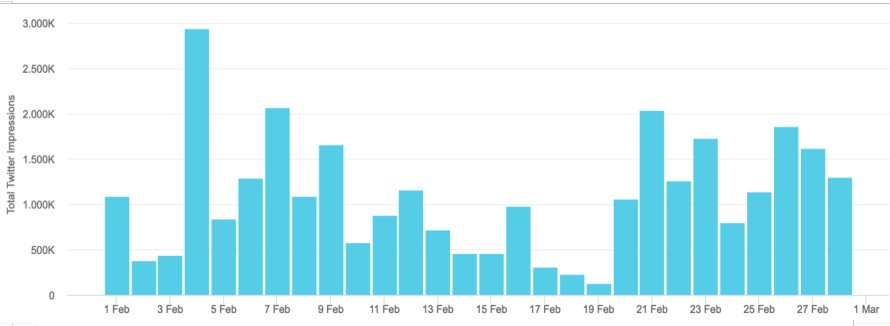
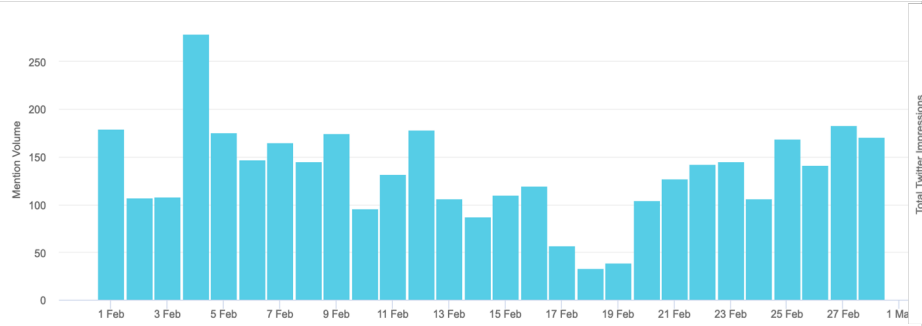
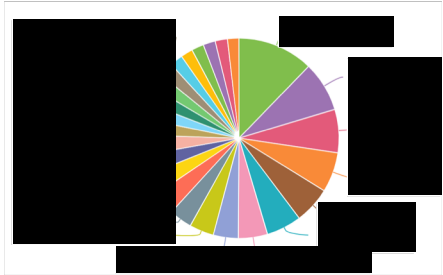
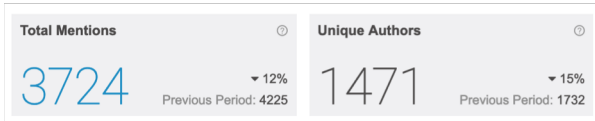




Mayor of Bristol

Online and Social Media Analysis
(01.02.19 – 03.08.19)





Most Mentioned Tweeters	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
@marvinjrees	1507	1522	3029	11931591
@bristolcouncil	295	275	570	2666108
[Redacted]	203	113	316	775507
[Redacted]	94	137	231	1111053
[Redacted]	67	147	214	640646
[Redacted]	132	69	201	209853
[Redacted]	77	91	168	1159261
[Redacted]	72	92	164	1091672
[Redacted]	99	58	157	224204
[Redacted]	97	56	153	215588

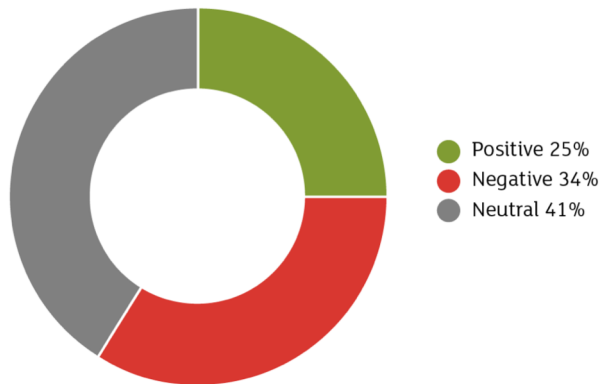
Top Hashtags	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
#bristol	120	257	377	1257280
#lablocal19	24	92	116	656886
#airpollution	16	63	79	63831
#particulate	11	58	69	52545
#fundpublichealth	7	55	62	454535
#cityconversations	17	32	49	325734
#localaq	7	38	45	43112
#avonmouth	14	27	41	33494
#easton	6	32	38	41560
#bristollive	8	27	35	356390

