



Mayor of Bristol

Online and Social Media Analysis
(03.03.19 – 31.03.19)





Total Mentions

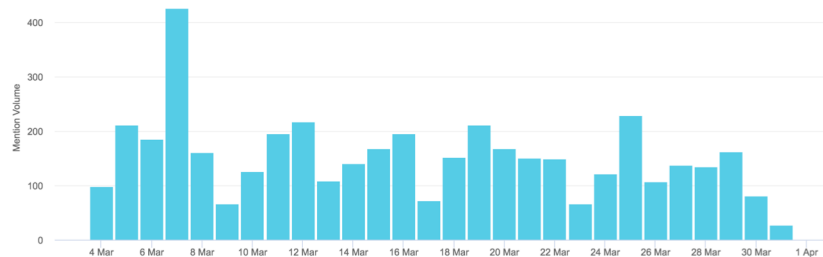
4272











▲ 20%
Previous Period: 3573

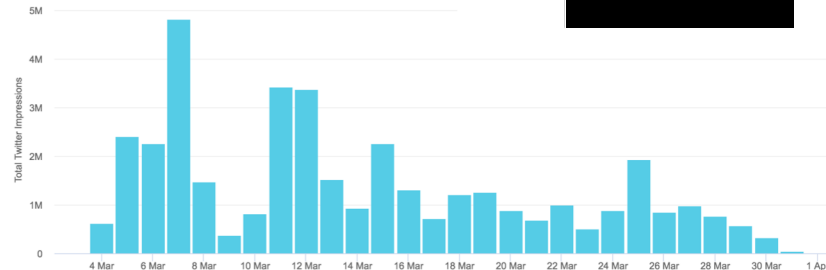
Unique Authors

1706

▲ 28%
Previous Period: 1329



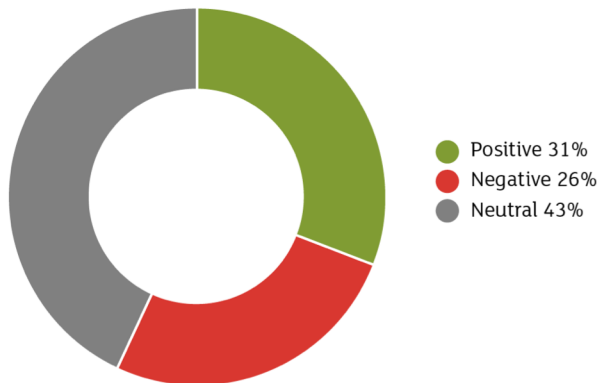
Most Mentioned Tweeters	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
 @marvinrees	1739	1515	3254	13091333
 @bristolcouncil	606	401	1007	4268406
 [REDACTED]	299	209	508	2758894
 [REDACTED]	232	129	361	2942266
 [REDACTED]	212	125	337	1482199
 [REDACTED]	197	110	307	1467606
 [REDACTED]	167	119	286	1182918
 [REDACTED]	177	100	277	1183903
 [REDACTED]	157	90	247	2157744
 [REDACTED]	166	79	245	2400730



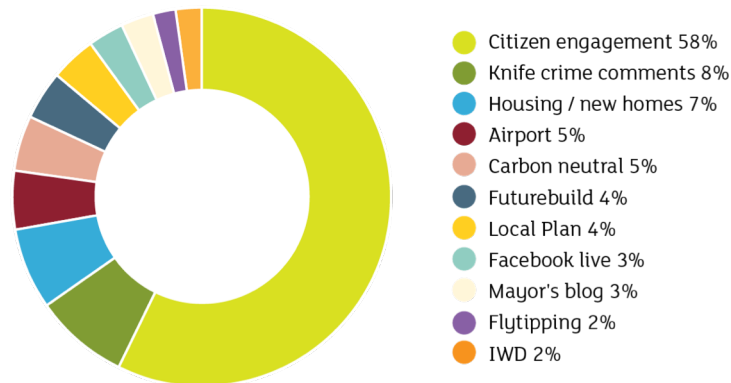
Top Hashtags	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
#bristol	147	302	449	1728107
#politicslive	34	55	89	656341
#soldfromunderyou	7	38	45	636483
#carbonneutralbristol	16	28	44	127987
#libraries	8	35	43	97828
#avonmouth	11	30	41	54148
#airpollution	9	30	39	38270
#climateemergency	11	28	39	222231
#readaloud	5	31	36	39924
#readingrecovery	5	31	36	39924



