

DC Influencer Index: January 2018

Immigration dominates January Influencer conversations, worsens Congressional split.

Tensions between Congressional Democrats and Republicans rose as immigration dominated conversations throughout January. With ongoing debates about DACA recipients and America's immigration policy, Washington influencers were more likely to talk about immigration than any other trending topic in January including the State of the Union and the government shutdown.

INFLUENCERS AS MUCH AS 10X MORE LIKELY TO TALK IMMIGRATION OVER ANYTHING ELSE

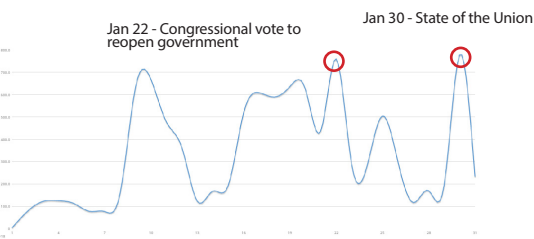


Fig. 1: January 2018 Washington Influencer conversations about immigration.

Tensions between Congressional Democrats and Republicans rose as immigration dominated conversations throughout January. With ongoing debates about DACA recipients and America's immigration policy, Washington influencers were more likely to talk about immigration than any other trending topic in January including the State of the Union (1.4x more likely), infrastructure (10x more likely), and last year's tax reform bill (8.4x more likely).

Conversations peaked once on Jan. 22 following the vote to reopen the government with the promise of a Senate vote on DACA, and again on Jan. 30 during the State of the Union, when President Trump detailed a proposal to reform America's immigration policy.

DEMOCRATS, GOP INVERSE SENTIMENT DURING STATE OF THE UNION

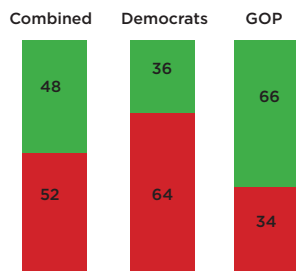


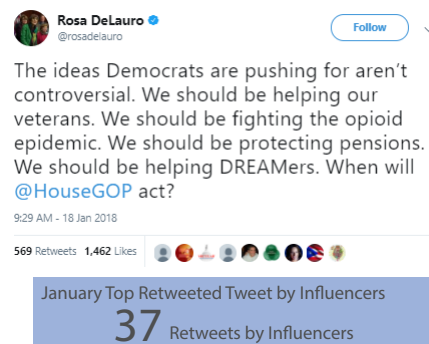
Fig. 2: Congressional positive-negative tweet sentiment comparison during the State of the Union.

Posts about the State of the Union were mostly negative, with posts on Jan. 30 holding a 48 to 52 percent positive to negative ratio.

Congressional Republicans primarily tweeted and retweeted quotes from the speech and held a 66 to 34 positive to negative ratio—a 7-point downward shift in positivity compared to last year's Joint Address.

Comparatively, congressional Democrats, whose conversational sentiment already skews negative when talking about the president, focused on topics the president did not talk about including the Russian investigations, layoffs after the tax reform bill passed, and sexual harassment allegations. Their conversation sentiment went up 5 points more negative from last year and held a 36 to 64 positive to negative ratio.

DEMOCRATS DENY CONTROVERSY IN THE FACE OF GOVERNMENT SHUTDOWN



The above tweet by Rep. Rosa DeLauro was the top retweeted tweet by Washington Influencers in January. 37 Influencers (all congressional Democrats) retweeted her tweet, and 569 people total retweeted it on Twitter.

Her comment came two days before the vote that led to the government shutdown after Democrats and Republicans could not come to an agreement about DACA recipients and the immigration bill.

Other notable top retweeted Washington Influencers include Democratic Whip Hoyer (D-MD-5th), Weekly Standard Editor Bill Kristol, Congresswoman Marcy Kaptur (D-OH-9th) and former President Barack Obama.

INFLUENCING THE INFLUENCERS: JANUARY TOP ISSUES

THE STATE OF THE UNION and DREAMERS were two frequently mentioned issues in the January DC Influencer index. Rational 360 analyzed mentions related to these topics, and the accounts below posted tweets that Influencers retweeted the most.

STATE OF THE UNION

1. Ronald Klain (@RonaldKlain)
General Counsel; Revolution LLC.
2. The White House (@WhiteHouse)
The United States of America
3. Marc Veasey (@RepVeasy)
Representative; Texas's 33rd District
4. Michael Beschloss (@BeschlossDC)
Presidential Historian; PBS
5. Tommy Vietor (@TVietor08)
Cohost; Pod Save America

DREAMERS

1. Rosa DeLauro (@rosadelauro)
Representative; Connecticut 3rd District
2. Marcy Kaptur (@RepMarcyKaptur)
Representative; Ohio's 9th District
3. Niraj Warikoo (@nwarikoo)
Staff Writer; Detroit Free Press
4. Philip Rucker (@PhilipRucker)
White House Bureau Chief; Washington Post
5. Hispanic Caucus (@HispanicCaucus)
House or Representatives Caucus

INFLUENCER QUICK HITS

TOP TRENDING HASHTAGS

% of Influencer Tweets That Include the Hashtag:

1. #SOTU (1.89%)
2. #TrumpShutDown (0.81%)
3. #SchumerShutdown (0.70%)
4. #TaxReform (0.54%)
5. #Dreamers (0.44%)

MOST MENTIONED ACCOUNTS

% of Influencer Tweets Mentioning the account:

1. @realDonaldTrump (1.84%)
2. @POTUS (1.18%)
3. @matthewjdowd (0.41%)
4. @SpeakerRyan (0.30%)
5. @nytimes (0.28%)

MOST ACTIVE ACCOUNTS

Number of Tweets by the Influencer:

1. @HotlineJosh (4,129)
Politics Editor; National Journal
2. @senatorshoshana (4,125)
Digital Manager; R Street Institute
3. @maggieNYT (3,594)
White House Correspondent; New York Times
4. @AdamParkhomenko (3,055)
Political Advisor; Hillary Clinton
5. @WErickson (3,594)
Editor; The Resurgent

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.

