

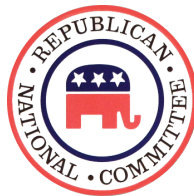
THE ECHO: A FRIDAY TIPSHEET OF POLITICAL ACTIVITY ON TWITTER

Thanks to the support of GSPM alumnus William H. Madway Class of 2013.

INSTITUTIONS



POTUS
6.8m ▲ 40%
Average 6.4m



Republicans
2.1m ▲ 37%
Average 2.4m



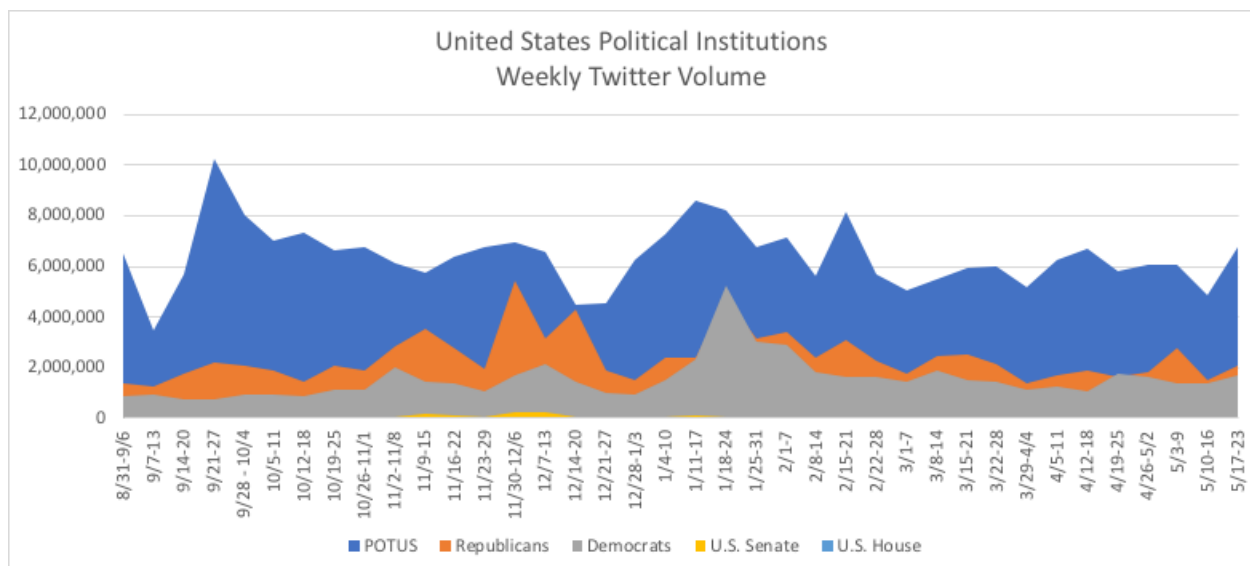
Democrats
1.7m ▲ 25%
Average 1.6m



U.S. Senate
47.9k ▼ 42%
Average 59.8k

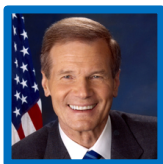


U.S. House
19.2k ▲ 52%
Average 13.8k



INSTITUTIONS: The bully pulpit is strong on Twitter. Trump is averaging 6.4 million to 4.5 million related tweets, which is significantly more than for the Republican and Democratic parties and both ends of Capitol Hill *combined*. The House and Senate barely register on this chart as political chatter tends to center on specific members rather than the chambers themselves. This week chatter was up because Trump [requested](#) an investigation to determine if the FBI and/or the DOJ “infiltrated or surveilled” his campaign.

