

DC Influencer Index: November 2017

Tax reform and sexual harassment draw peak ire in 2017.

Tax reform and the Roy Moore allegations were the top topics among Washington Influencers in November. The tax reform conversation peaked over a two week period when the House passed the tax reform bill and in the days leading up to the Senate vote. Roy Moore and his sexual misconduct allegations peaked on November 9 and 13, but were steadily mentioned through the entire month. November's top hashtags, which included #TaxReform and #GOPTaxScam, were used to debate the GOP tax bill, which the Senate passed on December 2.

DC INFLUENCERS 5.74 TIMES AS LIKELY THAN GENERAL POPULATION TO TALK ABOUT ELECTIONS

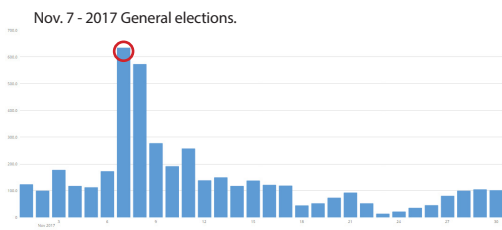


Fig. 1: November 2017 Washington Influencer conversations about the November elections.

INFLUENCER NEGATIVE SENTIMENT INCREASES 5 PERCENT ABOVE AVERAGE AROUND TAX REFORM

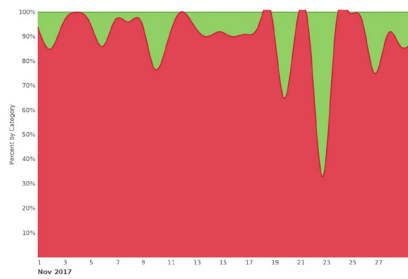
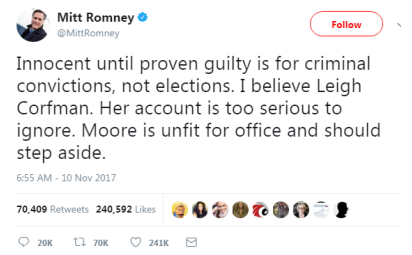


Fig. 2: November 2017 negative and positive tweet sentiment comparison on tax reform.

MITT ROMNEY CONDEMNS ROY MOORE AMIDST SEXUAL MISCONDUCT ALLEGATIONS



November Top Retweeted Tweet by Influencers
36 Retweets by Influencers

Tuesday, November 7, 2017 was the first national election day since President Trump's election last year, and elections made up 1.78 percent of the Washington Influencer online conversation in November—2.38 percent less than last year's conversation. Compared to the general population, Washington Influencers were 5.74 times as likely to talk about the elections this year; Influencers were 5.07 times as likely last year. General population online conversations about the elections in November 2017 decreased from 0.82 percent last year to 0.31 percent this year.

Election conversations after November 11 were relatively low, but there was consistent talk of what the elections mean for the 2018 elections. This look-ahead to 2018 made up 3 percent of the overall election conversation.

November had the highest negative sentiment in 2017, and had an average 61 percent negative sentiment ratio compared to the average monthly ratio of 56 percent. Negative conversation levels peaked at 72 percent on November 16 when the House passed the controversial tax reform bill, and again on November 30 a few days before the Senate voted to pass on their tax reform bill in December.

Top tax reform bill critics in November included Reps. Joe Crowley (D-NY-14th), John Larson (D-CT-1st), Sandy Levine (D-MI-9th), Bill Pascrell Jr. (D-NJ-9th), and Lloyd Doggett (D-TX-35th). Pascrell and Levine are each ranking members of the Ways & Means Trade and Health Subcommittees respectively.

The above tweet by Mitt Romney was retweeted the most by Washington Influencers in November. His post was retweeted 36 times by Washington Influencers and 240,592 times total.

Romney's early and strong statement, as well as his reported consideration of a Senate bid in Utah may explain why the tweet gained so much attention from Washington Influencer journalists.

Other notable retweeted Washington influencers included Congressman Joe Crowley (D-NY-14), Congresswoman Doris Matsui (D-CA-6), Congressman John Larson (D-CT-1) and Alexander Marquardt (CNN Senior National Correspondent).

INFLUENCING THE INFLUENCERS: NOVEMBER TOP ISSUES

HARASSMENT and TAX REFORM were two frequently mentioned issues in the November DC Influencer index. Rational 360 analyzed mentions related to these topics, and the accounts below posted tweets that Influencers retweeted the most.

TAX REFORM

1. Ben Sasse (@BenSasse)
Senator; Nebraska
2. Ways and Means Committee (@WaysAndMeansGOP)
Congressional Committee
3. Tara Palmeri (@tarapalmeri)
White House Correspondent; ABC News
4. Pete King (@RepPeteKing)
Representative; New York 2nd District
5. Gene Sperling (@genesperling)
Founder; Center for Universal Education

HARASSMENT

1. Nate Silver (@NateSilver538)
Editor-in-Chief; FiveThirtyEight
2. Lizzie O'Leary (@lizzieohreally)
Host; Market Place Weekend
3. Byron Tau (@ByronTau)
Congressional Reporter; Wall Street Journal
4. Dave Weigel (@daveweigel)
Politics Reporter; Washington Post
5. Ben Jacobs (@bencjacobs)
Political Reporter; The Guardian

INFLUENCER QUICK HITS

TOP TRENDING HASHTAGS

% of Influencer Tweets That Include the Hashtag:

1. #TaxReform (1.62%)
2. #GOPTaxScam (0.85%)
3. #ampFW (0.47%)
4. #VeteransDay (0.43%)
5. #GetCovered (0.28%)

MOST MENTIONED ACCOUNTS

% of Influencer Tweets Mentioning the account:

1. @realDonaldTrump (1.14%)
2. @POTUS (0.74%)
3. @FoxNews (0.30%)
4. @HouseGOP (0.29%)
5. @jaketapper (0.27%)

MOST ACTIVE ACCOUNTS

Number of Tweets by the Influencer:

1. @KurtSchlichter (4,786)
Senior columnist; Townhall.com
2. @senatorshoshana (3,369)
Digital manager; R Street Institute
3. @dandrezner (3,253)
Professor; The Fletcher School
4. @benshapiro (3,095)
Editor-in-Chief; Daily Wire
5. @maggieNYT (3,023)
White House Correspondent; New York Times

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.

