

TOPIC: WHITE HOUSE RESPONSE TO HURRICANE HARVEY
DATE: August 25 - 28, 2017

KEY TAKEAWAYS

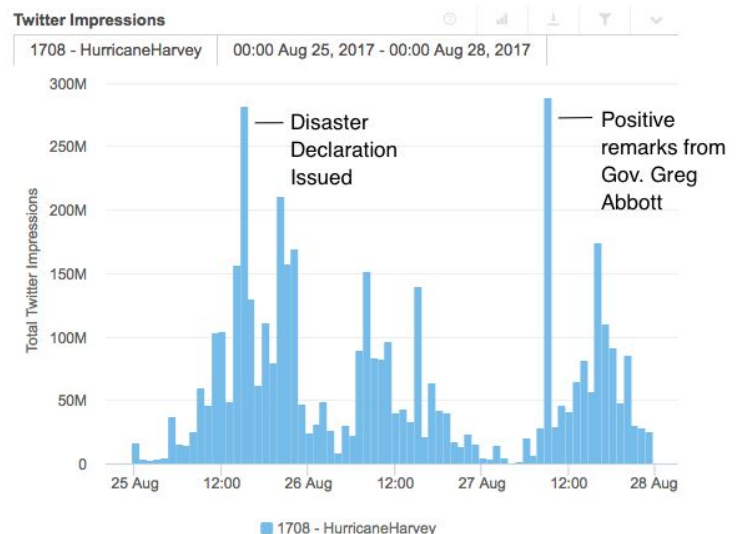
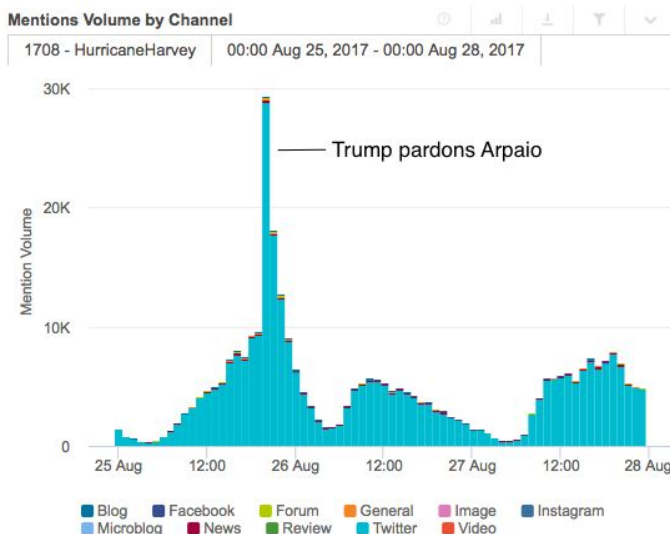
- While the White House and supporters of President Trump describe the response to Hurricane Harvey as a triumph of teamwork and preparedness, detractors argue that President Trump used messaging on Friday as a diversion from the pardoning of Joe Arpaio and the transgender military service ban. Senator Chuck Schumer expressed concern through a [series of tweets](#) published on August 25.
- Both supporters and detractors named Hurricane Harvey the first 'real' test of the Trump administration, drawing both favorable and unfavorable comparisons between Hurricane Harvey and other historic crises like Hurricane Katrina.
- Four percent of the total mentions contribution and nine percent of the total impressions contribution was related to two positive events:
 - President Trump issued a disaster declaration (7,900 mentions, 326.00M Impressions)
 - Texas Governor Greg Abbott praised the White House's response to the crisis (11,700 mentions, 116.78M Impressions)

SUMMARY

- **Content Volume: 400,296 filtered mentions across all channels** between August 25 - 28, 2017 related to President Trump's response and messaging surrounding Hurricane Harvey.
- **Contribution Channels:** 384,079 Tweets, 6,678 Digital News mentions, 4,136 Forum and Blog posts, 1,663 Facebook posts.
- **Sentiment by Mention Volume:** 22% Positive, 4% Neutral, 74% Negative.
- **Top @Mention Count from Twitter:** @POTUS and @realdonaldtrump were mentioned in 72K Tweets earning 680.26M Impressions. @redcross was mentioned in 12K Tweets earning 20.92M Impressions.
- **Community Demographics from Twitter:** 51% Female, 49% Male participation from gender identifiable Twitter handles.
- **Impressions & Authors Contribution from Twitter:** 5.01B Total Impressions from 202K unique Twitter profiles.