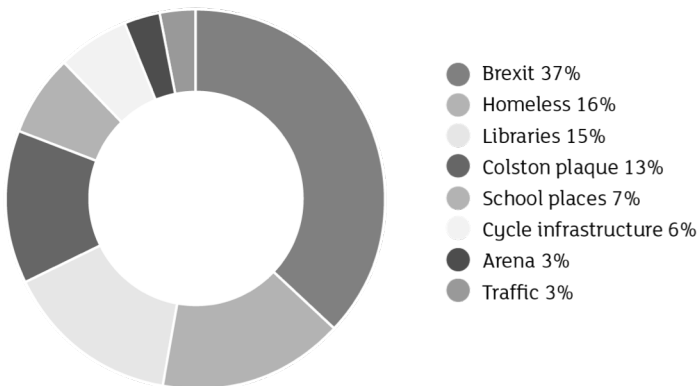
SENTIMENT



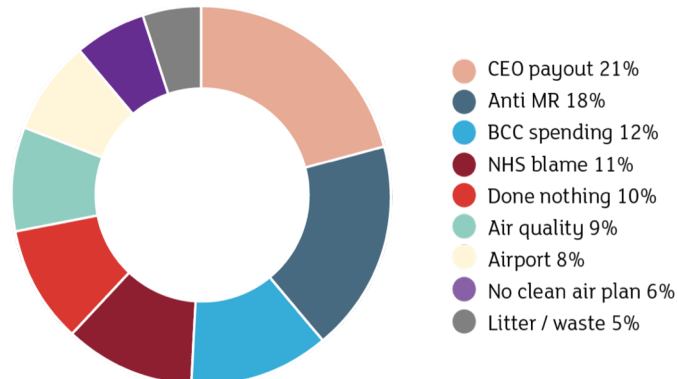
POSITIVE DISCUSSION



NEUTRAL DISCUSSION



NEGATIVE DISCUSSION





Positive trends:

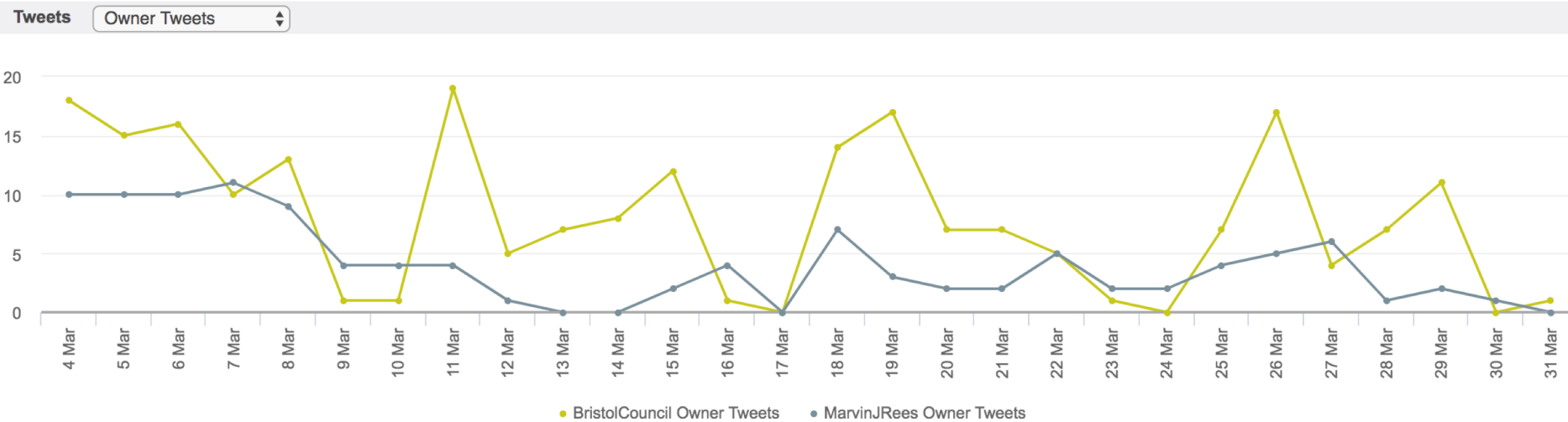
- Citizen engagement was driven this month by the RTS West awards, prostate cancer event for Asian Men, the Ahmadi community's South Mead mother's day market, Bristol Urban Enterprise & Innovation meeting, Bristol reading city, the Commission on Race Equality and Bristol Forum events
- A strong response to a post from BBC Politics which carried the Mayor's comments on knife crime, that tackling it is not just about policing: "This is about public health, this is about education, it's about housing, and what happens in the school system"
- The council's focus on affordable housing remains a key discussion in the city, boosted this month by plans for new homes in-line with BCC 20% affordable threshold at Finzels Reach, Bedminster Green, Temple Quay, Castle Park View and Ashton Gate
- An interview with the Mayor in the Bristol Post post provided a positive counterpoint around the airport expansion plans
- BCC stakeholder engagement around becoming a carbon neutral city provided another positive narrative for the city's environmental vision
- The Mayor's comments that there is "a sterile relationship with government" at the Futurebuild event got some cut through
- Positivity towards the launch of the The new Local Plan consultation giving citizens the chance to say how they want to see Bristol develop
- Facebook Live and the Mayor's blog continue to provide a platform for personal engagement on the Mayor's policy ambitions
- Citizens posted positive comments about the speed at which the Council had dealt with Flytipping through the "report a street issue" service on the BCC site

