

THE ECHO: A FRIDAY TIPSHEET OF POLITICAL ACTIVITY ON TWITTER

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

MARCH 8-14: Gun control continued to be the top topic of the week on political Twitter in the United States with a collective total of over three million related tweets among the National Rifle Association, Parkland, National Walkout Day, and related hashtags. New in the *Institutions* section: to provide additional perspective we have added rolling averages below the weekly volume and week-over-week increases or decreases. Additional findings, including Rex Tillerson's [tweet-firing](#), Conor Lamb's [apparent victory](#) over Rick Saccone in Pennsylvania 18, Vladimir Putin's [aggressive](#) reemergence on [several issues](#), and Stormy Daniels' [hush-moneyed relationship](#) with Donald Trump are available on [Medium](#).

INSTITUTIONS



POTUS
5.5m ▲9%
Average 6.6m



Republicans
2.4m ▲37%
Average 2.5m



Democrats
1.9m ▲32%
Average 1.6m



U.S. Senate
48.2k ▼5%
Average 64.0k



U.S. House
13.0k ▲5%
Average 13.7k

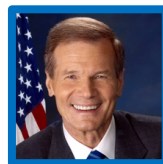
KEY RACES



Brown (OH)
13.9k ▲92%



Heller (NV)
11.9k ▲99%



Nelson (FL)
11.1k ▼9%



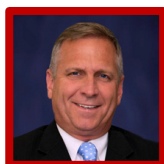
Smith (MN)
6.7k ▼57%



Heitkamp (ND)
5.3k ▼7%



Rohrabacher
CA-48
17.0k ▲75%



Bost
IL-12
16.2k ▲3,265%



Hurd
TX-23
9.9k ▲1,606%



Lewis
MN-02
3.7k ▲16%

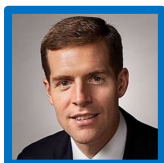


Comstock
VA-10
2.2k ▲16%

NEWSMAKERS



Fmr. Sec. of State
Rex Tillerson
1.0m ▲ 529%



PA-18 Candidate
Conor Lamb
795.3k ▲ 1,264%



Russia President
Vladimir Putin
675.8k ▲ 42%



Stormy Daniels
625.4k ▲ 115%



PA-18 Candidate
Rick Saccone
487k ▲ 1,898%

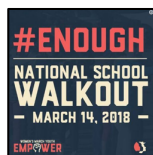
HOT TOPICS



National Rifle
Association / NRA
1.3m ▼ 29%



School Shooting in
Parkland, FL /
#NeverAgain
1.2m ▲ 12%



National Walkout
Day / Enough
Walkout
921.3k ▼ 1,862%



Gun Control and
Related Proposals
642.7k ▼ 26%



Tariffs / Trade
Wars
403.0k ▼ 58%

TOP TWEETS

Donald J. Trump @realDonaldTrump

Mike Pompeo, Director of the CIA, will become our new Secretary of State. He will do a fantastic job! Thank you to Rex Tillerson for his service! Gina Haspel will become the new Director of the CIA, and the first woman so chosen. Congratulations to all!

8:44 AM - 13 Mar 2018

40,612 Retweets 117,727 Likes

41k Retweets / 117k Likes / [Link](#)

NBC News @NBCNews

WATCH: California students spell out #Enough during protest against gun violence

#NationalWalkoutDay

1:21 PM - 14 Mar 2018

36,837 Retweets 116,642 Likes

37k Retweets / 117k Likes / [Link](#)

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.

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).

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.

Newsmakers and Hot Topics are detected in several ways using Memeorandum.com, The Week's Daily Briefing "10 Things", and additional monitoring throughout the week. Final decisions on what to include are made by our editorial team and listed from left to right in order of total mentions on Twitter.

Top Tweets are listed as examples of posts that drove the week's discussion on Twitter. In most cases, these will include a large number of @ replies, retweets, and favorites (hearts) but because of varying numbers of followers, other tweets might have greater total engagement than the ones listed.

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 larambrown@gwu.edu. All can be reached by phone at 202-994-6000.