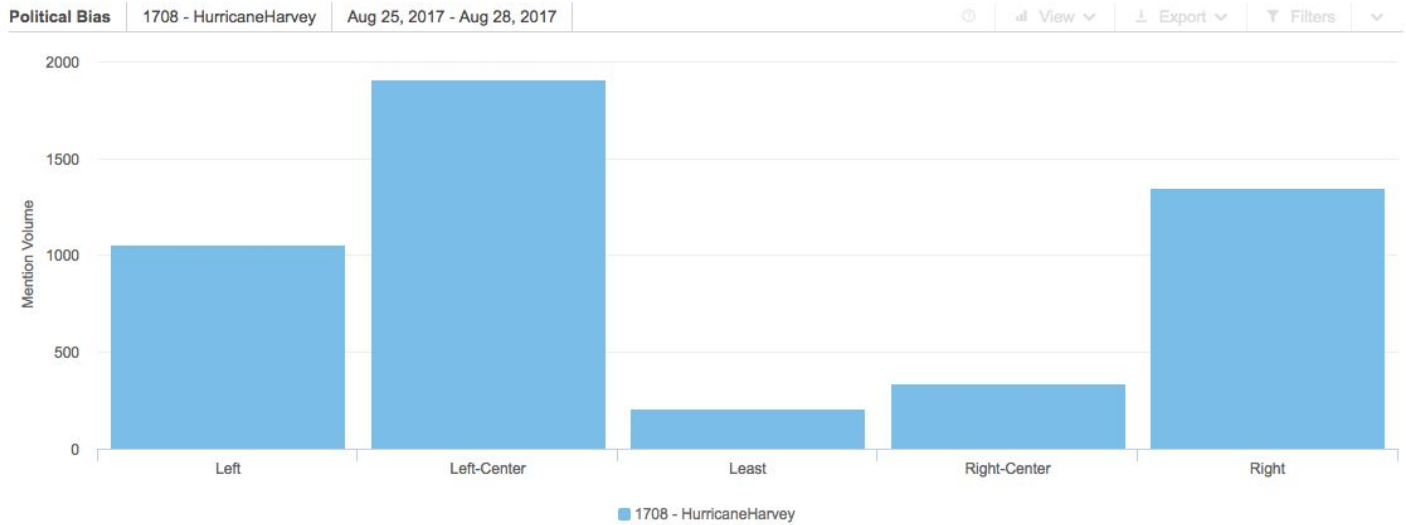
4-DAY TOPIC MOMENTUM

Hourly topic momentum between August 25 - 28, 2017. Left chart is Mention Volume broken down by Channel. Right chart is Twitter Impression Volume.



POLITICAL BIAS

Mention volume broken down by political bias of the source.



WHITE HOUSE CONTRIBUTION

Top Content from the White House.

