EXECUTIVE INSIGHTS

- **Partisan Support:** Of the 27 Democrat politicians that issued tweets with statements on the topic, 2 of them voiced support and aligned views with the President and 3 voiced their support of the announcement and for future negotiations:
  - **Outright support:**
    - Elliot Engel - Representative (D-NY 16th district)
      - "I support the decision to recognize Jerusalem as the eternal capital of Israel and to move the U.S. embassy there." - [Washington Examiner](#)
    - **Note:** This support from Representative Engel is especially interesting because he was one of the Democrats who voted in support of an effort to proceed with making the case to impeach the President.
    - Nita Lowey - Representative (D-NY 17th district)
      - "I was proud to vote for the Jerusalem Embassy Act, which demonstrated Congress’ unified position that Jerusalem should be recognized as the capital of Israel, and today's announcement is consistent with existing U.S. law." - [Official statement](#)
  - **Support negotiations and a two-state solution:**
    - Steny Hoyer - Representative (D-MD 5th District)
      - "Jerusalem is the capital of the State of Israel, something that the United States Congress has reaffirmed and a fact of history that cannot be denied. Our country must play a constructive role in supporting Israel as it seeks the peace and security its people deserve by continuing to promote a two-state solution through direct, bilateral negotiations that will end any question of Jerusalem’s status." - [Official statement](#)
    - Bill Nelson - Senator (D-FL)
      - "Jerusalem is the capital of Israel. The U.S. embassy will remain in Tel Aviv for now and the United States should continue to do its part to help bring about a secure and lasting peace between Israelis and Palestinians through a two-state solution." - [Official statement](#)
    - Lois Frankel - Representative (D-FL 21st District)
      - "The President’s announcement today is consistent with current U.S. law and reaffirms what we already know: Jerusalem is the eternal capital of the Jewish people and the State of Israel. The U.S. must recommit to our long-standing goal of a negotiated solution that leads to two states for two people. Only direct negotiations between the parties will allow Israelis and Palestinians to live side by side in peace, security and mutual recognition." - [Official statement](#)
- **Partisan Support:** In a CNN broadcast, Dan Shapiro (Former U.S. ambassador to Israel under Obama), stated that he does not think the Presidents decision "is that big of a deal" and feels it is completely appropriate to have our embassy in Jerusalem. However, Shapiro notes that the President missed an opportunity with his Jerusalem announcement to call for a two-state solution and ease future tensions in negotiations.
  - Additionally, in an MSNBC broadcast, Ambassador Ron Dermer (Current Israeli Ambassador to the United States) voiced his support for the decision and praises the President on his brave and bold political decision in the face of pressure.
- Several prominent influencers have voiced their options on the topic. Prominent positive voices include:
  - The official Twitter account for the Office of the Prime Minister of Israel.
  - Israel's Ambassador to the United States.
  - **Note:** Descriptions of each influencer have been added to the [Influencer Contribution](#) section for ease of comprehension and context.
- An America First Policies Contribution section has been added.
PERSPECTIVE
- @realDonaldTrump has an opportunity to directly @mention the Democrat senators who have issued statements of outright support. This would indicate bipartisan cooperation and collaboration in the public eye.
- @AmericaFirstPol has the opportunity to use the Positive Influencer and Constituent mentions to interact and promote the President's decision. Additionally, the @AmericaFirstPol handle can also highlight how the Czech Republic followed the President's decision:
  - Czech Republic follows Trump, recognizes Jerusalem - Israel National News
  - Czech Republic joins US, recognizes Jerusalem as Israel's capital - Daily Post
- As stated in the insights above, Dan Shapiro, Former US ambassador to Israel under Obama, agrees with the President's decision to move the U.S. Embassy to Jerusalem but highlights his blindspots/weaknesses in advisors on the topic. Shapiro holds a wealth of knowledge and would serve as a valuable potential advisor to the President.

QUANTITIVE TOPIC METRICS
- Content Volume: 888,181 filtered mentions across all channels between December 5 - 7, 2017 related to the President recognizing Jerusalem as Israel's capital and ordering the U.S. Embassy to move from Tel Aviv to Jerusalem.
- Contribution Channels: 858,717 Tweets, 13,495 Digital News mentions, 7,847 Forum and Blog posts, 4,134 Facebook posts.
- Sentiment by Mention Volume: 34% Positive, 18% Neutral, 48% Negative.
- Top @Mention Count from Twitter: @POTUS and @realdonaldtrump were mentioned in 176K Tweets earning 1.14B Impressions. @jeremycorbyn was mentioned in 30K Tweets earning 54.40M Impressions.
- Community Demographics from Twitter: 42% Female, 58% Male participation from gender identifiable Twitter handles.
- Impressions & Authors Contribution from Twitter: 16.05B Total Impressions from 376K unique Twitter profiles.