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

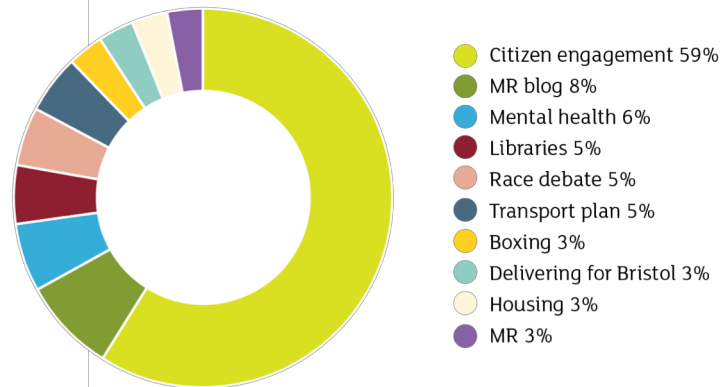




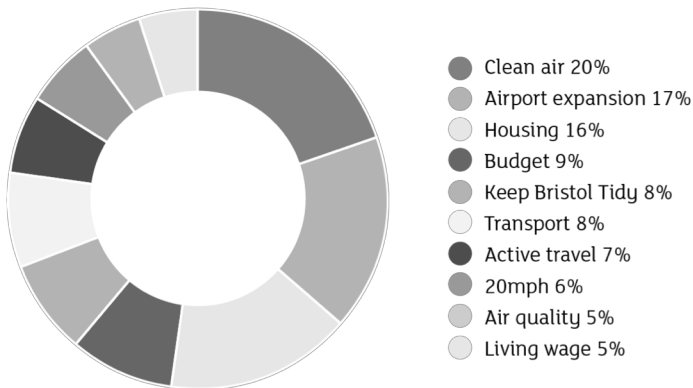
SENTIMENT



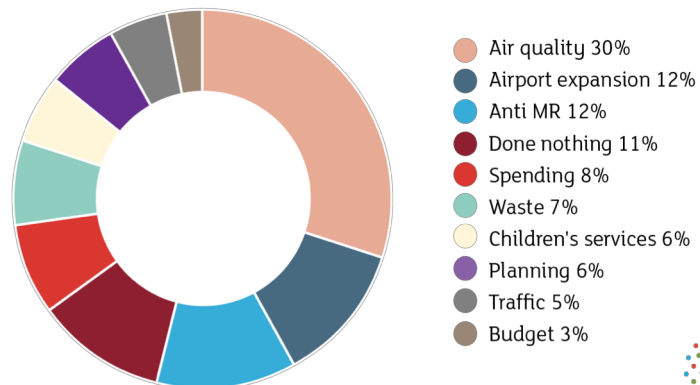
POSITIVE DISCUSSION



NEUTRAL DISCUSSION



NEGATIVE DISCUSSION





Positive trends:

