



Mayor of Bristol

Online and Social Media Analysis
(01.04.19 – 30.04.19)





Total Mentions

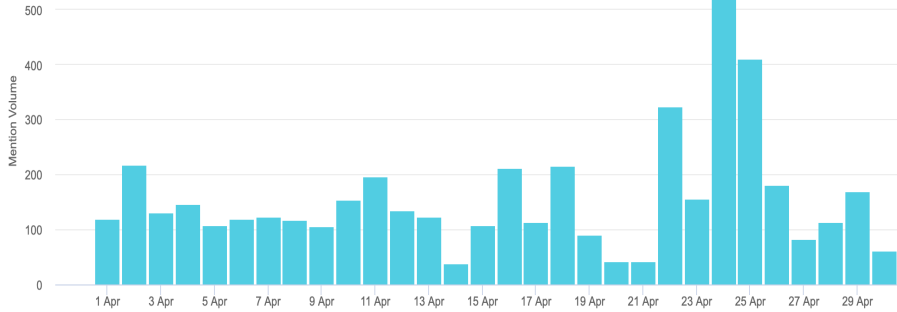
4723

▲ 8%
Previous Period: 4382











Unique Authors

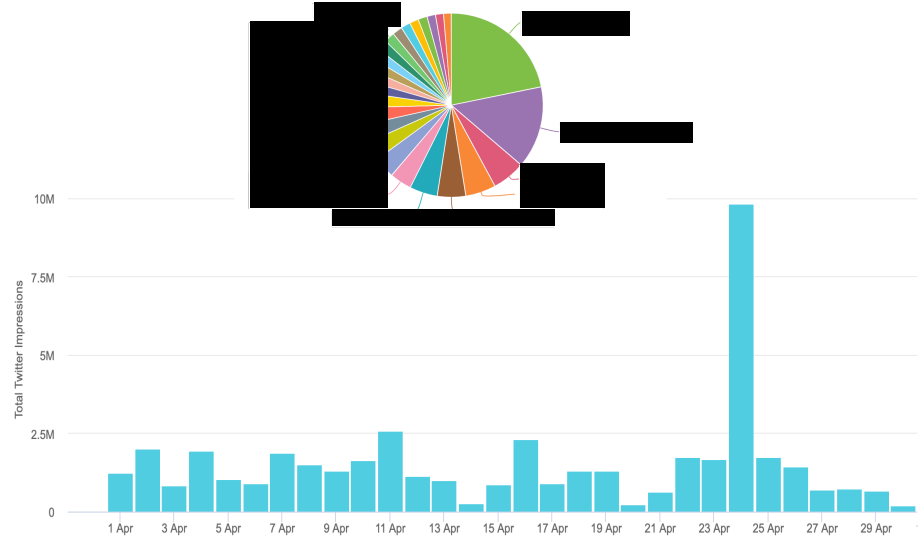
2065

▲ 20%
Previous Period: 1720



Most Mentioned Tweeters

| | TWEETS | RETWEETS | ALL TWEETS ▼ | IMPRESSIONS |
|---|--------|----------|--------------|-------------|
|  @marvinjrees | 1990 | 1901 | 3891 | 18904593 |
|  @bristolcouncil | 581 | 466 | 1047 | 3428428 |
|  [Redacted] | 273 | 416 | 689 | 4370272 |
|  [Redacted] | 201 | 456 | 657 | 2314905 |
|  [Redacted] | 316 | 280 | 596 | 2989385 |
|  [Redacted] | 317 | 223 | 540 | 1968112 |
|  [Redacted] | 291 | 127 | 418 | 1634980 |
|  [Redacted] | 160 | 185 | 345 | 1074111 |
|  [Redacted] | 218 | 82 | 300 | 1453267 |
|  [Redacted] | 195 | 90 | 285 | 1155097 |



