












Visit Kent

Sentiment analysis | 4 January 2021

FABBRICA

summary

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













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%).

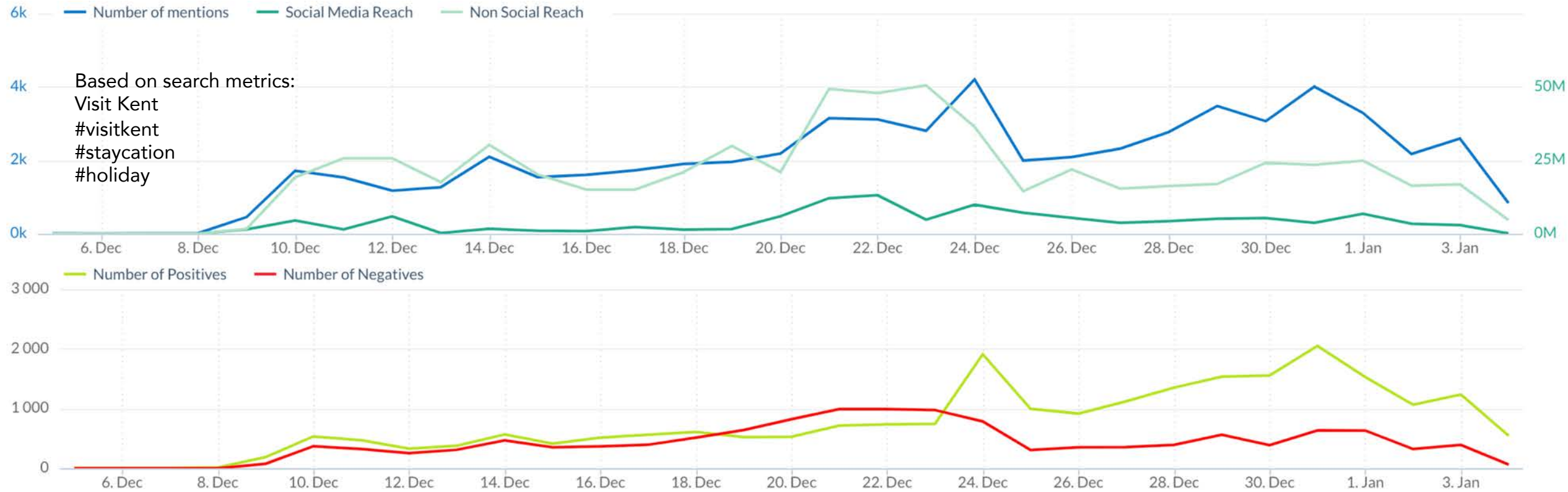
There has been an increase in the proportion of negative mentions. Currently positive mentions make up 64% of the total and 36% are negative mentions. **These are any mentions of Kent, not specifically travel related.**

Numerical summary

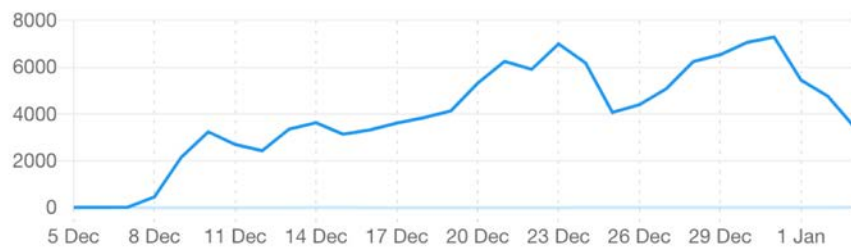
 60 939 MENTIONS	 31 806 SOCIAL MEDIA MENTIONS	 29 133 NON-SOCIAL MENTIONS	 116 M SOCIAL MEDIA REACH
 619 M NON SOCIAL MEDIA REACH	 23 619 64% POSITIVE MENTIONS	 13 019 36% NEGATIVE MENTIONS	 \$ 43 M AVE
 15 876 MENTIONS FROM TWITTER	 2142 MENTIONS FROM FORUMS	 13 127 NUMBER OF NEWS	 1340 NUMBER OF VIDEOS