SENATE INCUMBENT COMPETITIVE RACES



Nelson (FL)
11.6k ▼ 50%



Smith (MN)
9.8k ▲ 30%



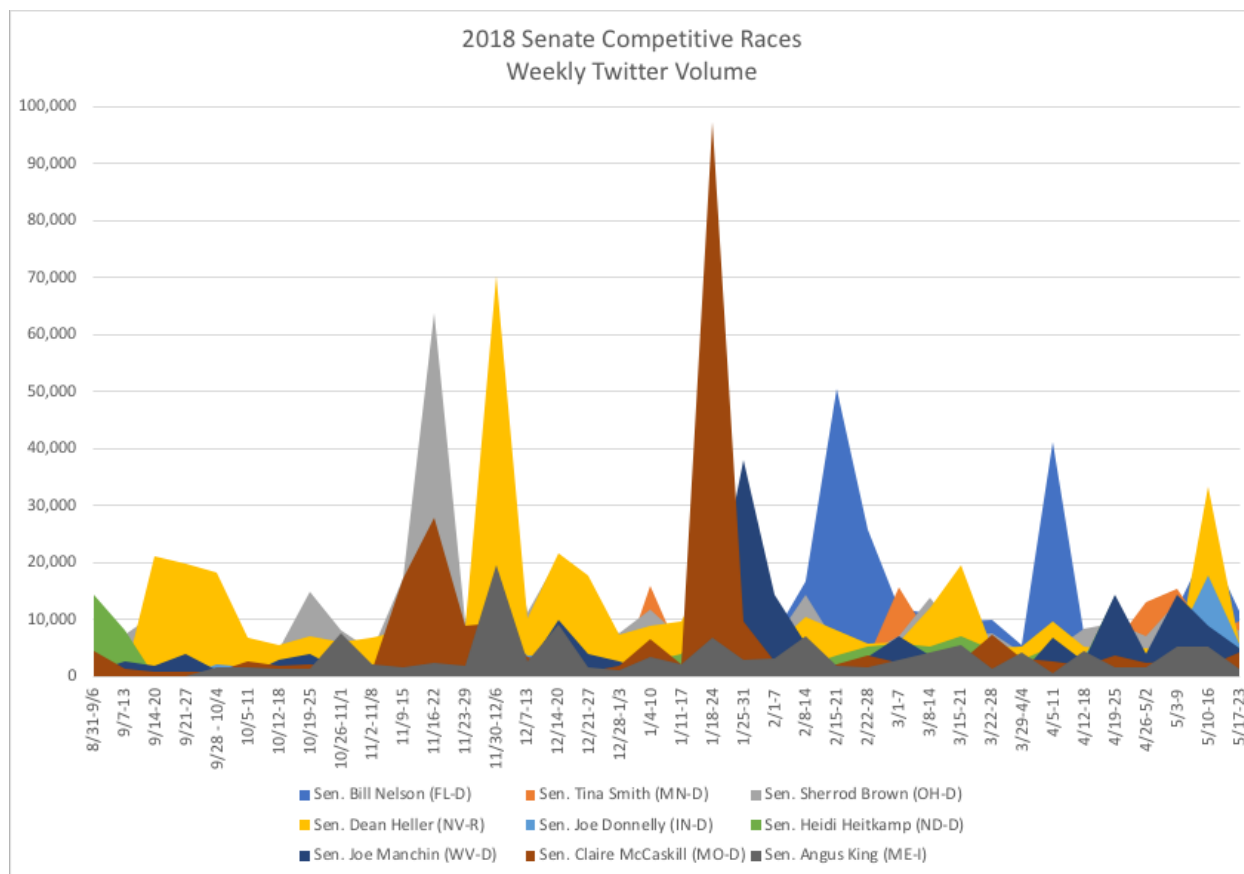
Brown (OH)
8.1k ▼ 16%



Donnelly (IN)
5.8k ▼ 68%



Heller (NV)
6.0k ▼ 82%



SENATE RACES: Sen. Claire McCaskill (D-MO) registered the highest peak post volume on Twitter in late November 2017 because the platform rewards political combat. In a well-publicized hearing on the Republican tax cuts and reform bill, McCaskill [squared off](#) with Senate Finance Chair Orrin Hatch (R-UT) on Medicaid cuts in the bill, drawing widespread interest on Twitter. But the incumbent Senator who is *still-running* in the deepest trouble appears to be Dean Heller (R-NV), who has consistently remained a hot topic on Twitter, which is exactly what you do not want if you're defending a competitive seat. Sen. Bill Nelson (D-FL), who led the week in Twitter volume, appears to be in deepening trouble recently as Republican Governor Rick Scott has entered the race. Sen. Tina Smith (D-MN) was up this week because she [posted](#) about defending Planned Parenthood.

