



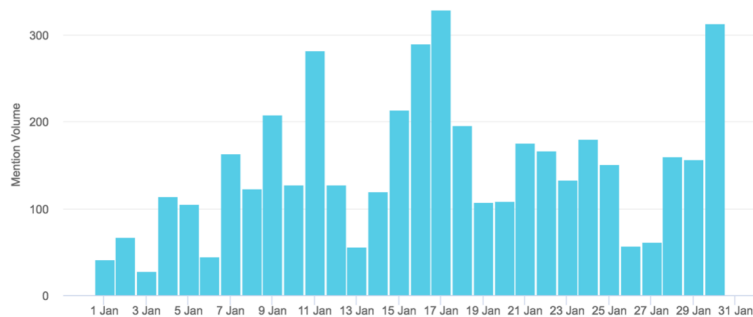
Mayor of Bristol

Online and Social Media Analysis
(01.01.19 – 30.01.19)



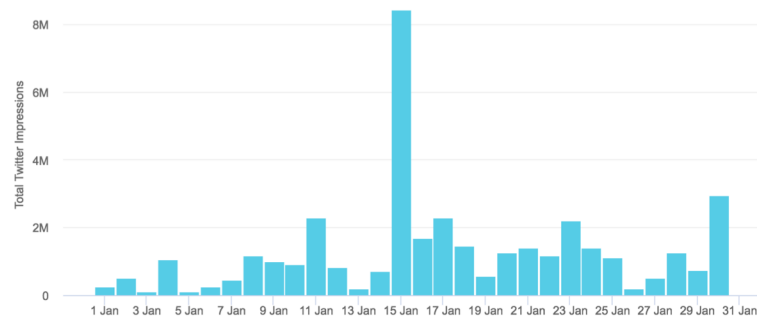


Volume by Day Major of Bristol FB, Mayor of Bristol Jan 01, 2019 - Jan 30, 2019



Most Mentioned Tweeters	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
@marvinjrees	1878	1397	3275	10721334
@bristolcouncil	369	334	703	2033732
	148	191	339	1025163
	183	46	229	345084
	181	40	221	381798
	152	59	211	321892
	157	40	197	415769
	132	36	168	469051
	124	28	152	648147
	129	22	151	138307

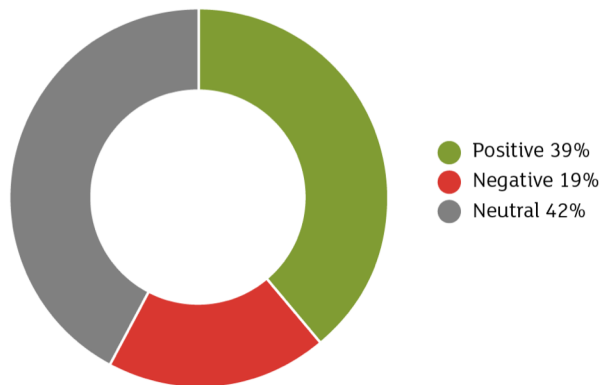
Reach by Day Major of Bristol FB, Mayor of Bristol Jan 01, 2019 - Jan 30, 2019



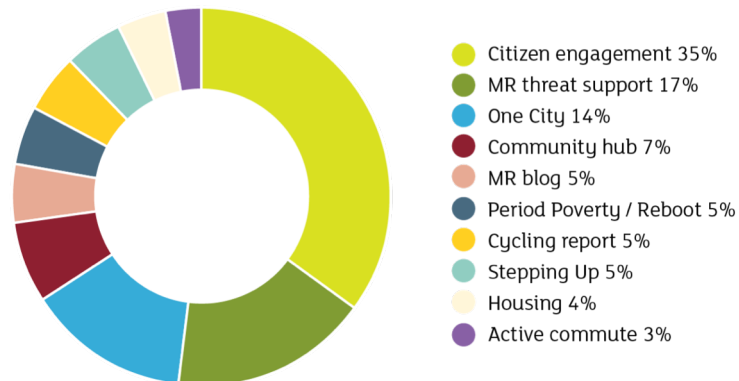
Top Hashtags	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
#bristol	144	291	435	2138976
#bristolonecity	32	103	135	422478
#onecityplan	10	26	36	169307
#airpollution	5	24	29	34263
#diversity	11	15	26	64314
#facebook	3	23	26	324965
#livestream	3	23	26	324965
#periodpoverty	2	23	25	61418
#bbbrp	5	19	24	28355
#community	4	20	24	48614