overview: mentions, reach and sentiment

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Mentions



Social Media Reach



Summary

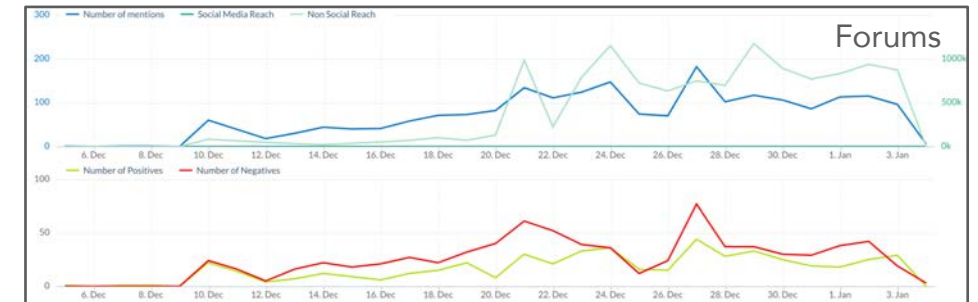
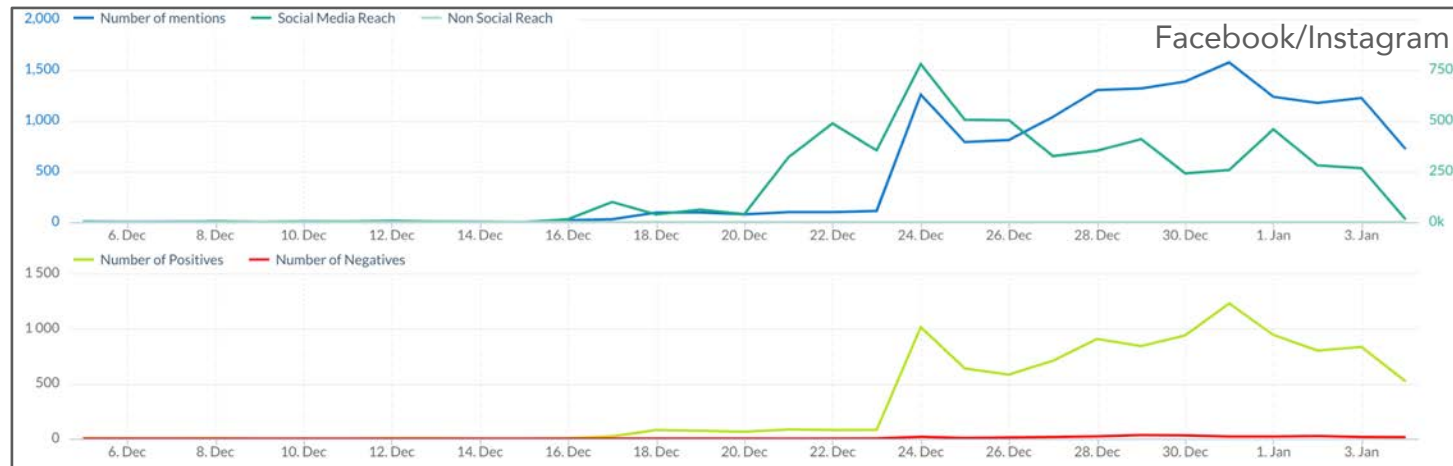