TOPIC MOMENTUM
Hourly topic momentum for the last between December 5 - 7, 2017. Left chart is Mention Volume broken down by Channel. Right chart is Twitter Impression Volume.

1. The President's speech recognizing Jerusalem as the capital of Israel
WHITE HOUSE CONTRIBUTION
Top Content from the White House.

- Donald J. Trump @realDonaldTrump 7th Dec RT @ChuckGrassley: Jerusalem Embassy Act of ’95 (Senate vote 93-5 & I voted for it) states embassy should be in Jerusalem by 5/31/99. For 18 yrs, Rep + Dem presidents waived. Congrats Pres Trump for making this move. Amen!! Retweets: 0 Replies: 0 Impressions: 44.22M
- The White House @WhiteHouse 6th Dec President Trump is following through on his promise to recognize Jerusalem as the capital of the State of Israel and has instructed the State Department to begin to relocate the U.S. Embassy to Israel from Tel Aviv to Jerusalem. More: 45.wh.gov/7KkvxC pic.twitter.com/EwboDZoL2g Retweets: 2.6K Replies: 203 Impressions: 28.28M
- Sarah Sanders @PressSec 6th Dec "I have determined that it is time to officially recognize Jerusalem as the Capital of Israel." @POTUS Retweets: 4.4K Replies: 1.1K Impressions: 10.30M
- Vice President Mike Pence @VP 6th Dec Today, @POTUS Trump took a truly historic step – when the President of the United States recognized Jerusalem as the capital of the Jewish State of Israel. #KLAd17 pic.twitter.com/X56pxQD6cY Retweets: 1.3K Replies: 47 Impressions: 8.24M
- Dan Scavino Jr. @Scavino45 6th Dec “Today, let us rededicate ourselves to a path of mutual understanding and respect. Let us rethink old assumptions, and open our hearts and minds to new possibilities…” @POTUS @realDonaldTrump #Jerusalem pic.twitter.com/18eKoXuF6 Retweets: 1.0K Replies: 127 Impressions: 3.94M
- Rex Tillerson @RexTillerson 6th Dec RUMOR: Pres. Donald Trump's decision to declare Jerusalem Capital of Israel will destabilize the Middle East FACT: George Bush's invasion of Iraq & Afghanistan + Barack Obama's invasion of Syria + Hillary Clinton's invasion of Libya is what destabilized the region & created ISIS Retweets: 1.5K Replies: 33 Impressions: 3.41M

AMERICA FIRST POLICIES CONTRIBUTION
Top Content from America First Policies.

- AmericaFirstPolicies @AmericaFirstPol 6th Dec WATCH: Foreign policy analyst @KironSkinner weighs in on the significance of @POTUS moving the US embassy to Jerusalem. http://video.foxnews.com/v/ ... Retweets: 294 Replies: 163 Impressions: 3.40M
- AmericaFirstPolicies @AmericaFirstPol 6th Dec '@POTUS Trump is right - Israel's capital is #Jerusalem' http://www.foxnews.com/opinion/2017/12/06/trump-is-right-israels-capital-is- jerusalem.html ... Retweets: 40 Replies: 7 Impressions: 163K
- AmericaFirstPolicies @AmericaFirstPol 6th Dec A HISTORIC DAY: '@POTUS officially recognizes #Jerusalem as Israel's capital, orders US embassy move' http://www.foxnews.com/politics/2017/12/06/trump-officially-recognizes-jerusalem-as-israels-capital-orders-us-embassy-move ... Retweets: 24 Replies: 5 Impressions: 156K

POLITICIAN CONTRIBUTION
Selected content from Republicans and Democrats.