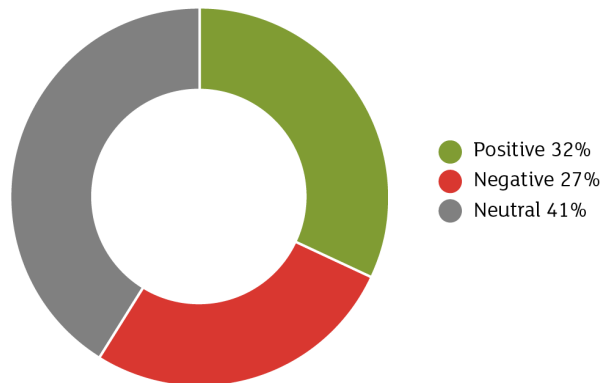
Top Hashtags

| | TWEETS | RETWEETS | ALL TWEETS ▼ | IMPRESSIONS |
|--------------------------------------|--------|----------|--------------|-------------|
| #bristol | 138 | 582 | 720 | 5202801 |
| #bristolcleanstreets | 18 | 31 | 49 | 164364 |
| #airpollution | 12 | 29 | 41 | 94169 |
| #cleolake | 1 | 38 | 39 | 59195 |
| #greenparty | 1 | 38 | 39 | 59195 |
| #mollyscottcato | 1 | 38 | 39 | 59195 |
| #classbootcamp | 10 | 28 | 38 | 561964 |
| #timeforubi | 2 | 34 | 36 | 126457 |
| #windrush | 2 | 28 | 30 | 174007 |
| #readingrecovery | 3 | 19 | 22 | 17920 |

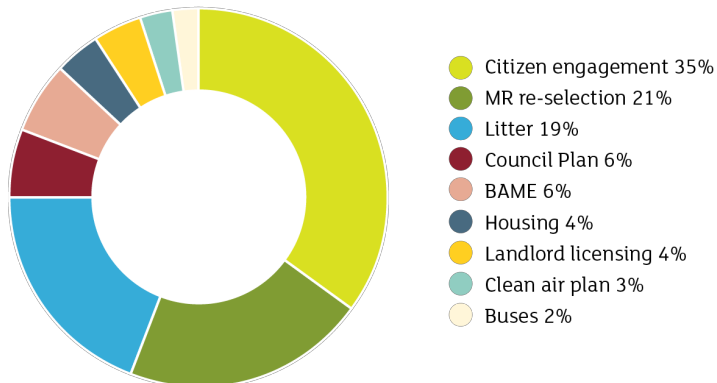
Search terms: "Marvin Rees" / "mayor of bristol" / @MarvinJRees / @BrisMayorOffice / "Bristol Council"



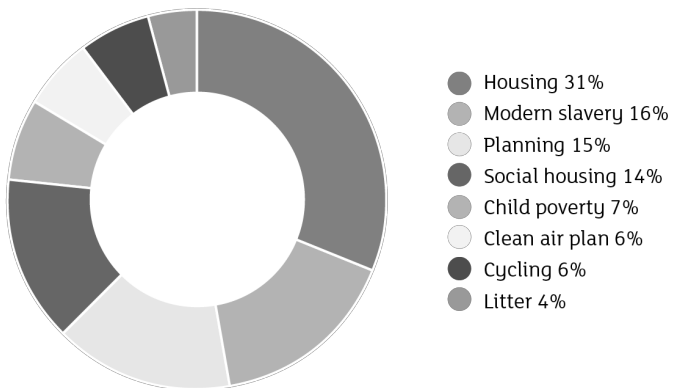
SENTIMENT



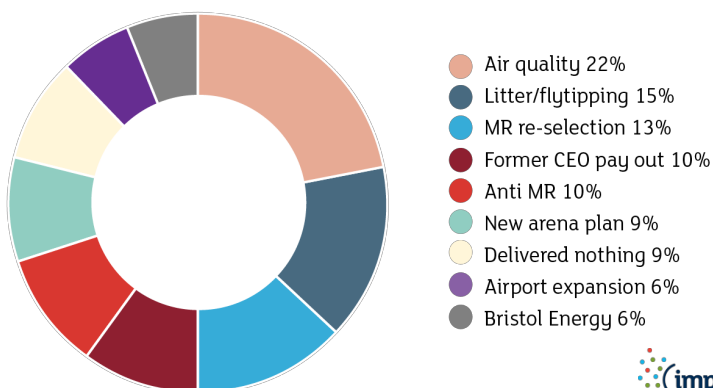
POSITIVE DISCUSSION



NEUTRAL DISCUSSION



NEGATIVE DISCUSSION





Positive trends:

- Citizen engagement was driven by the unveiling of the Sikh Memorial Garden in Castle Park, Children's Centres (#ACEagenda), International Workers Memorial Day, food security initiatives, Colston Hall, Age UK support and the Nascence Project
- A post from [REDACTED] which told Bristolians to stop blaming the Mayor and BCC for littering across the city got strong cut through and was widely shared
- Good traction for the Council Plan to eradicate homelessness in the city by 2027 – driven by the BBC News piece
- News that the city now has over 30% new magistrates from a BAME background was widely welcomed
- Housing continues to be a talking point across the city with the Bristol Local Plan and #homesforheroes100 helping maintain a positive narrative on the issue
- The new landlord licensing policy to protect renters was reported straight from the press release by various news sites and sector specific blogs
- The Mayor's timeline for developing an inclusive clean air plan for Bristol received some cut through and gave a counter-balance to the negative discussion of air quality in the city. This was underscored by news that the Mayor and MP Kerry McCarthy have secured £2.5m to clean up Bristol's buses.

Negative trends:

- Persistent personal complaints about the negative health effects of air quality in the city, with many people within this complaining that they are suffering breathing difficulties. Some cohesion around a claim that more than 300 people die each year due to the issue. Some of this is being driven by [REDACTED] but much of it is organic
- Most of the discussion of litter is fragmented and is made up of reports of overflowing bins and littering in general. As seen before, students (and their landlords) are being consistently blamed for flytipping problems
- Continued posting and umbrage at the amount a former CEO received as a payout remains part of a negative narrative on council spending
- Some opposition to the new arena plans which were released being driven by advocates of a city centre venue, although within this the Mayor's rationale for an outside location is part of the discussion
- Persistent and often aggressive comments which claim the Mayor and BCC have “delivered nothing” since being in office
- The plans for airport expansion continue to draw opposition, but at lower levels than before
- An attack from Conservative councillor Claire Hiscott via a piece by BBC News that Bristol Energy investment is “reckless” got some cut through but received little comment