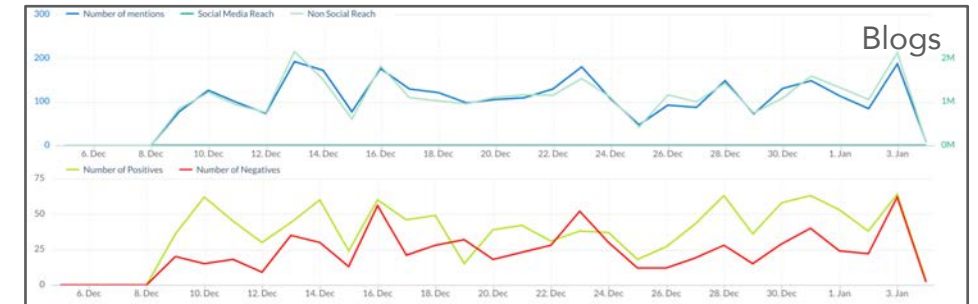
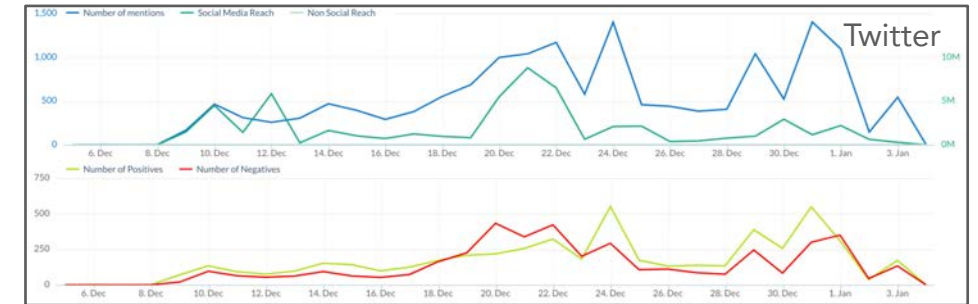
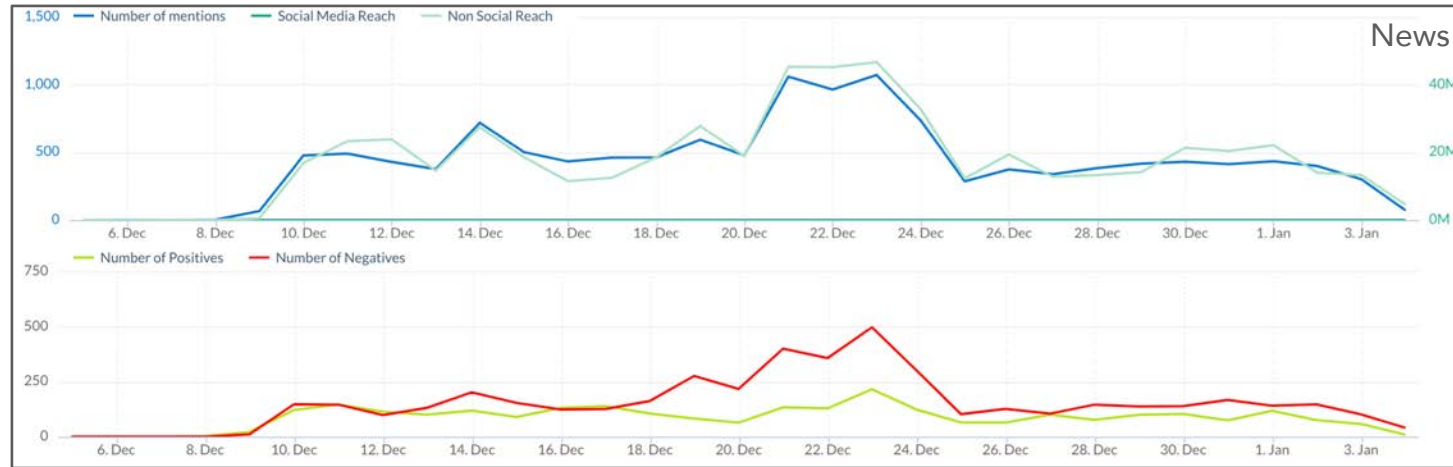
Before Christmas negative and positive sentiment saw relative parity whereas positive sentiment has grown from Christmas Eve onwards.

