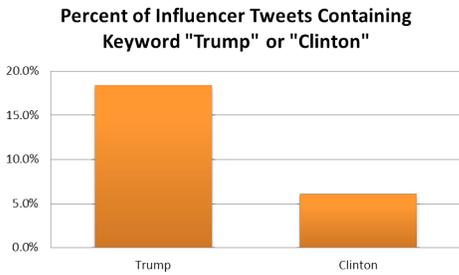


DC Influencer Index: October 2016

Trump Tripled Clinton Conversation

Driven by the October presidential debates, overall Twitter conversation among Influencers increased by 12% over September. Republican nominee Donald Trump was the most mentioned topic by Influencers on Twitter, with the keyword "Trump" tripling the mentions of the keyword "Clinton." Generally, October posts within the Index were less joyful than September posts, with sexual assault allegations by Donald Trump pushing posts expressing disgust up 3%.

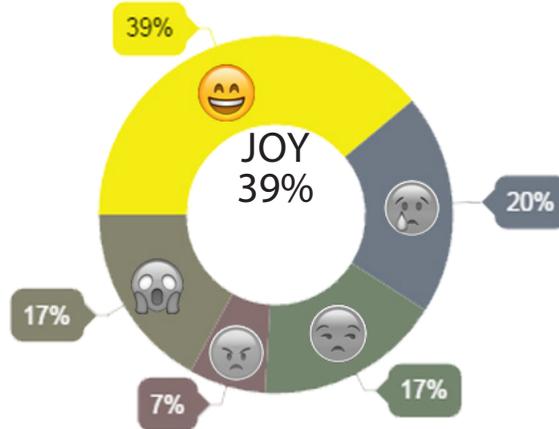
TRUMP TRIPLED CLINTON CONVERSATION



Republican nominee Donald Trump was the top topic of conversation, with 18.4% of tweets referring directly to "Trump." In comparison, 6.1% of tweets referred directly to "Clinton." Mentions of @realDonaldTrump and @HillaryClinton were closer, with 1.5% of Influencer tweets mentioning Trump's account and 1.1% mentioning Clinton's.

Monthly Influencer conversation peaked around the final presidential debate on October 19, which accounted for 6.2% of October's conversation. This was the second most tweeted debate, with 7.7% fewer Influencer tweets than the first debate, and 5.8% more Influencer tweets than the second.

JOYFUL POSTS DECREASED IN OCTOBER



Joyful posts in the DC Sentiment Tracker*, a measure of the emotions of the Influencers, dropped from 43% in September to 39% in October, while posts expressing disgust rose from 14% to 17%.

Posts expressing disgust peaked October 7-9 in the aftermath of allegations of sexual assault against Donald Trump, when 25% of posts expressed disgust. People talked about the allegations themselves, and some posted thoughts about Bill Clinton in response. The most joyful day of the month was October 11, when 45% of posts expressed joy. Two events, National Coming Out Day and the Day of the Girl, pushed the 11th into first place.

HOUSE DEMS COORDINATED TWITTER CAMPAIGNS



October's Most Retweeted Tweet by Influencers
35 Retweets by Influencers

The tweets Influencers retweeted most in October were tweets by Democratic members of the House of Representatives, which were retweeted by their Democratic colleagues. 35 Influencers retweeted Rep. Ruben Gallego's above tweet on Hispanic Heritage Month. No tweet was retweeted by more Influencers during the month of October.

This trend wasn't limited to Hispanic Heritage Month. House Democrats appeared to launch coordinated efforts to retweet other posts by their membership, including ones related to National Coming Out Day, refinancing student loans and early voting.

*The DC Sentiment Tracker indicates the percentage of emotion-trackable tweets that represent joy instead of negative emotions fear, sadness, anger and disgust, to inform the voice and tone that are dominating the conversation. This analysis is based on the work of research psychologist Paul Eckman, in conjunction with machine learning functionality. This process allows identification of the emotions behind tweets, providing the underlying feeling in online conversations.

INFLUENCING THE INFLUENCERS: OCTOBER'S TOP ISSUES

Taxes and the debates were two of the most mentioned issues in the October DC Influencer index. Rational 360 analyzed mentions related to these topics, and the accounts below posted tweets that Influencers retweeted more than any others.

TAXES

1. Donald Trump (@realDonaldTrump)
Republican nominee for president
2. Susanne Craig (@susannecraig)
Metro reporter; The New York Times
3. Erick Erickson (@WErickson)
Pundit & writer; The Resurgent
4. Carl Quintanilla (@carlquintanilla)
Anchor; CNBC
5. Ways & Means (@WaysandMeansGOP)
House Ways & Means Committee

DEBATES

1. Moustafa Bayoumi (@BayoumiMoustafa)
Author; This Muslim American Life | Professor; Brooklyn College, CUNY
2. John Harwood (@JohnJHarwood)
Chief Washington correspondent; CNBC
3. Mike Gehrke (@mikegehrke)
Political consultant; Democratic candidates
4. David Axelrod (@davidaxelrod)
Director; University of Chicago Institute of Politics
5. Frank Luntz (@FrankLuntz)
Political pollster

INFLUENCER QUICK HITS

TOP TRENDING HASHTAGS

(Percent of Influencer Tweets Including Hashtag)

1. #debate (1.0%)
2. #VPdebate (0.6%)
3. #debatenight (0.4%)
4. #HurricaneMatthew (0.4%)
5. #BetterWay (0.3%)

MOST MENTIONED ACCOUNTS

(Percent of Influencer Tweets Mentioning Account)

1. @realDonaldTrump (1.5%)
2. @HillaryClinton (1.1%)
3. @POTUS (0.5%)
4. @NYTimes (0.2%)
5. @mike_pence (0.2%)

MOST ACTIVE ACCOUNTS

(Number of Influencer Tweets)

1. @matthewjdowd (4,745)
Chief political analyst; ABC News
2. @hotlinejosh (4,555)
Politics editor; National Journal
3. @joshtpm (4,376)
Editor & publisher; Talking Points Memo
4. @senatorshoshana (3,951)
Social media editor; The Weekly Standard
5. @jbarro (3,806)
Senior editor; Business Insider

Rational 360 maintains an exclusive list of 841 Influencers in the policy and political space and analyzes tweet patterns with a variety of analytics tools including Crimson Hexagon. This group includes 532 official accounts of members of Congress, 38 Cabinet heads and departments, 108 members of the media and 81 Democratic and 81 Republican pundits, experts and strategists. This group was selected by determining users' influence within DC-centric conversations.

Rational 360 is a full-service bipartisan strategic communications and digital agency with offices in Washington, D.C., New York, Boston, Los Angeles, and Seattle. The firm provides strategic counsel, executes sophisticated communications programs, and directs creative and effective public affairs campaigns that change perceptions and advance client agendas. Known for its campaign-style approach, Rational 360 executes communications strategies with urgency, speed, and a relentless emphasis on outcomes. For more information about the DC Influencer Index or Rational 360, email digital@rational360.com.

