

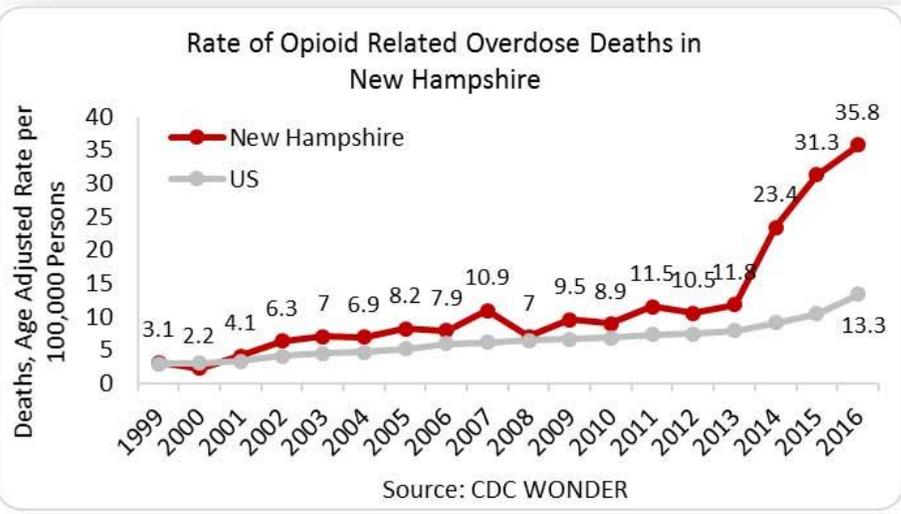
“Senator Maggie Hassan keep talking...you failed to protect the citizens of NH as governor.”

Overview

ENODO conducted data analysis and social media exploitation of New Hampshire citizens’ online discussions to identify and measure public sentiment of key and trending topics. Findings and recommendations can be used to inform a population-centric governance strategy that enables leaders to proactively engage with citizens about the topics communities care about most, improve public perception, foster increased trust between elected officials and constituents, and ensure good governance.

Key Findings

- New Hampshire’s citizens are frustrated with the lack of proactive action regarding their most important concern, opioid addiction:
 - In 2016, there were 437 opioid-related overdose deaths in NH—a rate of 35.8 deaths per 100,000 persons—nearly 3 times higher than the national rate of 13.3 deaths per 100,000
 - New Hampshire has the third highest taxpayer burden per capita (after West Virginia and Washington, D.C.) in the U.S.
 - Concerns about illegal [trafficking](#) of Fentanyl from overseas into Massachusetts before distribution in New Hampshire
- Trending social media topics include: Facebook Senate Hearings (78%), Senator Hassan’s call for Scott Pruitt’s resignation (12%), and gun control (10%)
 - 82% of discussions regarding Senator Hassan mention her female Senate cohort (i.e., Senators Warren and Gillibrand)



Location	All Drug Overdose Death Rate (Age-Adjusted)
1. West Virginia	52.0
2. Ohio	39.1
3. New Hampshire	39.0
4. District of Columbia	38.8
5. Pennsylvania	37.9

“Why is fentanyl not just going straight to New Hampshire from wherever it comes from? Is this like in Harry Potter, and there's one vanishing cabinet somewhere outside the US and another one in Lawrence?”

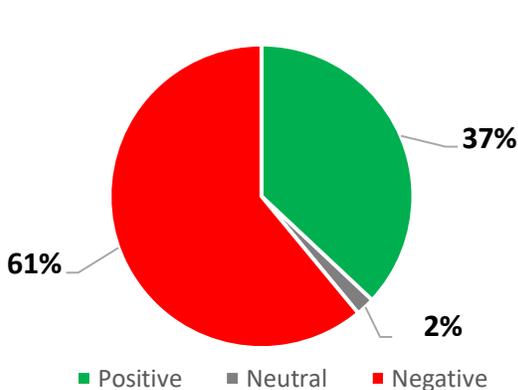
Data Analytics

Analysts measured public sentiment from a total of 1,568 tweets, 238 Facebook posts, and 124 Instagram posts of the most widely discussed social media topics.

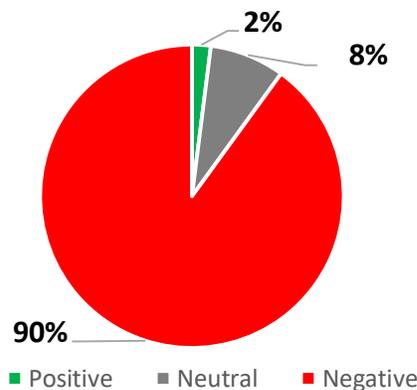
Negative Sentiment

- Negative sentiment is primarily due to perceptions that NH lawmakers are failing to resolve people's concerns of key issues
 - 90% negative sentiment is due to dissatisfaction among people with the state's public health strategies to tackle the opioid crisis
 - 61% of Senator Hassan's negative public sentiment is based upon public perception that she lacks a strategy to address opioid addiction
 - New statewide gun control laws conflict with the state's motto "Live Free or Die" resulting in negative sentiment (67%)
 - The April 14th [rally](#) in front of the state capitol calling for lawmakers to vote down stricter gun control laws exacerbated negative sentiment

