

# DC Influencer Index: February 2017

A comprehensive digital strategy shaped coverage of the Joint Address.

The White House social media team executed a comprehensive digital strategy for the Joint Address, which helped shape a favorable outcome for the speech. The conversation volume on Feb. 28, the day of the Joint Address, was double the daily average volume in February, and mostly positive. Congressional Democrats continue to organize and motivate their constituents to protect the Affordable Care Act through social media.

## WHITE HOUSE DIGITAL STRATEGY HELPS SHAPE JOINT ADDRESS CONVERSATION

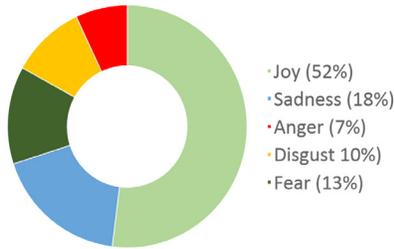


The White House showed that a digital strategy for a live event can help shape the flow of a conversation in its favor. The image above shows activity from White House and Trump accounts, and highlights a notable press conference held by President Trump on Feb. 16, and the Joint Session on Feb. 28. The Feb. 28 conversation volume was double the daily average in February.

The White House tweeted once before the press conference and did not follow up afterward. Journalists made eight of the top 10 retweets, and gave feedback and observations throughout the press conference. However when @realDonaldTrump, @WhiteHouse and @POTUS followed their digital strategy for the Joint Address, they made five of the 10 most retweeted tweets that day. Journalist and political party member tweets from the event did not make the list.

White House account tweets included scheduled links to the live feed, quotes from during the speech, and GOP members praising the speech afterward.

## JOINT ADDRESS DIGITAL STRATEGY CREATES POSITIVE EMOTIONAL REACTION

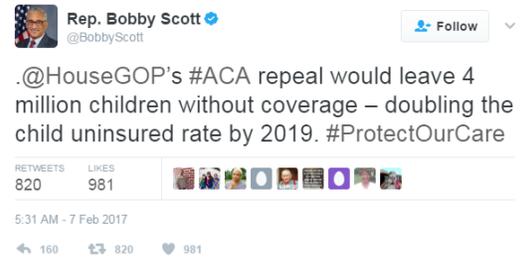


The White House digital strategy also had a tangible effect on the emotional analysis\* for the Joint Address. Overall, in February the ratio of joyful tweets did not change from last month and remained at 45 percent. However, 52 percent of the tweets about the Joint Address on Feb. 28 were categorized as joyful. This is compared to the other 18 percent displaying sadness, 13 percent showing fear, 10 percent showing disgust and 7 percent displaying anger.

@POTUS and @WhiteHouse quotes from the address were the most retweeted joyful tweets that night. Excluding tweets from or about @WhiteHouse and @POTUS, joyful tweets still made up a majority of the conversation (45 percent).

Other top tweets came from Paul Ryan, welcoming the President and Vice President to the Capitol. The next most retweeted tweet is by Christopher Scalia, and notes that the Supreme Court Justices stood and clapped for Maureen Scalia, Antonin Scalia's widow.

## CONGRESSIONAL DEMOCRATS CONTINUE TO TWEET SUPPORT FOR ACA



February's Most Retweeted Tweet by Influencers

41 Retweets by Influencers

The tweet above, from Rep. Bobby Scott (D-VA 3rd District), is the tweet Influencers retweeted most in February. His tweet came in context of the town halls taking place around the country about the Affordable Care Act repeal. Like previous tweets by Democratic congressional members, colleagues retweeted his stance for their followers to share. This highlights the party's efforts through social media to organize, coordinate and motivate their constituents to protect the bill.

In February, the tweets Influencers retweeted the most are calls to action on some of month's top topics including repealing the Affordable Care Act, the Executive Order on immigration, and Russia. Influencers with critical messages can continue to rely on timely moments and other messengers to get their message to other people.

## INFLUENCING THE INFLUENCERS: FEBRUARY TOP ISSUES

IMMIGRATION/SECURITY and the JOINT ADDRESS were two frequently mentioned issues in the February DC Influencer index. Rational 360 analyzed mentions related to these topics, and the accounts below posted tweets that Influencers retweeted the most.

### IMMIGRATION/SECURITY

1. Rep. Joe Crowley (@repjoecrowley)  
Chairman; House Democratic Caucus
2. Jonathan Chait (@jonathanchait)  
Writer; New York Magazine
3. Seung Min Kim (@seungminkim)  
Senate Reporter; Politico
4. Justin Jovenal (@jjovenal)  
Justice Reporter; The Washington Post
5. Kevin McCarthy (@GOPLeader)  
Representative; California 23rd District

### JOINT ADDRESS

1. The White House (@WhiteHouse)  
The White House
2. Charles Cooke (@CharlesCooke)  
Editor; National Review Online
3. Jason Gay (@jasongay)  
Sports Columnist; The Wall Street Journal
4. April Ryan (@AprilDRyan)  
White House Correspondent; American Urban Radio Networks
5. Glenn Kessler (@GlennKesslerWP)  
Fact Check Columnist; The Washington Post

## INFLUENCER QUICK HITS

### TOP TRENDING HASHTAGS

(Percent of Influencer Tweets Including Hashtag)

1. #JointAddress (0.6%)
2. #JointSession (0.5%)
3. #ACA (0.4%)
4. #ProtectOurCare (0.3%)
5. #BlackHistoryMonth (0.3%)

### MOST MENTIONED ACCOUNTS

(Percent of Influencer Tweets Mentioning Account)

1. @POTUS (1.6%)
2. @realDonaldTrump (1.4%)
3. @MSNBC (0.4%)
4. @politicalwire (0.4%)
5. @jbarro (0.3%)

### MOST ACTIVE ACCOUNTS

(Number of Influencer Tweets)

1. @maggieNYT (4,130)  
Reporter; The New York Times
2. @HotlineJosh (3,329)  
Politics Editor; National Journal
3. @senatorshoshana (3,329)  
Digital Director; Opportunity Lives
4. @mattyglesias (2,959)  
Reporter; VOX
5. @joshptm (2,381)  
Editor and Publisher; TPM

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).

