

# DC Influencer Index: January 2017

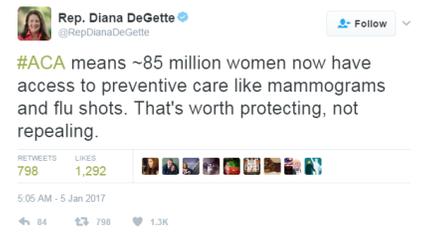
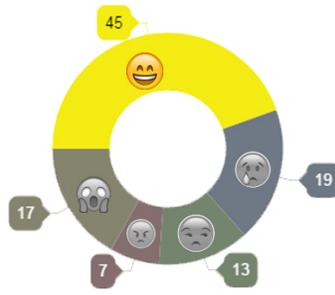
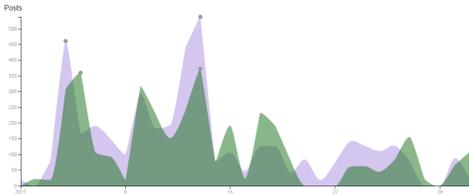
## Mentions of "ACA" surpass "Obamacare" following congressional votes

Driven largely by the Inauguration and the votes to begin repealing the Affordable Care Act, overall Twitter conversations among DC Influencers increased by 50 percent over December. @POTUS mentions doubled after the Inauguration when the handle transitioned from former President Obama to President Trump, and Influencers mentioned "ACA" more than "Obamacare" after the congressional vote, a shift from how they have referred to it in the past. Following reports that compared the crowd at Trump's Inauguration to ones before, conversations around the media, "fake news" and "alternative facts" increased. DC Influencer posts peaked on Inauguration Day, making up five percent of January's conversation volume, and emphasizing the value of engaging in real-time prominent events.

"ACA" MENTIONS INCREASE AFTER CONGRESSIONAL VOTE

JOYFUL POSTS DECREASE, DISGUSTED POSTS CLIMB 3 POINTS HIGHER

CONGRESSIONAL MEMBERS TWEET IN WAKE OF ACA REPEAL



January's Most Retweeted Tweet by Influencers

49 Retweets by Influencers

Conversation volume around the Affordable Care Act peaked twice, first when congressional Republicans voted to debate its repeal on Jan. 4, and again when they voted to begin repealing the act on Jan. 12.

"Obamacare" (purple) and "ACA" (green) were among the most mentioned issues in January's DC Influencer Index. Leading up to the vote to begin the repeal (Jan. 1-13), DC Influencers were 26 percent more likely to mention "Obamacare" than "ACA." But during the following week (Jan. 14-19), they were 52 percent more likely to mention "ACA" than "Obamacare."

The conversation around "ACA" dropped, but increased again as the deadline to apply for coverage (Jan. 31) approached.

In January, joyful posts decreased by two points, according to the DC Sentiment Tracker\*. This decline ended the steady rise in joyful posts from late 2016. Many posts welcomed the new year and the first day of the 115th United States Congress.

Fearful and disgusted posts have increased by one and three points respectively over December's. DC Influencer posts expressing disgust increased the week after President Trump's Inauguration and again after the Executive Order on immigration.

The tweets Influencers retweeted the most in January were related to notable topics including the Affordable Care Act, the Executive Order on immigration, and Russia. Influencers with critical messages should rely on timely moments and other messengers to get their message to other people.

The tweet above, from Congresswoman Diana DeGette, is the tweet Influencers retweeted most in January. Her tweet came after the congressional vote to debate repealing the Affordable Care Act, and several Democratic congressional members retweeted her stance against the repeal to their followers. This highlights the party's efforts through social media to organize, coordinate and motivate their constituents to protect the bill.

\*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: JANUARY TOP ISSUES

The Inauguration and media were two frequently mentioned issues in the January DC Influencer index. Rational 360 analyzed mentions related to these topics, and the accounts below posted tweets that Influencers retweeted the most.

### INAUGURATION

1. Chris Donovan (@chrisdonovan)  
Senior Producer; ABC
2. The Washington Post (@washingtonpost)  
News Organization
3. The White House (@WhiteHouse)  
The White House
4. Sean Spicer (@PressSec)  
Press Secretary; The White House
5. Jim Acosta (@Acosta)  
Senior Correspondent; CNN

### MEDIA

1. Kyle Griffin (@kylegriffin1)  
Producer; MSNBC
2. The Associated Press (@AP)  
News Organization
3. Jim Sciutto (@jimsciutto)  
Chief National Security Correspondent; CNN
4. David Leonhardt (@DLeonhardt)  
Reporter; The New York Times
5. Ed O'Keefe (@edatpost)  
Reporter; The Washington Post

## INFLUENCER QUICK HITS

### TOP TRENDING HASHTAGS

(Percent of Influencer Tweets Including Hashtag)

1. #ACA (0.9%)
2. #WomensMarch (0.6%)
3. #Obamacare (0.5%)
4. #Inauguration (0.5%)
5. #MuslimBan (0.5%)

### MOST MENTIONED ACCOUNTS

(Percent of Influencer Tweets Mentioning Account)

1. @realDonaldTrump (1.8%)
2. @POTUS (1.6%)\*
3. @MSNBC (0.4%)
4. @SpeakerRyan (0.4%)
5. @politicalwire (0.3%)

\* @POTUS mentions doubled after the Inauguration (Jan. 20-31) when the handle transitioned from former President Obama to President Trump.

### MOST ACTIVE ACCOUNTS

(Number of Influencer Tweets)

1. @HotlineJosh (4,218)  
Politics Editor; National Journal
2. @maggieNYT (4,057)  
Reporter; The New York Times
3. @senatorshoshana (3,768)  
Digital Director; Opportunity Lives
4. @matthewjdowd (3,256)  
Political Analyst; ABC News
5. @mattyglesias (2,940)  
Reporter; VOX

Rational 360 maintains an exclusive list of 858 Influencers in the policy and political space and analyzes tweet patterns with a variety of analytics tools including Crimson Hexagon. This group includes 525 official accounts of members of Congress, 23 Cabinet heads and departments, 120 members of the media and 95 Democratic and 95 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](mailto:digital@rational360.com).

