



Visit Kent










Sentiment analysis | January 2021

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summary

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Mentions per category (comparing to previous period)

 896 ^{-94%} TWITTER	 5608 ^{-50%} INSTAGRAM	 94 ^{-5.0%} FACEBOOK
 1506 ^{-88%} NEWS	 102 ^{-92%} VIDEOS	 9 ^{-97%} PODCASTS
 237 ^{-88%} FORUMS	 639 ^{-77%} BLOGS	 981 ^{-90%} WEB

Summary

In comparison to the previous period (December 2020) there has been a significant decrease in mentions of Kent across social channels, news, blogs, forums and the web as can be seen at the beginning of January in the graphs.

Numerical summary

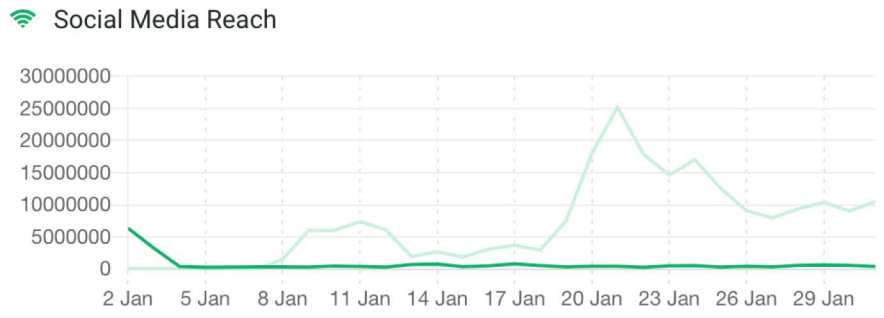
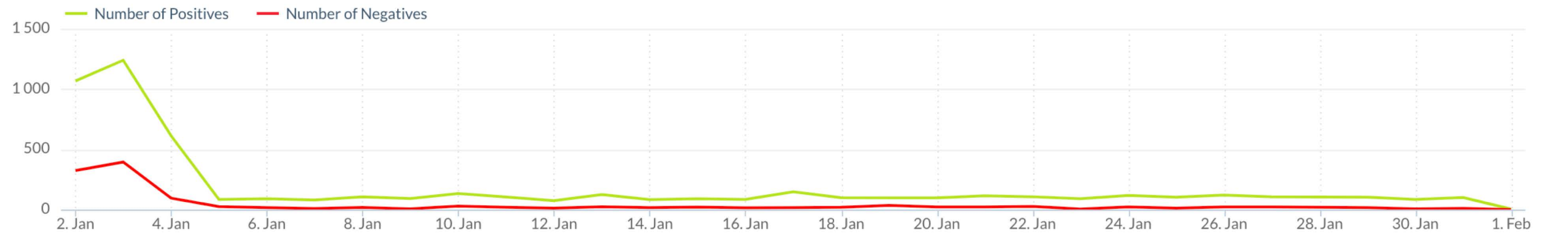
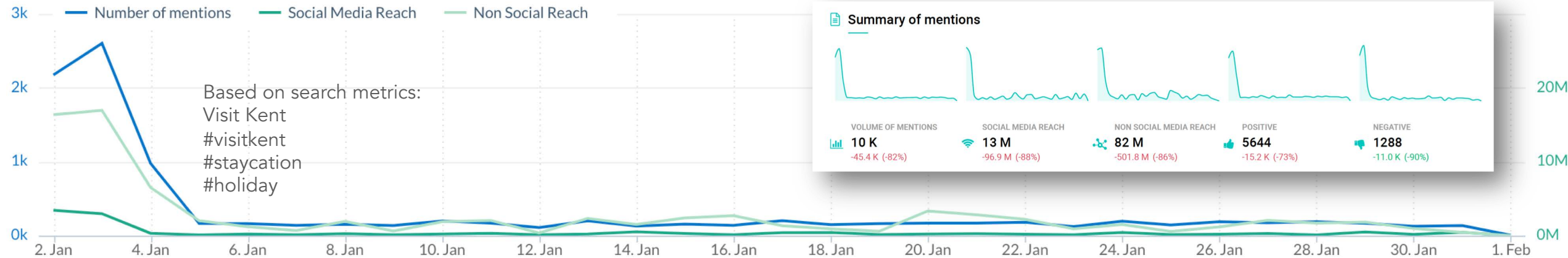
 10 072 MENTIONS	 6715 SOCIAL MEDIA MENTIONS	 3357 NON-SOCIAL MENTIONS	 13 M SOCIAL MEDIA REACH
 82 M NON SOCIAL MEDIA REACH	 7585 USER GENERATED CONTENT	 5644 ^{81%} POSITIVE MENTIONS	 1288 ^{19%} NEGATIVE MENTIONS
 \$ 5.5 M AVE	 896 MENTIONS FROM TWITTER	 237 MENTIONS FROM FORUMS	 1506 NUMBER OF NEWS

News has moved on from the big stories about the start of the lockdown and Brexit at the start of the year, but there are still plenty of mentions on these subjects because they're never far from the public consciousness.

