# DC Influencer Index: March 2017

Health care dominated the DC Influencer conversation in March.

March was a big month for health care, which made up 14 percent of the overall DC Influencer conversation. This was driven by House Republicans unveiling the American Health Care Act, which led to Democrats and Republicans taking to Twitter to air their opinions about the bill. Eight of the 10 top trending hashtags this month related to health care, and the sentiment of overall Influencer conversation was the most negative it has been since October 2016.

OVERALL CONVERSATION PEAKED DURING AHCA BILL'S FAILURE
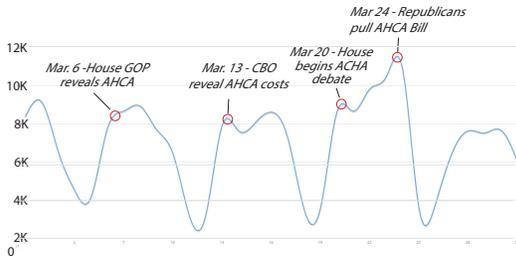
NEGATIVE SENTIMENT HIGHEST SINCE OCTOBER 2016
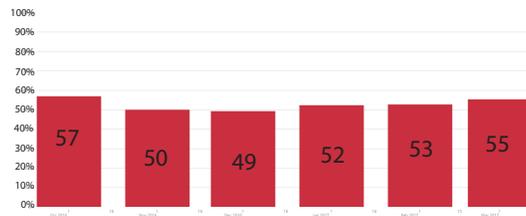
Percent of overall DC Influencer posts displaying negative sentiment from Nov. 2016 to Mar. 2017

CONGRESSIONAL DEMOCRATS CONTINUE TO TWEET SUPPORT FOR ACA

March's Most Retweeted Tweet by Influencers
44 Retweets by Influencers

Health care made up 14 percent of the overall DC Influencer conversation. This is mostly due to House Republicans revealing the American Health Care Act bill on March 6, which led to Democrats and Republicans taking to Twitter to air their grievances and support for the bill.

The graph above displays the conversation volume from March 1 to March 31, which spiked at notable moments during the AHCA conversation. The conversation volume peaked on March 24, the day Republicans pulled the bill just before a planned vote. Top retweets came from both sides of the aisle and included opinions leading up to the scheduled vote, and reactions to the bill being pulled.

Eight of this month's top 10 trending hashtags related to health care, including #Trumpcare, which made up 1.58 percent of the overall Influencer conversation in March. In addition, @HouseGOP became a top mentioned account for the first time, having been on the receiving end of feedback on the bill.

The sentiment analysis identified 32 percent of the conversation volume as non-neutral in March. Of those posts, the conversation skewed 55 percent negative, driven by the health care conversation which was 74 percent negative.

This is the highest negative sentiment recorded since October 2016 (57 percent), the last full month before the election. November 2016 through February 2017's average monthly sentiment was 51 percent negative in comparison.

Many of the negative posts in March criticized the proposed health care bill as a poor replacement for the Affordable Care Act. Democratic leaders used #TrumpCare, #PayMoreForLess and #ProtectOurCare in their tweets about the bill. Whereas, Republicans were more likely to say that the bill maintained popular provisions from the ACA and used #Obamacare and #RepealAndReplace in their tweets instead.

The tweet above from Rep. Joe Crowley (NY-14) is the tweet Influencers retweeted the most this month. His tweet, which is currently pinned to the top of his Twitter profile, stands out among the others as it features a two-minute video of Americans sharing their story on how they benefitted from the Affordable Care Act.

Several House Democrats retweeted his tweet for other constituents to share across Twitter. As a result, it received more than 1.9 million impressions.

By sharing this video the same week that the House was expected to vote on the bill, Rep. Crowley maximized the chances of his tweet standing out from others. Sharing timely messages and videos that resonate with a targeted audience can maximize Twitter results.

Influencers retweeted tweets that criticized the health care bill as well as tweets about Women's History Month, Russia and President Trump's proposed budget.

INFLUENCING THE INFLUENCERS: MARCH TOP ISSUES

HEALTH CARE and the WOMEN'S HISTORY MONTH were two frequently mentioned issues in the March DC Influencer index. Rational 360 analyzed mentions related to these topics, and the accounts below posted tweets that Influencers retweeted the most.

HEALTH CARE
1. Mark Takano (@RepMarkTakano)
   Representative; California's 41st District
2. Mark Pocan (@repmarkpocan)
   Representative; Wisconsin's 2nd District
3. Bonnie Watson Coleman (@RepBonnie)
   Representative; New Jersey's 12th District
4. Mike Doyle (@USRepMikeDoyle)
   Representative; Pennsylvania's 14th District
5. Scott Peters (@RepScottPeters)
   Representative; California's 52nd District

WOMEN'S HISTORY MONTH
1. Lois Frankel (@RepLoisFrankel)
   Representative; Florida's 21st District
2. Bonnie Watson Coleman (@RepBonnie)
   Representative; New Jersey's 12th District
3. Jim McGovern (@RepMcGovern)
   Representative; Massachusetts's 2nd District
4. Maggie Haberman (@maggieNYT)
   White House Correspondent; New York Times
5. Hispanic Caucus (@HispanicCaucus)
   Congressional Caucus

INFLUENCER QUICK HITS

TOP TRENDING HASHTAGS
% of Influencer Tweets Including the Hashtag:

1. #TrumpCare (1.6%)
2. #Obamacare (0.6%)
3. #AHCA (0.6%)
4. #PayMoreForLess (0.6%)
5. #ACA (0.5%)

MOST MENTIONED ACCOUNTS
% of Influencer Tweets Mentioning the account:

1. @POTUS (1.3%)
2. @realDonaldTrump (1.1%)
3. @HouseGOP (0.6%)
4. @SpeakerRyan (0.5%)
5. @MSNBC (0.5%)

MOST ACTIVE ACCOUNTS
Number of Tweets by the Influencer:

1. @senatorshoshana (4,389)
   Digital Director; Opportunity Lives
2. @jbarro (3,434)
   Senior Editor; Business Insider
3. @fmanjoo (3,281)
   Reporter; New York Times
4. @mattyglesias (3,256)
   Reporter; VOX
5. @HotlineJosh (3,212)
   Politics Editor; National Journal

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.