

THE ECHO: A FRIDAY TIPSHEET OF POLITICAL ACTIVITY ON TWITTER

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

MARCH 15-21: The [unauthorized](#) political use of Facebook data by Cambridge Analytica led conversation on the Twitter platform in the United States this week with over 3.2 million related tweets. The pre-retirement [firing](#) of former FBI Deputy Director Andrew McCabe attracted over 1.1 million related tweets as did Russian President Vladimir Putin's "reelection" and President Trump's [congratulations](#), going [against](#) the counsel of his national security team. Additional findings, including embattled incumbent Sen. Dean Heller's Trump-tweet [endorsement](#), Trump's [Twitter jabs](#) directly at Special Counsel Robert Mueller, and Stormy Daniels' pre-60 Minutes [media blitz](#) are available on Medium.

INSTITUTIONS



POTUS
6.0m ▲8%
Average 6.5m



Republicans
2.5m ▲3%
Average 2.6m



Democrats
1.9m ▼19%
Average 1.6m



U.S. Senate
48.2k ▼26%
Average 62.7k



U.S. House
13.0k ▲2%
Average 13.7k

KEY RACES



Heller (NV)
19.6k ▲99%



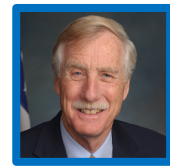
Nelson (FL)
9.6k ▼9%



Heitkamp (ND)
7.2k ▼7%



Brown (OH)
7.1k ▲92%



King (ME)
5.5k ▲39%



Rohrabacher
CA-48
6.2k ▼64%



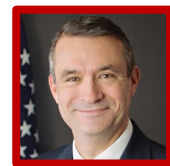
Tenney
NY-22
3.1k ▲64%



Paulsen
MN-03
2.9k ▲33%

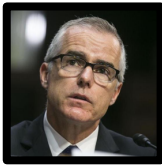


Lewis
MN-02
2.5k ▼34%



Bacon
NE-02
2.0k ▲82%

NEWSMAKERS



Fmr. Dep. FBI Dir.
Andrew McCabe
1.1m ▲1,850%



Russia President
Vladimir Putin
1.1m ▲58%



Stormy Daniels
615.5k ▼2%



Special Counsel
Robert Mueller
418.9k ▲339%



Facebook CEO
Mark Zuckerberg
141.0k ▲4,127%

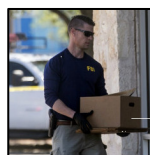
HOT TOPICS



Facebook
1.8m ▲223%



Cambridge Analytica
1.4m ▲73,391%



Austin Bombings
347.1k ▲2,341%

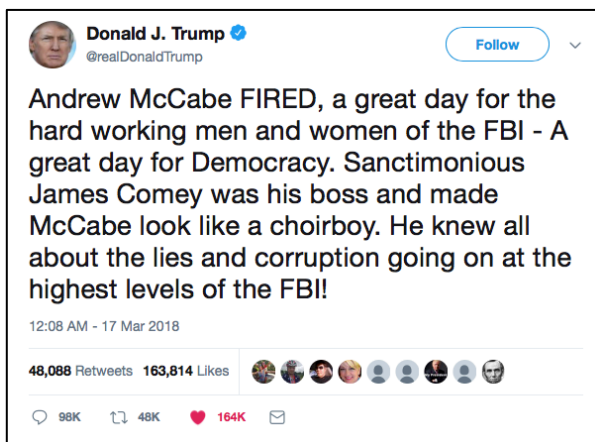


MeToo / TimesUp
159.5k ▲1%



Illinois Elections
61.3k ▲1,607%

TOP TWEETS



48k Retweets / 164k Likes / [Link](#)



8k Retweets / 11k 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. Rolling averages are published since late summer 2017 after the launch of The ECHO.

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.