There has been decrease overall in the proportion of negative mentions. Currently positive mentions make up 81% of the total and 19% are negative mentions. **These are any mentions of Kent, not specifically travel related.**

overview: mentions, reach and sentiment

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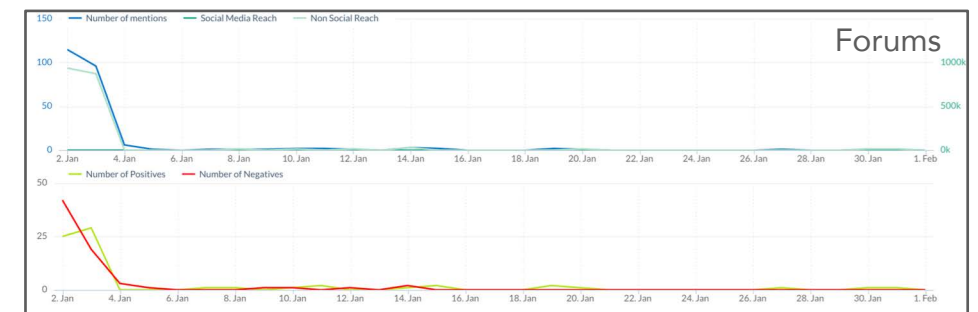
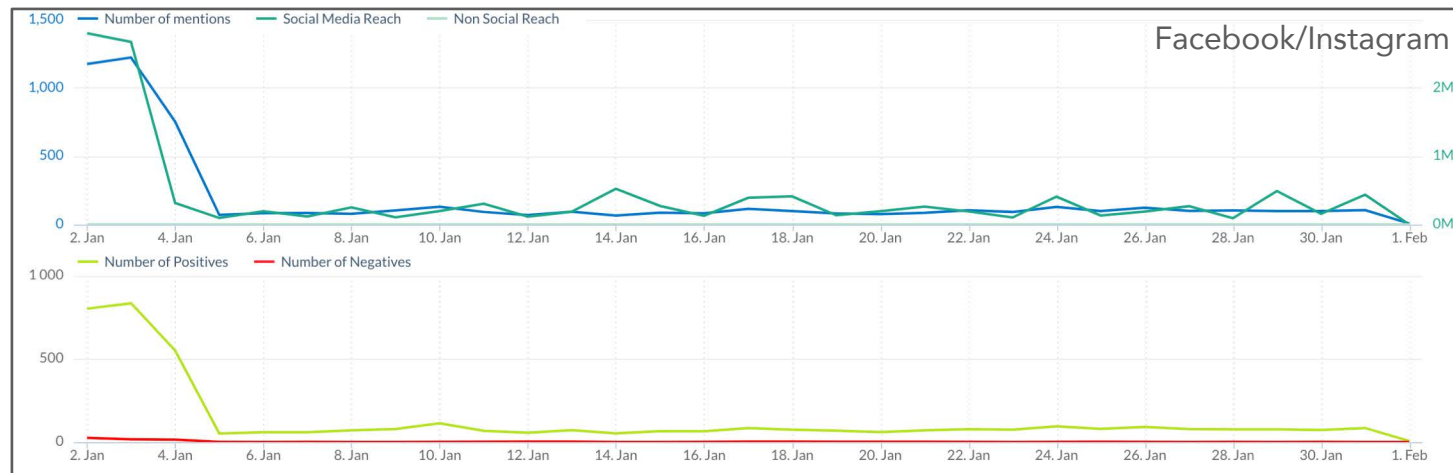
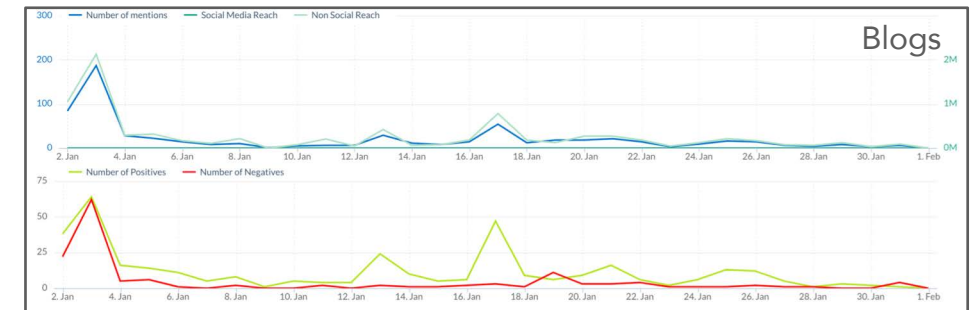
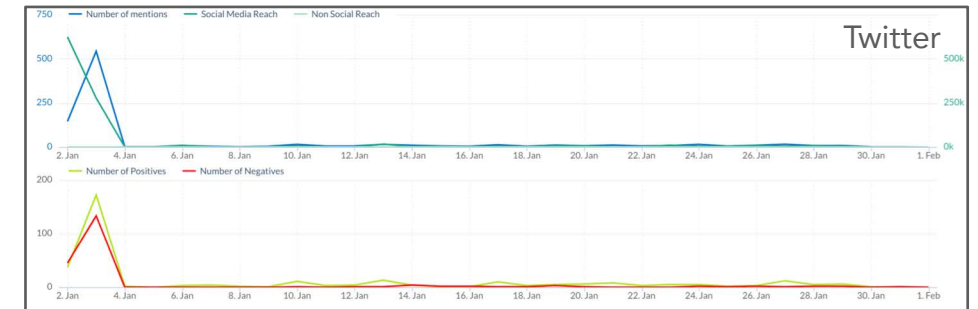
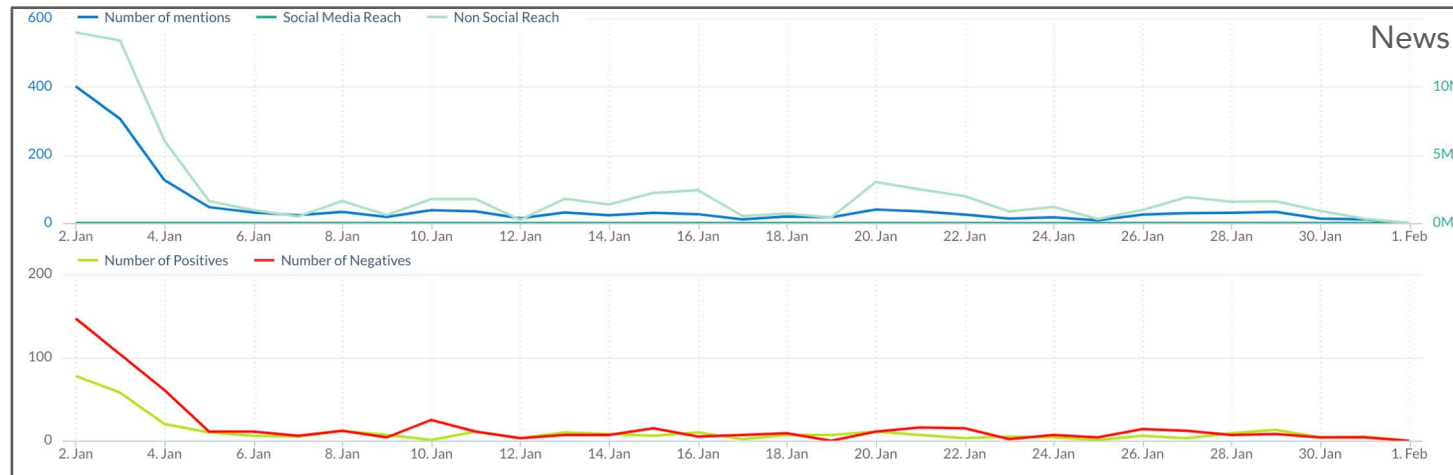


Summary
Positive sentiment consistently exceeds negative but volume of mentions and social media reach is much reduced from last month as the lockdown start and 31st December (in the case of Brexit) have passed.

overview: mentions, reach and sentiment

Summary

Negative sentiment is seen predominantly across **news sites** (Brexit and lockdown headlines) whereas **social channels and blogs are seeing more positive sentiment**. Positive and negative sentiment is quite even across Twitter due to people sharing news content on this channel.



Summary

News profiles are still present from last month but there are a greater range of profile types with The Guardian and Visit Kent the most prominent. Note: some profiles listed originate from outside the UK.

