

## THE ECHO: A FRIDAY TIPSHEET OF POLITICAL ACTIVITY ON TWITTER

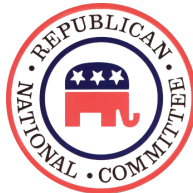
*Thanks to the support of GSPM alumnus William H. Madway Class of 2013.*

**FEBRUARY 15-21:** The United States focused much of its political discussion on Twitter this week on what to do in the aftermath of the Parkland Shooting. Tweets about the shooting and how the students have been leading the discussion on gun control attracted about 3.2 million related tweets up 362 percent from the previous week, which included the day of the shooting. The National Rifle Association stayed off Twitter until Wednesday but was not out of the discussion, leading The ECHO this week with 3.4 million related tweets up 448% from the previous week. Prior to the shooting, the NRA had, on average, been in fewer than 10,000 tweets. Additional findings, including tweets about Florida Senators Bill Nelson and Marco Rubio, gun control proposals, and the Russia investigation and indictments are available at [U.S. News & World Report](https://www.usnews.com/story/politics/2019/02/21/peoria-project-echo-2019-02-21).

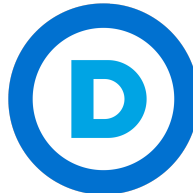
### INSTITUTIONS



POTUS  
8.2m ▲ 45%



Republicans  
3.1m ▲ 29%



Democrats  
1.7m ▼ 9%



U.S. Senate  
45k ▲ 20%



U.S. House  
19k ▲ 66%

### KEY RACES



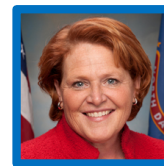
Nelson (FL)  
50k ▲ 201%



Heller (NV)  
8k ▼ 22%



Brown (OH)  
6k ▼ 61%



Heitkamp (ND)  
4k ▲ 104%



Smith (MN)  
4k ▼ 3%



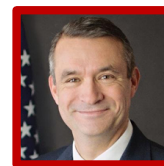
Coffman  
CO-06  
6k ▲ 129%



Lewis  
MN-02  
4k ▲ 45%



Comstock  
VA-10  
2k ▲ 171%



Bacon  
NE-02  
2k ▲ 37%



Faso  
NY-19  
2k ▲ 54%

## NEWSMAKERS



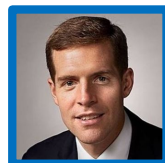
Senator Marco  
Rubio (FL)  
679k ▲153%



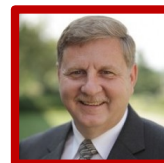
Vice President  
Mike Pence  
305k ▼35%



Special Counsel  
Robert Mueller  
243k ▲291%



PA-18 Candidate  
Conor Lamb  
29k ▼12%



PA-18 Candidate  
Rick Saccone  
13k ▲63%

## HOT TOPICS



National Rifle  
Association / NRA  
3.4m ▲448%



School Shooting in  
Parkland, FL /  
#NeverAgain  
3.2m ▲362%



Gun Control and  
Related Proposals  
2.8m ▲599%



Russia  
Investigation /  
Indictments  
177k ▲162%



#MeToo /  
#TimesUp  
167k ▼47%

## TOP TWEETS

Sarah Chadwick// #NEVERAGAIN

Dear Marco Rubio,

As a student who was inside the school while an active shooter was wreaking terror and havoc on my teachers and classmates with an AR-15, I would just like to say, YOU DON'T UNDERSTAND.

12:25 AM - 16 Feb 2018

56,137 Retweets 232,146 Likes

2.7K 56K 232K

56k Retweets / 232k Likes / [Link](#)

Barack Obama

We are grieving with Parkland. But we are not powerless. Caring for our kids is our first job. And until we can honestly say that we're doing enough to keep them safe from harm, including long overdue, common-sense gun safety laws that most Americans want, then we have to change.

12:12 PM - 15 Feb 2018

379,047 Retweets 1,297,922 Likes

32K 379K 1.3M

379k Retweets / 1.3m Likes / [Link](#)

## THE ECHO

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**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](mailto: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](mailto:corn@gwu.edu). For questions about GSPM, please contact Dr. Lara Brown by email at [larambrown@gwu.edu](mailto:larambrown@gwu.edu). All can be reached by phone at 202-994-6000.