REPUBLICANS

- ChuckGrassley @ChuckGrassley 6th Dec Jerusalem Embassy Act of ’95 (Senate vote 93-5 & I voted for it) states embassy should be in Jerusalem by 5/31/99. For 18 yrs, Rep + Dem presidents waived. Congrats Pres Trump for making this move. Amen!!! Retweets: 9.1K Replies: 883 Impressions: 68.73K
- Senator Ted Cruz @SenTedCruz 6th Dec. @POTUS' announcement recognizes the reality that Jerusalem is the capital of Israel, sending a message that rejects all who seek to delegitimize Israel through falsifying and erasing the profound ties that exist between the Jewish people and Jerusalem. -> bit.ly/2Af5R2 Retweets: 840 Replies: 109 Impressions: 2.96M
  - Senator Ted Cruz @SenTedCruz 6th Dec I encourage countries around the world to now engage in their own moment of historical moral clarity, to follow America's lead in recognizing Jerusalem as Israel’s capital, immediately begin the process of moving their embassies to Jerusalem. https://twitter.com/SenTedCruz/status/938513675207479296 ... Retweets: 580 Replies: 48 Impressions: 2.43M
- Kevin McCarthy @GOPLeader 6th Dec @POTUS has made the right call: Jerusalem is the capital of Israel. If acknowledging truth inspires violence, it is those who commit the violence, not the truth, that are at fault. 🇨🇮 🇮🇱 http://www.majorityleader.gov/2017/12/06/ jerusalem-trumps-new-policy-big-deal/ ... Retweets: 393 Replies: 56 Impressions: 1.27M
• Senator Bob Corker @SenBobCorker 6th Dec My full statement on the president’s decision to recognize Jerusalem as the capital of Israel and begin the process of moving the U.S. embassy from Tel Aviv to Jerusalem: pic.twitter.com/2E7IKqCa4N Retweets: 119 Replies: 79 Impressions: 901K
• Louie Gohmert @replouiegohmert 6th Dec @POTUS’s recognition of #Jerusalem as the rightful capital of #Israel was not only an act of political valor, it was a promise kept to the American people who voted him into office. FULL STATEMENT: bit.ly/2IZOYyw Retweets: 108 Replies: 26 Impressions: 391K

DEMOCRATS
• Sen Dianne Feinstein @SenFeinstein 6th Dec The president’s decision to unilaterally recognize Jerusalem as Israel’s capital rejects decades of bipartisan policy and undermines our standing with Palestinians and regional partners. pic.twitter.com/5yU2iS0SEZ Retweets: 422 Replies: 92 Impressions: 963K
• Steny Hoyer @WhipHoyer 6th Dec Jerusalem is the capital of the State of Israel, something that the United States Congress has reaffirmed and a fact of history that cannot be denied. 1/2 Retweets: 116 Replies: 9 Impressions: 357K
  ○ Steny Hoyer @WhipHoyer 6th Dec Our country must play a constructive role in supporting Israel as it seeks the peace and security its people desire by continuing to promote a two-state solution through direct, bilateral negotiations that will end any question of Jerusalem’s status. 2/2 Retweets: 39 Replies: 6 Impressions: 357K
• Brian Schatz @brianschatz 6th Dec Moving our U.S. Embassy to Jerusalem will imperil Americans, isolate our country, and make peace less likely. It’s reckless. Retweets: 384 Replies: 22 Impressions: 183K
• Nita Lowey @NitaLowey 6th Dec My statement on @POTUS’s #Jerusalem announcement: pic.twitter.com/WpUVu6VAXb Retweets: 22 Replies: 3 Impressions: 161K
• Rep. Lois Frankel @RepLoisFrankel 6th Dec The President’s announcement today is consistent with current U.S. law and reaffirms what we already know: Jerusalem is the eternal capital of the Jewish people and the State of Israel. Retweets: 19 Replies: 0 Impressions: 101K

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 officially recognizes Jerusalem as Israel’s capital, orders embassy move for US - Fox News - 12/6/17
  ○ Outbound Virality: Facebook: 61K Interactions; Twitter: 7.3K Tweets; LinkedIn: 287 Shares
• Trump Recognizes Jerusalem as Israel’s Capital and Orders U.S. Embassy to Move - New York Times - 12/6/17
  ○ Outbound Virality: Facebook: 65K Interactions; Twitter: 3.1K Tweets; LinkedIn: 394 Shares
• Highlighted Article Czech Republic follows Trump, recognizes Jerusalem - Israel National News - 12/6/17
  ○ Outbound Virality: Facebook: 33K Interactions; Twitter: 1.1K Tweets; LinkedIn: 122 Shares
  ○ The statement also stressed that the Czech Republic “considers Jerusalem to be future capital of both states, meaning the State of Israel and the future State of Palestine.” “The Ministry can start considering moving of the Czech embassy from Tel Aviv to Jerusalem only based on results of negotiations with key partners in the region and in the world,” it added.
• Um . . . recognition of Jerusalem as Israel’s capital has been U.S. law since 1995 - Herman Cain - 12/6/17
  ○ Outbound Virality: Facebook: 17K Interactions; Twitter: 33 Tweets; LinkedIn: 9 Shares
• Trump’s truth-telling on Jerusalem marks an all-new Middle East - New York Post - 12/6/17
  ○ Outbound Virality: Facebook: 1.1K Interactions; Twitter: 874 Tweets; LinkedIn: 0 Shares