Most active public profiles

	PROFILE	SOURCE	REACH	MENTIONS
1	visitkent		23 014	29
2	sp1nda		308	15
3	22CB22CB		1693	13
4	UMPgas		10 526	12
5	Kh_homes ltd		32	9
6	waywardmegan15		1778	8
7	ziggystardad		4573	7
8	ToberLana		4252	5
9	blakemurphy7		3356	5
10	Bungalow113		5	4
11	Emma34770971		1866	4
12	KingParey		3281	4
13	Silvia_C_Dobre		239	4
14	CBAfternoonTeas		2897	4
15	KentROSystems		8795	4
16	LadyOfTheOcean1		16 135	3
17	Nrussell2018		34	3
18	hukins_hops		336	3
19	CommunityAd		1435	3
20	MarinersTorquay		20 591	3


Top public profiles

	PROFILE	SOURCE	VOICE SHARE	INFLUENCE
1	guardiannews		4.438%	583 884
2	visitkent		0.759%	99 876
3	UMPgas		0.163%	21 473
4	ElectionMapsUK		0.134%	17 689
5	demorgen		0.126%	16 618
6	kcsowriter		0.098%	12 831
7	MarinersTorquay		0.079%	10 438
8	alexhern		0.077%	10 155
9	VisitKent		0.064%	8379
10	LadyOfTheOcean1		0.063%	8228
11	vanillaweb		0.055%	7195
12	BusinessPagesUK		0.053%	7025
13	SimonJonesNews		0.052%	6892
14	aroundaboutbrit		0.051%	6644
15	kmfmnews		0.05%	6635
16	MizzouWrestling		0.05%	6630
17	TheGoodDogGuide		0.05%	6591
18	VashtiQV		0.049%	6428
19	danspena		0.048%	6344
20	KentROSystems		0.045%	5980



Summary

In comparison to last month Instagram now has the most mentions with Twitter in second place. News sites and forums are also prominent.

Most active sites

	SITE	 MENTIONS
1	instagram.com	5608
2	twitter.com	896
3	dailymail.co.uk	200
4	pistonheads.com	151
5	reddit.com	109
6	facebook.com	94
7	kentonline.co.uk	86
8	youtube.com	83
9	theguardian.com	50
10	thesun.co.uk	38
11	nature.com	34
12	milled.com	32
13	bbc.co.uk	31
14	soundhealthandlastingwealth.com	25
15	mirror.co.uk	22
16	nytimes.com	21
17	msn.com	21
18	medium.com	19
19	kentlive.news	19
20	boards.4channel.org	19


Most influential sites

	SITE	 VISITS	 INFLUENCE SCORE
1	sites.google.com	92 B	10 /10
2	youtube.com	33 B	10 /10
3	facebook.com	26 B	10 /10
4	en.wikipedia.org	5.8 B	10 /10
5	twitter.com	5.8 B	10 /10
6	instagram.com	5.5 B	10 /10
7	yahoo.com	3.8 B	10 /10
8	uk.news.yahoo.com	3.8 B	10 /10
9	news.yahoo.com	3.8 B	10 /10
10	au.news.yahoo.com	3.8 B	10 /10
11	sg.news.yahoo.com	3.6 B	10 /10
12	sports.yahoo.com	3.6 B	10 /10
13	uk.yahoo.com	3.5 B	10 /10
14	reddit.com	1.6 B	10 /10
15	uk.linkedin.com	1.2 B	10 /10
16	cnn.com	1.2 B	10 /10
17	twitch.tv	929 M	10 /10
18	clips.twitch.tv	929 M	10 /10
19	msn.com	885 M	10 /10
20	developer.microsoft.com	842 M	10 /10

trending hashtags

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Trending hashtags

	HASHTAG	 MENTIONS
1	#kent	4611
2	#visitkent	2575
3	#kentlife	714
4	#igerskent	656
5	#nature	523
6	#england	505
7	#photography	499
8	#london	481
9	#uk	439
10	#visitengland	371
11	#staycation	370
12	#canterbury	341
13	#kentcoast	339
14	#photooftheday	320
15	#ukpotd	304
16	#landscapephotography	285
17	#landscape	281
18	#seisbest	278
19	#kentphotographer	273
20	#gardenofengland	273

