Tweeters

	TWEETS	RETWEETS	ALL TWEETS ▾	IMPRESSIONS
👤 @libdems	2650	0	2650	5320180
👤 @uklabour	2170	0	2170	3312670
👤 @nigel_farage	1870	0	1870	2042020
👤 @bristolcity	1850	0	1850	2784030
👤 @jeremycorbyn	1570	0	1570	2874490
👤 @youtube	1490	0	1490	1000890
👤 @brexitparty_uk	1490	0	1490	1185080
👤 @bristolcouncil	1410	0	1410	5030390
👤 @mollymep	1180	0	1180	7381350
👤 @marvinjrees	1150	0	1150	5777410

## Top Hashtags

	TWEETS	RETWEETS	ALL TWEETS ▾	IMPRESSIONS
#bristol	12210	0	12210	26149350
#uk	11470	0	11470	2339650
#nowplaying	10680	0	10680	1380770
#bath	10040	0	10040	975690
#parking	9700	0	9700	96930
#eurovision	3850	0	3850	22525020
#bristolnews	2260	0	2260	1619500
#brexit	1270	0	1270	6509880
#bristoljobs	980	0	980	2101420
#mondaymotivation	950	0	950	777950

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