

THE ECHO: A FRIDAY TIPSHEET OF POLITICAL ACTIVITY ON TWITTER

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

DECEMBER 28, 2017-JANUARY 3, 2018: [Excerpts](#) of Steve Bannon's savage evaluation of Donald Trump went viral, prompting the president to [excommunicate him](#) so completely that he was the top newsmaker in The ECHO in the first week of 2018 mainly on one single day's worth of tweets. Ninety-five percent of the 271,926 related posts about Bannon were on January 3, the last day before we went to press. In political news, the [retirement](#) of Sen. Orrin Hatch (R-UT) moved political conversation on the platform toward Mitt Romney, [widely viewed](#) as the heir apparent to the seat. There were +129,159 tweets about Romney, up 1,571 percent over the previous week. In broader news, the Free Iran protests, [supported by Trump](#), dominated the week with 598,575 related posts. Our in-depth analysis is available at [U.S. News & World Report](#).

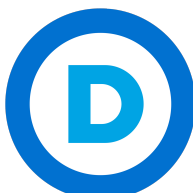
INSTITUTIONS



POTUS
6.2m ▲ 37%



Republicans
1.5m ▼ 20%



Democrats
914k ▼ 6%



U.S. Senate
72k ▲ 311%



U.S. House
18k ▲ 46%

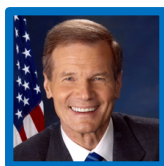
KEY RACES



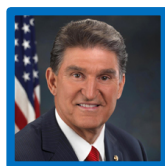
Brown (OH)
8k ▼ 31%



Heller (NV)
8k ▼ 58%



Nelson (FL)
4k ▼ 58%



Manchin (WV)
3k ▼ 35%



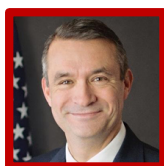
McCaskill (MO)
2k ▲ 108%



Issa
CA-49
9k ▲ 66%



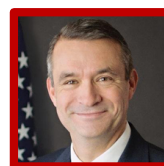
Lewis
MN-02
3k ▲ 123%



Bacon
NE-02
2k ▼ 37%



Coffman
CO-06
1k ▼ 14%

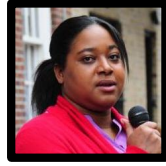


Knight
CA-25
934 ▼ 68%

NEWSMAKERS



Brietbart E.C.
Steve Bannon
272k ▲531%



BLM Activist
Erica Garner
258k ▲614%



DPRK Leader
Kim Jong-Un
215k ▲1,153%



Fmr. Gov. Mitt Romney (MA)
129k ▲1,571%



U.S. Sen. Orrin Hatch (UT)
116k ▲1%

HOT TOPICS



Iran Protests
598k (NEW)



#MeToo / Sexual Harassment
193k ▲32%



Russia Investigation
147k ▲169%



#TimesUp
59k (NEW)



North/South Korea Talks
5k (NEW)

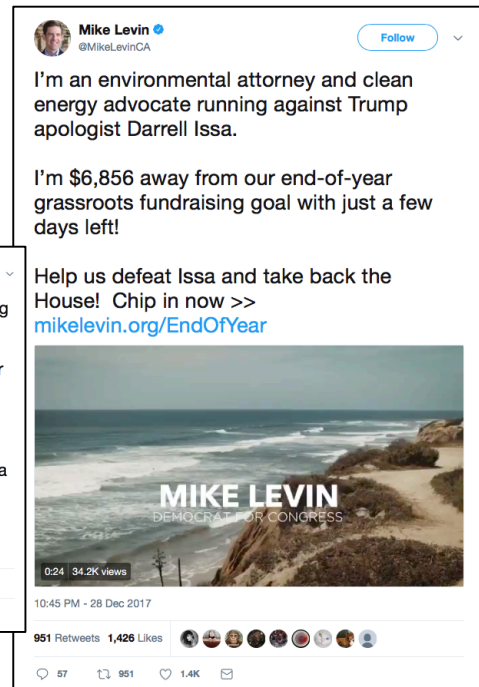
TOP TWEETS



12k Retweets / 38k Likes / [Link](#)



22k Retweets / 62k Likes / [Link](#)



951 Retweets / 1,426k 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](#). For 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.