Summary

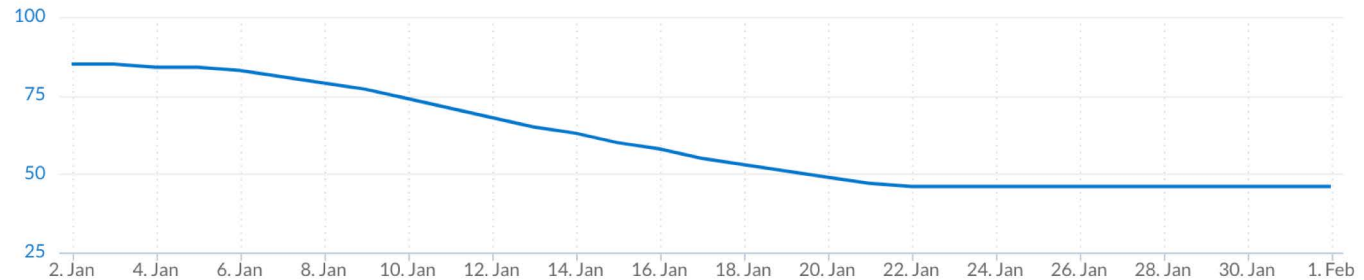
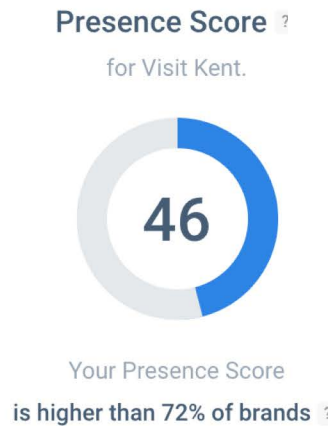
#kent tops the list with 4,611 mentions, down from 15,793 mentions last month. #visitkent has climbed to 2nd place with 2,575, up from 1,369 mentions last month.

Outdoor topics are prominent hashtags including #nature, #kentcoast, and #landscape. #Staycation is also prominent at 11th place. There's also a number of photography related hashtags: #photography, #photooftheday, #landscapephotography, and #kentphotographer.

Summary

Visit Kent's presence score is 46%, a decrease from around 80% at the beginning of the month. This is a reflection of the level of news relating to Kent, Covid and Brexit, and associated volume of mentions.

Presence Score helps to measure brand/topic online presence (popularity) at the given time. This metric can help to measure and benchmark brand awareness. It can help to evaluate marketing & PR efforts providing a way to measure online presence/popularity. Presence Score operates on a scale from 0 to 100, where 100 is a score achieved by globally recognizable brands. It's growth speed decreases with progress, which means that it is much more challenging to grow the Presence Score from 70 to 80 than from 10 to 20.



positive sentiment



What's not to love about our location...we're a stones throw away from the quirky delights of historic Rochester High Street - with lots of independent and beautiful shops, cafes and sights ❤️❤️
[@RochesterCastle](#) [@RochesterCathed](#)

[#SupportLocal](#) [#VisitKent](#)



Can't travel so make the most of what's on your doorstep.

[#lockdown](#) [#lockdowntravel](#)
[#maidstone](#) [#kent](#) [#milleniumpark](#)
[#shotoniphone](#) [#staycation](#) [#dogwalk](#)
[#travelban](#) @ Millenium River Park
[instagram.com/p/CKj1gTJr9GN/...](https://www.instagram.com/p/CKj1gTJr9GN/)



Interesting piece on [@BBCRadio4](#) You & Yours on Staycation Tourism for this summer. So hard to plan ahead!! How far from home would you go/ how far in advance would you book? [#Holiday](#) [#Staycation](#) [#UK](#) [#Kent](#)

1:21 PM · Jan 28, 2021 · TweetDeck



Rich Clark - Giclée Printing &... · Jan 28 · ...
Replying to [@CarolynTGray](#) and [@BBCRadio4](#)
I'd only book with sensible cancellation. I'd only travel within the rules. I'd avoid outlying communities with limited health infrastructure. I'd test before traveling. I'd socially distance. I'd avoid major transport hubs and public transport.



Jessica Mookherjee @jessmk... · Jan 28 · ...
Replying to [@CarolynTGray](#) and [@BBCRadio4](#)
I thought staycation was staying at home - not just Holliday in U.K.



The Good Dog Guide @TheGoodDogGuide · ...
Set amidst glorious countryside at the end of a one-mile farm track, in the heart of the Weald of [#Kent](#), Three Chimneys Farm is a perfect hideaway for a relaxing country holiday.