Channels

Twitter Analytics

BristolCouncil, MarvinJRees

Apr 01, 2019 - Apr 30, 2019

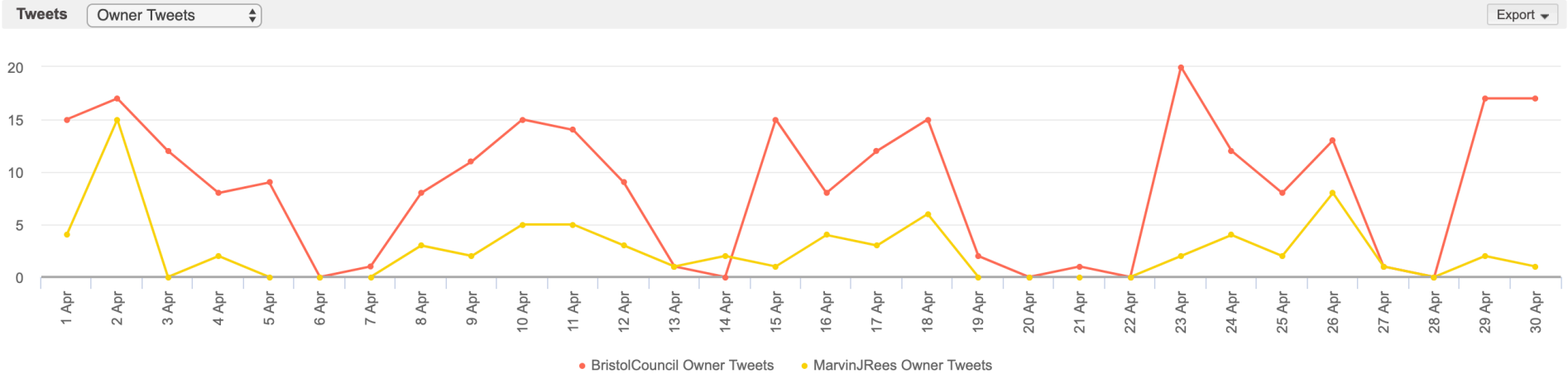
ⓘ

⬇ Export ▾

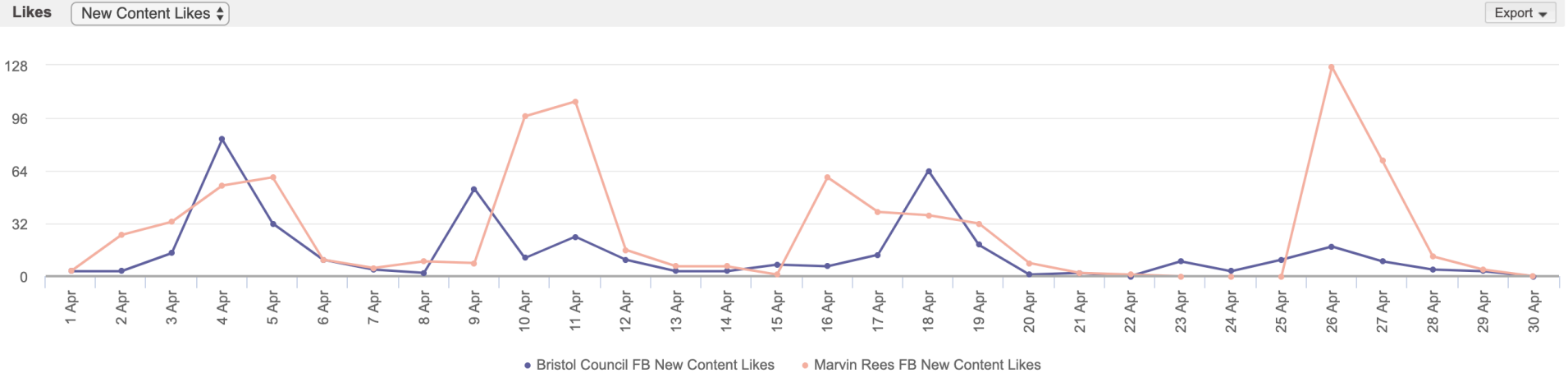
⌵ Filters ▾

⌵

| | Owner Tweets | Owner RTs | Owner Replies | Audience RTs | Audience @mentions | Owner Impressions | Audience Impressions | Net Followers / Total Followers |
|----------------------------------|--------------|-----------|---------------|--------------|--------------------|-------------------|----------------------|---------------------------------|
| BristolCouncil (@BristolCouncil) | 261 | 25 | 152 | 259 | 3,711 | 10,014,127 | 11,878,636 | 218 / 101,433 |
| MarvinJRees (@MarvinJRees) | 76 | 24 | 8 | 529 | 3,928 | 3,668,281 | 21,991,182 | 404 / 25,578 |



| | Owner Posts | Owner Comments | Audience Posts | Audience Comments | New Content Likes | Net Page Likes / Total Page Likes |
|--|-------------|----------------|----------------|-------------------|-------------------|-----------------------------------|
| Bristol Council FB (Bristol City Council) | 70 | 12 | 0 | 212 | 423 | 93 / 6,177 |
| Marvin Rees FB (Marvin Rees, Mayor of Bristol) | 18 | 2 | 0 | 122 | 832 | 31 / 4,745 |



