

DC Influencer Index: July 2017

Anthony Scaramucci: How to be a top mentioned Influencer in 10 days.

Congress waged a battle over the health care bill in July. Hashtags related to health care dominated the top trending list, and health care continued to be one of the topics most talked about online in Washington. Influencer tweet sentiment leaned primarily negative, save for the Fourth of July when positive tweets surged 30 percent above this month's average. Finally, we analyze Anthony Scaramucci's rise and fall in online conversations during his brief, but explosive, time as the White House Communications Director.

ANTHONY SCARAMUCCI: HOW TO BE A TOP MENTIONED INFLUENCER IN 10 DAYS



Fig. 1: July 2017 Washington Influencer conversations mentioning Anthony Scaramucci.

Despite only working at the White House for 10 days, Anthony Scaramucci was one of the top five mentioned Influencers in this month's Index. The above chart (Fig. 1) shows the conversation volume mentioning Scaramucci during his brief, yet explosive, roles as the White House Communications Director in July.

The first two spikes in mentions came late in the week and dropped quickly over the weekend, showing the propensity for late-in-the-week stories to die down quickly over the weekend.

Mentions about Scaramucci jumped from 50 posts on Thursday, July 20 to more than 800 posts on Friday, July 21 when his new role was announced and Press Secretary Spicer departed from the White House. Mentions dropped 80 percent that following Saturday and did not recover until Thursday, July 27 after a New Yorker article featured the obscene phone call between Ryan Lizza and Scaramucci.

Once again, mentions dropped drastically over the weekend, this time by over 90 percent. This lull, however, did not last long and conversation levels shot up from 90 posts on Sunday to more than 700 posts Monday, July 31 when news broke that "The Mooch" was no more.

JULY 4TH POSITIVE TWEETS SURGE 30 PERCENT ABOVE AVERAGE, REST OF JULY 55 PERCENT NEGATIVE

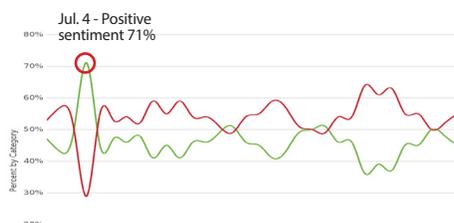


Fig. 2: July 2017 negative and positive tweet sentiment comparison

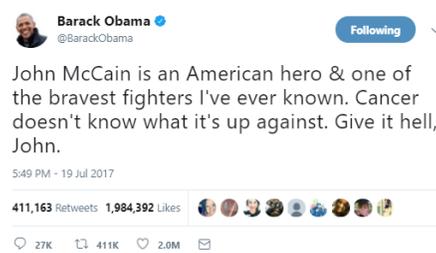
The chart above displays the negative and positive tweet sentiment ratio in tweets by Influencers through the month of July. The Influencer negative tweet sentiment in July was 55 percent, same as in June, and was influenced primarily by the ongoing debate on repealing and replacing Obamacare with a new health care bill.

Negative sentiment dipped to its lowest point (29 percent) on the Fourth of July, and spiked to 64 percent on July 25 when Senate Republicans voted to start debate on the proposals to repeal and replace Obamacare.

Other times negative sentiment peaked include:

- July 5 - News stories covered 44 states and D.C. refusing to turn over voter information to Trump's voter fraud commission.
- July 9 - Following two New York Times articles that revealed Donald Trump Jr.'s participation in a meeting with several Russians.
- July 11 - After Donald Trump Jr. released an email chain on his Russian meeting.
- July 18 - After numerous Republican Senators announced they wouldn't vote to start the debate on health care and President Trump tweeted his intentions to let Obamacare fail.

OBAMA STILL RESONATES IN INFLUENCER COMMUNITY IN FACE OF CONGRESSIONAL TENSION



July's Top Retweeted Tweet by Influencers

57 Retweets by Influencers

The above tweet by former President Obama was the most retweeted tweet by Washington Influencers in July, shortly after Sen. John McCain was diagnosed with brain cancer. 57 Influencers, including journalists, Democratic members of Congress and former White House staff members, retweeted the tweet.

This is the second time in the past six months that the former president's timely tweet ranked the highest among Washington Influencers. He last appeared in the index as the top tweet in May after Jimmy Fallon's monologue about his son and the importance of the Affordable Care Act. This indicates that while he may be out of office, Obama's messages, when appropriate and timely, still resonate within the DC Influencer community.

Other top tweets focused on the potential effect on Medicaid by the Republican proposals to repeal and replace the Affordable Care Act, the House GOP budget, and a tweet from Sen. John McCain thanking his colleagues for their support, promising to be back in time for the vote to begin the debate on health care reform.

INFLUENCING THE INFLUENCERS: JULY TOP ISSUES

REPEAL AND REPLACE and the MILITARY TRANSGENDER POLICY were two frequently mentioned issues in the July DC Influencer index. Rational 360 analyzed mentions related to these topics, and the accounts below posted tweets that Influencers retweeted the most.

REPEAL AND REPLACE

1. Robin Kelly (@RepRobinKelly)
Representative; D - IL 2nd District
2. Doris Matsui (@DorisMatsui)
Representative; D - CA 6th District
3. Diana DeGette (@RepDianaDeGette)
Representative; D - CO 1st District
4. David Cicilline (@RepCicilline)
Representative; D - RI 1st District
5. Lloyd Doggett (@RepLloydDoggett)
Representative; D - TX 35th District

MILITARY TRANSGENDER POLICY

1. John Berman (@JohnBerman)
Co-anchor; CNN
2. Jonathan Swan (@jonathanvswan)
National Political Reporter; Axios
3. Matt Viser (@mviser)
Deputy Washinton Bureau Chief; Boston Globe
4. Michael Skolnik (@MichaelSkolnik)
Co-Founder; The Soze Agency
5. Peter Alexander (@PeterAlexander)
National Correspondent; NBC News

INFLUENCER QUICK HITS

TOP TRENDING HASHTAGS

% of Influencer Tweets That Include the Hashtag:

1. #Trumpcare (0.72%)
2. #Obamacare (0.35%)
3. #ProtectOurCare (0.33%)
4. #MAGA (0.31%)
5. #healthcare (0.26%)

MOST MENTIONED ACCOUNTS

% of Influencer Tweets Mentioning the account:

1. @realDonaldTrump (1.04%)
2. @POTUS (1.03%)
3. @jaketapper (0.44%)
4. @SenJohnMcCain (0.38%)
5. @Scaramucci (0.37%)

MOST ACTIVE ACCOUNTS

Number of Tweets by the Influencer:

1. @KurtSchlichter (4734 / 1.83%)
Senior Columnist; Townhall.org
2. @senatorshoshana (4429 / 1.72%)
Manager; R Street Institute
3. @maggieNYT (3594 / 1.53%)
White House Correspondent; New York Times
4. @HotlineJosh (3253 / 1.26%)
Politics Editor; National Journal
5. @joshtpm (3023 / 1.17%)
Editor & Publisher; Talking Points Memo

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.

