Visit Kent

Sentiment analysis | 4 January 2021

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summary

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Mentions per category (comparing to previous period)

15 876 TWITTER	14 377 INSTAGRAM	104 FACEBOOK
13 127 NEWS	1340 VIDEOS	310 PODCASTS
2142 FORUMS	3079 BLOGS	10 584 WEB

Numerical summary

60 939 MENTIONS	31 806 SOCIAL MEDIA MENTIONS	29 133 NON-SOCIAL MENTIONS	116 M SOCIAL MEDIA REACH
619 M NON SOCIAL MEDIA REACH	23 619 64% POSITIVE MENTIONS	13 019 36% NEGATIVE MENTIONS	$ 43 M AVE
15 876 MENTIONS FROM TWITTER	2142 MENTIONS FROM FORUMS	13 127 NUMBER OF NEWS	1340 NUMBER OF VIDEOS

Summary

In comparison to the last campaign period there has been a significant increase in mentions of Kent across social channels, news, blogs, forums and the web.

The SGE campaign period had 10,316 mentions in total. On social media mentions in the SGE campaign were comprised of 6,991 positive mentions (93%) and 508 negative mentions (7%).

There has been an increase in the proportion of negative mentions. Currently positive mentions make up 64% of the total and 36% are negative mentions. These are any mentions of Kent, not specifically travel related.

overview: mentions, reach and sentiment

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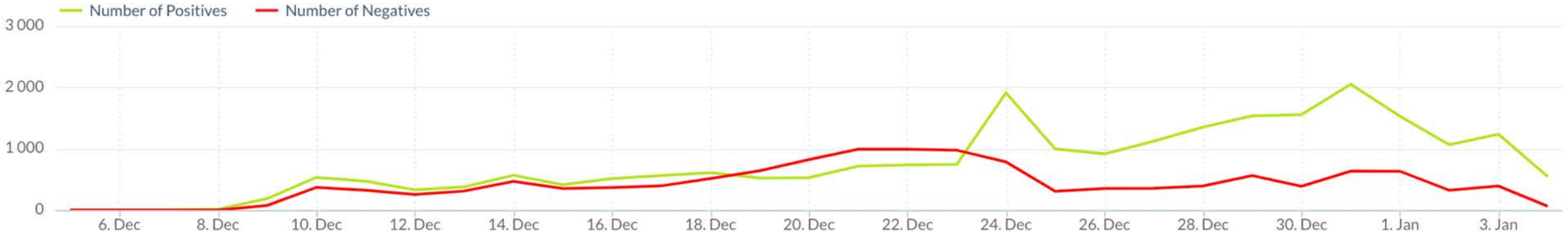
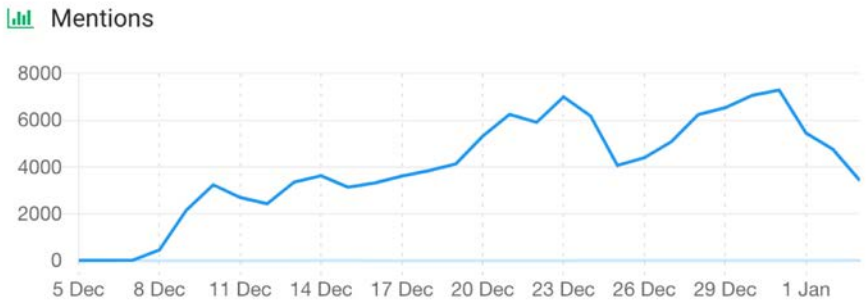
Based on search metrics:
Visit Kent
#visitkent
#staycation
#holiday





Summary

Before Christmas negative and positive sentiment saw relative parity whereas positive sentiment has grown from Christmas Eve onwards.