- **Donald J. Trump** @realDonaldTrump [26th Aug](#) Closely monitoring #HurricaneHarvey from Camp David. We are leaving nothing to chance. City, State and Federal Govs. working great together! *Retweets: 14K Replies: 13K Impressions: 36.90M*
- **Donald J. Trump** @realDonaldTrump [26th Aug](#) Wonderful coordination between Federal, State and Local Governments in the Great State of Texas - TEAMWORK! Record setting rainfall. *Retweets: 18K Replies: 13K Impressions: 36.90M*
- **Donald J. Trump** @realDonaldTrump [27th Aug](#) I will be going to Texas as soon as that trip can be made without causing disruption. The focus must be life and safety. *Retweets: 22K Replies: 15K Impressions: 36.90M*
- **Vice President Pence** @VP [26th Aug](#) Full impact of #HurricaneHarvey still to occur w/ heavy rain/flooding. @POTUS directed team to remain fully engaged & support TX & LA Govs. pic.twitter.com/bbUP4DSfSP *Retweets: 2.8K Replies: 990 Impressions: 34.87M*
 - **President Trump** @POTUS [26th Aug](#) RT @VP: Full impact of #HurricaneHarvey still to occur w/ heavy rain/flooding. @POTUS directed team to remain fully engaged & support TX & LA Govs. pic.twitter.com/bbUP4DSfSP *Retweets: 0 Replies: 0 Impressions: 20.05M*
- **Vice President Pence** @VP [26th Aug](#) .@POTUS & I continue to monitor #HurricaneHarvey updates. Visit Ready.gov for info & listen to advice of local/state officials *Retweets: 1.1K Replies: 274 Impressions: 8.30M*
- **Vice President Pence** @VP [25th Aug](#) Briefed by @TomBossert45 on the latest #HurricaneHarvey developments. @POTUS' top priority is the safety of the public & first responders. pic.twitter.com/ahvkwN1dPM *Retweets: 710 Replies: 399 Impressions: 6.68M*
- **Vice President Pence** @VP [26th Aug](#) Spoke w/ @JohnCornyn, @SenTedCruz, @BillCassidy & @SenJohnKennedy re: #HurricaneHarvey. @POTUS' #1 priority- safety of public/1st responders pic.twitter.com/5UO0GsVwit *Retweets: 191 Replies: 102 Impressions: 4.90M*
- **Marc Lotter** @VPPressSec [25th Aug](#) Due to #HurricaneHarvey, @VP Pence will remain in DC this wknd, coordinating with @POTUS Trump at Camp David, monitoring storm & response. *Retweets: 145 Replies: 51 Impressions: 1.16M*

POLITICIAN CONTRIBUTION

Selected content from Republicans and Democrats.

REPUBLICANS

- **Gov. Greg Abbott** @GovAbbott [25th Aug](#) Texas has requested a Presidential Disaster Declaration as Hurricane [#Harvey](#) is set to make landfall. [bit.ly/2wux8ll](#) *Retweets: 334 Replies: 20 Impressions: 1.54M*
- **Senator Ted Cruz** @SenTedCruz [25th Aug](#) .@JohnCornyn and I have asked @POTUS to support expedited [#Harvey](#) disaster declaration requested by @GovAbbott [bit.ly/2gcLeYx](#) *Retweets: 94 Replies: 37 Impressions: 1.16M*
- **JohnCornyn** @JohnCornyn [26th Aug](#) Appreciate phone call from POTUS & @VP & aggressive response [#hurricaneharvey2017](#), w very good fed-state-local cooperation @realDonaldTrump *Retweets: 70 Replies: 29 Impressions: 218K*
- **David Jolly** @DavidJollyFL [27th Aug](#) Trump's tweets largely on message re Harvey, but a historic moment when Tweets now replace the Presidential podium in times of nat'l crisis. [https://twitter.com/realDonaldTrump/status ...](https://twitter.com/realDonaldTrump/status...) *Retweets: 28 Replies: 10 Impressions: 20K*