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.



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	julioco00017006	Twitter	261	186
2	julien_cortez	Twitter	85	96
3	JewelsGiftBox	Twitter	4808	54
4	Emma34770971	Twitter	1866	43
5	kmfmnews	Twitter	19 516	40
6	KentROSystems	Twitter	8795	38
7	truckerworld	Twitter	4227	38
8	JenCages	Twitter	1934	37
9	futurevisionari	Twitter	1493	37
10	Kent_Online	Twitter	183 933	37
11	KathyOShea1	Twitter	323	34
12	22CB22CB	Twitter	1693	33
13	timg33	Twitter	1648	33
14	ToberLana	Twitter	4259	32
15	morleyhealthst1	Twitter	50	31
16	HpsRochester	Twitter	63	31
17	ADFOfficial	Twitter	12 514	31
18	Reclametuk	Twitter	49	30
19	visitkent	Facebook	22 943	28
20	misshellca	Twitter	3284	28

Top public profiles

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

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

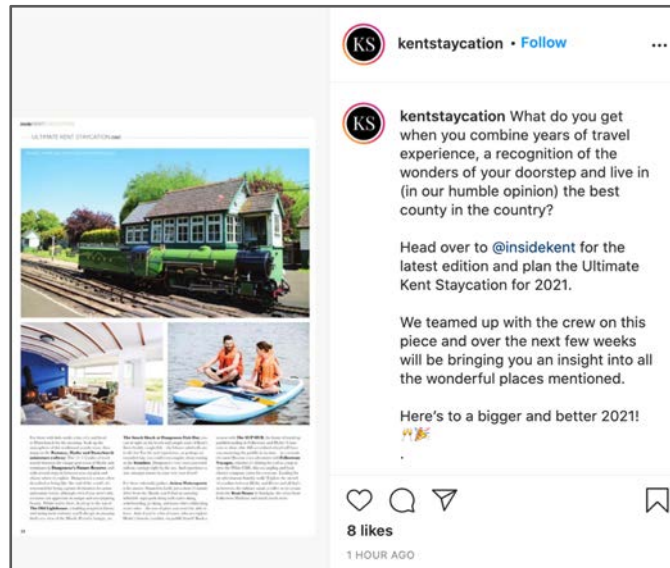
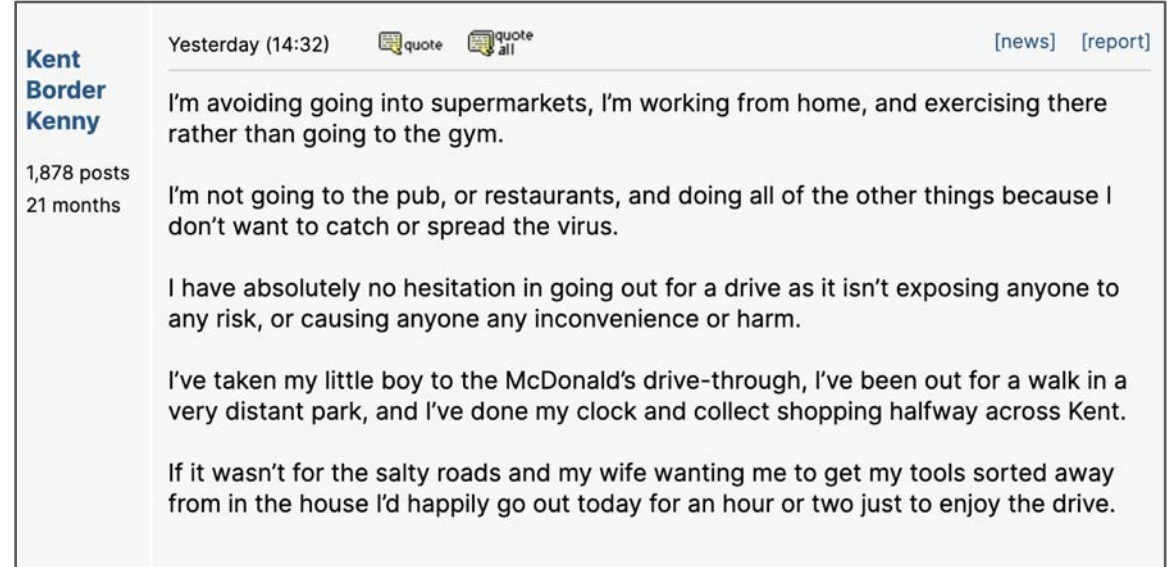
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Trending hashtags

	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.