Negative trends:

- National media coverage of a "vast scandal" at the "payout" to BCC's former CEO played into a negative narrative about spending in the city – although most of the activity in this segment of the discussion was purely media driven
- TheBristolCable was hard flogging a story about the sale of public land, assets and property by the council which their reports claimed were used to fund staff cuts / redundancies at the council
- The Mayor's comments on air quality in the city and the contribution to the problem by the health services was twisted by some into an "attack on the NHS"
- Persistent complaints about the Mayor's failure to deliver on plans and pledges remains fragmented
- The discussion and frustration about air quality in the city shows no sign of abating. With some claiming the Mayor "refuses" to address the issue
- As with February's analysis the airport expansion plans have given environmental campaigners a cause to rally against, although their impact was much lower this month
- Missing the government's deadline for a clean air plan is stuck in the collective memory of some citizens

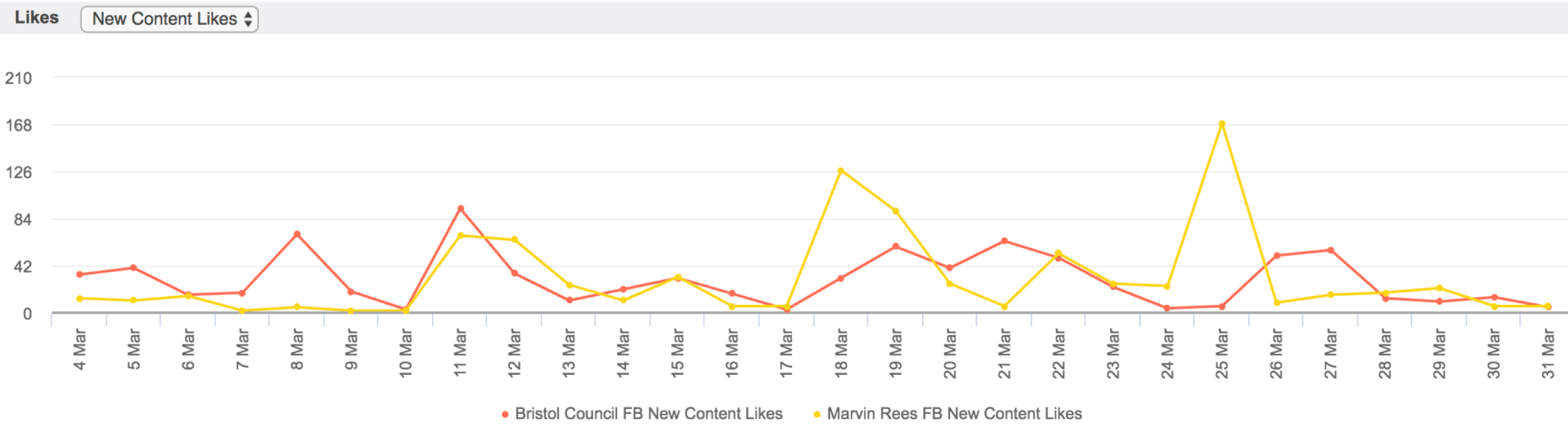
Channels

	Owner Tweets	Owner RTs	Owner Replies	Audience RTs	Audience @mentions	Owner Impressions	Audience Impressions	Net Followers / Total Followers