overview: mentions, reach and sentiment

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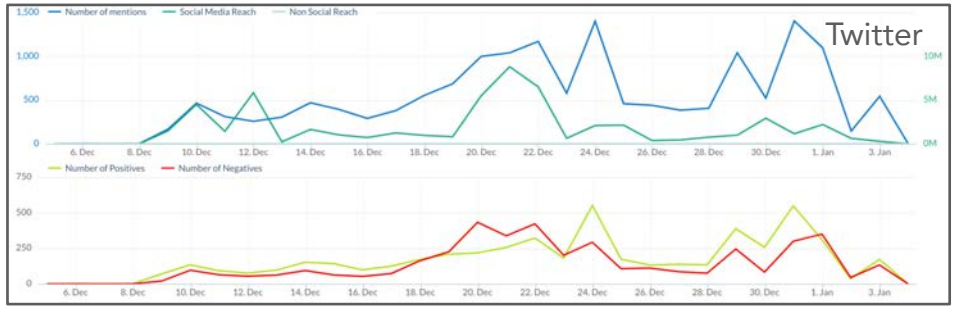
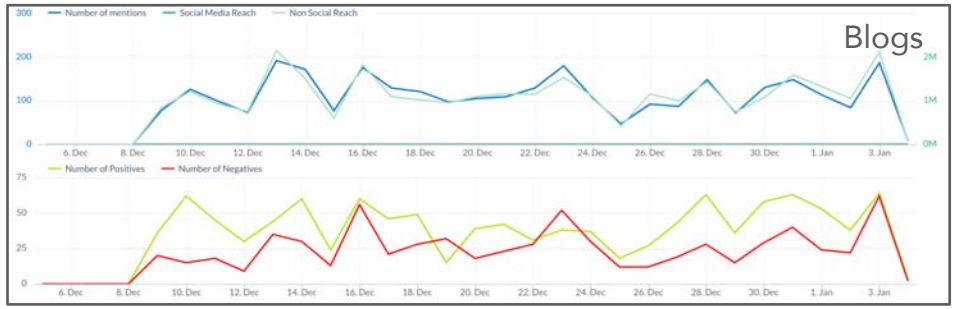
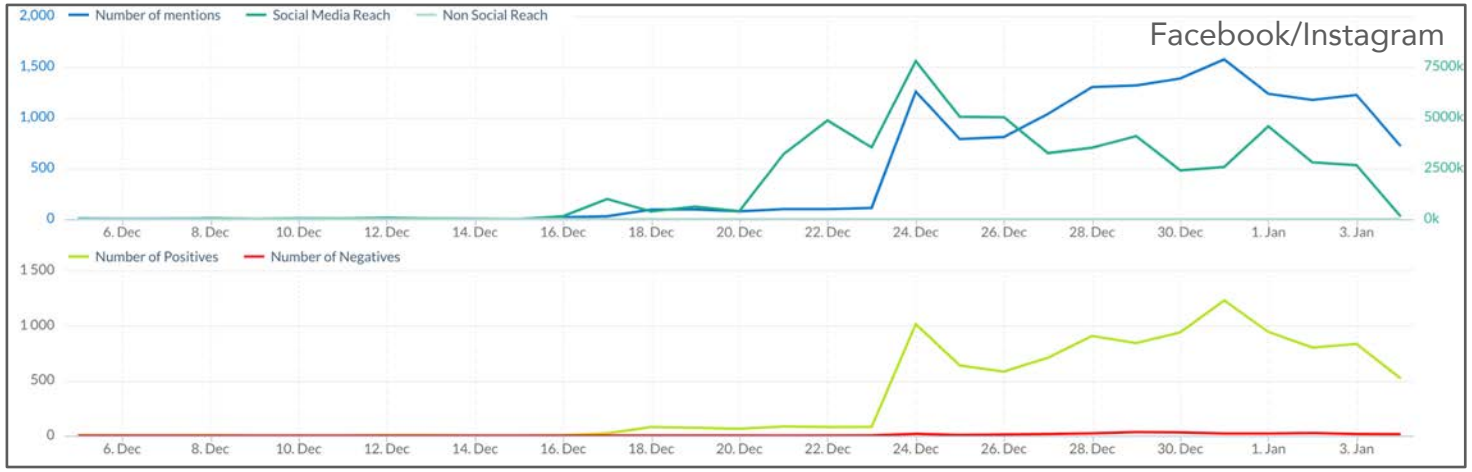
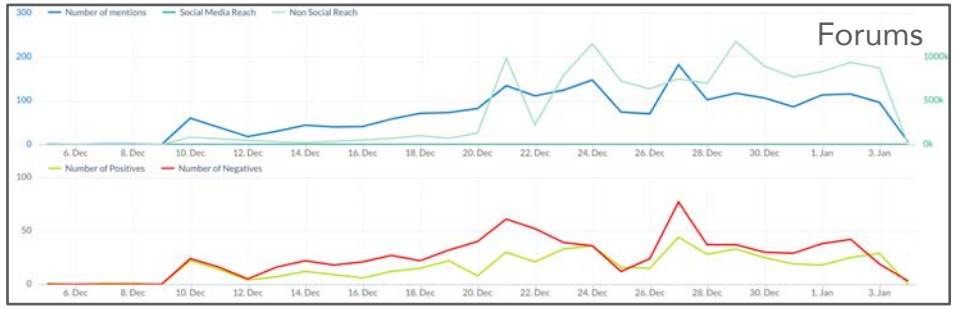
Summary