DEMOCRATS

- **Chuck Schumer** @SenSchumer [25th Aug](#) As millions of people in TX and LA are prepping for the hurricane, the President is using the cover of the storm to 1/ *Retweets: 3.2K Replies: 227 Impressions: 7.66M*
 - **Chuck Schumer** @SenSchumer [25th Aug](#) Pardon a man who violated a court's order to stop discriminating against Latinos and 2/ *Retweets: 2.8K Replies: 837 Impressions: 7.66M*
 - **Chuck Schumer** @SenSchumer [25th Aug](#) Ban courageous transgender men and women from serving our nation's Armed Forces. 3/ *Retweets: 2.0K Replies: 410 Impressions: 7.66M*
 - **Chuck Schumer** @SenSchumer [25th Aug](#) Then he ran to Camp David. The only reason to do these right now is to use the cover of Hurricane Harvey to avoid scrutiny 4/ *Retweets: 4.9K Replies: 1.6K Impressions: 7.66M*
 - **Chuck Schumer** @SenSchumer [25th Aug](#) So sad, so weak. 5/5 *Retweets: 4.9K Replies: 1.6K Impressions: 7.66M*
- **Richard Blumenthal** @SenBlumenthal [26th Aug](#) Under cover of hurricane and Friday night darkness, Trump pardons Arpaio and flouts rule of law - already producing backlash. [https://twitter.com/washingtonpost/status ...](https://twitter.com/washingtonpost/status...) *Retweets: 670 Replies: 78 Impressions: 1.81M*
- **Senator Gary Peters** @SenGaryPeters [26th Aug](#) Instead of divisive actions like the pardon & banning transgender servicemembers POTUS should unify country & address crises like [#Harvey](#) *Retweets: 28 Replies: 11 Impressions: 68K*
- **US Rep. Darren Soto** @RepDarrenSoto [25th Aug](#) As [#HurricaneHarvey](#) hits TX, Trump's response? Pardon racist [#Arpaio](#). Simply awful. [#Sayfie #FlaPol @HispanicCaucus](#) [https://www.washingtonpost.com/news/post-politics/wp/2017 ...](https://www.washingtonpost.com/news/post-politics/wp/2017...) *Retweets: 9 Replies: 3 Impressions: 10K*

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

- [Trump makes disaster declaration for Hurricane Harvey - CNN Politics - 8/25/17](#)
 - **Outbound Virality:** Facebook: 2.4K Interactions; Twitter: 224 Tweets; LinkedIn: 1 Share
 - President Donald Trump issued a major disaster declaration as Hurricane Harvey made landfall in Texas on Friday evening. Trump directed federal aid toward the state's recovery efforts in affected areas, the White House said in a statement.
 - *Related: [Trump issues emergency declaration for Harvey in Louisiana - Chicago Tribune](#)*
- [Tom Bossert calls criticism of Trump pardoning Arpaio during hurricane "wrong" - CBS News - 8/27/17](#)
 - **Outbound Virality:** Facebook: 1.4K Interactions; Twitter: 31 Tweets; LinkedIn: 0 Shares
 - White House homeland security adviser Tom Bossert called Sen. Chuck Schumer's claim that President Trump hid his pardoning of former sheriff Joe Arpaio under reports of Hurricane Harvey "clearly wrong." "I think the president weighed the totality of the circumstances and the sheriff's history of service, both in the military and to the law enforcement community, and decided that the 80-something year old man with his history and record of service deserved clemency at this point," Bossert said Sunday on CBS News' "Face the Nation."
- [Hurricane Harvey tests Donald Trump's presidential mettle: Ex-FEMA director - USA Today - 8/27/17](#)
 - **Outbound Virality:** Facebook: 1.1K Interactions; Twitter: 58 Tweets; LinkedIn: 11 Shares

- The role of the president of the United States during a natural disaster such as Hurricane Harvey, now bringing record rainfall and devastating flooding to a broad swath of Texas, including Houston, is straightforward and practical. The president brings to bear the weight of the federal government to help communities impacted by the disaster and communicates the details of the emergency response. On a deeper level, it is the president's reassurance and hopefulness that help communities heal.

