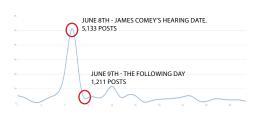
DC Influencer Index: June 2017

President Trump tweeted less than Obama did after their inaugurations.

Despite the growing excitement in May for James Comey's testimony in the Russia investigations, conversations about Russia dropped dramatically in June. Washington instead turned its attention to the shooting in Alexandria, which left Representative Steve Scalise severely injured, and the Senate health care bill, which was received negatively by the Democratic party when the nonpartisan Congressional Budget Office (CBO) projected that it would leave 23 million more Americans uninsured by 2025.

ONLINE CONVERSATIONS ABOUT RUSSIA DROP 76
PERCENT AFTER COMEY'S TESTIMONY



The Russia investigation conversation volume over time in June 2017.

Online conversations about Russia decreased 32 percent in June from May. This came despite the excitement over former FBI Director James Comey's testimony on the White House on June 8th with the Senate Intelligence Committee about alleged collusion with Russia.

Conversation levels about the Russia investigation began relatively low at the start of the week of the hearing, but increased 454 percent the day before, and then more than doubled that amount the day of the hearing to more than 5,100 posts. The next day, conversation levels about the Russia investigation decreased more than 76 percent. That decline was driven by decreased weekend social media conversation levels, an added incentive for organizations and individuals with bad news to break to do so on Fridays. Social conversation levels remained between 2 and 11 percent of the peak volume through June.

This reflects the upward trend in breaking news with short life cycles in the Washington Influencer community. Other examples include the Syrian missle strike in April and President Trump pulling out of the Paris Accords in June, both of which spiked in conversation volume the day of the event and dropped drastically the next.

FORMER PRES. OBAMA TWEETED MORE THAN PRES. TRUMP AFTER HIS SECOND TERM INAUGURATION



Left: Word cloud Obama's midyear 2nd term tweets. Right: Trump's midyear 1st term tweets.

President Trump tweeted 994 times from his personal account since his inauguration. This is 200 more than the @POTUS account since then, and 120 less than the same time frame of Obama's second term. The word clouds above compare President Trump's tweets to tweets from former President Obama's second term in office. The larger the word, the more often the president used it when tweeting.

By June of of Obama's second term, his tweets frequently used "#immigrationreform" and "background checks," and featured quotes from speeches and press releases from the White House, as his account was the official White House account until May 2015. In comparison, President Trump's personal account frequently used the words "healthcare," "fake," and "media," and was primarily used to push back against the media narrative and to announce upcoming meetings and television appearances.

Donald Trump tweeted the most from his personal account in June since the Inauguration. He tweeted 224 times, or 33 percent more than in May, and 40 percent more than in February.

DESPITE CONGRESSIONAL TENSION, TRAGEDY BRINGS UNITY ON TWITTER



The above tweet by Representative Mike Doyle (D-PA) was the most retweeted tweet in June by DC Influencers after the shooting in Alexandria, which left GOP Whip Steve Scalise (R-LA) and others injured prior to the annual legislative baseball game.

Doyle's tweet stood out in that it called for compassion despite party tension, and unity at the legislative baseball game. Other top retweets offered condolences for those who were affected by the shooting and thanks to the police that protected them all.

These tweets showed that despite the growing tension between parties in June, there is still a sense of compassion and concern for each other in Congress. Scalise, who was severely injured during the incident, was the third most mentioned account in June because Influencers including President Trump reached out to him on Twitter.

Other top retweets were in response to the Senate health care bill, which was received negatively by Democrats, particularly when the nonpartisan CBO announced that it would leave 23 million more Americans uninsured by 2025.

INFLUENCING THE INFLUENCERS: JUNE TOP ISSUES

The JAMES COMEY TESTIMONY and the SENATE HEALTH CARE BILL were two frequently mentioned issues in the June DC Influencer index. Rational 360 analyzed mentions related to these topics, and the accounts below posted tweets that Influencers retweeted the most.

JAMES COMEY TESTIMONY

- Julie Davis (@juliehdavis)
 Reporter; New York Times
- 2. Matthew Miller (@matthewamiller)
 Justice & Security Analyst; MSNBC
- 3. Ed O'Keefe (@edatpost) Congressional Reporter; Washington Post
- 4. Jeffrey Toobin (@jeffreytoobin) Senior Legal Analyst; CNN
- 5. Adam Schiff (@RepAdamSchiff)
 Representative; California's 28th District

SENATE HEALTH CARE BILL

- 1. Cheri Bustos (@RepCheri)
- Representative; Illinois's 17th District
 2. Nancy Pelosi (@NancyPelosi)
- Minority Leader & Representative; California's 12th District
- 3. Gwen Moore (@RepGwenMoore)
 Representative; Wisconsin's 4th District
- 4. Raul Ruiz (@CongressmanRuiz) Represenative; California's 36th
- 5. Debbie Wasserman Schultz (@RepDWStweets) Representative; Florida's 23rd District

INFLUENCER QUICK HITS

TOP TRENDING HASHTAGS

% of Influencer Tweets That Include the Hashtag:

- 1. #Trumpcare (1.00%)
- 2 #GA06 (0.36%)
- 3. #ParisAgreement (0.27%)
- 4. #MAGA (0.26%)
- 5. #SmallBusiness (0.25%)

MOST MENTIONED ACCOUNTS

% of Influencer Tweets Mentioning the account:

- 1. @POTUS (1.13%)
- 2. @realDonaldTrump (1.06%)
- 3. @SteveScalise (0.33%)
- 4. @AdamParkhomenko (0.31%)
- 5. @SenateGOP (0.29%)

MOST ACTIVE ACCOUNTS

Number of Tweets by the Influencer:

- 1. @KurtSchlichter (4,868 / 1.82%)
- Senior Columnist; Townhall.org
- 2. @senatorshoshana (4,118/ 1.54%)
 - Manager; R Street Institute
- 3. @maggieNYT (3,920 / 1.47%)
- White House Correspondent; New York Times 4. @JohnJHarwood (3,239 / 1.21%)
 - Chief Washington Correspondent; CNBC
- 5. @AdamParkhomenko (4,139) Politics Editor; National Journal



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.