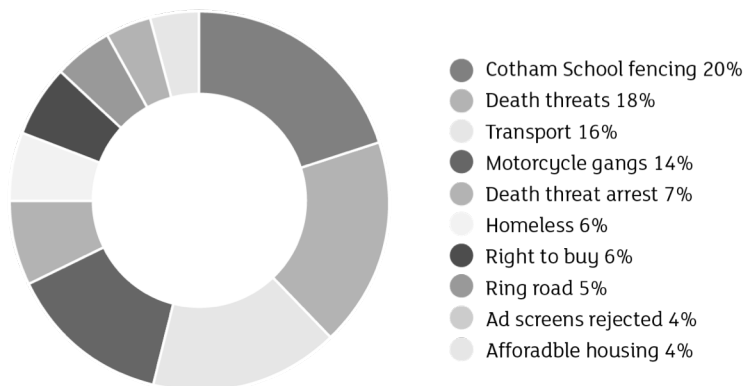
SENTIMENT



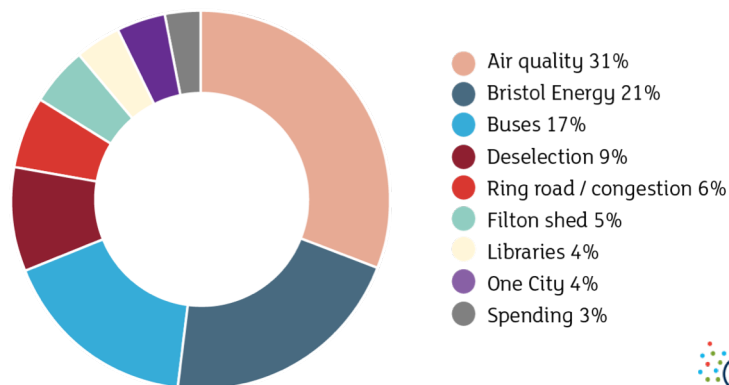
POSITIVE DISCUSSION



NEUTRAL DISCUSSION



NEGATIVE DISCUSSION





Positive trends:

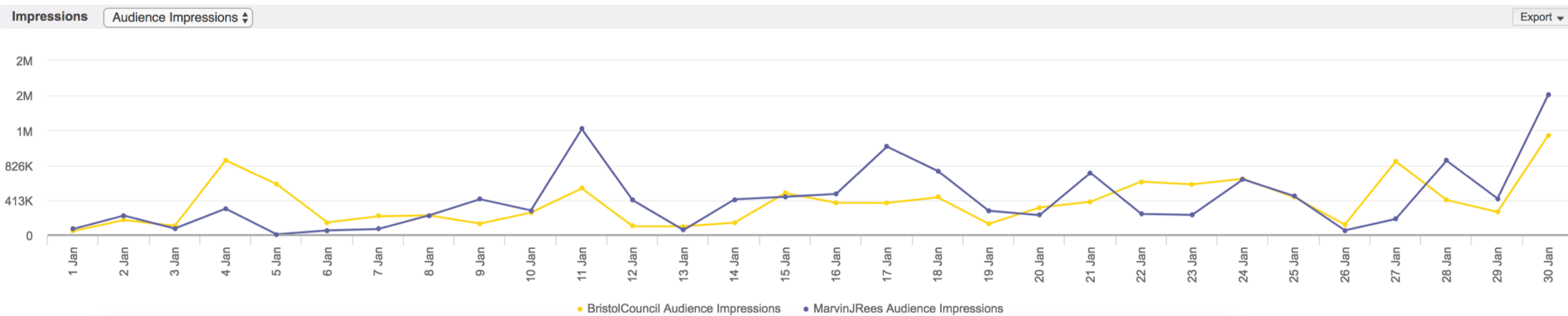
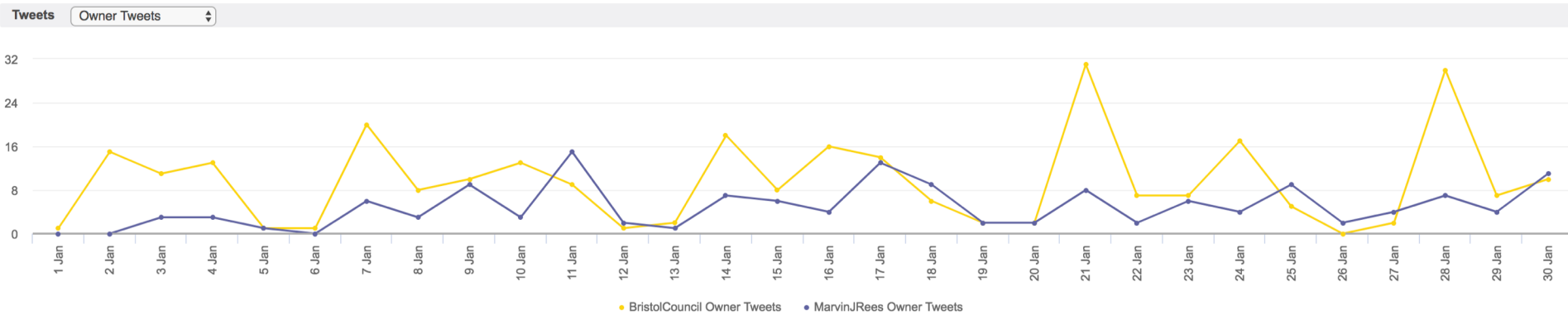
- Citizen engagement was driven by cut through for initiatives and visits including; tackling hate crime; migrant and Somali communities; the 2030 carbon targets; #PCCprideawards; #ACEBristol; South Bristol businesses and various school/college visits
- Bristolians, across the spectrum, were appalled at the graffiti death threats and came out to express their indignation and good wishes. This sentiment was typical of many posts “This is truly shocking. I don’t always agree with you @MarvinJRees but I stand with you and your family as does everyone in this great city except a handful appalling individuals”
- The Mayor’s unveiling of the One City Plan 2050 vision was well received by media and stakeholders with cut through for endorsements from local businesses and Channel 4 in particular
- Driven by national media coverage, the Council’s intervention in the development of Hamilton House in a “bid to save the community hub” was widely shared
- The Period Poverty conference and Reboot projects drove good visibility of policy initiatives aimed at the city’s young
- The Mayor’s blog continues to be a strong platform for messaging with posts on, The Future of Libraries, Ageing Better partnership and Period Poverty driving awareness
- The new Sustrans Bike Life report featuring Bristol was held up as an example of the success of the 20mph limits as well as proof of the economic and health benefits an increase in bike use brings
- Messaging around diversity, leadership and Bristol’s BAME community was driven by the City Hall event celebrating the first graduates of the Stepping Up programme
- The construction of new Council housing at Ashton Vale and the 100% affordable housing project with Curo Group helped continue awareness of the Mayor’s focus on the issue of affordable homes
- The Mayor’s choice of an active commute created a talking point around alternative transport modes