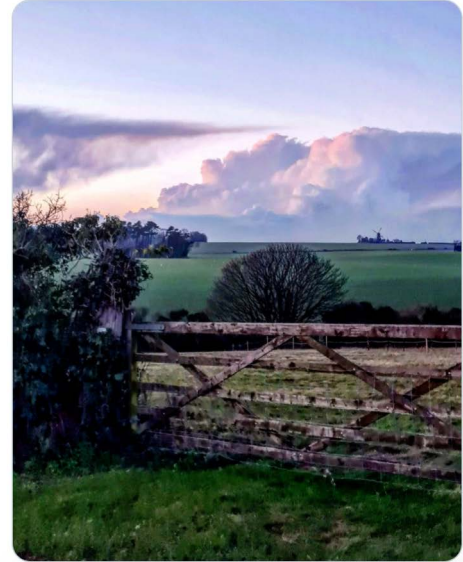
[#dogfriendly](#) [#bookdirect](#) [#Goudhurst](#)



Afternoon walks in Maidstone are a great way to clear the head and de-stress on a hectic day. The views are awesome. [#kent](#) [#visitkent](#) [#thegreatoutdoors](#) [#explore_britain](#) [#ukpotd](#) [#loves_britain](#) [#travelpics](#) [#lovegreatbritain](#) [#thegreatoutdoors](#) [#servicedapartments](#) [#hospitality](#) [#nature](#)



A pretty sky over [#kingsdown](#) this weekend... [#Kent](#) [#visitkent](#) [#photography](#)



Stretching across five generations, our love for hop growing knows no bounds ❤️ It's the combination of our team's passion, unique terroir, and heritage that drives our continual push for excellence 💪

[#hop](#) [#hophead](#) [#hopheads](#) [#locallygrown](#) [#kent](#) [#visitkent](#) [#farmlifebestlife](#)



Looking forward to the days when my caravan can be busy again! It is ready and waiting families booking and making some memories ❤️ [#kent](#) [#holiday](#) [#caravan](#) [#memories](#) [#summerfun](#)



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Summary

The most prominent positive sentiment originates from a variety of sources such as Instagram, news sites and Twitter. There are a lot of positive news stories about staycations, travelling or holidaying in the UK. Also Instagram posts by individuals exploring Kent and places people can visit. Adding to this are businesses or individuals talking about staycations in the county. Beautiful photography is often used.

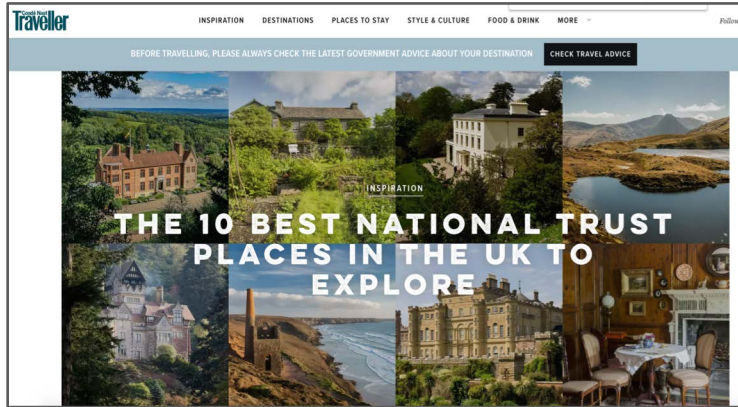


Knowlton Court Weddings @KnowltonCourt · ...

Surrounded by beautiful Kent countryside and within 1,900 acres of farmland, yet within easy reach of the bustling coastal towns of Deal, Whitstable and Folkestone, the holiday cottages at Knowlton offer the perfect place to unwind and escape from it all.

positive sentiment

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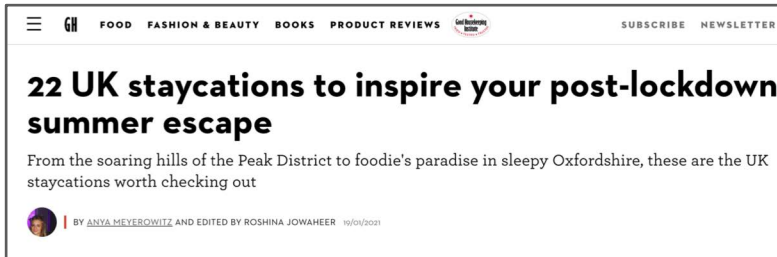
theadventureplaylist • Follow
Penshurst, Kent, United Kingdom

theadventureplaylist • M U D

Penshurst, Kent ~ January 2021
A very muddy and brisk 5.5km walk around beautiful Penshurst today. We grabbed coffees at the lovely Porcupine Pantry and did a loop around the outskirts of the Penshurst estate taking in views of Penshurst Place and the gorgeous Kent