NEUTRAL

- [Trump rescinded Obama's flood-risk rule weeks before hurricane Harvey hit](#) - **Newsweek** - 8/27/17
 - **Outbound Virality:** Facebook: 20.5K Interactions; Twitter: 3.4K Tweets; LinkedIn: 47 Shares
 - Donald Trump signed away Obama-era flood standards just weeks before Hurricane Harvey hit Texas, in a bid to get infrastructure projects approved more quickly. The rule, signed by former President Barack Obama in 2015, had not yet come into effect but aimed to make infrastructure more resilient to the effects of climate change, such as rising sea levels and flooding.
- [Trump to Travel to Texas With Torrential Rain Still in the Forecast](#) **New York Times** - 8/27/17
 - Outbound Virality: Facebook: 7.7K Interactions; Twitter: 1.5K Tweets; LinkedIn: 22 Shares
 - President Trump on Sunday announced plans to travel to Texas on Tuesday, as millions of people there continued to battle catastrophic flooding and torrential rain that was expected to last for several more days. The timing of a presidential visit, as the disaster was still unfolding, could put Mr. Trump in an awkward position of adding to the logistical headaches for state officials, though he may avoid the storm-ravaged parts of Texas.
- [Is Trump's response to Hurricane Harvey enough?](#) - **Politico** - 8/27/17
 - **Outbound Virality:** Facebook: 606 Interactions; Twitter: 136 Tweets; LinkedIn: 0 Shares
 - President Donald Trump sought to project tough competence in the face of the biggest natural disaster of his presidency, describing the hurricane battering Texas over the weekend as an epic storm on social media and announcing he will visit the state on Tuesday.
 - *Related:* [Here's when Trump's response to Hurricane Harvey will really matter](#) - Vox; [Trump readies hurricane response in test to his administration](#) - Reuters
- [Trump can't stop marveling at the size of Hurricane Harvey on Twitter](#) - **Business Insider** - 8/27/17
 - Outbound Virality: Facebook: 660 Interactions; Twitter: 0 Tweets; LinkedIn: 0 Shares
 - As Hurricane Harvey dumped foot after foot of rain on Houston over the weekend, President Donald Trump seemed to marvel at the extent of the disaster on his Twitter feed Sunday.

NEGATIVE

- [As Hurricane Harvey's Aftermath Slams Texas, Trump Tweets A Storm Of Self-Congratulations And Grievances](#) - **Huffington Post** - 8/27/17
 - **Outbound Virality:** Facebook: 14.7 Interactions; Twitter: 830 Tweets; LinkedIn: 7 Shares
 - As severe flooding threatened Texas residents in the aftermath of Hurricane Harvey, President Donald Trump on Sunday focused on the "wonderful" response by government officials to the storm while marveling at the disaster's scope. Trump spent much of the weekend assuring Americans that he was following the storm, posting self-congratulatory tweets and boasting about the "great talent on the ground."
- [People are outraged Trump hid behind a hurricane to pardon Joe Arpaio](#) - **Mashable** - 8/26/17
 - **Outbound Virality:** Facebook: 1.5K Interactions; Twitter: 419 Tweets; LinkedIn: 4 Shares
 - With a Category 4 hurricane bearing down on the Gulf Coast, Donald Trump decided it was the right time to pardon Joe Arpaio. The former sheriff of Arizona's Maricopa County was found guilty of criminal contempt for ignoring court orders to stop racially profiling drivers. (The ACLU has a good summary of why people are so critical of Arpaio.)
- [The storm Trump unleashed as a hurricane barreled toward Texas](#) - **Washington Post** - 8/28/17
 - **Outbound Virality:** Facebook: 342 Interactions; Twitter: 56 Tweets; LinkedIn: 58 Shares
 - President Trump's controversial decision to pardon former Maricopa County Sheriff Joe Arpaio came at a particularly controversial time. On Friday night, as the massive hurricane that would later make landfall as a Category 4 storm headed toward the Texas coast, Trump chose to make the first pardon of his presidency a man known for the brutal conditions of his jails and accusations of racially profiling Latinos in Arizona.
- [Balance of Power: Harvey Tests Trump's Leadership](#) - **Bloomberg Politics** - 8/28/17
 - **Outbound Virality:** Facebook: 26 Interactions; Twitter: 29 Tweets; LinkedIn: 0 Shares

- Former White House chief of staff Rahm Emanuel once famously said, “You never want a serious crisis to go to waste.” President Donald Trump has been heeding that advice in the aftermath of Hurricane Harvey, in ways both presidential and purely political. Trump seemed to sense the storm was a chance for him to show some presidential-style leadership.

JOURNALIST CONTRIBUTION

Selected content from journalists.