Negative trends:

- Persistent negativity about air quality in the city was driven this month by a piece in the Daily Mail claiming that the Council could be taken to court by the Government for failure to cut air pollution. The piece drove further organic discussions of the issue amongst citizens
- “Further losses” at Bristol Energy continue to feed a negative narrative around the company and its senior management. In particular a lack of transparency and “no evidence” of a business plan were a focal point to this discussion
- The negativity around bus services in the city shows no signs of abating. As well as the normal complaints about reduced services and “bunching” a problem with the First Bus app gave citizens an opportunity to attack the “shambolic” bus services in the city
- Political opponents are mobilizing around a deselection message using transport and traffic congestion (the ring road in particular) as proof of the Mayor’s “indifference” to key issues in the city. This is mainly echo-chamber rather than organic discussion
- Lots of complaints from Whitchurch residents about the planned ring road were largely mitigated by the Mayor’s intervention and encouragement to engage in the related consultation. This discussion linked to more general complaints about congestion and the number of cars on roads around the city
- Conspiracy theories continue around the “Filton shed” plan
- Complaints about Labour’s policy of “closing all libraries” in core cities fuelled further fears about library services in the city with some claiming that Council’s “community-lead” solutions will mean further erosion of services
- Some negative blowback to the One City plan was characterised by frustration at a lack of action to tackle immediate concerns of residents in the city
- Various complaints about Council spending with some cohesion around a lack of investment in city centre cycle-lanes

Channels

	Owner Tweets	Owner RTs	Owner Replies	Audience RTs	Audience @mentions	Owner Impressions	Audience Impressions	Net Followers / Total Followers
BristolCouncil (@BristolCouncil)	287	38	169	428	3,731	11,098,527	11,523,723	263 / 100,594
MarvinJRees (@MarvinJRees)	146	50	16	512	3,402	6,317,359	12,776,301	342 / 24,585

