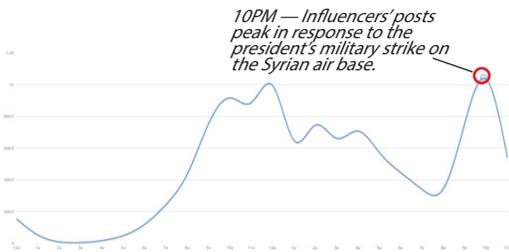


# DC Influencer Index: April 2017

## DC Influencers respond negatively to President Trump's first 100 days.

DC Influencers responded to several events and breaking news including the U.S. military strike against Syria, Neil Gorsuch's confirmation to the Supreme Court, President Trump's 100th day in office and the Georgia special election—all of which were topics that spurred the top five trending hashtags. DC Influencers mentioned @realDonaldTrump more often than @POTUS this month for the first time since inauguration, with @realDonaldTrump tweeting 57 percent more often than the designated presidential account.

### SYRIAN STRIKES DRIVE 315 PERCENT INCREASE IN NIGHT TIME POSTS



Line graph of April 6th hour-by-hour DC Influencer post volume.

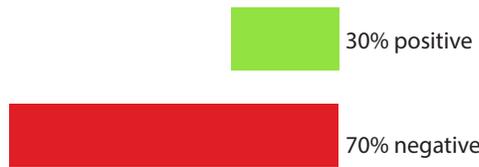
The line graph above depicts the hour-by-hour DC Influencer post volume from April 6. The highest number of daily posts this month came on this day following the U.S.'s targeted military strike on a Syrian base from which a sarin gas attack allegedly originated earlier that week.

On average, in April Influencers posted 329 times a day during the 10 p.m. hour, but on April 6 DC Influencers posted 1,037 times in the hour—a 315 percent increase. CBS Correspondent Mike Knoller (@markknoller) and National Review Senior Editor Jonah Goldberg (@jonahNRO) tweeted the most during this hour providing commentary and insight about the strike.

Following this peak, the conversation dipped by 91 percent within the next three hours. In comparison, when other major news events in April broke during the day, in the ensuing three hours, conversation only dropped by 34 percent.

Overall DC Influencer post volume decreased 22 percent compared to March.

### INFLUENCER SENTIMENT TWICE AS NEGATIVE ABOUT PRESIDENT'S FIRST 100 DAYS IN OFFICE



Proportion of DC Influencer tweets about Trump's first 100 Days in office.

Despite his re-election campaign pushing a \$1.5 million TV ad touting his success and 96 percent of his supporters saying that they stand by their vote in an ABC News/Washington Post poll, DC Influencer sentiment for President Trump's first 100 days in office was more than twice as much negative as it was positive.

Negative sentiment tweets from reporters and Democrats comment on the president's failure to lead the country and make good decisions. Democrats continued their usual criticism of the president, but some also criticized his failure to pass any legislation despite having opposed the laws he set forth.

Despite the negative sentiment around the president's first 100 days, overall joyful posts increased 4 percent during the month, due to Influencers offering wishes for a Happy Passover and Happy Easter.

Posts expressing sadness or fear remained at the same level, while posts containing disgust and anger decreased two and one point respectively from March.

### CONGRESSIONAL DEMOCRATS RETWEET SUPPORT FOR EQUAL PAY



April's Most Retweeted Tweet by Influencers  
41 Retweets by Influencers

The tweet above from Rep. Brenda Lawrence (MI-14) is the post Influencers retweeted the most this month. Her tweet, which she posted on Equal Pay Day (a symbolic day representing the the day women's earnings would "catch up" to men's earnings from the previous year), used the trending hashtag #EqualPay and was retweeted 41 times by Influencers, all of whom were Democratic congressional members.

Sharing this tweet on the same day as Equal Pay Day while the hashtag was trending maximized its chances of being seen by constituents and let it receive more than 2.3 million impressions.

#EqualPay was used 226 times by Influencers in April compared to #EqualPayDay, which was used 634 times and one of the top five hashtags used by Influencers in April.

Other top retweets from DC Influencers were from House Democrats criticizing the newly proposed health care bill, Trump's first 100 days in office and a lack of transparency from the White House.

## INFLUENCING THE INFLUENCERS: APRIL TOP ISSUES

SYRIA and the FIRST 100 DAYS were two frequently mentioned issues in the April DC Influencer index. Rational 360 analyzed mentions related to these topics, and the accounts below posted tweets that Influencers retweeted the most.

#### SYRIA

1. Brendan Boyle (@CongBoyle)  
Representative; Pennsylvania's 13th District
2. Ami Bera (@RepBera)  
Representative; California's 7th District
3. Andrew Kaczynski (@KFILE)  
Reporter; CNN
4. Dina Titus (@repdinatitus)  
Representative; Nevada's 1st District
5. Peter Alexander (PeterAlexander)  
National Correspondent; NBC News

#### FIRST 100 DAYS

1. John Sarbanes (@RepSarbanes)  
Representative; Maryland's 3rd District
2. Ted Lieu (@RepTedLieu)  
Representative; California's 33rd District
3. Mark Takano (@RepMarkTakano)  
Representative; California's 41st District
4. The Congressional Black Caucus (@OfficialCBC)  
Congressional Caucus
5. Nancy Pelosi (@NancyPelosi)  
House Minority Leader; California's 12th District

## INFLUENCER QUICK HITS

### TOP TRENDING HASHTAGS

% of Influencer Tweets That Include the Hashtag:

1. #Trump100days (0.4%)
2. #Syria (0.3%)
3. #GA06 (0.3%)
4. #SCOTUS (0.3%)
5. #EqualPayDay (0.3%)

### MOST MENTIONED ACCOUNTS

% of Influencer Tweets Mentioning the account:

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

### MOST ACTIVE ACCOUNTS

Number of Tweets by the Influencer:

1. @KurtSchlichter (4,327)  
Columnist
2. @HotlineJosh (3,215)  
Politics Editor; National Journal
3. @maggieNYT (3,168)  
White House Correspondent; New York Times
4. @senatorshoshana (2,999)  
Digital Director; Opportunity Lives
5. @Amy\_Siskind (2,659)  
Co-Founder; The New Agenda

Rational 360 maintains an exclusive list of 1,012 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, 35 Cabinet heads and departments, 174 members of the media and 132 Democratic and 139 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).

