

**TOPIC:** DACA NEGOTIATIONS  
**DATE:** January 11, 2018

**EXECUTIVE INSIGHTS**

- Several media outlets such as [CNN](#) and [Brookings](#) quoted high percentages of support for protecting DACA – 82% and 66%, respectively.
  - Contrary to the quoted percentages above, the data collected over the past 4 days shows a more leveled constituent sentiment as it relates to DACA:
    - **Support protecting DACA - 46%**
    - Neutral - 11%
    - **Against protecting DACA - 43%**
      - 12% of the conversation **against protecting DACA** used MAGA to voice a disapproval of the DACA policy and the President's seeming shift in his immigration position.
  - The hashtags #NoDACA, #NoAmnesty, #NoDACADeal, and #EndDACA collectively made up 16% of the total conversation, while hashtags #DreamActNow and #ProtectDreamers made up 4% of conversation (1/4th of the hashtags against protecting DACA).
  - **Analyst Observation:** While the Twitter universe tends to lean towards the Left, on this issue, the ratio of Pro/Con support on Twitter is more leveled than would be expected.
- Some GOP politicians voiced support for both the DACA program and successful negotiations about comprehensive immigration reform. Specific examples are highlighted in the Politician Contribution and Broadcast Contribution sections below.
- Many large corporations – including Facebook, Apple, and General Motors – have [expressed their support](#) for legislation designed to protect those enrolled in the DACA program, and sent a letter to the Senate and House leaders of both parties expressing that sentiment. The letter focused on possible economic disruptions caused by the deportation of DACA enrollees, and cited studies that displayed wide-spread support of DACA by the American public. The New York Times ran a [full page advertisement](#) showcasing the letter.
- The top 5 Facebook pages regarding the DACA discussion are detailed below:

Facebook Page	Post Count	Support/Against	Total Engagement
<a href="#">DMLdaily</a>	25	Against Protecting DACA	18,523
<a href="#">UnivisionNoticias</a>	23	Support Protecting DACA	69,942
<a href="#">CNNPolitics</a>	19	Neutral	7,039
<a href="#">OfficialAnnCoulter</a>	15	Against Protecting DACA	8,466
<a href="#">Univision34</a>	14	Support Protecting DACA	3,465

**PERSPECTIVE**

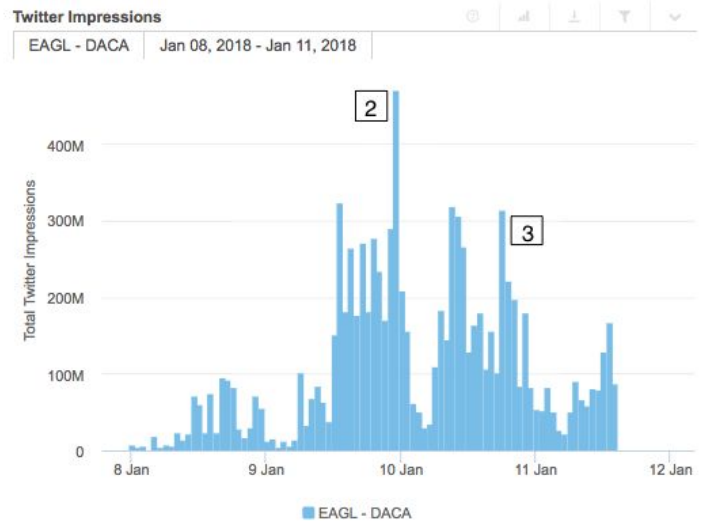
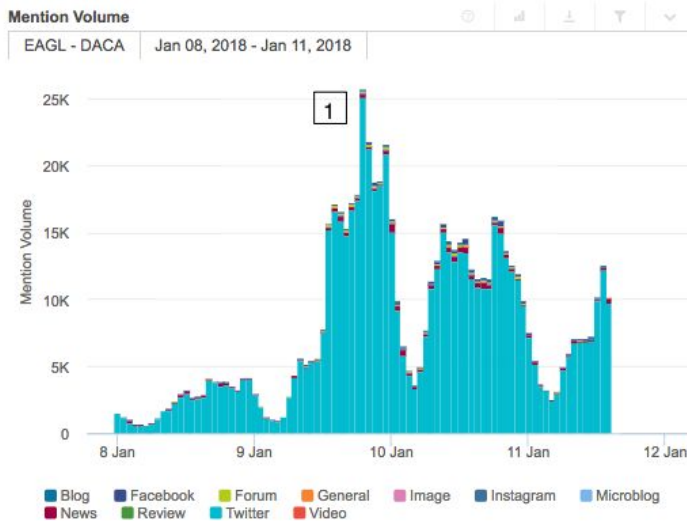
- Despite what mainstream media outlets are reporting, social data between January 8-11, 2018 demonstrates that constituents are more evenly split on DACA than the perceived "overwhelming" support for reinstating DACA.
- Politicians from each party have expressed hope and optimism for a piece of legislation. That optimism is likely due to the efforts for bipartisan efforts, and extensive discussions about possible outcomes. Additionally, both sides seem to recognize that there will need to be compromise from all interested parties if comprehensive legislation is to be passed.
- Though a federal judge ordered that part of the DACA program be temporarily reinstated, that decision has not been considered a hurdle for immigration discussions. The ruling – released only hours after the publicized discussion between the President and Congresspeople – has been connected to the bigger discussion of immigration reform and border security only as it relates to when the ruling was announced. It is unlikely that the ruling will factor greatly into immigration discussions.