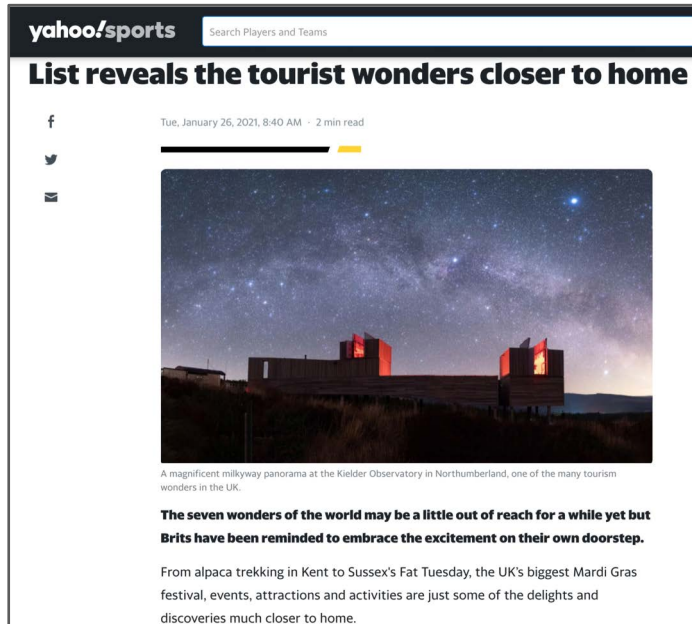
35 likes
17 HOURS AGO

Add a comment... Post



A far-flung adventure might feel like the ultimate wishlist trip but, if you know where to go, a UK staycation can offer just as much beauty, adventure and luxury.

Covid-19: Check the latest guidance for England, Northern Ireland, Scotland and Wales before travelling this summer.



baytreerestaurantbroad • Follow
Broadstairs Beach

baytreerestaurantbroadstairs It was so lovely seeing people out and about (keeping their distance of course). It's a tough time that's for sure, but if you can get out for a walk we strongly urge you to. Life looks a little brighter out here on the dull days.

#broadstairs #kent #eastkent #thanet #ukholiday #visiathanet

17 likes
16 HOURS AGO

Add a comment... Post



adlivuk • Follow

adlivuk And just like that.....it's February!

I think we can all agree that we're staring to get a bit fidgety 🤔

We're all starting to look towards coming out of lockdown...

We need something to look forward to...

5 likes
1 HOUR AGO

Add a comment... Post

negative sentiment

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Richard Nicholl
@rtrnicholl

Replying to @rtrnicholl

But the Kent strain is too powerful and the South African strain may be even worse. There is now no choice. It is either mass infection with hundreds of thousands of deaths, or elimination (with tens of thousands baked in).

You have to pick one and subordinate ALL policy to it.



Archer Møøn
@archermoonx

They do need to lock us down tho. Like on a real level. Brighton never used to go past 50 cases, if that, per 100,000 and now we're in 404 cases per 100,000. Kent is 750 and londons around the same number. That's ridiculous. Why are we not in #lockdown



Henrik Brønning Rejoin. @... · Jan 17
If I was to visit my bro and sis in law in Maidstone, Kent, would I be allowed to bring a ham sandwich or would it be confiscated at the Kent border?

33 25 204



Jennywren
@jennynorthern21

Replying to @br_nning

If you don't live in Kent then you can't visit Kent.....have to stay local



Bill Galer
@galer_bill

Next time you fancy a free couple of weeks break in a hotel, walk onto a Kent beach and if approached say "I no speak English good." Then if they think you're a lying cheating illegal immigrant or criminal carrying a new & dangerous Covid variant, YOU'RE IN, HAPPY HOLIDAY!



Red Dunn
@RedDunn2

Replying to @Liar_MPs

On a bank holiday. Meanwhile Kent residents are extremely pissed because so much land has been commandeered for the panic building of lorry parks.



Graham West
@Bungle2010

Replying to @suerich48399790 and @Kent_Online

How is booking a holiday "bad behaviour"? And its all very well you chastising people for daring to want some kind of break, but it's obviously not your job or business that's at risk of being lost.