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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stormcab @stormcab

Replying to @rachmillstravel @VisitKent and @ElmleyNNR

Stumbled on this place earlier in the year after never hearing about it in 19 years of living in Kent. Got massively into nature photography due to lockdown, and Elmley has become my favourite place in Kent for it. Must have made 10 trips there.

8:46 AM · Dec 18, 2020 · Twitter for iPhone

4 Likes

Rachel Mills @rachmillstravel · Dec 18, 2020

Replying to @stormcab @VisitKent and @ElmleyNNR

Same for me! My first trip to Elmley but not my last 🍷

BBC NEWS

Home | Brexit | Coronavirus | UK | World | Business | Politics | Tech | Science | Health | Family & Education

UK | England | N. Ireland | Scotland | Alba | Wales | Cymru | Local News

Covid: Parents react to primary schools in England reopening

1 day ago

Coronavirus pandemic



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Kent ranked among the top UK staycation destinations in 2020

COVID-19 restrictions haven't stopped people from holidaying in the county this year

By Anna Gladwin
11:58, 28 DEC 2020

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School of Arts @UniKentArts

Interested in studying Drama?

Join Jayne Thompson and Will Wollen to discover what studying Drama at Kent can offer!

Join from 4pm on the 6th January

ow.ly/1SDY50CMQ07

Join our virtual open day

University of Kent

Undergraduate Virtual Open Event
Wednesday 6 January, 16.00 - 19.00

Book now
kent.ac.uk/opendays

TEF Gold

The Margate Mercury @margatemercury

We're excited to hear that @VisitThanet and @VisitKent are offering a package of support (worth £6,000) to local businesses offering new experiences in Kent which support tourism growth. For a short application form, email enquiries@visitkent.co.uk #kent

Imagine Now, Experience Later

It's beautiful here in Thanet and we usually shout about its unique offer and how great it is, all year round however, at t...
vimeo.com



girl.aboutkent · Follow
Duncan Down

girl.aboutkent · Gratitude ·

Day 1 of the @girlabout.travel 10 day photo challenge. I've lived in Kent nearly all of my life and I love it. I am so grateful to have so much of the great outdoors at my fingertips; coast, countryside and woodlands. I'm especially grateful to be able to share it with my family 🙏 We discovered Duncan Down during the first lockdown, not realising we had such a gorgeous outdoor space just a 10 minute walk away.

#ilovewhereIliveinengland #kent #visitkent #visitengland #favouritethingsinkent #kentlife

65 likes
7 HOURS AGO

negative sentiment

Summary

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

FABBRICA

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 · divr.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.




BBC NEWS

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?



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

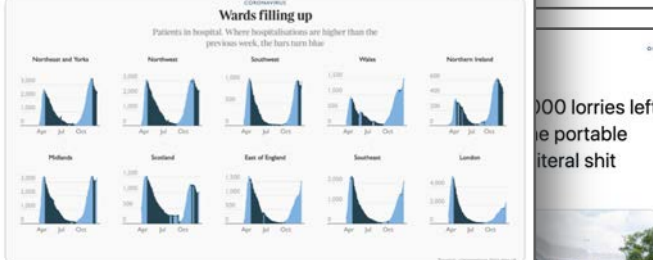


The Guardian

'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

Wards filling up

Patients in hospital. Where hospitalisations are higher than the previous week, the bars turn blue.



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.

@SwainTV has the latest from Dover.



LIVE DOVER

Dover A2

Buckland Hopital MIU
Minor injury unit with X-ray
8 am - 8 pm incl weekends

CORONAVIRUS PANDEMIC
BORDER CONTROL

1:06 9.3K Views

ITV News @itvnews

Transport Sec with France over 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

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