**QUANTITATIVE TOPIC METRICS**

- **Content Volume: 685,727 filtered mentions across all channels** between January 8-11, 2018 related to the bipartisan meeting held on DACA and the current state of the Dream Act negotiations.
- **Contribution Channels:** 655K Tweets, 14K Digital News mentions, 7.3K Forum and Blog posts, 6.8K Facebook posts.
- **Sentiment by Mention Volume:** Support protecting DACA 46%, Neutral 11%, Against protecting DACA 43%
- **Top @Mention Count from Twitter:** @POTUS and @realdonaldtrump were mentioned in 209K Tweets earning 1.02B Impressions. @realjameswoods was mentioned in 25K Tweets earning 75.38M Impressions.
- **Community Demographics from Twitter:** 49% Female, 51% Male participation from gender identifiable Twitter handles.
- **Impressions & Authors Contribution from Twitter:** 8.97B Total Impressions from 209K unique Twitter profiles.

**TOPIC MOMENTUM**

Hourly topic momentum between January 8 - 11, 2018. Left chart is Mention Volume broken down by Channel. Right chart is Twitter Impression Volume.



1. @realDonaldTrump [Tweet](#) clarifying a Wall on the Southern Border will be apart of any DACA approval.
2. Federal judge blocks Trump administration's decision to end DACA program.
3. @realDonaldTrump [Tweet](#) - "Safety and security of our country is #1"

**WHITE HOUSE CONTRIBUTION**

Top Content from the White House.

- **Donald J. Trump @realDonaldTrump 10th Jan** The United States needs the security of the Wall on the Southern Border, which must be part of any DACA approval. The safety and security of our country is #1! [pic.twitter.com/4CFzQXb5aS](https://pic.twitter.com/4CFzQXb5aS) Retweets: 13K Replies: 4.8K Impressions: 125.78M
- **Donald J. Trump @realDonaldTrump 9th Jan** Thanks to all of the Republican and Democratic lawmakers for today's very productive meeting on immigration reform. There was strong agreement to negotiate a bill that deals with border security, chain migration, lottery and DACA. [45.wh.gov/POTUS45](https://45.wh.gov/POTUS45) [pic.twitter.com/8DYHZHspAy](https://pic.twitter.com/8DYHZHspAy) Retweets: 11K Replies: 3.1K Impressions: 97.30M
- **Donald J. Trump @realDonaldTrump 9th Jan** As I made very clear today, our country needs the security of the Wall on the Southern Border, which must be part of any DACA approval. Retweets: 23K Replies: 14K Impressions: 95.25M
- **Vice President Mike Pence @VP 10th Jan** We're going to BUILD THE WALL. We're going to END CHAIN MIGRATION. We're going to END THE VISA LOTTERY PROGRAM, and we're going to address DACA. But this administration is going to

do it in a way that will meet the expectations of the American people. [#MAGA pic.twitter.com/GY2YXbY7BJ](#) Retweets: 3.4K  
Replies: 422 Impressions: 12.84M

