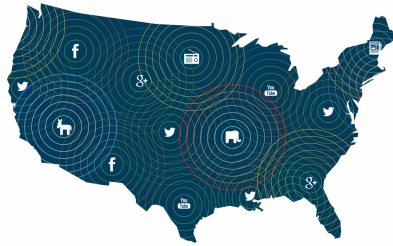




GSPM



The PEORIA Project

THE ECHO: A FRIDAY TIPSHEET OF POLITICAL ACTIVITY ON TWITTER

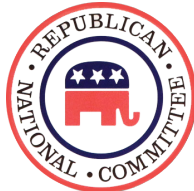
Thanks to the support of GSPM alumnus William H. Madway Class of 2013.

MARCH 22-28: The [March for Our Lives](#) and related hashtags led Twitter in the United States this week with over 4.8 million tweets. Discussion about the [National Rifle Association](#) also increased, up 125 percent from the prior week to just under 1.7 million related tweets. Stormy Daniels's [appearance](#) on "60 Minutes" drove conversation about her up 77 percent from the previous week to just under 1.1 million related tweets. Her unfortunately named [antagonist](#) (for me), Michael Cohen, Esq., drew close to 107,000 tweets for his hush money payment and involvement in the case. Additional findings, including [Facebook](#), Rep. Ryan Costello's [retirement](#), H.R. McMaster's [firing](#), and the [signing](#) of the congressional omnibus bill are available on Medium.

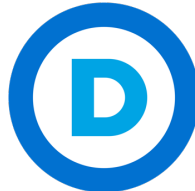
INSTITUTIONS



POTUS
6.0m ▲0%
Average 6.5m



Republicans
2.1m ▼15%
Average 2.5m



Democrats
1.4m ▼6%
Average 1.6m



U.S. Senate
28.5k ▼20%
Average 61.6k



U.S. House
13.0k ▼2%
Average 13.7k

KEY RACES



Nelson (FL)
9.9k ▲2%



Brown (OH)
7.5k ▲6%



McCaskill (MO)
7.5k ▲165%



Heller (NV)
4.9k ▼75%



Heitkamp (ND)
4.8k ▼32%



Costello
PA-06 (Retiring)
16.1k ▲925%



Rohrabacher
CA-48
6.7k ▲9%



Tenney
NY-22
5.0k ▲63%



Paulsen
MN-03
4.1k ▲41%



Lewis
MN-02
2.6k ▲4%

Powered by



crimson hexagon

NEWSMAKERS



Stormy Daniels
1.1m ▲ 77%



Facebook CEO
Mark Zuckerberg
131.5k ▼ 7%



Special Counsel
Robert Mueller
128.8k ▼ 69%



Trump Lawyer
Michael Cohen
106.5k ▲ 159%



Fmr. Nat. Sec. Adv.
H.R. McMaster
101.2k ▲ 59%

HOT TOPICS



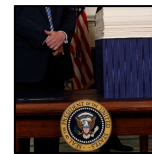
March for Our
Lives
4.8m ▲ 850%



National Rifle
Association
1.7m ▲ 124%



Facebook
1.4m ▼ 19%



Omnibus /
Spending Bill
672.0k ▲ 684%



The Wall
614.7k ▲ 144%

TOP TWEETS

Rachel Larose @rachelrose094 [Follow](#)

This kid wins the sign game
#marchforourlives

1:56 PM - 24 Mar 2018

167,443 Retweets 481,090 Likes

1.5K 167K 481K

168k Retweets / 481k Likes / [Link](#)

Paul Joseph Watson @PrisonPlanet [Follow](#)

Retweet if you're a Trump supporter who couldn't give a flying f**k about Stormy Daniels. #StormyDanielsDay

5:39 PM - 25 Mar 2018

28,368 Retweets 30,038 Likes

1.7K 28K 30K

28k Retweets / 30k Likes / [Link](#)

Don Moynihan @donmoyn [Follow](#)

Just a sample of what NRA supporters are doing to teenagers who survived a massacre (real picture on the right).

8:14 PM - 24 Mar 2018

114,243 Retweets 279,849 Likes

2.8K 114K 280K

114k Retweets / 280k Likes / [Link](#)

Ricky Davila @TheRickyDavila [Follow](#)

The 23 most vulnerable House Republicans with an A rating from the NRA.

Democrats need to flip 23 seats to control the House.

Ryan Costello just announced his "retirement."

Vote them all the hell out.

MIMI WALTERS (CA-45)	WILL HURD (TX-23)
RODNEY DAVIS (IL-13)	JEFF DENHAM (CA-10)
LEONARD LANCE (NJ-7)	STEVE KNIGHT (CA-25)
SCOTT TAYLOR (VA-2)	ED ROYCE (CA-39)
PETER ROSKAM (IL-6)	CARLOS CURBELO (FL-26)
BRUCE POLIQUIN (ME-2)	DAVID VALADAO (CA-21)
JASON LEWIS (MN-2)	JOHN KATKO (NY-24)
TOM MACARTHUR (NJ-3)	MIKE COFFMAN (CO-6)
JOHN FASO (NY-19)	ROD BLUM (IA-1)
RYAN COSTELLO (PA-6)	ERIK PAULSEN (MN-3)
DAVID YOUNG (IA-3)	BARBARA COMSTOCK (VA-10)
FRANK LOBIONDO (NJ-2)	

8:59 PM - 24 Mar 2018

3,275 Retweets 4,149 Likes

215 3.3K 4.1K

3k Retweets / 4k 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.