

# DC Influencer Index: February 2018

Parkland shooting drives more sustained influencer engagement than previous shootings.

The Parkland shooting drove influencer post volume significantly higher than previous incidents. Also, Rep. Adam Schiff (D-CA) turns a critical tweet from President Trump into an opportunity that received more retweets from DC influencers than any other tweet this month.

## ONLINE CONVERSATIONS AROUND GUNS UP 91% FROM LAST MASS SHOOTING

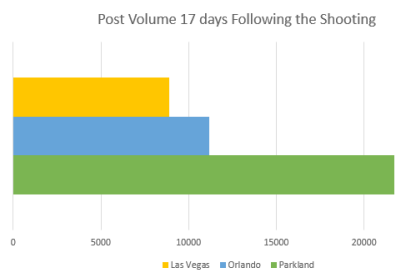


Fig. 1: Post volume between recent U.S. mass shootings and the Parkland shooting.

In the 17 days following the high school shooting in Parkland, Florida, DC influencers posted 91% more about the shooting than during the 17 days after the October 2017 Las Vegas concert shooting. In comparison to the June 2016 Orlando Pulse shooting, DC influencers post 54% more.

This signifies a sustained conversation in February that has lasted longer than previous mass shooting events. This could be a sign online conversations around guns may persist beyond what we have seen in the past.

## PARKLAND SHOOTING MORE THAN DOUBLES OTHER KEY TOPIC FOR THE MONTH

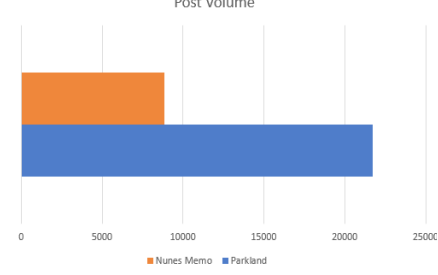


Fig. 2: Post volume between the House Intelligence Committee memo and the Parkland shooting.

The other hot topic for February 2018 was the four-page memo written for the House Intelligence Committee's Chairman Rep. Devin Nunes (R-CA). The memo, which was released on February 2nd, attracted 8,839 DC influencer posts. In comparison, the Parkland shooting generated 21,702 DC influencer posts.

The type of DC influencer posting about these two events is notable. For the House Intelligence Committee's memo, posts tended to be by journalists like Maggie Haberman (@maggieNYT) or government officials like President Trump (@realDonaldTrump) or Senator John McCain (@SenJohnMcCain). The conversations around Parkland were more activist heavy, with posts from Igor Volsky (@igorvolsky) from The Center for American Progress and Jenny Beth Martin (@jennybethm), Co-Founder of the Tea Party Patriots.

## MOST RETWEETED TWEET: REPRESENTATIVE ADAM SCHIFF



February Top Retweeted Tweet by Influencers  
**37** Retweets by Influencers

The above tweet by Representative Adam Schiff was the most retweeted tweet by a Washington Influencer in February. 37 DC influencers retweeted his tweet, and 79,072 people retweeted it in total.

Representative Schiff's quote retweet came a little over an hour after President Trump's tweet calling the Representative, "Little Adam Schiff" and "one of the biggest liars and leakers in Washington." The President was responding to Schiff's announcement saying he would be releasing a Democratic memo in response to the House Intelligence Committee's memo, colloquially known as the "Nunes Memo."

Mentions in President Trump's tweets create opportunities to capitalize on engagement like it did for Representative Schiff.

## INFLUENCING THE INFLUENCERS: FEBRUARY TOP ISSUES

The GUN DEBATE and HOUSE INTELLIGENCE COMMITTEE MEMO were two frequently mentioned issues in the February DC Influencer index. Rational 360 analyzed mentions related to these topics, and the accounts below posted tweets that influencers retweeted the most.

### GUN DEBATE

1. Maxine Waters (@MaxineWaters)  
Representative; California 34th District
2. ThinkProgress (@thinkprogress)  
digital outlet; The Center for American Progress
3. Igor Volsky (@igorvolsky)  
Deputy Director; CAP Action
4. Josh Kraushaar (@HotlineJosh)  
Politics Editor; National Journal
5. Mother Jones (@MotherJones)  
Investigative Journalism Magazine

### HOUSE INTELLIGENCE COMMITTEE MEMO

1. Maggie Haberman (@maggieNYT)  
White House Correspondent; New York Times
2. ThinkProgress (@thinkprogress)  
Digital outlet; The Center for American Progress
3. Neera Tanden (@neeratanden)  
President; Center for American Progress
4. Jennifer Rubin (@JRubinBlogger)  
Conservative Blogger, Washington Post
5. Brian Beutler (@brianbeutler)  
Editor in Chief; Crooked Media

## INFLUENCER QUICK HITS

### TOP TRENDING HASHTAGS

% of Influencer Tweets That Include the Hashtag:

1. #BlackHistoryMonth (0.54%)
2. #TaxReform (0.45%)
3. #NetNeutrality (0.31%)
4. #TaxCutsandJobsAct (0.30%)
5. #NeverAgain (0.27%)

### MOST MENTIONED ACCOUNTS

% of Influencer Tweets Mentioning the Account:

1. @realDonaldTrump (1.28%)
2. @POTUS (0.61%)
3. @SpeakerRyan (0.42%)
4. @NRA (0.35%)
5. @cnn (0.31%)

### MOST ACTIVE ACCOUNTS

Number of Tweets by the Influencer:

1. @senatorshoshana (2,951)  
Digital Manager; R Street Institute
2. @HotlineJosh (2,933)  
Politics Editor; National Journal
3. @maggieNYT (2,825)  
White House Correspondent; New York Times
4. @thinkprogress (2,807)  
Digital outlet; The Center for American Progress
5. @mattyglesias (2,254)  
Economic and Political Correspondent; Vox Media

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).