- **Vice President Mike Pence** @VP [10th Jan](#) As I told [@marthamaccallum](#) during our discussion on [@TheStoryFNC](#), [@POTUS](#) Trump has been very clear: There's NO DEAL ON DACA without THE WALL. [#TheStory pic.twitter.com/FX9rdfUWJt](#)  
Retweets: 790 Replies: 320 Impressions: 7.26M

## POLITICIAN CONTRIBUTION

*Selected content from Republicans and Democrats.*

### REPUBLICANS

- **Jeff Flake** @JeffFlake [8th Jan](#) There's a [#DACA](#) deal to be had but it's going to require compromise. The [@WhiteHouse](#) won't get everything they want, [@TheDemocrats](#) won't, & neither will the [@GOP](#). Let's not come to the table with unrealistic expectations about what can be part of this bill [https://www.flake.senate.gov/public/index.cfm/press-releases ...](https://www.flake.senate.gov/public/index.cfm/press-releases...)  
[pic.twitter.com/7NhznbQmaK](#) Retweets: 156 Replies: 238 Impressions: 560K
  - **Jeff Flake** @JeffFlake [10th Jan](#) Our senate group drafting a bipartisan DACA bill is making good progress. Yesterday's WH meeting was helpful in setting parameters. Retweets: 204 Replies: 153 Impressions: 417K
- **GOP in support of protecting DACA**
  - **Ileana Ros-Lehtinen** @RosLehtinen [9th Jan](#) Met w [#DACA](#) recipients from my district who are at risk of deportation if [#Congress](#) doesn't pass a solution NOW. [#Dreamers](#) from all over contribute daily 2 our communities and we must do right by them. [pic.twitter.com/eSLP9igfT](#) Retweets: 36 Replies: 2 Impressions: 268K
  - **Sen. James Lankford** @SenatorLankford [10th Jan](#) Yesterday, the world got to see what some of our immigration & [#DACA](#) discussions look like. I remain hopeful we will get something done on the very important issue of [#immigration](#). I joined [@CBSThisMorning](#) to discuss → [pic.twitter.com/A1a8X942b0](#) Retweets: 19 Replies: 16 Impressions: 133K

### INDEPENDENTS

- **Bernie Sanders** @SenSanders [9th Jan](#) We must not hold the lives of 800,000 young Dreamers hostage in order to fund a wall that the overwhelming majority of Americans oppose. Sadly, it appears that is exactly what Donald Trump wants. [pic.twitter.com/hFpQ1pZByM](#) Retweets: 1.1K Replies: 132 Impressions: 11.25M

### DEMOCRATS

- **Adam Schiff** @RepAdamSchiff [9th Jan](#) [@POTUS](#) is threatening to deport the Dreamers if he doesn't get \$18 billion in taxpayer money for his wall. I'm no genius, but wasn't Mexico paying for that? Retweets: 19K Replies: 2.7K Impressions: 21.68M
- **Sen Dianne Feinstein** @SenFeinstein [9th Jan](#) 122 Dreamers are losing their protection from deportation every day. We need to act now! That's why I pushed the president to support a clean bill. [#DreamActNow](#) [https://twitter.com/cspan ...](https://twitter.com/cspan...) Retweets: 2.0K Replies: 680 Impressions: 6.69M
- **Positive Tone about bipartisan collaboration on the issue**
  - **Senator Dick Durbin** @SenatorDurbin [8th Jan](#) Bipartisan negotiations continue in good faith among senators who understand what is at stake. These young people are simply out of time. [#DreamActNow](#). Retweets: 63 Replies: 10 Impressions: 540K
  - **Michael F. Bennet** @SenBennetCO [9th Jan](#) To the extent the WH meeting helped narrow the scope of negotiations & prioritize [#DreamAct](#), this was a positive first step. I'm pleased there seemed to be acknowledgement of urgent need to pass a bipartisan bill, so DACA recipients stop losing status & having their lives upended Retweets: 0 Replies: 15 Impressions: 196K

