

DC Influencer Index: November 2016

Influencers increasingly partisan post-election

Influencer conversation dropped by 49.7 percent after Election Day in November, with DC talking far more about the campaigns and election process than the transition and actual process of governing. Posts from DC Influencers shifted in emotion this month, regarding President-elect Trump specifically, and across all topics. Members of Congress leveraged holidays throughout the month including Election Day (see Rep. Lewis tweet below), Veterans Day and Thanksgiving to drive engagement on their own Twitter accounts.

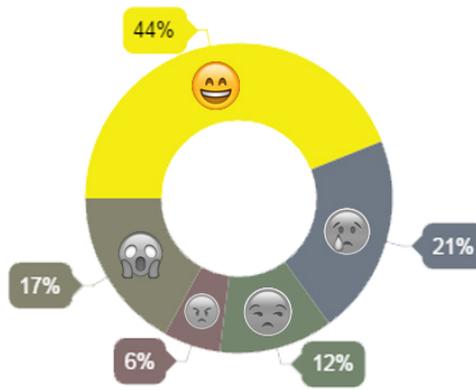
DC INFLUENCERS CHANGE TUNE



President-elect Trump was again the top topic of conversation in November, but the emotions expressed around his name changed significantly since October. Posts expressing joy that discussed Trump increased four points from 9 percent to 13 percent of emotion-trackable posts -- and fearful posts increased six points from 36 percent to 42 percent. Meanwhile, posts expressing disgust decreased from 32 to 22 percent.

Disgust was often an emotion used in posts that did not take Trump seriously as a candidate. The shift from disgust to joy and fear from October to November represents the Influencers moving into their respective party corners with increasingly joyful posts from Republicans and increasingly fearful posts from Democrats.

JOYFUL POSTS UP 5 POINTS IN NOV



Across all topics, joyful posts in the DC Sentiment Tracker*, a measure of the emotions of the Influencers, returned from an October drop to bounce back five points from 39 percent to 44 percent in November.

Thanksgiving was a major driver of joyful posts with influencers from Congress, the media and others wishing friends and family a happy holiday. Veterans Day provided another significant spike in posts expressing joy, with Influencers posting about their gratitude for those who serve. November and December tend to be among the most joyful months of the year, because of the holidays.

REP. LEWIS POSTS POWERFUL TWEET



November's Most Retweeted Tweet by Influencers

69 Retweets by Influencers

The tweets Influencers retweeted most in November were related to the election, primarily composed by elected officials, encouraging their constituents to vote. Influencers retweeted Rep. John Lewis' tweet more than any other. This tweet was a perfect storm of best practices.

It leveraged 1) the right **messenger**: a Civil Rights hero with a compelling story; 2) the right **moment**: the immediate lead-up to Election Day, providing a timely hook; 3) the right **media**: an unforgettable, powerful and captivating image of a time that resonates with so many Americans; and 4) the right **message**: a concise story with a clear, short call-to-action: Vote!

*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: NOVEMBER'S TOP ISSUES

Voting and health care were two frequently mentioned issues in the November DC Influencer index. Rational 360 analyzed mentions related to these topics, and the accounts below posted tweets that Influencers retweeted more than any others.

VOTING

1. John Lewis (@repjohnlewis)
Congressman; Georgia
2. Eric Swalwell (@RepSwalwell)
Congressman; California
3. Nancy Pelosi (@NancyPelosi)
Democratic leader; California
4. Alma S. Adams (@RepAdams)
Congresswoman; North Carolina
5. Keith Ellison (@keithellison)
Congressman, Minnesota

HEALTH CARE

1. Reid Wilson (@PoliticsReid)
National Correspondent; The Hill
2. House GOP (@HouseGOP)
US House Republican Conference
3. Steve Scalise (@SteveScalise)
Congressman; Louisiana
4. Harry K. (@Harry1T6)
Opinion writer; Daily Wire
5. Lynn Jenkins (@RepLynnJenkins)
Congresswoman; Kansas

INFLUENCER QUICK HITS

TOP TRENDING HASHTAGS

(Percent of Influencer Tweets Including Hashtag)

1. #VeteransDay (0.4%)
2. #ElectionNight (0.3%)
3. #Election2016 (0.3%)
4. #BetterWay (0.3%)
5. #ElectionDay (0.2%)

MOST MENTIONED ACCOUNTS

(Percent of Influencer Tweets Mentioning Account)

1. @realDonaldTrump (1.4%)
2. @HillaryClinton (0.6%)
3. @POTUS (0.5%)
4. @NYTimes (0.3%)
5. @FoxNews (0.2%)

MOST ACTIVE ACCOUNTS

(Number of Influencer Tweets)

1. @hotlinejosh (5,301)
Politics editor; National Journal
2. @senatorshoshana (3,918)
Social media editor; The Weekly Standard
3. @maggieNYT (3,543)
Campaign correspondent, The New York Times
4. @matthewjdowd (3,524)
Chief political analyst; ABC News
5. @dandrezner (3,477)
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. This list is being updated in the coming month, and a new batch of influencers will be added after inauguration in 2017.

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.

