# THE ECHO: A FRIDAY TIPSHEET OF POLITICAL ACTIVITY ON TWITTER

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

OCTOBER 5–11, 2017: President Trump 's decision to allow company health care plans to opt out of covering birth control led our *Hot Topics* (991,387 related tweets, up 1,849 percent). Trump instructed Vice President Pence to leave an NFL game where some players kneeled during the national anthem, resulting in 1.6 million related tweets. Retiring Sen. Bob Corker was tagged by Trump as "Liddle" driving tweets about him up 2,053 percent (534,489 related tweets). Examples of tweets are included below and our in-depth analysis is available at U.S. News & World Report.

INSTITUTIONS

POTUS	Republicans	Democrats	U.S. Senate	U.S. House
7.1m ▼12%	1.9m ▼8%	965k ▲1%	25k ▲24%	7k ▼37%

KEY RACES

Flake (AZ)	Heller (NV)	Brown (OH)	Nelson (FL)	McCaskill (MO)
17k ▼12%	7k ▼63%	5k ▼2%	4k ▼37%	3k ▲233%
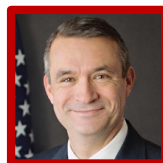
Issa CA-49	Lewis MN-02	Bacon NE-02	Shea-Porter NH-01	Coffman CO-06
8k ▲86%	2k ▼62%	1k ▼24%	862 ▲1,386%	730 ▼79%

NEWSMAKERS

Vice President Mike Pence
1.6m ▲772%

U.S. Sen. Bob Corker (TN)
535k ▲2,053%

Sec. of State Rex Tillerson
366k ▼2%

Brietbart E.C. Steve Bannon
71k ▲109%

Rep. Marsha Blackburn TN-02
70k ▲1,787%

HOT TOPICS

Birth Control
991k ▲1,849%

Gun Control/Safety and the NRA
980k ▼64%
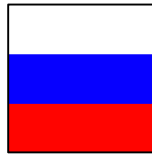
Russia and Twitter, Facebook, Google
116k ▼56%

Climate Change
114k ▲6%
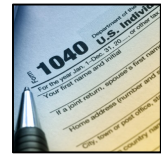
Tax Reform
103k ▼57%

TOP TWEETS

Vice President Pence ✔
@VP

I left today's Colts game because @POTUS and I will not dignify any event that disrespects our soldiers, our Flag, or our National Anthem.

1:08 PM - 8 Oct 2017

48,007 Retweets 158,198 Likes

99K   48K   158K

48k Retweets 158k Likes | Link

MiaAAAAAAAAAAH
@im_a_mia

things more regulated than assault rifles:
- Kinder Surprise Eggs
- Sudafed
- birth control pills
- f*****g lawn darts
- Camembert cheese

6:45 PM - 2 Oct 2017

43,819 Retweets 109,049 Likes

1.2K   44K   109K

44k Retweets | 109k Likes | Link

Clint Smith ✔
@ClintSmithIII

Just so we're clear: Mike Pence tweeted a 3yr old photo & showed up to an NFL game knowing he'd leave to make his base angry at blck players

Sung Min Kim ✔ @sung_minkim
This guy can't even fake things well

3:48 PM - 8 Oct 2017

75,944 Retweets 157,046 Likes

2.5K   76K   157K

76k Retweets 157k Likes | Link

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 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 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 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.

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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