## MEDIA CONTRIBUTION

*Web and Twitter mentions of key news sites, including User Comments and Outbound Virality (shares of pages to Facebook, Twitter and LinkedIn).*

### POSITIVE

- [The Art of the Deal: Trump's DACA Roundtable Changes Everything](#) - Breitbart - 1/9/18
  - **Outbound Virality:** Facebook: 4.4K Interactions; Twitter: 464 Tweets; LinkedIn: 1 Share

### NEUTRAL

- [Trump Must Keep DACA Protections for Now, Judge Says](#) - New York Times - 1/9/18

- **Outbound Virality:** Facebook: 37K Interactions; Twitter: 2.6K Tweets; LinkedIn: 290 Shares
- [Trump Appears to Endorse Path to Citizenship for Millions of Immigrants - New York Times - 1/9/18](#)
  - **Outbound Virality:** Facebook: 12K Interactions; Twitter: 12K Tweets; LinkedIn: 570 Shares
- [Judge cited Trump tweet in decision to leave DACA in place - The Hill - 1/10/18](#)
  - **Outbound Virality:** Facebook: 13K Interactions; Twitter: 1.8K Tweets; LinkedIn: 2 Shares
- [Facebook, Apple, GM Leaders Urge Congress to Protect Dreamers - Bloomberg - 1/10/17](#)
  - **Outbound Virality:** Facebook: 18 Interactions; Twitter: 3 Tweets; LinkedIn: 7 Shares

**NEGATIVE**

- [Judge rules against Trump administration on rescinding DACA - Fox News - 1/10/18](#)
  - **Outbound Virality:** Facebook: 51K Interactions; Twitter: 12K Tweets; LinkedIn: 74 Shares
  - *Related:* [Judge blocks Trump wind-down of Dreamers program - Politico](#); [Federal judge just delivered a deadly blow to Trump's DACA plans in bombshell ruling - Washington Press](#)
- ['Deport Them': Arpaio Departs From Trump On DACA Recipients - NPR - 1/11/18](#)
  - **Outbound Virality:** Facebook: 6.8K Interactions; Twitter: 667 Tweets; LinkedIn: 16 Shares

**JOURNALIST CONTRIBUTION**

*Selected content from journalists.*

**PRO PROTECTING DACA**

- **Jonathan Karl** @jonkarl [9th Jan](#) Extraordinary event at the WH: The president invited the press pool into his meeting with congressional leaders on DACA. We stayed in the meeting for nearly one hour. Lots of talk of bipartisanship but the president also made it clear the wall must be part of any agreement [pic.twitter.com/pc3iH5N8Ec](https://pic.twitter.com/pc3iH5N8Ec) *Retweets: 226 Replies: 30 Impressions: 909K*

**NEUTRAL**

- **Ben Shapiro** @benshapiro [9th Jan](#) Seems like despite happy talk, there's a fundamental disconnect between Dems who want DACA without border funding/end to chain migration, and Trump. *Retweets: 153 Replies: 38 Impressions: 1.46M*

**CON PROTECTING DACA**

- **Lou Dobbs** @LouDobbs [9th Jan](#) No Amnesty- [@realDonaldTrump](#) must resist Pro-DACA Dimms & RINOs. Build the wall & stand with forgotten middle class, not illegals. [@AnnCoulter](#) joins [#Dobbs](#) on FBN 7pm [#MAGA](#) [#TrumpTrain](#) [#BuildTheWall](#) [#DTS](#) *Retweets: 6.1K Replies: 746 Impressions: 15.14M*
- **Jessie Jane Duff** @JessieJaneDuff [10th Jan](#) If parents sneak their children into Disney World and get caught, does Disney let the kids stay for free? [#NoDACADeal](#) [#NoAmnesty](#) [#AmericaFirst](#) *Retweets: 5.0K Replies: 138 Impressions: 12.56M*

