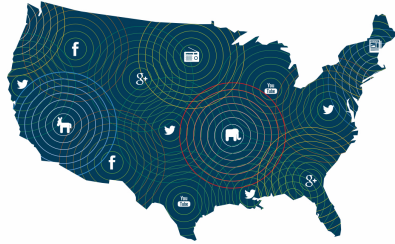




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The PEORIA Project

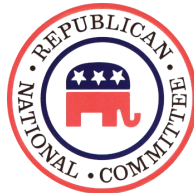
THE ECHO: A FRIDAY TIPSHEET OF POLITICAL ACTIVITY ON TWITTER

SEPTEMBER 21-27, 2017: This week, President Trump (10.3 million related tweets, +81%) [reignited](#) a divisive debate on Twitter over protesting the American flag during the playing of the national anthem (10.7 million tweets, +910%). Other top movers in our U.S. Twitter metrics: Senate Republican [primary](#) in Alabama (+481%), Puerto Rico and Hurricane Maria (+424%), and the [retirement](#) of U.S. Senator Bob Corker (R-TN) (+421%). Examples of tweets are included below and in-depth analysis is available at [U.S. News & World Report](#).

INSTITUTIONS



POTUS
10.3m ▲81%



Republicans
2.2m ▲26%



Democrats
773k ▲3%



U.S. Senate
38k ▲50%



U.S. House
6k ▼19%

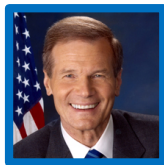
KEY RACES



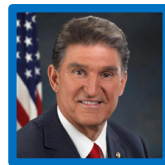
Flake (AZ)
39k ▲1%



Heller (NV)
20k ▼7%



Nelson (FL)
8k ▲13%



Manchin (WV)
4k ▲103%



McCaskill (MO)
761 ▼10%



Lewis
MN-02
7k ▲154%



Issa
CA-49
11k ▲158%



Comstock
VA-10
2k ▲21%



Faso
NY-19
1k ▲73%



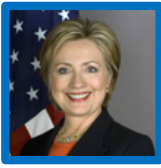
Coffman
CO-06
850 ▲43%

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NEWSMAKERS



Fmr. Sec. of State
Hillary Clinton
619k ▼ 30%



U.S. Sen. Susan
Collins (ME)
224k ▲ 418%



U.S. Sen. Maj. Ldr.
Mitch McConnell
139k ▲ 39%



Paul Manafort
53k ▼ 61%



U.S. Sen. Bob
Corker (TN)
46k ▲ 421%

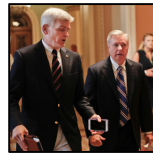
HOT TOPICS



NFL/USA Flag
10.8m ▲ 910%



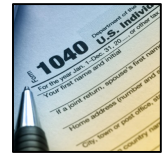
Puerto Rico /
Hurricane Maria
3.9m ▲ 424%



Graham-Cassidy /
Repeal & Replace
2.4m ▲ 17%



Republican Senate
Primary (AL)
597k ▲ 481%



Tax Reform
197k ▲ 191%

TOP TWEETS

Hillary Clinton @HillaryClinton [Follow](#)

President Trump, Sec. Mattis, and DOD should send the Navy, including the USNS Comfort, to Puerto Rico now. These are American citizens.

12:04 PM - 24 Sep 2017

133,857 Retweets 316,646 Likes

18K 134K 317K

Samy Nemir Olivares @Samynemir
IN PHOTOS: This is how #HurricaneMaria hit #PuertoRico
uni.vi/nYqa100Nlim

134k Retweets / 316k Likes

Donald J. Trump @realDonaldTrump [Follow](#)

If a player wants the privilege of making millions of dollars in the NFL, or other leagues, he or she should not be allowed to disrespect....

2:11 PM - 23 Sep 2017

47,565 Retweets 183,565 Likes

51K 48K 184K

Donald J. Trump @realDonaldTrump [Follow](#)

Congratulations to Roy Moore on his Republican Primary win in Alabama. Luther Strange started way back & ran a good race. Roy, WIN in Dec!

10:17 PM - 26 Sep 2017

17,157 Retweets 83,742 Likes

17K 17K 84K

17k Retweets / 84k Likes

48k Retweets
183k 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.