Bristol People

Total Mentions

757k

Previous Period: 806K

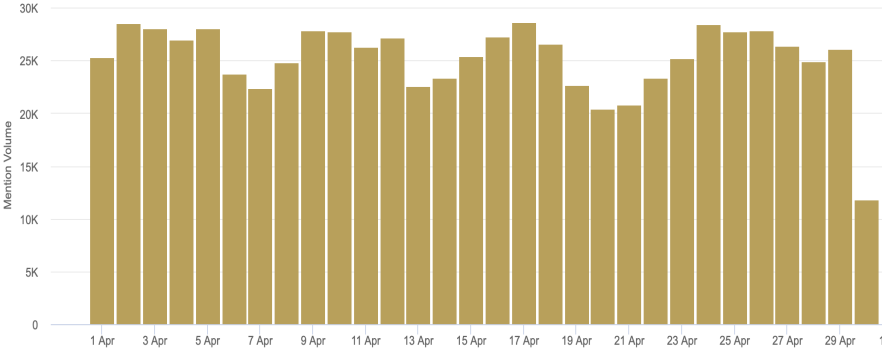
▼ 6%

Unique Authors

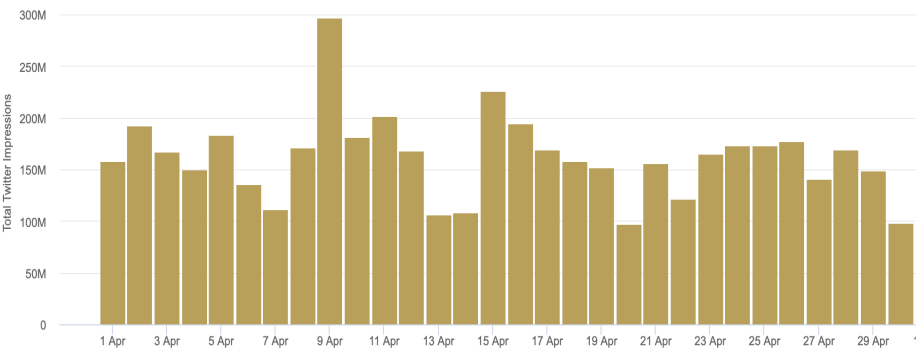
17k

Previous Period: 17K

▼ 3%



| Most Mentioned Tweeters | TWEETS | RETWEETS | ALL TWEETS | IMPRESSIONS |
|-------------------------|--------|----------|------------|-------------|
| @bristolcity | 2700 | 0 | 2700 | 1836680 |
| @youtube | 1450 | 0 | 1450 | 4294130 |
| @jeremycorbyn | 1300 | 0 | 1300 | 3385750 |
| @uklabour | 1290 | 0 | 1290 | 2463590 |
| @marvinjrees | 1210 | 0 | 1210 | 7104760 |
| @extinctionr | 1200 | 0 | 1200 | 1379700 |
| @bristolcouncil | 1180 | 0 | 1180 | 3623080 |
| @bts_twt | 1110 | 0 | 1110 | 1271080 |
| @nigel_farage | 1030 | 0 | 1030 | 1429060 |
| @theresa_may | 1020 | 0 | 1020 | 1272130 |



| Top Hashtags | TWEETS | RETWEETS | ALL TWEETS | IMPRESSIONS |
|-------------------|--------|----------|------------|-------------|
| #nowplaying | 11960 | 0 | 11960 | 1284050 |
| #bristol | 10730 | 0 | 10730 | 19215060 |
| #uk | 1850 | 0 | 1850 | 436710 |
| #bristolnews | 1780 | 0 | 1780 | 1337130 |
| #brexit | 1650 | 0 | 1650 | 8774740 |
| #mondaymotivation | 1370 | 0 | 1370 | 1773120 |
| #bristolcity | 1170 | 0 | 1170 | 29327410 |
| #gameofthrones | 1110 | 0 | 1110 | 5938160 |
| #peoplesvote | 910 | 0 | 910 | 4138510 |
| #easter | 780 | 0 | 780 | 2509060 |

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