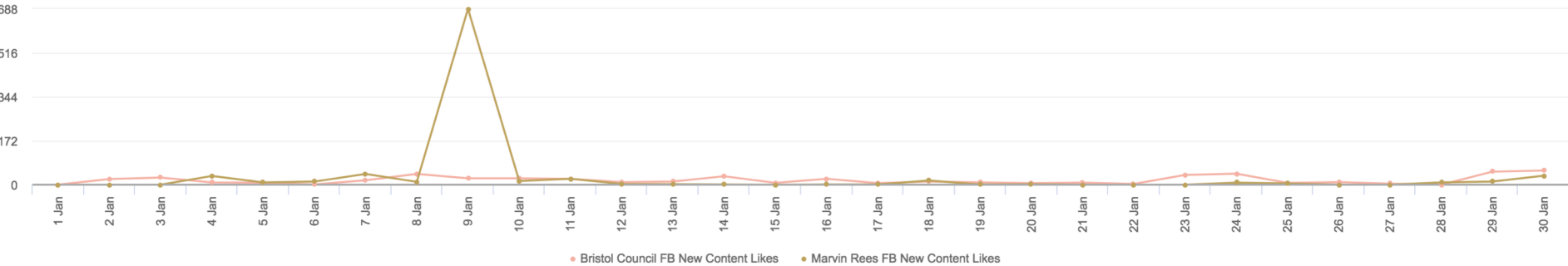


Channels

	Owner Posts	Owner Comments	Audience Posts	Audience Comments	New Content Likes	Net Page Likes / Total Page Likes
Bristol Council FB (Bristol City Council)	48	21	1	271	537	117 / 5,757
Marvin Rees FB (Marvin Rees, Mayor of Bristol)	11	0	0	396	929	73 / 4,610

Likes

New Content Likes ⌵



Total Mentions

809k

Previous Period: 695K

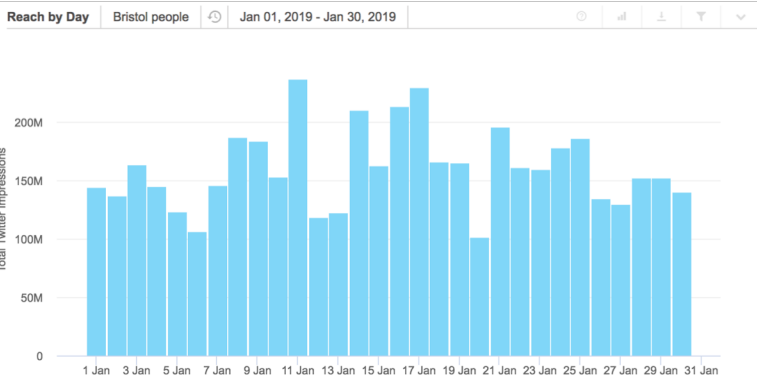
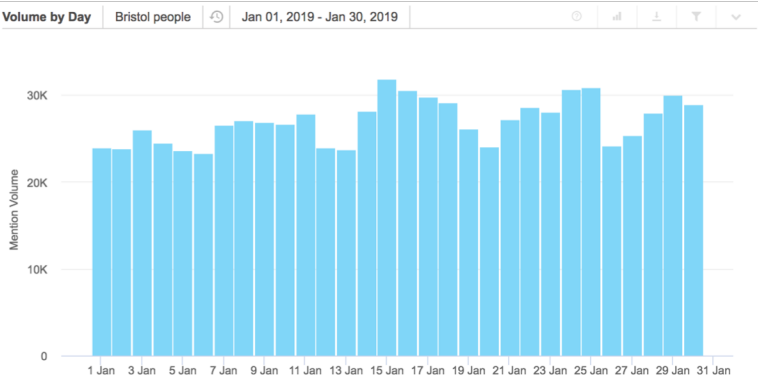
▲ 16%

Unique Authors

18k

Previous Period: 16K

▲ 7%



Most Mentioned Tweeters	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
@youtube	7140	0	7140	9025830
@bristolcity	2260	0	2260	2342770
@jeremycorbyn	1880	0	1880	2933530
@realdonaldtrump	1740	0	1740	603080
@theresa_may	1540	0	1540	2923530
@piersmorgan	1530	0	1530	3893340
@bristollive	1330	0	1330	2935750
@firstbsa	1230	0	1230	3127370
@marvinjrees	1060	0	1060	7474820
@bristolcouncil	1060	0	1060	1899230

Top Hashtags	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
#bristol	9500	0	9500	29027260
#nowplaying	7400	0	7400	801710
#brexite	2760	0	2760	12756030
#ukjobs	1440	0	1440	822050
#sejobs	1430	0	1430	763570
#mondaymotivation	1350	0	1350	875430
#bristoljobs	1230	0	1230	4942160
#footballshirt	1230	0	1230	4340480
#uk	1160	0	1160	644640
#jobs	1120	0	1120	1174590