NEUTRAL
• White House: Jerusalem embassy move a ‘recognition of reality’ - CNN Politics - 12/6/17
  ○ Outbound Virality: Facebook: 30K Interactions; Twitter: 2.0K Tweets; LinkedIn: 103 Shares
• White House officials: Jerusalem decision could hurt peace process - CNN Politics - 12/7/17
  ○ Outbound Virality: Facebook: 8.4K Interactions; Twitter: 1.8K Tweets; LinkedIn: 39 Shares
• Praise and Alarm From American Jews Over Trump’s Jerusalem Move - New York Times - 12/6/17
  ○ Outbound Virality: Facebook: 2.0K Interactions; Twitter: 614 Tweets; LinkedIn: 6 Shares

NEGATIVE
• Trump didn’t seem to have complete understanding of Jerusalem decision - The Hill - 12/7/17
  ○ Outbound Virality: Facebook: 21K Interactions; Twitter: 1.7K Tweets; LinkedIn: 60 Shares

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JERUSALEM AND U.S. EMBASSY

- **Trump ignores warnings with 'reckless Jerusalem move'** - Aljazeera - 12/7/17
  - Outbound Virality: Facebook: 22K Interactions; Twitter: 902 Tweets; LinkedIn: 15 Shares
  - Outbound Virality: Facebook: 2.0K Interactions; Twitter: 614 Tweets; LinkedIn: 6 Shares
  - Related: Respect 'status quo' of Jerusalem, says Pope in response to Trump move - Reuters
- **World leaders slam Jerusalem move** - Arab News - 12/7/17
  - Outbound Virality: Facebook: 2.0K Interactions; Twitter: 4 Tweets; LinkedIn: 3 Shares

JOURNALIST CONTRIBUTION
Selected content from journalists.

**POSITIVE**
- Tara Palmeri @tarapalmeri 6th Dec Tillerson says Trump's Jerusalem announcement presents a "very good opportunity for peace to be achieved." Retweets: 27 Replies: 110 Impressions: 871K

**NEUTRAL**
- Ayman Mohyeldin @AymanM 6th Dec The White House had a conference call with Christian faith leaders about Trumps Jerusalem announcement. Faith leaders were reportedly "absolutely ecstatic" about today's decision. Meanwhile Christians in Bethlehem have turned off their Xmas tree lights to protest Trumps decision pic.twitter.com/tymHUbix2u Retweets: 2.2K Replies: 53 Impressions: 7.37M

**NEGATIVE**
- CNN Chief International Correspondent Christiane Amanpour highlights Federica Mogherini (High Representative of the EU for Foreign Affairs and Security Policy)
  - Christiane Amanpour @camanpour 7th Dec President Trump said recognizing Jerusalem as Israel's capital was in "the best interests" of "the pursuit of peace." @FedericaMog tells me it "discredited a bit the United States as an honest broker" and "makes it more difficult to play a role to relaunch a peace process." Retweets: 450 Replies: 80 Impressions: 3.70M
- Kyle Griffin @kylegriffin1 6th Dec Several advisers tell WaPo that Trump did not seem to have a full understanding of the Jerusalem decision and instead appeared to be focused on "seeming pro-Israel," in the words of one, and "making a deal," in the words of another. https://www.washingtonpost.com/world/national-security/trump-had-for-months-been-determined-to-move-us-embassy-to-jerusalem ... Retweets: 3.6K Replies: 206 Impressions: 7.36M
- Scott Dworkin @funder 6th Dec Protests have erupted across the world in Gaza, West Bank, Turkey, Jordan and elsewhere tomorrow in response to Trump's Jerusalem decision. This announcement was poorly planned, like everything Trump does. We need diplomacy. #TrumpResign #AMJoy http://www.newsweek.com/trumps-jerusalem-decision-immediately-prompts-protests ... Retweets: 1.9K Replies: 95 Impressions: 6.88M
- Nicholas Kristof @NickKristof 6th Dec Trump's recognition of Jerusalem as Israel's capital is a symbolic move that accomplishes nothing except making peace much less likely, and violence more likely. Retweets: 1.3K Replies: 30 Impressions: 2.90M

BROADCAST CONTRIBUTION
Curated clips from local and national broadcast stations.

- **Highlighted Broadcast CNN** - 12/6/17
  - Dan Shapiro, Former US ambassador to Israel under Obama, states that he does not think the Presidents decision "is that big of a deal" and feels it is appropriate to have our embassy in Jerusalem. However, he notes that the President missed an opportunity in his Jerusalem announcement to call for a two-state solution and ease tensions in negotiations.