**BROADCAST CONTRIBUTION**

*Curated clips from local and national broadcast stations.*

**PRO PROTECTING DACA**

- [CBS](#) - 1/10/18
  - Press transparency at the meeting allowed the American people to see the process of bipartisan negotiations and "was unprecedented". Well received among bipartisan constituents and press.
  - Sen. James Lankford (R-OK) feels strongly that DACA negotiations will pass including targeted areas for wall sections along the border. He clarifies that when the President says "The Wall" he does not mean "a wall from sea to shining sea" but rather implies providing more protection in targeted areas.
- [HLN](#) - 1/10/18
  - Moderate Republicans in swing states are worried about the DACA issue gaining traction "too closely" to the 2018 elections.
  - Rep. Mario Diaz Balart (R-FL 25th District) states that the issue should not heavily impact Republican lawmakers. He states that the people protected by DACA didn't make the decision to come to the United States and is a reality we all need to face. "Trump knows how to bring people together and ultimately get what he wants" and he wants to do this lawfully and legislatively.


**INFLUENCER CONTRIBUTION**

*Selected content from industry experts, analysts, and influential personalities*

**PRO PROTECTING DACA**

- **Mark Ruffalo** @MarkRuffalo [10th Jan #DACA #Dreamers](#) are contributing, taxpaying members of the American Dream. They have invested their lives in this country. They are our co workers, our children's friends and our neighbors. They own property & take part in their communities. They are Americans in deed and life. <https://twitter.com/nomikikonst...> Retweets: 302 Replies: 6 Impressions: 4.30M

**CON PROTECTING DACA**

- **Geoff De Weaver** @geoff\_deweaver [9th Jan @ChrisCuomo](#) We must [#BuildTheWall](#) and End [#DACA](#) completely, defund sanctuary cities, end chain migration, enforce voter ID, and deport all lawbreakers. Democrats never listened to us when they were in control. Wake up, Republicans. You have the power. Use it, for God's sake! [#MAGA](#)  <pic.twitter.com/qO1B83QTSv> Retweets: 0 Replies: 0 Impressions: 1.01M
- **James Woods** @RealJamesWoods [11th Jan](#) DACA amnesty will end the Trump presidency. <https://twitter.com/stevekingia/status...> Retweets: 1.6K Replies: 181 Impressions: 5.01M

**CONSTITUENT CONTRIBUTION**

*Constituent mentions on social media channels, including Twitter and Facebook.*

**PRO PROTECTING DACA**

- **BRIAN FRASER** @bfraser747 [9th Jan](#) Don't be fooled. [#PresidentTrump](#) knows exactly what he is doing. His stance now on [#DACA](#) is by design. Have faith and trust him. He's a master negotiator & he's still [#AmericaFirst](#) [#BuildTheWall](#) [#MAGA](#) [#ImmigrationReform](#) <pic.twitter.com/8D6cp6W1sq>
- **Robby Ball** @perfectsliders [10th Jan](#) CNN says: 82% of Americans say they want DACA to continue

**CON PROTECTING DACA**

- **Tom Fitton** @TomFitton [8th Jan](#) DACA amnesty would undermines the rule of law and secure borders. Even talking about amnesty increases illegal immigration. [https://twitter.com/TomFitton ...](https://twitter.com/TomFitton...)
- **EAGLE WINGS** @NIVisa4031 [9th Jan](#) .@realDonaldTrump I don't want you to take the heat I want you to not cave into the Democrats Put an order of sequence to Immigration [#BuildThatWall](#) is non negotiable [#EndChainMigration](#) [#EndLotteryVisas](#) Then [#DACA](#) if you don't Wall will not be built All due respect .@POTUS [https://twitter.com/thebradfordfile ...](https://twitter.com/thebradfordfile...)

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