

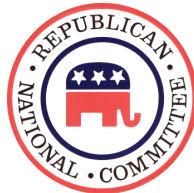
THE ECHO: A FRIDAY TIPSHEET OF POLITICAL ACTIVITY ON TWITTER

SEPTEMBER 14-20, 2017: Entertainment drove political Twitter this week in the U.S. The top movers in our Twitter metrics were U.S. Senator Bill Cassidy (+6,891%), the target of Jimmy Kimmel's (+1,225%) [monologue](#) on the [#GrahamCassidy](#) bill, Sean Spicer (+1,545%) for his [Emmy appearance](#), and a ["Top Gun" attack ad](#) at Rep. Barbara Comstock (+453%). [President Trump's "Rocket Man" U.N. speech](#) also contributed to the buzz. Examples of tweets are included below and in-depth analysis is available at [U.S. News & World Report](#).

INSTITUTIONS



POTUS
5.7m ▲63%



Republicans
1.8m ▲40%



Democrats
748k ▼19%



U.S. Senate
26k ▼7%



U.S. House
7k ▼57%

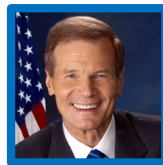
KEY RACES



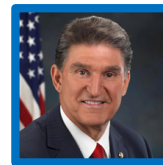
Flake (AZ)
39k ▲110%



Brown (OH)
11k ▲52%



Nelson (FL)
7k ▼5%



Manchin (WV)
2k ▼30%



McCaskill (MO)
845 ▼43%



Issa
CA-49
4k ▼<1%



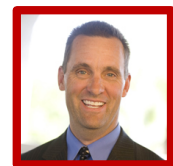
Lewis
MN-02
3k ▲17%



Comstock
VA-10
2k ▲453%



Faso
NY-19
825 ▲29%



Knight
CA-25
52 ▲30%

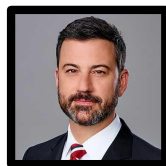
NEWSMAKERS



DPRK Leader
Kim Jong-un
322k ▲ 1,032%



Fmr. WH Press
Sec. Sean Spicer
295k ▲ 1,545%



Late-Night Host
Jimmy Kimmel
309k ▲ 1,225%



U.S. Sen. Bill
Cassidy (LA)
266k ▲ 6,891%



U.N. Ambassador
Nikki Haley
67k ▲ 206%

HOT TOPICS



United Nations
2.6m ▲ 74%



Repeal/Replace
Obamacare
1.7m ▲ 562%



North Korea
547k ▲ 146%



Iran
213k ▲ 187%



Terrorist Attack
in London
154k ▲ 14,373%

TOP TWEETS



36k Retweets / 108k Likes



90k Retweets / 147k 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.

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