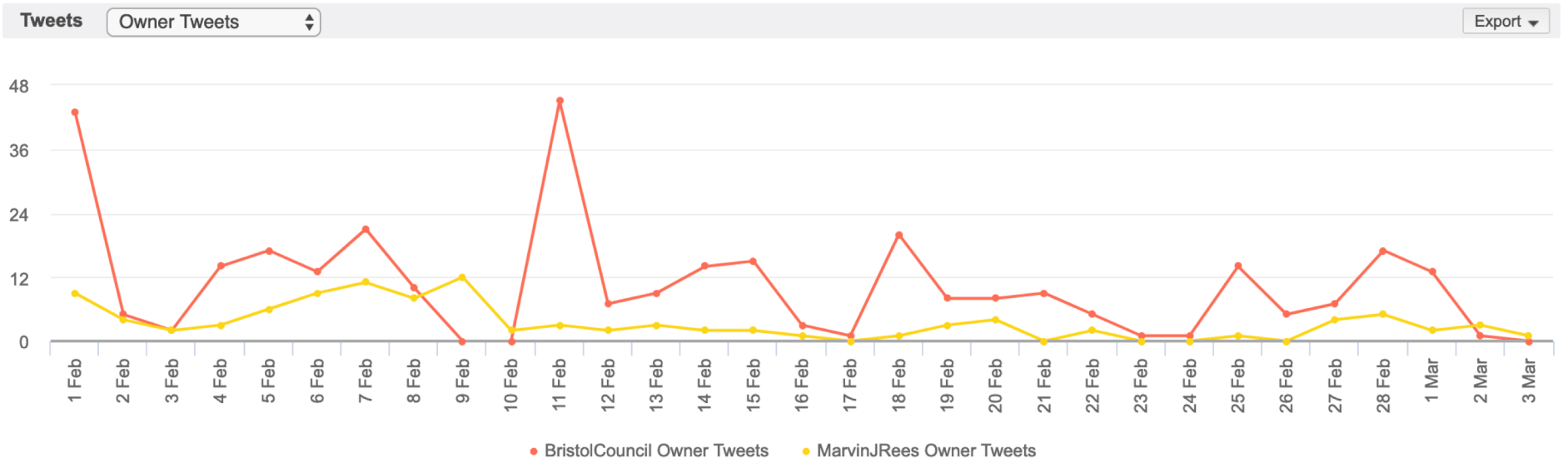
- Citizen engagement was driven this month by Prince Harry's visit to the city, the Stepping Up award, care leavers film, #agefriendly breakfast, collaboration with Black SW Network, LGBTQ+ history month, Outset start-up support, the Mayor's Fishponds visit, MoversShakersUK and #CityConversations
- Posts from the Mayor's blog continue to drive discussion in the city with messages on fighting austerity, future libraries, and commitment to the Council Tax Reduction Scheme and guest blogs proving popular
- A discussion on mental health was welcomed by citizens with the #TimeToChange employers pledge driving this segment
- Despite spending cuts, the initiative to extend library opening hours was welcomed
- The Mayor's comments from #CityConversations sparked a wider debate about systemic racism in the city
- The OneCityPlan was recognised for its sustainability credentials and ambitious transport aims
- A positive narrative about boxing in the city continues and was given a boost by Prince Harry's visit to The Empire Fighting Chance initiative
- The Mayor's strong position on affordable homes was underlined by his address to the @HomesEngland employee event

Negative trends:

- Much like we saw in the past with the activism around library closures, environmentalists are unhappy with the Council's perceived inaction over air quality in the city. This is being driven by news that a government deadline was missed and threats of legal action. As well as general complaints about policy there is an active discussion about banning wood burners
- There were a lot of complaints about the Mayor's support for airport expansion jarring with Bristol being the first UK city to announce a climate emergency
- Persistent complaints remain over budget spending with Bristol Energy, the metro route, arena and underground featuring regularly within this segment
- Previous comments from the Mayor about protecting children in the city have been rehashed as an example of no action being taken to improve children's services. Alongside this there were a number of complaints about the council's handling of alleged abuse cases at schools in the city
- A lack of detail about the Cumberland Basin plans and general perceptions that the planning process in the city is wrought with issues

Channels

	Owner Tweets	Owner RTs	Owner Replies	Audience RTs	Audience @mentions	Owner Impressions	Audience Impressions	Net Followers / Total Followers
BristolCouncil (@BristolCouncil)	328	64	169	578	4,415	12,663,860	13,311,361	195 / 100,944
MarvinJRees (@MarvinJRees)	105	48	7	305	3,385	3,289,718	14,079,281	207 / 24,836



