

THE ECHO: A FRIDAY TIPSHEET OF POLITICAL ACTIVITY ON TWITTER

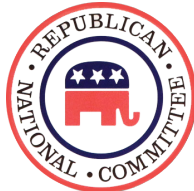
Thanks to the support of GSPM alumnus William H. Madway Class of 2013.

OCTOBER 19-25, 2017: Twitter loves controversial political goodbyes and Sen. Jeff Flake unveiled his, directed at President Trump and his supporters, [on the Senate floor](#) this week. Consistently the most [endangered incumbent](#) in a key race, with very [low approval ratings](#), Flake was the one the U.S.-Twitter paid the most attention to in our research. This week it jumped 3,201% to 548,816 related tweets. The other main story was initiated by Rep. Frederica Wilson, who [characterized](#) a condolence call from President Trump to the family of a fallen soldier in Niger, Sgt. La David Johnson, as insensitive. White House Chief of Staff John Kelly held an unusual press conference taking issue with Rep. Wilson's account, driving up chatter for both (+433 percent and +732 percent, respectively). Our in-depth analysis is available at [U.S. News & World Report](#).

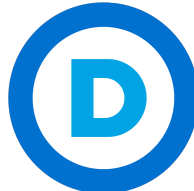
INSTITUTIONS



POTUS
6.7m ▼9%



Republicans
2.1m ▲47%



Democrats
1.1m ▲32%



U.S. Senate
32k ▲59%



U.S. House
12k ▲61%

KEY RACES



Flake (AZ)
549k ▲3,201%



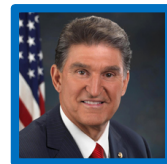
Brown (OH)
15k ▲207%



Heller (NV)
7k ▲28%



Nelson (FL)
4k ▼8%



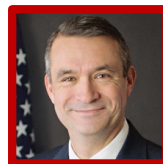
Manchin (WV)
4k ▲29%



Issa
CA-49
10k ▲31%



Lewis
MN-02
2k ▼14%



Bacon
NE-02
1k ▼46%



Faso
NY-19
790 ▼20%



Coffman
CO-06
776 ▲20%

NEWSMAKERS



WH Chief of Staff
John Kelly
629k ▲433%



U.S. Sen. Bob
Corker (R-TN)
383k ▲227%



U.S. Sen. John
McCain (R-AZ)
362k ▼13%



U.S. Rep. Frederica
Wilson (D-FL-24)
310k ▲732%



Briertbart E.C.
Steve Bannon
66k ▼33%

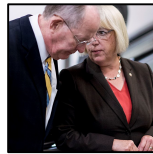
HOT TOPICS



Niger
799k ▲81%



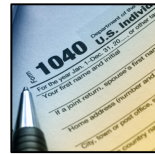
ISIS Falls in Raqqa
269k ▲26%



Alexander-Murray
212k ▼77%




#MeToo
155k ▼77%



Tax Reform
195k ▲45%

TOP TWEETS

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

Jeff Flake, with an 18% approval rating in Arizona, said "a lot of my colleagues have spoken out." Really, they just gave me a standing O!

8:33 AM - 25 Oct 2017

14,991 Retweets 69,627 Likes

31K 15K 70K

15k Retweets / 70k Likes / [Link](#)

 **Keith Boykin** @keithboykin [Follow](#)

White House chief of Staff John Kelly just confirmed that Trump said "he knew what he was getting into," just as Rep. Frederica Wilson said.

 **Donald J. Trump** @realDonaldTrump
Democrat Congresswoman totally fabricated what I said to the wife of a soldier who died in action (and I have proof). Sad!

4:05 PM - 19 Oct 2017

10,514 Retweets 25,255 Likes

894 11K 25K

11k Retweets 25k 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.