

***“DC = Death Capital of the United States. Mayor Bowser is too busy with symbolic resistance to President Donald Trump to protect DC's kids. What a huge waste of lives!”***

## Overview

Mayor Bowser currently enjoys broad public support and faces no credible opposition to her re-election bid. However, trending topics regarding key social issues (e.g., missing girls, homelessness, and low graduation rates), which arise from public grievances create potential challenges, but more importantly opportunities for her campaign and community engagement activities.

## Findings

Washingtonians are dissatisfied with the city’s handling of homelessness and missing girls. Negative public sentiment is principally associated with Mayor Bowser’s pledge to end homelessness, is viewed as a political stunt, and has increased to 72% after citizens learned that communities displaced due to gentrification were not included in the 2018 pledge. Additionally, the DC Metropolitan Police Department’s social media campaign to expose child kidnapping “#DCMissingGirls” continues to receive negative sentiment, especially from the Black and Latino communities.

- Hashtags #SexTrafficking, #MissingGirls #CrimesAgainstGirlsStop represent the public’s frustration towards the D.C. Government’s efforts to combat crimes against youth
- Online activist groups (e.g. Black Men United) use visual messages on Instagram with hashtags #BringOurGirlsBack and #FindOurMissingGirlsChallenge to fill the void left by authorities in building networks within black communities to locate missing girls

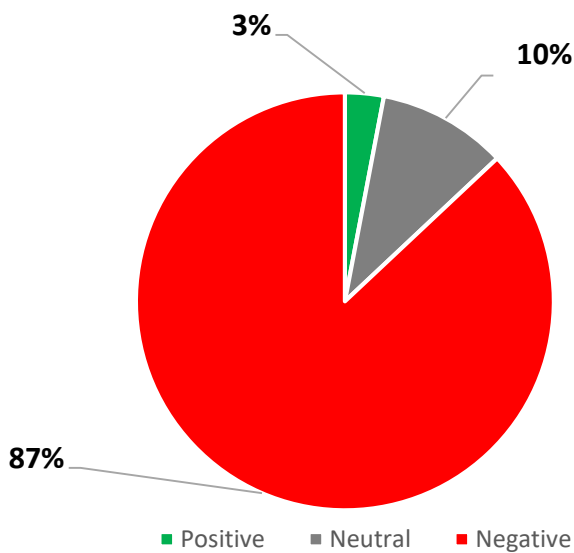


***“Disappointed in Muriel Bowser - she is responsible for any missing child this year, due to her complicity from last year. Being a woman of color, in a position of power, she should’ve utilized her position and resources. Instead, she played politics.”***

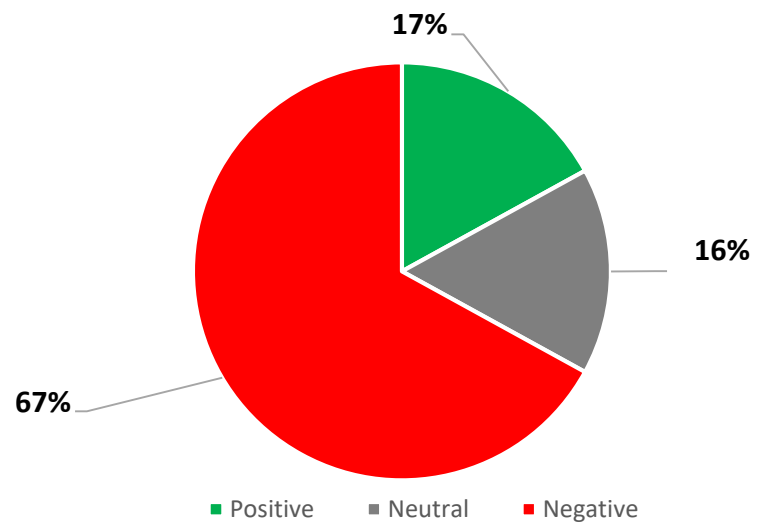
## Data Analytics

- ENODO’s social media exploitation examined 825,350 Facebook, 654,580 Twitter, and 89,560 Instagram posts to measure public sentiment regarding homelessness and missing girls.

Sentiment on Mayor’s Strategy on Missing Girls



Sentiment on Mayor’s Strategy on Homelessness



## Recommendations

- Conduct an independent social media analysis to identify, monitor, and shape public sentiment concerning trending topics and important social issues
- Identify the impact of negative public perception on Mayer Bowser’s campaign and current and future community relation activities
- Create proactive engagement strategies to address underlying grievances and reduce negative public perception regarding homelessness and anti-kidnapping initiatives
- Link the D.C. Government, local Black communities, activist groups, and faith institutions in Southeast and Northeast D.C. through targeted narratives that resonate across shared identities