Channels

Facebook Analytics

Bristol Council FB, Marvin Rees FB

Feb 01, 2019 - Mar 03, 2019



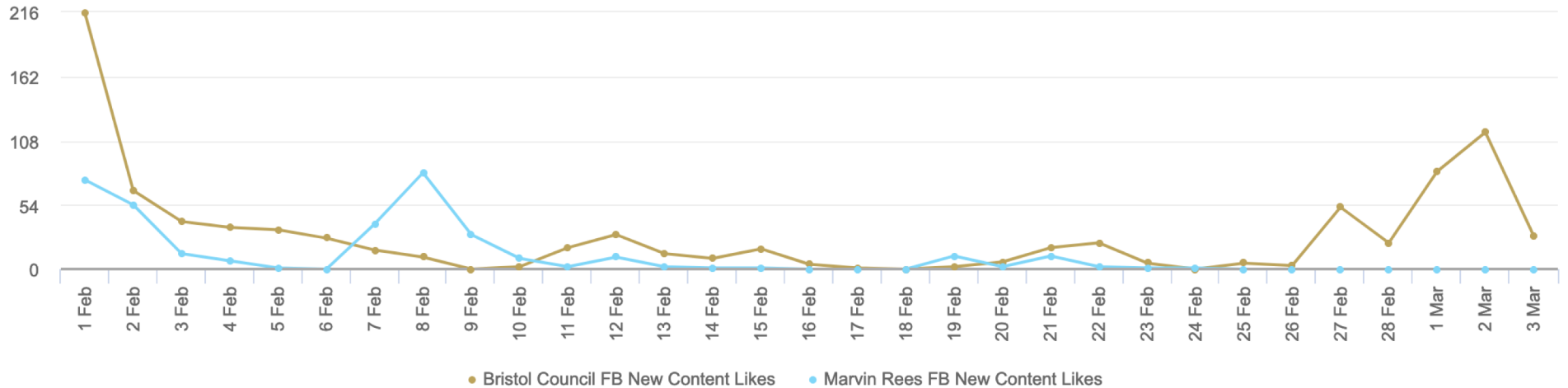
Filters



	Owner Posts	Owner Comments	Audience Posts	Audience Comments	New Content Likes	Net Page Likes / Total Page Likes
Bristol Council FB (Bristol City Council)	71	14	1	324	894	150 / 5,968
Marvin Rees FB (Marvin Rees, Mayor of Bristol)	10	0	0	36	351	44 / 4,661

Likes

New Content Likes



Bristol People

Total Mentions

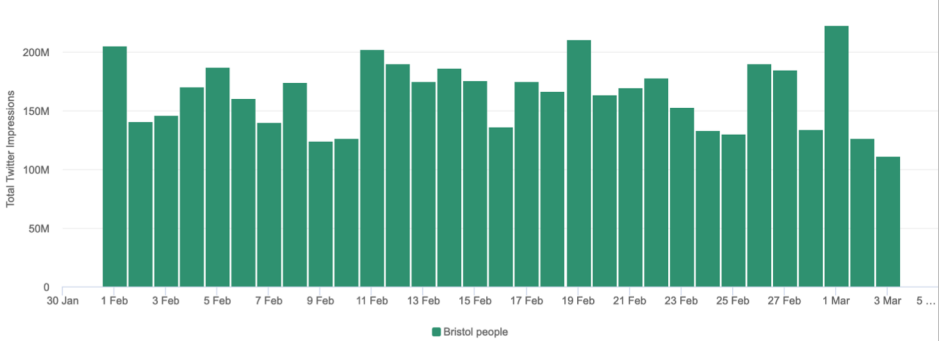
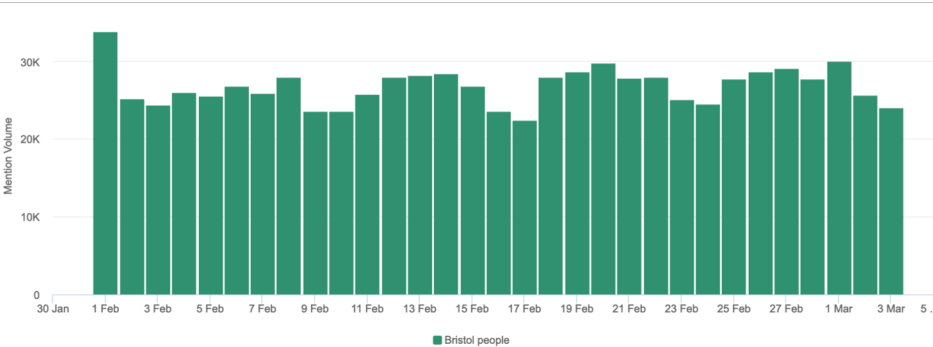
831k

▲ 5%
Previous Period: 794K

Unique Authors

18k

▲ 4%
Previous Period: 17K



Top Hashtags	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
#bristol	11400	0	11400	31507980
#nowplaying	11040	0	11040	950980
#uk	4220	0	4220	456310
#bath	2830	0	2830	384630
#parking	2500	0	2500	18010
#brexit	1640	0	1640	8479960
#mondaymotivation	1390	0	1390	787560
#bristolcity	1120	0	1120	57882890
#footballshirt	1030	0	1030	4029020
#jobs	930	0	930	2683730

Most Mentioned Tweeters	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
@bristolcity	2560	0	2560	2158380
@youtube	1790	0	1790	1657350
@jeremycorbyn	1540	0	1540	2195460
@uklabour	1230	0	1230	1606920
@firstbsa	1230	0	1230	3948710
@bristolcouncil	1220	0	1220	3774980
@bristollive	1200	0	1200	2868780
@realdonaldtrump	1140	0	1140	536310
[REDACTED]	1050	0	1050	3174850
@lbc	880	0	880	702500