Negative sentiment is seen predominantly across news sites and forums whereas social channels are seeing more positive sentiment. Positive and negative sentiment is quite even across Twitter – this is may be due to people sharing news content on this channel.









profiles

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Summary

News profiles are the most prominent with the top UK profiles including Sky News at the top of the list followed by The Guardian and Independent, then the BBC.

Most active public profiles

	PROFILE	SOURCE	REACH	MENTIONS
1	juliocco00017006		261	186
2	julien_cortez		85	96
3	JewelsGiftBox		4808	54
4	Emma34770971		1866	43
5	kmfmnews		19 516	40
6	KentROSystems		8795	38
7	truckerworld		4227	38
8	JenCages		1934	37
9	futurevisionari		1493	37
10	Kent_Online		183 933	37
11	KathyOShea1		323	34
12	22CB22CB		1693	33
13	timg33		1648	33
14	ToberLana		4259	32
15	morleyhealthst1		50	31
16	HpsRochester		63	31
17	ADFofficial		12 514	31
18	Reclametuk		49	30
19	visitkent		22 943	28
20	misshellca		3284	28

Top public profiles

	PROFILE	SOURCE	VOICE SHARE	INFLUENCE
1	SkyNews		9.744%	11 M
2	NBA		4.653%	5.4 M
3	guardian		2.742%	3.2 M
4	Independent		2.531%	2.9 M
5	CGTNOfficial		2.007%	2.3 M
6	BBCNews		1.706%	2.0 M
7	NBCNews		1.184%	1.4 M
8	BBC News		1.034%	1.2 M
9	guardiannews		1.005%	1.2 M
10	Kent_Online		0.994%	1.2 M
11	Telegraph		0.874%	1.0 M
12	LiveSmart		0.869%	1.0 M
13	10DowningStreet		0.856%	994 955
14	LBC		0.796%	925 507
15	itvnews		0.69%	801 944
16	SkyNewsBreak		0.674%	783 890
17	TheSun		0.533%	619 257
18	BritishVogue		0.529%	614 882
19	Se_Railway		0.449%	521 637
20	kent_police		0.386%	448 711

sites

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Summary

In comparison to the SGE campaign period, Twitter now has the most mentions with Instagram second. News sites are much more prominent now with the Daily Mail topping this list (below Twitter, Instagram and YouTube) with 1,179 mentions compared to 80 mentions previously.

Most active sites

	SITE	MENTIONS
1	twitter.com	15 876
2	instagram.com	14 377
3	youtube.com	1240
4	dailymail.co.uk	1179
5	pistonheads.com	1034
6	reddit.com	610
7	theguardian.com	509
8	community.cbr.com	434
9	bbc.co.uk	428
10	kentonline.co.uk	392
11	milled.com	358
12	nature.com	323
13	bbc.com	217
14	resetera.com	210
15	thesun.co.uk	201
16	mirror.co.uk	194
17	boards.4channel.org	185
18	islamick2.blogspot.com	162
19	metro.co.uk	155
20	express.co.uk	141

