

THE ECHO: A FRIDAY TIPSHEET OF POLITICAL ACTIVITY ON TWITTER

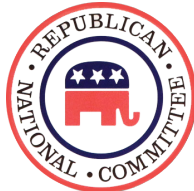
Thanks to the support of GSPM alumnus William H. Madway Class of 2013.

NOVEMBER 30 TO DECEMBER 6, 2017: [Passage of tax reform in the Senate](#) led political discussion on Twitter this week in the United States with about three million related posts, helping double the chatter about the Senate, and boosting it to 5.4 million posts about the GOP, more broadly. The last full week of the race for the Alabama open Senate seat prompted more than two million related tweets among Republican Roy Moore (1.6 million), Democrat Roy Jones (about 485,000), and the race itself (about 164,000). The resignations of [Sen. Al Franken](#) (D-MN) and [Rep. John Conyers](#) (D-MI) were important markers of the # MeToo movement (about 575,000) and demonstrated the ability of [coordinated efforts by women](#) (and cooperating men) to force out public officials accused of sexual harassment. Our in-depth analysis is available at [U.S. News & World Report](#).

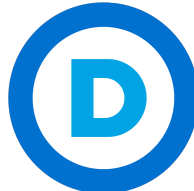
INSTITUTIONS



POTUS
7.0m ▲2%



Republicans
5.4m ▲176%



Democrats
1.7m ▲64%



U.S. Senate
269k ▲214%



U.S. House
12k ▲83%

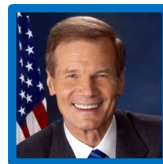
KEY RACES



Heller (NV)
70k ▲699%



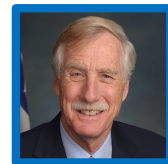
Brown (OH)
215k ▲305%



Nelson (FL)
32k ▲776%



Heitkamp (ND)
9k ▲4%



King (ME)
20k ▲874%



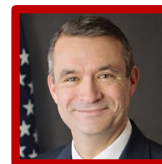
Issa
CA-49
13k ▲175%



Lewis
MN-02
4k ▼10%



Coffman
CO-06
3k ▲49%



Bacon
NE-02
3k ▲252%



Faso
NY-19
2k ▲18%

NEWSMAKERS



AL Sen. Candidate
Roy Moore
1.6m ▲ 58%



Fmr. WH NSA
Michael Flynn
729k ▲ 594%



AL Sen. Candidate
Doug Jones
485k ▲ 68%

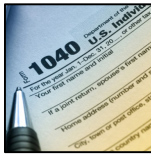


Sen. Al Franken
(D-MN)
296k ▲ 18%



Rep. John Conyers
(D-MI)
160k ▼ 34%

HOT TOPICS



Tax Reform / Tax
Cuts / Tax Bill
3.0m ▲ 195%



Jerusalem
614k ▲ 3,839%



#MeToo / Sexual
Harassment
575k ▲ 28%

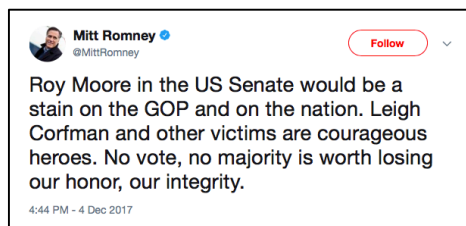


California Fires
190k (NEW)

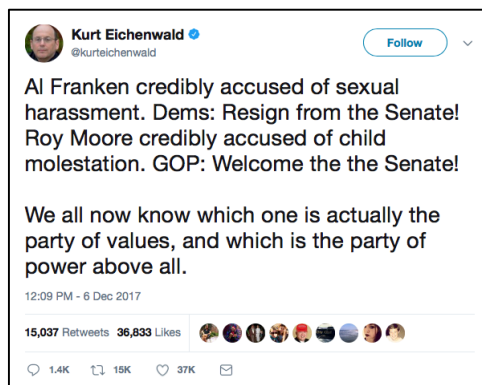


Alabama Senate
Race
164k ▲ 27%

TOP TWEETS



84k Retweets / 290k Likes / [Link](#)



15k Retweets / 37k Likes / [Link](#)



14k Retweets / 11k 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 additional features, 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.