

THE ECHO: A FRIDAY TIPSHEET OF POLITICAL ACTIVITY ON TWITTER

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

NOVEMBER 2-8, 2017: The [unveiling of the GOP tax plan](#) and off-year elections drove “turnout” on U.S. Twitter this week with increases in tweets about key 2018 federal races, both major political parties and institutions as well as for Election Day, Virginia governor’s race, and the election of Danica Roem (D-VA-13) as the [first openly transgender person elected to a state legislature](#) in U.S. history. The wave of Democratic wins in Virginia drove a two-fold increase in interest in U.S. Rep. Barbara Comstock (R-10), who is in an [increasingly vulnerable position](#) as a Republican incumbent in a toss-up race. Additional analysis of our data is available at [U.S. News & World Report](#).

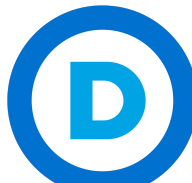
INSTITUTIONS



POTUS
6.1m ▼9%



Republicans
2.8m ▲51%



Democrats
2.1m ▲81%



U.S. Senate
28k ▲94%



U.S. House
20k ▲103%

KEY RACES



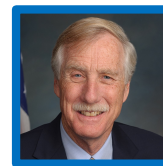
Heller (NV)
7k ▲16%



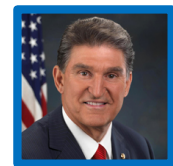
Brown (OH)
5k ▼44%



Nelson (FL)
4k ▲35%



King (ME)
2k ▼72%



Manchin (WV)
2k ▲51%



Issa
CA-49
12k ▲13%



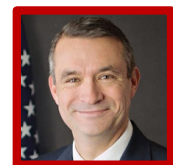
Comstock
VA-10
2k ▲203%



Lewis
MN-02
2k ▲44%



Coffman
CO-06
2k ▲73%



Bacon
NE-02
1k ▲7%

NEWSMAKERS



Gov.-Elect Ralph Northam (D-VA)
593k ▲332%



VA Gov. Candidate Ed Gillespie
565k ▲305%



Del.-Elect Danica Roem (D-VA-13)
190k ▲41,204%



NYC Mayor Bill de Blasio
73k ▼58%

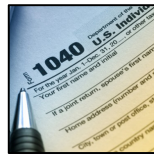


President of China Xi Jinping
38k ▲205%

HOT TOPICS



Election Day
638k ▲1,960%



Tax Reform/Cuts
486k ▲21%



Texas Church Massacre
383k (NEW)



Virginia Governor's Race
158k ▲249%

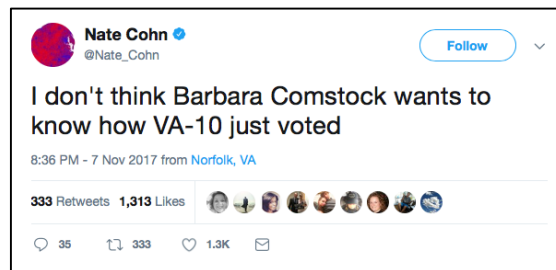


#MeToo
39k ▼40%

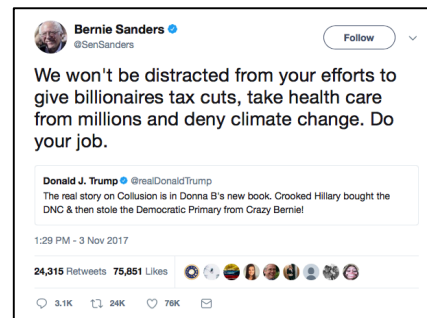
TOP TWEETS



35k Retweets / 110k Likes / [Link](#)



333k Retweets / 1.3k Likes / [Link](#)



24k Retweets / 76k 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.