HOUSE INCUMBENT COMPETITIVE RACES



Rohrabacher
CA-48
8.8k ▲70%



Lewis
MN-02
4.4k ▲67%



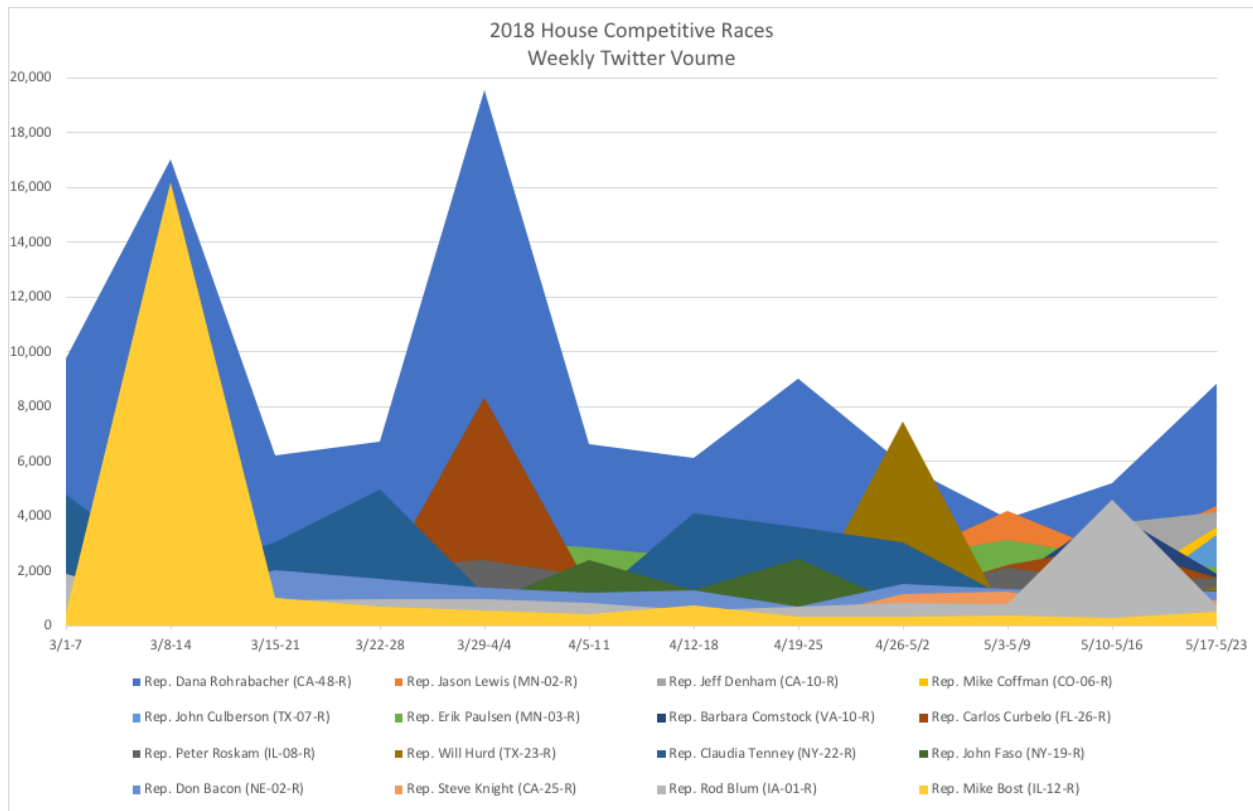
Denham
CA-10
4.2k ▲11%



Coffman
CO-06
3.6k ▲183%



Culberson
TX-07
3.3k ▲474%



HOUSE RACES: The [ongoing](#) GOP retirements have been wreaking havoc with our list of competitive races in the House of Representatives so we have limited the scope of the chart to early March 2018. As you can see above, the most endangered remaining House incumbent is Rep. Dana Rohrabacher (R-CA-48) who continues to draw comparatively high Twitter volume for a member of the lower chamber on Capitol Hill. This week, he was up 70 percent, in part, because a fellow member of his caucus decided to attend his “birthday bash” fundraiser, captured in [this tweet](#). With several primaries completed this week, several others found their Twitter volume much higher than usual including Rep. John Culberson (R-TX-07), up 474 percent as Lizzie Pannill Fletcher won on the strength of her [backing](#) from Moms Demand Action Gun Sense. Rep. Mike Coffman (R-CO-06) was up for his [support](#) of the “Fairness for High-Skilled Immigrants Act.”

THE ECHO

ABOUT: Released weekly on Friday mornings online, THE ECHO is a social media research publication of George Washington University Graduate School of Political Management's (GSPM) Public Echoes of Political Rhetoric in America (PEORIA) Project. THE ECHO is funded in part by GSPM alumnus William H. Madway and through a reduced-cost license to Crimson Hexagon.

METHODOLOGY: The ECHO features U.S. data collated by sets of keywords on the Crimson Hexagon platform. The first value represents the number of related tweets including the name or topic and the second demonstrates its increase or decrease over the week. Our analysis is informed by further research using Crimson Hexagon's additional features, which allows us to quickly view trending topics and search terms.

Top Institutions include several components. We track both parties, chambers of Congress, and the presidency with several related terms beyond their official accounts on Twitter. For example, the presidency includes @POTUS and @realDonaldTrump as well as "Donald Trump", "President Trump" and "DonaldTrump" as search terms. Rolling averages are published since late summer 2017 after the launch of The ECHO.

Key Races are determined on a rolling basis based on our editorial team's evaluations of campaigns rated as "Toss Up" by the Cook Political Report, Sabato's Crystal Ball, and Inside Elections with Nathan L. Gonzales. We feature the top five races in the Senate (top) and the House (bottom) as a function of seven-day related-tweet volume on Twitter. They are listed in order of the total number of times each were mentioned on Twitter over the past seven days (Thursday to Wednesday).

CONTACT: Sign up to receive The ECHO in your Inbox every Friday [here](#). For questions about The ECHO, please contact its author Dr. Michael D. Cohen at GSPM by email at michaeldcohen@gwu.edu. For more information about the GSPM Global Center for Political Management and The PEORIA Project, please contact Dr. Michael Cornfield by email at corn@gwu.edu. For questions about GSPM, please contact Dr. Lara Brown by email at lambrown@gwu.edu. All can be reached by phone at 202-994-6000.