POSITIVE

- **CNN Politics** @CNNPolitics [27th Aug](#) Gov. Greg Abbott says Texas is getting “everything we need” from President Trump to deal with Harvey [#CNNSOTU snpy.tv/2ggRG0Q](#) *Retweets: 110 Replies: 28 Impressions: 54.60M*
- **FoxNewsSunday** @FoxNewsSunday [27th Aug](#) .@GovAbbott on @POTUS' handling of [#Harvey2017](#): Extremely professional & helpful. He told me "whatever you need Governor, you've got.". *Retweets: 447 Replies: 36 Impressions: 33.31M*
- **Fox News** @FoxNews [26th Aug](#) Jason Chaffetz on [#HurricaneHarvey](#): "It does appear that @POTUS is way ahead of this, way more than @BarackObama." [#FoxandFriends pic.twitter.com/bVX8hu2SKN](#) *Retweets: 607 Replies: 300 Impressions: 16.69M*
- **FoxNewsSunday** @FoxNewsSunday [27th Aug](#) .@GovAbbott on @POTUS' personal engagement in [#Harvey2017](#): Very appreciative of how he & the White House has responded to this catastrophe. *Retweets: 165 Replies: 23 Impressions: 16.18M*
- **Ben Shapiro** @benshapiro [27th Aug](#) If Trump is doing well enough with federal hurricane response that all you can moan about is his tweets, he's doing fine. *Retweets: 3.6K Replies: 75 Impressions: 4.42M*

NEGATIVE

- **The New York Times** @nytimes [27th Aug](#) Trump's tweets conveyed an unabashed excitement for Harvey even as a humanitarian crisis overwhelmed Houston [nyti.ms/2wTCEo1](#) *Retweets: 560 Replies: 123 Impressions: 39.90M*
- **Abby D. Phillip** @abbydphillip [26th Aug](#) With a Category 4 hurricane bearing down, Trump launched the Friday night news dump to end all news dumps [wapo.st/2iyHGAK?tid=ss...](#) *Retweets: 121 Replies: 6 Impressions: 11.88M*
- **Keith Olbermann** @KeithOlbermann [27th Aug](#) Last 7 @potus tweets: 1 Book Ad, 4 praising "his" hurricane response , 1 mention of his margin of victory, 1 on Wall. No empathy. Not human. [pic.twitter.com/AnbH2eLl1l](#) *Retweets: 6.7K Replies: 712 Impressions: 10.83M*
- **Jillian Stampher** @JillianStampher [25th Aug](#) Now leading @HuffPost: HURRICANE TRUMP - While Americans focus on a Cat. 4 hurricane, Trump drops a few bombshells [http://www.huffingtonpost.com/entry/donald-trump-arpai...](#) [pic.twitter.com/W5ai1uljTY](#) *Retweets: 24 Replies: 2 Impressions: 10.68M*
- **Ana Navarro** @ananavarro [27th Aug](#) What hurricane? What devastation? What catastrophic flooding? [#PINTO](#) (President in Title Only), staying true to form. Happy Sunday, America. [https://twitter.com/realdonaldtrump/status...](#) *Retweets: 4.3K Replies: 194 Impressions: 7.46M*

BROADCAST CONTRIBUTION

Curated clips from local and national broadcast stations.

- **NBC - 8/25/17**
 - NBC compares President Trump and Hurricane Harvey to President Bush and Hurricane Katrina
- **Special Report With Bret Baier - 8/25/17**
 - Favorable coverage from Fox News, showing that President Trump and the White House have responded appropriately to the crisis
- **NBC Nightly News With Lester Holt - 8/27/17**
 - Interview with Governor of Texas, Gary Abbott, who commended the swift actions of the White House

INFLUENCER CONTRIBUTION

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

POSITIVE

- **LR6** @realDTdefender [26th Aug](#) So far it looks like the Trump administration has been on the ball with preparation for [#HurricaneHarvey](#). Will the media give him credit *Retweets: 556 Replies: 73 Impressions: 1.57M*
- **Ronna McDaniel** @GOPChairwoman [28th Aug](#) Thank you, @POTUS, for your ongoing support for [#HurricaneHarvey](#) response and recovery. [pic.twitter.com/IR5zdE2lqB](#) *Retweets: 90 Replies: 14 Impressions: 316K*

