

THE ECHO: A FRIDAY TIPSHEET OF POLITICAL ACTIVITY ON TWITTER

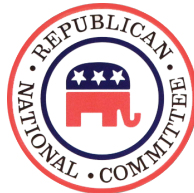
Thanks to the support of GSPM alumnus William H. Madway Class of 2013.

OCTOBER 12-18, 2017: Almost one month since Hurricane Maria's landfall in Puerto Rico, U.S. Twitter continues to be a key venue for sharing news and reactions with 1,274,508 related tweets. President Trump's [decertification of the Obama-era Iran Deal](#) (685,668 related tweets, up 170% from the previous week) and the [hashtag #MeToo](#) (664,776 tweets up 258,568% over the previous week), in the wake of the Harvey Weinstein scandal, also led discussion on the platform. CBS's 60 Minutes [piece about Rep. Tom Marino's role](#) in helping the drug industry sell more opioids pushed tweets about him up from 169 last week to 40,932 this week. Examples of tweets are included below and our in-depth analysis is available at [U.S. News & World Report](#).

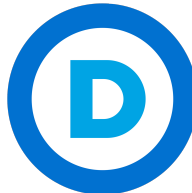
INSTITUTIONS



POTUS
7.3m ▲4%



Republicans
1.4m ▼26%



Democrats
856k ▼11%



U.S. Senate
20k ▼21%



U.S. House
7k ▼3%

KEY RACES



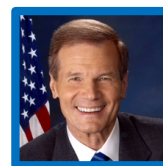
Flake (AZ)
17k ▼2%



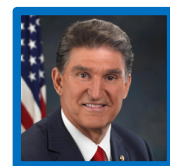
Heller (NV)
6k ▼20%



Brown (OH)
5k ▼3%



Nelson (FL)
5k ▼35%



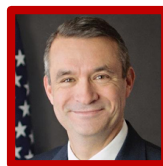
Manchin (WV)
3k ▲621%



Issa
CA-49
7k ▼6%



Lewis
MN-02
2k ▲51%



Bacon
NE-02
2k ▲65%



Faso
NY-19
985 ▲84%



Coffman
CO-06
645 ▼12%



NEWSMAKERS



U.S. Sen. Maj. Ldr.
Mitch McConnell
117k ▲ 64%



Brietbart E.C.
Steve Bannon
99k ▲ 39%



VA Gov. Candidate
Ed Gillespie
80k ▲ 56%



VA Gov. Candidate
Ralph Northam
33k ▼ 62%



Rep. Tom Marino
PA-10
41k ▲ 24,120%

HOT TOPICS



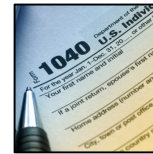
Puerto Rico
1.3m ▼ 13%



Iran
686k ▲ 170%



#MeToo
665k ▲ 259k%



Tax Reform
134k ▲ 31%



Opioids
116k ▲ 115%

TOP TWEETS

Kyle Griffin @kylegriffin1 Follow

Following the WaPo-60 Mins. report on the DEA, Joe Manchin wants the W.H. to withdraw the nomination of Rep. Tom Marino to be drug czar.

MANCHIN CALLS FOR WHITE HOUSE TO WITHDRAW REP. MARINO NOMINATION TO LEAD NATIONAL DRUG CONTROL POLICY OFFICE

11:36 AM - 16 Oct 2017

475 Retweets 796 Likes

475 Retweets / 709 Likes / [Link](#)

Keith Boykin @keithboykin Follow

600 shot in Las Vegas
40 dead in Cali. wildfires
4 Americans killed in Niger
86% of Puerto Rico without power

And he's tweeting about this.

Donald J. Trump @realDonaldTrump
I was recently asked if Crooked Hillary Clinton is going to run in 2020? My answer was, "I hope so!"

10:54 AM - 16 Oct 2017

100,518 Retweets 205,733 Likes

101k Retweets 206k 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.

CONTACT: Sign up to receive The ECHO in your Inbox every Friday [here](#). or 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.