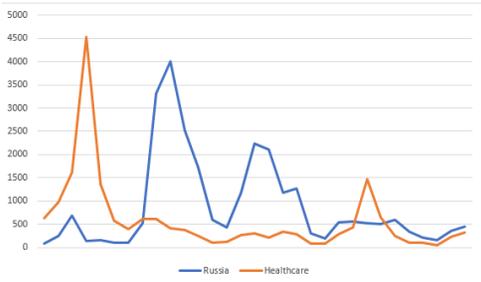


# DC Influencer Index: May 2017

DC Influencers balance input on health care bill and Russia investigation.

DC Influencers' conversations alternated between the the proposed health care bill and the Russia investigation. The Russia investigation dominated the news cycle and online conversations upon the firing of FBI Director James Comey. However, tweets surrounding healthcare garnered the most retweets and made a deeper impression upon colleagues and constituents. With #Trumpcare being the most used hashtag, there has been a swap in roles from the 2009 health care debate where House Republicans branded the reform bill #Obamacare.

## RUSSIA CONVERSATION MAINTAINS HIGH LEVELS IN MAY, UNUSUAL FOR KEY NEWS TOPICS



The Russia investigation vs. Health care conversation volume in May 2017

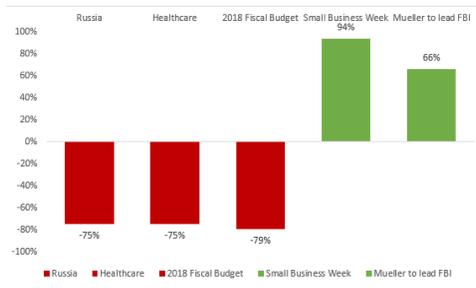
The chart above shows how two significant news stories rose and fell in online conversation. The conversation around health care was typical of how news stories move – a major event happens, and then conversation tails off. The Russia conversation is unusual in that a major event happened, conversation declined, but still sustained atypical levels for a longer period of time.

'Health care' and overall Influencer conversation peaked May 4 when House Republicans voted to repeal and replace the ACA. Democratic Influencers tweeted their disappointment, while GOP Influencers celebrated their victory on the floor.

The celebration and condemnation lasted one day before the conversation volume plummeted 70 percent as Influencers turned their attention to the Russia investigations.

After President Trump fired FBI Director James Comey, conversations about the Russia investigation surged 640 percent and peaked before dipping to 50 percent of its maximum coverage. Russia continued to be the focus for two weeks, being only briefly surpassed when the CBO presented its score for the AHCA bill.

## RUSSIA AND HEALTHCARE CONFLICT DRIVE INFLUENCER NEGATIVE SENTIMENT UP 4 POINTS



Proportion of DC Influencer tweets showing positive and negative sentiment by topic.

The Russia investigation may have dominated the conversation over health care, but Influencers are equally upset about both topics. Rational 360's sentiment analysis found that tweets about both the Russia investigation and health care were 75 percent negative.

These two topics drove the DC Influencer negative sentiment to increase 4 points from April, with May Influencer tweets averaging 56 percent negative and 44 percent positive.

Other negative sentiment tweets came from reactions to President Trump's proposed 2018 fiscal year budget, and the continuing decline of national approval for Donald Trump's presidency. Positive tweets were mostly celebratory in honor of Mother's Day, Small Business Week, and Memorial Day. Former FBI Director Robert Mueller's appointment to the Russia investigation also generated positive sentiment.

Posts expressing sadness and fear increased by two points, and disgust by one point, while posts expressing anger remained at the same level.

## KIMMEL'S MONOLOGUE PROMPTS BIGGEST CONGRESSIONAL LATE NIGHT MOMENT



May's Retweeted Tweet by Influencers

**39** Retweets by Influencers

The above tweet by former president Barack Obama was one of the most retweeted tweets this month by DC Influencers. His tweet was in response to Jimmy Kimmel's monologue about his son born with a serious heart issue and the importance of the ACA. Obama's tweet was retweeted by 39 other Influencers and made roughly 92 million online impressions.

Obama is one of many Influencers who reacted to the late-night show host's monologue about affordable care, including Hillary Clinton, Rep. Sheila Jackson Lee (D-Texas), and Senator Cassidy (R-Louisiana). Kimmel's tweet of the video received over 26,000 retweets and 79,000 likes. His tweets typically do not earn more than a couple hundred retweets.

It's rare for DC Influencers to react to late night show hosts, but Kimmel's monologue came two days before House Democrats and Republicans faced the vote to repeal and replace the ACA. This elicited over 300 tweets in response, making it the biggest late night show moment for congressional members this year. Other top retweeted topics included FBI Director James Comey being fired and Turkish President Erdogan's bodyguards roughing up Kurdish protesters outside the embassy.

## INFLUENCING THE INFLUENCERS: MAY TOP ISSUES

HEALTH CARE and the RUSSIA INVESTIGATION were two frequently mentioned issues in the May 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. Barack Obama (@BarackObama)  
44<sup>th</sup> U.S. President
2. David E. Price (@RepDavidEPrice)  
Representative; North Carolina's 4th District
3. Cheri Bustos (@RepCheri)  
Representative; Illinois's 17th District
4. Jan Schakowsky (@janschakowsky)  
Representative; Illinois's 9th District
5. Steny Hoyer (@WhipHoyer)  
Representative; Maryland's 5th District

### RUSSIA INVESTIGATION

1. Adam Schiff (@RepAdamSchiff)  
Representative; California's 28th District
2. Jeff Flake (@JeffFlake)  
Senator; Arizona
3. Rachel Bade (@rachelmbade)  
Journalist; POLITICO
4. Ken Dilanian (@KenDilanianNBC)  
Reporter; NBC
5. Eric Holder (@EricHolder)  
82<sup>nd</sup> Attorney General of the United States

## INFLUENCER QUICK HITS

### TOP TRENDING HASHTAGS

% of Influencer Tweets That Include the Hashtag:

1. #Trumpcare (0.8%)
2. #AHCA (0.4%)
3. #MemorialDay (0.3%)
4. #TrumpRussia (0.2%)
5. #SmallBusiness (0.2%)

### MOST MENTIONED ACCOUNTS

% of Influencer Tweets Mentioning the account:

1. @POTUS (1.3%)
2. @realDonaldTrump (1.1%)
3. @SpeakerRyan (0.3%)
4. @foxnews (0.3%)
5. @MSNBC (0.3%)

### MOST ACTIVE ACCOUNTS

Number of Tweets by the Influencer:

1. @KurtSchlichter (4,248)  
Senior Columnist; Townhall.org
2. @AdamParkhomenko (4,139)  
Politics Editor; National Journal
3. @maggieNYT (4,035)  
White House Correspondent; New York Times
4. @HotlineJosh (3,920)  
Politics Editor; National Journal
5. @benshapiro (3,647)  
Host; The Ben Shapiro Show

Rational 360 maintains an exclusive list of 1,022 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, 175 members of the media and 140 Democratic and 140 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).