- **David Martosko** @dmartosko [28th Aug](#) Trump seems to be doing pretty well with [#HarveyStorm](#). I know this because the leftists are complaining about tweets, not action or policy. *Retweets: 525 Replies: 35 Impressions: 163K*

NEGATIVE

- **Vets Against Trump** @commondefense [27th Aug](#) Reminder: While thousands in Texas we in need of rescue from [#Harvey](#) flooding, Trump's budget cut the Coast Guard by 15%. [#HurricaneHarvey pic.twitter.com/ut3QSu1Fal](#) *Retweets: 5.4K Replies: 62 Impressions: 9.30M*
- **Alice Hill** @Alice_C_Hill [26th Aug](#) It took 8 years & Sandy destruction to agree on a federal building standard to protect against flood. Trump killed it 10 days before [#Harvey](#) [https://twitter.com/revkin/status ...](https://twitter.com/revkin/status...) *Retweets: 6.4K Replies: 27 Impressions: 5.93M*
- **Larry King** @kingsthings [25th Aug](#) I can't decide if [@POTUS](#) is using [#HurricaneHarvey](#) to hide trans ban & pardon, or just jealous that it was getting more attention than him. *Retweets: 1.3K Replies: 210 Impressions: 4.49M*
- **John Fugelsang** @JohnFugelsang [26th Aug](#) Most people seek cover from a hurricane, but ONLY Donald Trump can say he's used a hurricane for cover. *Retweets: 1.1K Replies: 9 Impressions: 4.11M*

CONSTITUENT CONTRIBUTION

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

POSITIVE

- **TrumpsBlonde™ Angie** @TrumpsBlonde [27th Aug](#) The American People Appreciate the unparalleled attention [@POTUS](#) Has given [#HurricaneHarvey](#) victims and Recovery efforts. Thank You 🇺🇸 🇺🇸 [https://twitter.com/realdonaldtrump/status ...](https://twitter.com/realdonaldtrump/status...)
- **Mia** ♥ @miafaithhhh [27th Aug](#) Praying for everyone affected by Hurricane Harvey! Thank you [@POTUS](#) for your attentiveness and support! <pic.twitter.com/EMtSX4CL3S>
- **William #MAGA** 🇺🇸 @gearmeister [25th Aug](#) I totally support you Mr President! I'm in Texas bracing for the hurricane 🌪️! Thank you for supporting us! [#Trump45](#) is like no other! [#MAGA](#) [https://twitter.com/realDonaldTrump/status/ ...](https://twitter.com/realDonaldTrump/status/...)
- **Standing Up 4 Trump** @UTHornsRawk [26th Aug](#) I saw hundreds of trucks headed south on IH35, from Miss. just now. HE IS ON THE BALL. Thank you Trump [#HurricaneHarvey](#) [#breaking](#) [#Texas](#) [https://twitter.com/realdtdefender/status ...](https://twitter.com/realdtdefender/status...)
- **SheShe™** 🌍 @SherryMcKinsey [25th Aug](#) This is one time I don't want to see tRump policies fail. [@fema](#) Everyone be safe! [#Harvey2017](#) [#HurricaneHarvey](#)

NEGATIVE

- **Ken Tremendous** @KenTremendous [25th Aug](#) The President is a 71 year-old racist who, during a hurricane, pardoned an 85 year-old racist sheriff who'd been convicted of being racist.
- **Matt Fernandez** @FattMernandez [25th Aug](#) Can't wait for Trump's take on how there was aggression from both Hurricane Harvey and Texans.
- **Angus Johnston** @studentactivism [25th Aug](#) Trump has tweeted four times to praise his own response to [#HurricaneHarvey](#). Zero times to offer specific advice. He's got 36M followers.
- **Melissa McEwan** @Shakestweetz [25th Aug](#) I am profoundly frightened that Harvey is going to be awful, and that Trump's response to it will be even worse than Bush's to Katrina.

DISCLOSURE

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