Most influential sites

	SITE	VISITS	INFLUENCE SCORE
1	youtube.com	33 B	10 /10
2	facebook.com	26 B	10 /10
3	twitter.com	5.8 B	10 /10
4	instagram.com	5.5 B	10 /10
5	en.wikipedia.org	5.3 B	10 /10
6	yahoo.com	3.8 B	10 /10
7	uk.news.yahoo.com	3.8 B	10 /10
8	news.yahoo.com	3.8 B	10 /10
9	in.style.yahoo.com	3.8 B	10 /10
10	uk.style.yahoo.com	3.6 B	10 /10
11	uk.finance.yahoo.com	3.6 B	10 /10
12	ca.style.yahoo.com	3.6 B	10 /10
13	au.news.yahoo.com	3.6 B	10 /10
14	sports.yahoo.com	3.6 B	10 /10
15	ph.news.yahoo.com	3.5 B	10 /10
16	malaysia.news.yahoo.com	3.5 B	10 /10
17	finance.yahoo.com	3.5 B	10 /10
18	currently.att.yahoo.com	3.5 B	10 /10
19	ca.news.yahoo.com	3.5 B	10 /10
20	au.finance.yahoo.com	3.5 B	10 /10

trending hashtags

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Trending hashtags

	HASHTAG	MENTIONS
1	#kent	15 473
2	#london	1959
3	#christmas	1430
4	#visitkent	1369
5	#england	1248
6	#uk	1049
7	#photography	1011
8	#nature	859
9	#tunbridgewells	814
10	#love	767
11	#essex	754
12	#maidstone	740
13	#kentlife	730
14	#newyear	716
15	#2021	700
16	#canterbury	649
17	#winter	644
18	#smallbusiness	631
19	#sevenoaks	616
20	#surrey	577

Summary

#kent now tops the list with 15,793 mentions, up from 3,921 mentions during the SGE campaign. #visitkent has dropped to 4th place with 1,369 mentions.

positive sentiment

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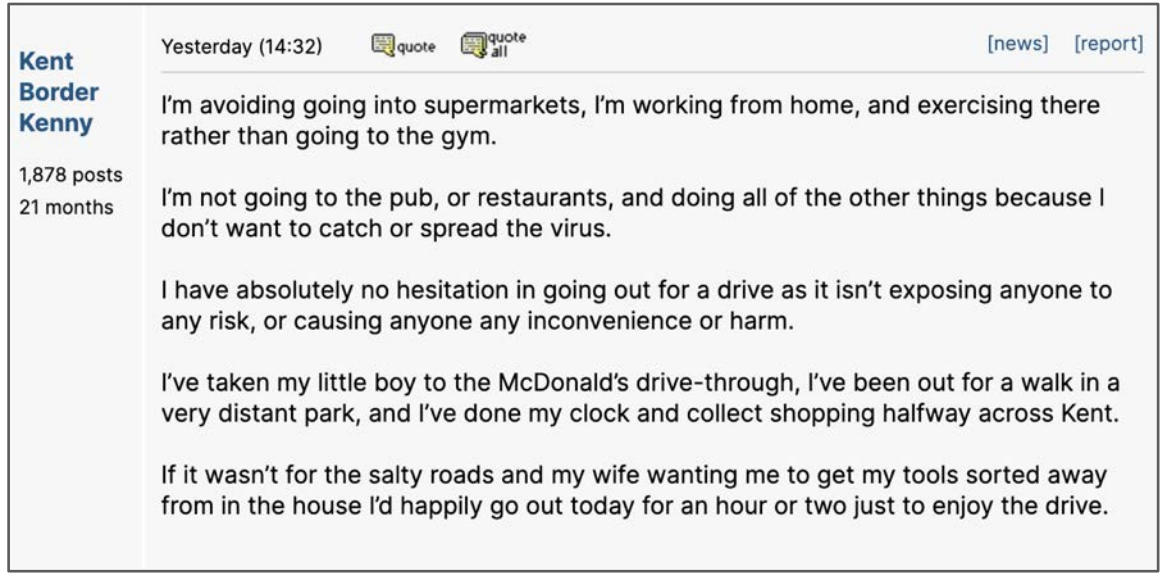