Buddug~TEST;TRACK;TRACE~3'5%~...
@pwsimerimaw

Replying to @ks_1968 @GMB and 3 others

They wanted schools to open at half term. That's not going to happen as the London/Kent virus is too deadly and infectious yet they went "on holiday" last Summer, contributing to this horror. It's killing young people now.



sunlover72
@sunlover_FBPE

This is awful, we need action now



'Kent is completely overwhelmed'
kentonline.co.uk



Tim Garbutt
@timg33

Indy article: Kent hospitals overwhelmed. Collapse of NHS as patients bussed around UK. Kent Virus cited abroad. NHS/Public Health heads must roll. Lions led by donkeys again. Time for Change

Summary

The most prominent negative sentiment originates from news outlets and associated comments by individuals. Lorries aren't mentioned as much as last month (though they are still mentioned). Being unable to travel due to restrictions and the Covid situation in Kent are hot topics (not helped by the UK strain now often being called the Kent strain).

The screenshot shows the Daily Express website. The main headline is "Coronavirus Kent strain symptoms: The 15 symptoms and your risk of hospitalisation". Below the headline, there is a sub-headline: "THE NEW strain of coronavirus, first reported in Kent in the UK, may be responsible for the surge in daily deaths, Prime Minister Boris Johnson warned on Friday. Amid the heightened concerns, researchers have catalogued 15 possible warning signs and provided an assessment on the risk of hospitalisation." The article is by Adam Chapman and was published on Tuesday, January 26, 2021. The website also features a navigation menu with categories like HOME, NEWS, SHOWBIZ & TV, SPORT, COMMENT, FINANCE, TR, LIFE, GARDEN, STYLE, PROPERTY, HEALTH, FOOD, CARS, TECH, DIETS.

KentOnline 5°C | 3°C 5 day >

Home News Sport Business What's On Education Directory Jobs Home

Home > Kent > News > Article

KentOnline Podcast: Fire breaks out at barracks in Folkestone being used to house asylum seekers

KENT TRAVEL NEWS SIGN ME UP FOR NEWS ALERTS

By Nicola Everett neverett@thekmgroupp.co.uk

Published: 17:18, 29 January 2021 | Updated: 17:21, 29 January 2021

A fire has broken out at an army barracks in Folkestone being used to house asylum seekers. Emergency crews were called to Napier Barracks and videos posted on social media show dozens of people gathered outside and alarms can be heard.

KentOnline Podcast: Fire breaks out at barracks in Folkestone being used to h...



esinwonderland • Follow
Kent, United Kingdom

esinwonderland • How Are Moo Doing? •

This lockdown really has been tough, for many reasons, and it seems the general consensus is that everyone feels this has been the toughest one yet.

I haven't been out for as many walks, due to weather, restrictions and my normal bouts of feelings of anxiety. But when I have managed to get out, immersing self in nature and taking the time to breathe it all in, listen to the calls of the wild, and notice everything around me, I do feel so much better.

So I ask you: How are you doing? 🍷

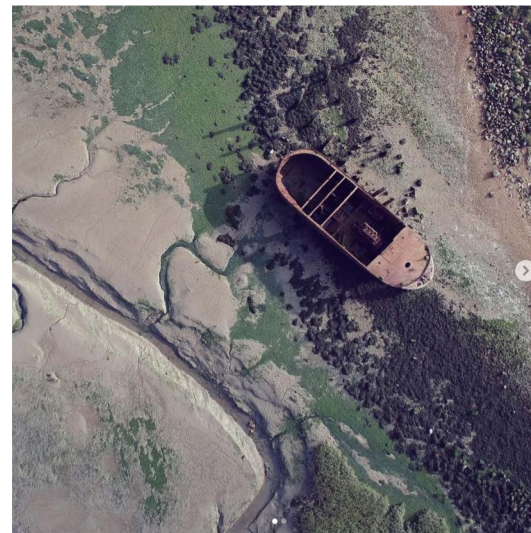
17 likes
3 DAYS AGO

Comments on this post have been limited.

” In Kent our Covid-19 numbers are very high. Our hospitals are full to **overloaded**. Critically **ill** patients are being transported out of area due to **lack** of beds. There are reports of no beds & **low** supplies in Kent's hospitals; ambulances waiting outside with patients. It's **dire**.



LadyJai...
3 January 2021



dannyfordphotography • Follow

dannyfordphotography Can't remember the last time I went down to riverside and checked this abandoned shop out, I wonder how much more it's decayed. Looks like another weekend without exploring lots and lots of rain today! #medway #kentohotographer #kentlife #kent #visitkent #visitengland #exploring #badweather #stuckindoors #dji #dronephotography #dronelandscape #urbex #decay #abandoned #abandonedship

2d

58 likes
2 DAYS AGO

Add a comment... Post