- **Highlighted Broadcast MSNBC** - 12/7/17
  - Israel's Ambassador to the United States fully supports the decision and praises the President on his brave and bold political decision in the face of pressure.
INFLUENCER CONTRIBUTION
 Selected content from industry experts, analysts, and influential personalities.

POSITIVE

- The official Twitter account for the Office of the Prime Minister of Israel
  - Highlighted Tweet PM of Israel @IsraelPM 6th Dec Prime Minister Benjamin Netanyahu: @POTUS Trump, thank you for today's historic decision to recognize Jerusalem as Israel's capital. The Jewish people and the Jewish state will be forever grateful. pic.twitter.com/Z24lSRezYm Retweets: 11K Replies: 1.3K Impressions: 27.67M
- Israel's Ambassador to the United States
  - Amb. Ron Dermer @AmbDermer 6th Dec Thank you @POTUS Trump for recognizing Jerusalem as Israel's Capital and taking an honored place alongside President Trump, who recognized the State of Israel 70 years ago. pic.twitter.com/Ed4qhH4Me Retweets: 1.0K Replies: 125 Impressions: 6.20M

NEGATIVE

- British politician serving as Leader of the Labour Party
  - Jeremy Corbyn @jeremycorbyn 6th Dec Trump’s recognition of Jerusalem as Israel’s capital, including occupied Palestinian territory, is a reckless threat to peace. The British Government must condemn this dangerous act and work for a just and viable settlement of the conflict. Retweets: 32K Replies: 1.4K Impressions: 53.60M
- Comedian
  - Stephen Colbert @StephenAtHome 6th Dec I’m surprised Trump didn’t declare Jerusalem as America’s capital. Then he'd be able to say we have a wall. Retweets: 6.8K Replies: 128 Impressions: 29.79M
- Current First Minister of Scotland and leader of the Scottish National Party
  - Nicola Sturgeon @NicolaSturgeon 6th Dec The decision by President Trump on Jerusalem - which includes occupied Palestinian territory - is reckless, wrong and a threat to peace. It is being rightly condemned across the international community. Retweets: 5.1K Replies: 444 Impressions: 9.64M
- British journalist and television personality
  - Piers Morgan @pierstmorgan 6th Dec NEW: Why Trump’s Jerusalem decision is so reckless & dangerous. My new column: dailym.ai/2nAbiJC pic.twitter.com/aJv2vaWgFl Retweets: 121 Replies: 37 Impressions: 6.42M
- Islamic scholar and spiritual educator
  - على الجريري @alhabibali 6th Dec @realdonaldtrump @patus Does the Trump administration realise that moving the US Embassy to Jerusalem gives the kiss of life to Al-Qaeda’s argument that targeting America citizens and US interests helps the Palestinian struggle against the Occupation? Retweets: 13 Replies: 1 Impressions: 5.18M
- Official twitter account of Pakistan Tehreek-e-Insaf
  - PTI @PTIofficial 7th Dec Chairman #PTI Imran Khan strongly condemns US President Donald Trump’s recognition of Jerusalem as Israel’s capital on behalf of all Muslims. Pakistanis were deprived of their land and now moving Israel’s capital city to Jerusalem is execrable. @ImranKhanPTI #Jerusalem pic.twitter.com/xumrcBlKoW Retweets: 201 Replies: 1 Impressions: 4.70M

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

POSITIVE

- American born Jew in Israel
  - David Weissman @davidmweissman 6th Dec I am going to the Western Wall right here in Jerusalem, the capital of Israel tomorrow specifically to bless @POTUS @realDonaldTrump, yes I will wear Trump hat and shirt. Time TBA and if you want to come maybe have a minyan let me know.
- Former Navy Seal and Governor of Missouri
  - Eric Greitens @EricGreitens 6th Dec Just spoke to @VP to express my congratulations and gratitude to he and @POTUS for their bold, historic decision to recognize Jerusalem as the capital of Israel.

NEGATIVE

- Founder of the Arab American Institute
  - James J. Zogby @jz1600 6th Dec Here’s the letter from the Patriarchs & Bishops of all the #Christian churches in #Jerusalem pleading w/ #Trump not to recognize #Israel’s control of the city. It’s a Christian & Muslim concern. But
políticos in the US don't care. #shame, #HandsOffJerusalem pic.twitter.com/3AlN79kbKj Retweets: 1.7K Replies: 30 Impressions: 4.43M