

DC Influencer Index: 2017

2017 in Review: The year of Twitter

Members of Congress tweeted 43 percent more in 2017 than they did in 2016, marking 2017 as the year of Twitter for Washington. With the year being full of partisan, controversial discussions including gun control, health care and tax reform, and hurricane aid, online negative sentiment for the year was 4 percent higher than last year. Finally, despite ending his second presidential term in January, Barack Obama had three of the top retweeted tweets by Washington Influencers in 2017.

43 PERCENT MORE TWEETS THAN 2016 AMONG CONGRESSIONAL MEMEBERS

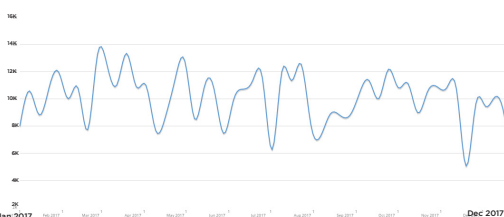


Fig. 1: Washington Influencer conversation volume in 2017

Congressional members tweeted 43 percent more in 2017 than they did in 2016, marking 2017 as a touchstone for communication in Washington. The top three days with the highest conversation volume in 2017 and the topics that drove them are:

- February 28: President Trump's Joint Address
- May 4: House GOP passes the health care reform bill.
- March 8: Washington Influencers react to the initial GOP bill to repeal the Affordable Care Act.

2017 OVERALL ONLINE NEGATIVE SENTIMENT 4 PERCENT HIGHER THAN LAST YEAR

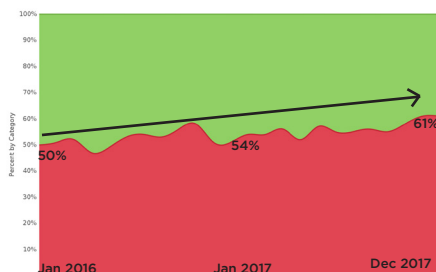


Fig. 2: Monthly positive and negative daily tweet sentiment comparison from 2016 to 2017.

With the year being full of conversations about the Las Vegas shooting and health care and tax reform, annual online sentiment was slightly more negative throughout 2017 at 56 percent—4 percent more negative than in 2016.

November held the highest monthly negative sentiment of the year (61 percent) in light of the tax reform debate and ongoing sexual harassment accusations in Washington, and August 12 held the highest daily negative sentiment of the year (77 percent) following the Charlottesville rallies. April held the highest positive sentiment of the year (48 percent), likely driven by tweets about Easter and Passover.

BARACK OBAMA HOLDS THREE OF THE TOP RETWEETED TWEETS BY DC INFLUENCERS



Despite 2017 being a partisan year of rancor, 45 Washington Influencers retweeted the above bipartisan tweet by former President Barack Obama, making his condolences to Senator John McCain (R-AZ) the top retweeted tweet by Washington Influencers in 2017. His tweet following President Trump's decision to end the DACA program and the Nelson Mandela quote following the Charlottesville rallies were also among the top retweeted tweets in 2017.

Other top retweeted tweets included Rep. Steve Scalise's "I'm back." tweet and Rep. Nydia Velazquez's tweet to the president asking for aid for Puerto Rico.

INFLUENCING THE INFLUENCERS: 2017 TOP ISSUES

HARASSMENT, TAX REFORM, AND HURRICANE RELIEF were three frequently mentioned issues in the 2017 DC Influencer indices. Rational 360 analyzed mentions related to these topics, and the accounts below posted tweets that Influencers retweeted the most.

TAX REFORM

1. Mark Takano (@RepMarkTakano) Representative; CA-41
2. Mike Doyle (@USRepMikeDoyle) Representative; PA-14
3. Doris Matsui (@DorisMatsui) Representative; CA-6
4. Dan Kildee (@RepDanKildee) Representative; MI-5
5. Jon Tester (@SenatorTester) Senator; D-MT

HEALTH CARE

1. Diana DeGette (@RepDianaDeGette) Representative; CO-1
2. Cheri Bustos (@RepCheri) Representative; IL-17
3. Robin Kelly (@RepRobinKelly) Representative; IL-2
4. Barack Obama (@barackobama) Former President of the United States
5. Lucille Roybal-Allard (@LucilleRoybalAllard) Representative; CA-40

HURRICANE RELIEF

1. Julie Pace (@jpaceDC) Washington Bureau Chief; Associated Press
2. Federal Emergency Management Agency (@fema) Government Agency
3. Sarah Sanders (@PressSec) Press Secretary; White House
4. Michael Berry (@MichaelBerrySho) Houston City Council Member; 5th District
5. Maggie Haberman (@maggieNYT) Politics Reporter; Washington Post

TOP TRENDING HASHTAGS

% of Influencer Tweets That Include the Hashtag:

1. #TrumpCare (0.40%)
2. #TaxReform (0.42%)
3. #MAGA (0.26%)
4. #Obamacare (0.23%)
5. #ACA (0.22%)

INFLUENCER QUICK HITS

MOST MENTIONED ACCOUNTS

% of Influencer Tweets Mentioning the account:

1. @realDonaldTrump (1.34%)
2. @POTUS (1.23%)
3. @FoxNews (0.27%)
5. @SpeakerRyan (0.27%)
4. @CNN (0.26%)

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. @maggieNYT (3,023) White House Correspondent; New York Times
4. @HotlineJosh(3,023) Politics Editor; National Journal
5. @benshapiro (3,095) Editor-in-Chief; Daily Wire

Rational 360 maintains an exclusive list of 1,029 Influencers in the policy and political space and analyzes tweet patterns with a variety of analytics tools including Crimson Hexagon. This group includes 539 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.