BristolCouncil (@BristolCouncil)	224	41	100	330	4,622	11,391,409	18,024,046	262 / 101,213
MarvinJRees (@MarvinJRees)	111	45	8	618	3,312	9,679,653	11,745,672	315 / 25,169



Channels

	Owner Posts	Owner Comments	Audience Posts	Audience Comments	New Content Likes	Net Page Likes / Total Page Likes
Bristol Council FB (Bristol City Council)	61	9	3	406	836	110 / 6,081
Marvin Rees FB (Marvin Rees, Mayor of Bristol)	20	2	0	248	863	52 / 4,713



Bristol People

Total Mentions

790k

▲ 4%

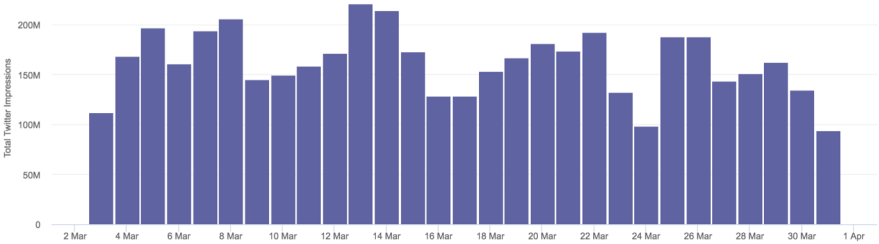
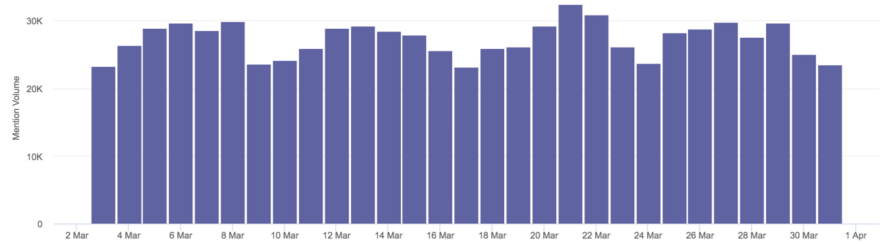
Previous Period: 758K

Unique Authors

17k

▲ 1%

Previous Period: 17K



Most Mentioned Tweeters	TWEETS	RETWEETS	ALL TWEETS ▾	IMPRESSIONS
@theresa_may	2470	0	2470	4631630
@bristolcity	1930	0	1930	1437710
@youtube	1770	0	1770	5230200
@bristolcouncil	1550	0	1550	4875360
@jeremycorbyn	1490	0	1490	2745570
@bbcnews	1280	0	1280	11571910
@official_brfc	1130	0	1130	938010
@rickygervais	1130	0	1130	2256010
@nigel_farage	1090	0	1090	1843440
@bristollive	1080	0	1080	1641710

Top Hashtags	TWEETS	RETWEETS	ALL TWEETS ▾	IMPRESSIONS
#nowplaying	13650	0	13650	1288370
#bristol	11020	0	11020	24526900
#uk	6090	0	6090	1475490
#bath	4890	0	4890	482270
#parking	4600	0	4600	33120
#brexit	3500	0	3500	9487680
#internationalwomens...	1400	0	1400	7689930
#mondaymotivation	1350	0	1350	791820
#bristolnews	1050	0	1050	759490
#iwd2019	1030	0	1030	3624390