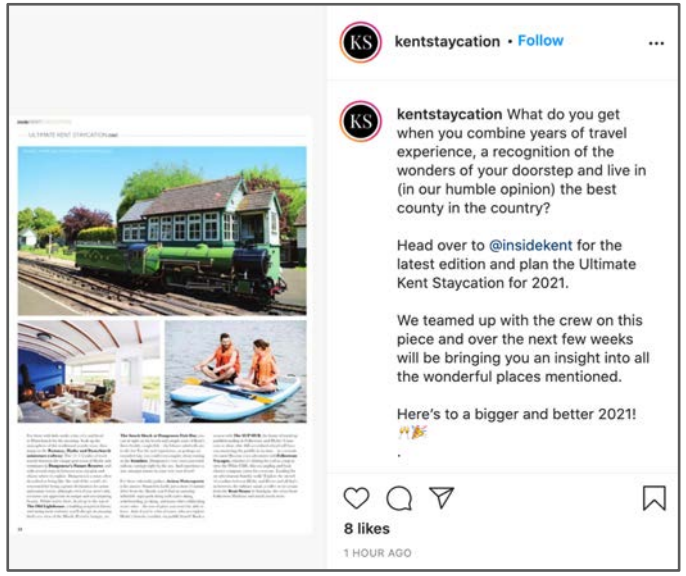

Summary

The most prominent positive sentiment originate from a variety of sources such as forums, news sites and Twitter. Positive Covid-19 news is mentioned, also any topics relating some form of 'normality' such as services returning to normal, experiencing the outdoors, and staycations.

positive sentiment

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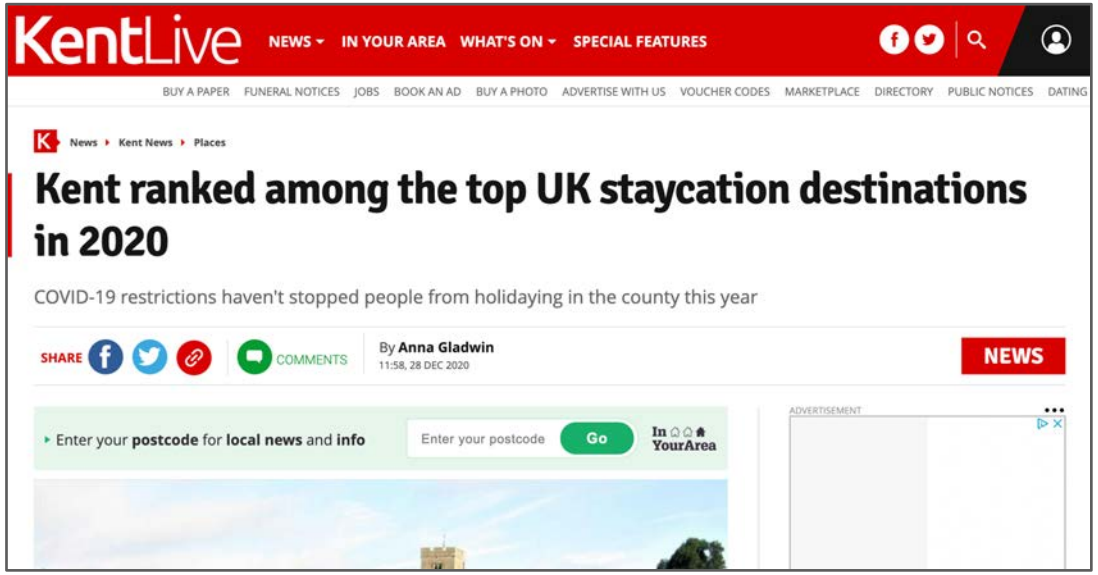

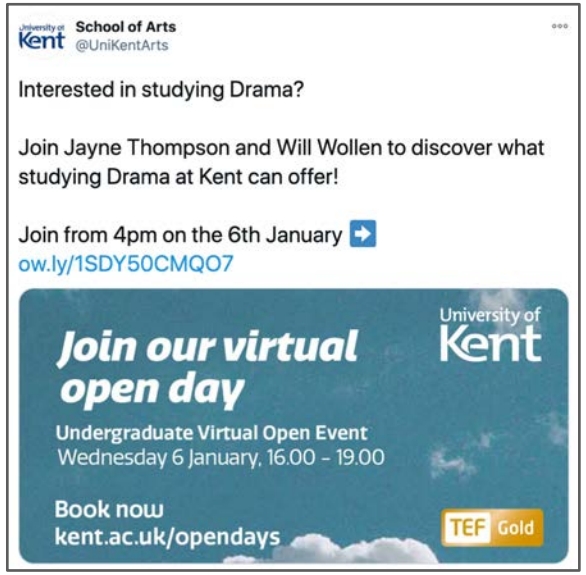

negative sentiment

Summary

The most prominent negative sentiment originates from news profiles relates to Brexit, particularly lorries in Kent, and Covid-19.