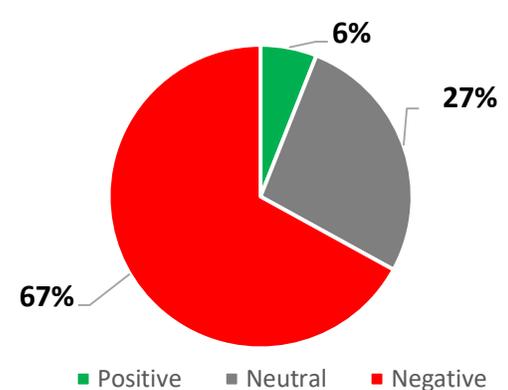
Senator Hassan Sentiment



NH State Government Sentiment



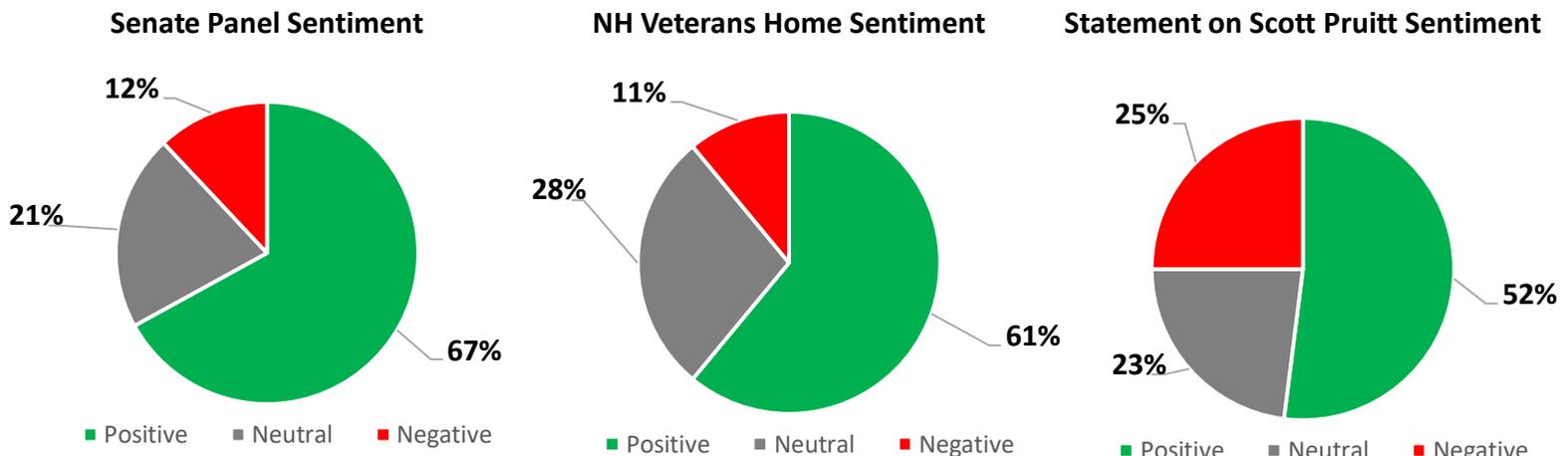
Gun Control Sentiment



“Finally it is Senator Maggie Hassan who calls bullshit on the ridiculous #Zuckerberg claim that Facebook prioritizes community over advertising.”

Positive Sentiment

- Trending positive sentiment is primarily due to Senator Hassan’s recent actions:
 - 67% positive sentiment regarding pointed questions for Mr. Zuckerberg during the Senate hearing on Facebook’s data usage/protection
 - The [plan](#) by a Senate committee led by Senator Hassan to open a veterans home for \$1 million is receiving 61% favorable feedback
 - Ms. Hassan is [part](#) of a 170-member lawmaker coalition calling for the resignation of EPA Administrator Scott Pruitt, which received 52% positive public sentiment



Recommendations

- Design and implement a constituent-based engagement / communications strategy around a key theme and master narrative that appeals to the majority of NH constituents
 - Build the theme on key concerns of New Hampshire’s citizens (e.g., “New Hampshire First” or “Towards a Better New Hampshire”)
 - Reinforce the theme and master narrative with sub-narratives that address trending topics such as the Scott Pruitt resignation (e.g., ineffective administration of the EPA hurts NH business, environment, and people)
 - Proactively engage with citizens to update them on progress concerning key topics (e.g., opioid crisis and gun control laws) and seek constituent input throughout the process