

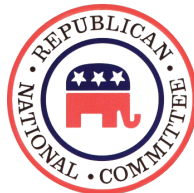
THE ECHO: A FRIDAY TIPSHEET OF POLITICAL ACTIVITY ON TWITTER

SEPTEMBER 7-13, 2017: While Hillary Clinton returned to U.S. political Twitter this week with the release of her book most of the rest of the chatter moved to Capitol Hill. The top three movers in our Twitter metrics were Steve Bannon (+1,421%), single-payer healthcare (+371%), and Sen. Joe Manchin (+225%). Examples of tweets are included below. For our in-depth analysis of this week's ECHO, please visit [U.S. News & World Report](#).

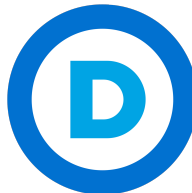
INSTITUTIONS



POTUS
3.5m ▼ 47%



Republicans
1.3m ▼ 10%



Democrats
926k ▲ 9%



U.S. Senate
27k ▲ 163%



U.S. House
16k ▲ 229%

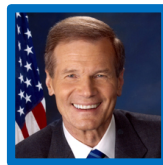
KEY RACES



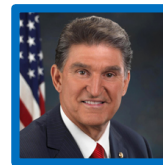
Flake (AZ)
18k ▼ 76%



Heitkamp (ND)
8k ▼ 44%



Nelson (FL)
7k ▲ 72%



Manchin (WV)
3k ▲ 225%



McCaskill (MO)
2k ▼ 66%



Issa
CA-49
4k ▼ 35%



Lewis
MN-02
2k ▼ 33%



Coffman
CO-06
1k ▼ 87%

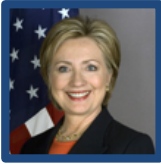


Faso
NY-19
638 ▼ 69%



Comstock
VA-10
310 ▼ 25%

NEWSMAKERS



Fmr. Sec. of State
Hillary Clinton
910k ▲ 66%



U.S. Sen. Bernie
Sanders (VT)
398k ▲ 50%



Brietbart E.C.
Steve Bannon
266k ▲ 1,421%

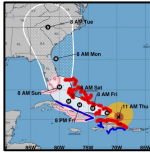


FL Governor
Rick Scott
265k ▲ 190%



U.S. Sen. Kamala
Harris (CA)
0k ▲ 0%

HOT TOPICS



Hurricane Irma
Arrival/Recovery
4.6m ▲ 156%



Next Steps in
Congress on DACA
1.0m ▼ 80%



Climate Change
722k ▲ 75%

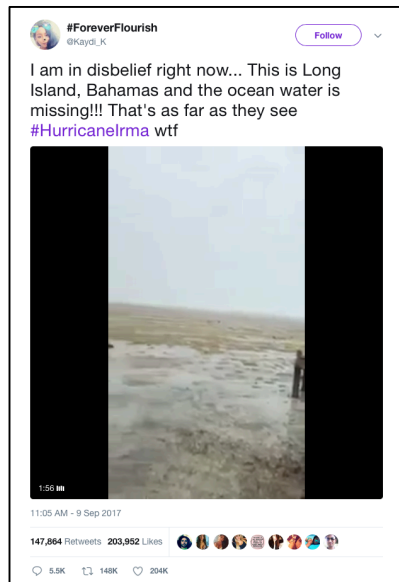


Hurricane Harvey
Funding/Debt Deal
492k ▼ 74%

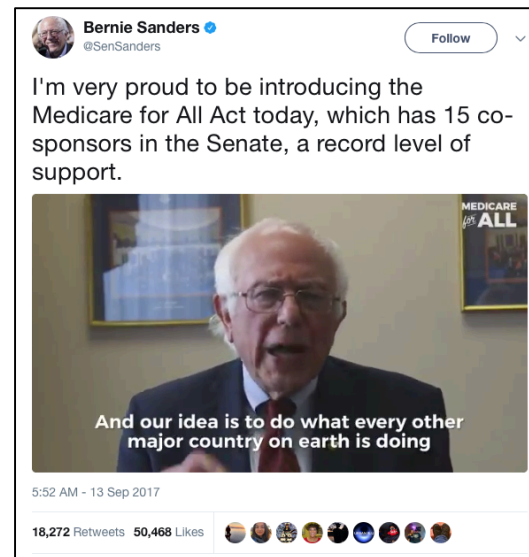


Single-Payer
Health Care
320k ▲ 371%

TOP TWEETS



147k Retweets / 204k Likes



18k Retweets / 50k Likes

THE ECHO

ABOUT: Released weekly on Friday mornings on U.S. News & World Report, 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 through a donated 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 Heliosight, 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 search interest on Google. 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 general 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: 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.