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The Guardian
@guardian

Covid chaos disrupts Kent ports as France bans UK freight

Traffic Updates + Useful Info
@trafficbutter

VIA @TheDispatcherHQ: Thousands of cargo trucks remain stuck in Kent waiting to leave the UK on Wednesday, December 23, while officials are looking for ways to resume traffic after France closed its border over a new strain of COVID-19 found in Britain.

From **The Dispatcher HQ**

9:58 AM · Dec 23, 2020 · dlvr.it

The Green Party
@TheGreenParty

There are only days until the end of the Brexit transition period.

With more and more countries joining the UK no travel list, Kent turned into a lorry park and covid cases rising rapidly, asking for an extension is the only responsible thing to do.

Covid-19: More than 40 countries ban UK arrivals
Spain and India are among the nations to suspend flights amid concern over spread of new variant.

LBC
@LBC

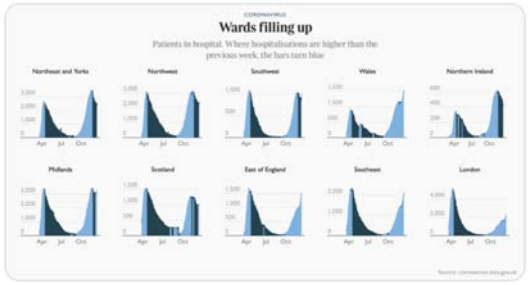
Mass Covid testing is set to begin across schools in London, Essex and Kent in a bid to avoid closures. This comes as secondary schools in Wales are being moved online from Monday. @TomSwarbrick1 asks: Is there a good enough reason to close the schools?

11:12 PM · Dec 10, 20

The Sunday Times
@thesundaytimes

New Year's Day looks set to usher in a 'black week' for hospitals as they struggle to cope with rising admissions for Covid-19.

NHS trusts in London, Essex and Kent in particular are said to be under extreme pressure:
thetimes.co.uk/edition/news/c...



Guardian news
@guardiannews

'Betrayed': Dover residents furious over building of Brexit lorry park

'Betrayed': Dover residents furious over building of Brexit lorry park
Letter from transport minister sent on New Year's Eve said white cliffs site will be turned into 'Inland Border Facility'
theguardian.com

000 lorries left
e portable
iteral shit

Meet the toilet barons of Brexit
As Kent looks set to become the bathroom of Brexit Britain, portable toilet companies are preparing for a bumper payday
wired.co.uk

David Schneider
@davidschneider

Today in Brexit:

Young people deprived of opportunity to study in EU under Erasmus scheme

Kent lorry park won't be ready for weeks after transition ends

Car factories having to halt production

EU hauliers to avoid UK causing price rises/shortages

And the day's not over yet.

9:37 PM · Dec 15, 2020 · TweetDeck

637 Retweets **51** Quote Tweets **3.5K** Likes

Good Morning Britain
@GMB

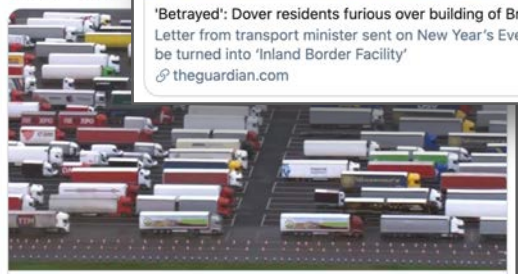
'They may well be patting themselves on the back but how on earth is this going to work?'

Thousands of lorry drivers stuck in Kent will be able to travel to France - if they can provide a negative Covid test before crossing the Channel.

@SwainITV has the latest from Dover.

ITV News
@itvnews

Transport Secu
with France ov
warns 'hauliers



Covid: EU recommends end of travel bans to UK to end disruption chaos | ITV...
The EU has said nations should end their travel bans on the UK in order to avoid further disruption as more than 1,450 lorries remain stuck in Kent.
itv.com