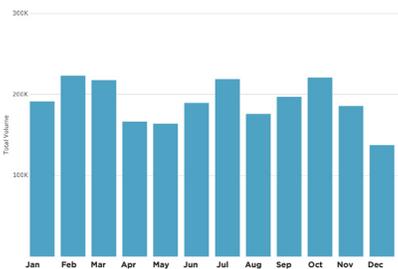# DC Influencer Index: December 2016
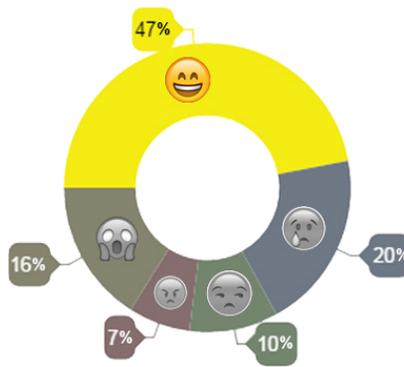
"Russia" and "jobs" among top topics in quietest month of the year

Influencer conversation dropped to its lowest level of the year in December. Conversation volume was 19% lower than May, the second quietest month of the year. Key topics included Russia, with Influencers discussing President-elect Trump's attitude toward the country and his selection of Rex Tillerson as nominee for Secretary of State; and jobs, with significant conversation around Trump's deal with Carrier. A total of 5% of Influencer conversation referred to Russia. Approximately 8% of Influencer conversations around jobs discussed the Carrier deal.

CLINTON KNOCKED OUT OF 10 MOST MENTIONED ACCOUNTS IN SLOW MONTH

JOYFUL POSTS CLIMB 3 POINTS HIGHER

47% / 20% / 10% / 7% / 16%

U.S. NAVY SALUTES PEARL HARBOR SAILORS

U.S. Navy @USNavy — Follow

On this #PearlHarborRemembranceDay, retweet to salute our #USNavy #PearlHarbor75 Sailors' toughness, accountability, integrity & initiative.

HONORING THE PAST, INSPIRING THE FUTURE
#PearlHarbor75

RETWEETS 9,968   LIKES 8,139

4:14 AM - 7 Dec 2016

December's Most Retweeted Tweet by Influencers
16 Retweets by Influencers

Conversation volume dropped precipitously in December to the lowest levels of 2016 -- but the content of the conversation shifted from the campaign to governing. Hillary Clinton was not among the top 10 most mentioned Twitter accounts for the first time since January 2015. President-elect Trump drove conversation in December once more, especially in conversations relating to Russia and another conversation relating to jobs.

Another top topic of conversation in December was around the passing of the 21st Century Cures Act, a bipartisan bill, with top tweets from Vice President Joe Biden and House Speaker Paul Ryan. #CuresNow was the most used hashtag of December among Influencers, and #CuresAct was No. 4.

Across all topics, joyful posts in the DC Sentiment Tracker*, a measure of the emotions of the Influencers, continued their late 2016 rise, increasing by three points in December, making it the most joyful month of the year.

Christmas, Hanukkah and other celebratory days throughout the month drove this increase in joyful posts -- as well as World AIDS Day, where President Obama and others honored those fighting HIV/AIDS, noting they have made an AIDS-free generation possible.

November and December tend to be among the most joyful months of the year, driven by people posting about the holiday season.

The tweets Influencers retweeted most in December were related to notable days, like Pearl Harbor Remembrance Day, World AIDS Day and the holidays. Each month, we find Influencers respond positively to the same four factors: messenger, moment, media and message. The tweet above, from the U.S. Navy, an appropriate messenger, is timely on Pearl Harbor Remembrance Day, displays an engaging picture and has a message almost anyone can get behind.

This tweet united members of Congress from both sides of the aisle in retweeting similar content, an unusual occurrence.

*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: DECEMBER'S TOP ISSUES

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

RUSSIA

1. Sen. Lindsey Graham (@LindseyGrahamSC)
   Senator; South Carolina
2. John Weaver (@JWGOP)
   Republican Strategist
3. Mo Elleithee (@MoElleithee)
   Executive Director; Georgetown Politics
4. Paul Begala (@PaulBegala)
   Political Contributor; CNN
5. Eric Lipton (@EricLiptonNYT)
   Investigative Reporter; The New York Times

JOBS

1. Michael Calderone (@mlcalderone)
   Senior Media Reporter; Huffington Post
2. Sen. Ben Sasse (@BenSasse)
   Senator; Nebraska
3. Ben White (@morningmoneyben)
   Chief Economic Correspondent; POLITICO
4. Ted Mann (@TMannWSJ)
   Reporter; The Wall Street Journal
5. Rafael Sanchez (@RafaelOnTV)
   Reporter; RTV6, Indianapolis

INFLUENCER QUICK HITS

TOP TRENDING HASHTAGS
(Percent of Influencer Tweets Including Hashtag)

1. #CuresNow (0.4%)
2. #GetCovered (0.2%)
3. #Obamacare (0.2%)
4. #CuresAct (0.2%)
5. #PearlHarbor (0.2%)

MOST MENTIONED ACCOUNTS
(Percent of Influencer Tweets Mentioning Account)

1. @realDonaldTrump (1.4%)
2. @POTUS (0.8%)
3. @FoxNews (0.3%)
4. @SpeakerRyan (0.3%)
5. @nytimes (0.2%)

MOST ACTIVE ACCOUNTS
(Number of Influencer Tweets)

1. @senatorshoshana (5,132)
   Social Media Editor; The Weekly Standard
2. @hotlinejosh (3,622)
   Politics Editor; National Journal
3. @matthewjdowd (2,987)
   Chief Political Analyst; ABC News
4. @mattyglesias (2,795)
   Editor; Vox
5. @maggieNYT (2,737)
   Reporter; The New York Times