

Who in the UK influences the Biden agency transition teams?

January 2021

How we measure influence

Who do the Biden agency team members follow?



150 members of Biden's agency review teams with public Twitter accounts.

(346 people reviewed in total, but many do not use Twitter)



68,383 accounts they are following.
(de-duplicated total)

How can we cluster them?

audiense:

Segmented using **social network analysis** and profiled to find the most useful & influential people.

Tool used: Audiense.com audience analytics

Summary - UK

Who influences the Biden team?

Media

BBC, Guardian and FT cut through to this audience, but relatively little other UK media.

Foreign policy & aid

Foreign policy and international development experts and institutions like DFID.

Economists

Leading UK economists.

Health

The Wellcome Trust and other UK health institutions and experts rank highly.

Media

Ranked by % of Biden team following them, then secondarily by follower count.

Rank	Account	% Biden Team follow
1	BBC Breaking News	29.9
2	BBC News (World)	23.6
3	The Guardian	12.5
4	The Financial Times	7.6
5	BBC News (UK)	6.9

Foreign Policy & International Development

Ranked by % of Biden team following them, then secondarily by follower count.

Rank	Account	% Biden Team follow
1	DFID	4.2
2	Jeremy Shapiro	3.5
3	Duncan Green	3.5
4	Justin Sandefur	3.5
5	David Miliband	3.5

Economists

Ranked by % of Biden team following them, then secondarily by follower count.

Rank	Account	% Biden Team follow
1	Mariana Mazzucato	4.9
2	Tim Harford	2.8
3	Max Roser	2.1
4	Jonathan Portes	2.1
5	Sara Pantuliano	2.1

Health

Ranked by % of Biden team following them, then secondarily by follower count.

Rank	Account	% Biden Team follow
1	Jeremy Farrar	4.2
2	Nature	2.1
3	Professor Devi Sridhar	2.1
4	Muge Cevik	2.1
5	Richard Horton	2.1

Find out more

Departments covered

Most major Biden agency transition teams names were checked in mid December 2020 for an active, public, Twitter handle (See list on right). These were checked by two people to exclude misidentification. This gave us a list of 168 people with usable accounts on Twitter.

Further technical cleaning removed 18 Twitter accounts (for instance they had been deleted since we first collected the data, or had a locked Twitter account), so we analysed 150 accounts in total.

This gave us a data set of 68,383 (de-duplicated) accounts that they followed.

- Agriculture;
- Consumer Financial Protection Bureau;
- Council on Environmental Quality;
- Department of Health & Human Services;
- Department of Homeland Security;
- Department of Justice;
- Department of Labor;
- Department of State;
- Department of Treasury;
- Environmental Protection Agency;
- Federal Reserve, Banking and Securities Regulators;
- General Services Administration;
- Intelligence Community;
- International Development;
- Office of Science & Technology Policy.

About us

Rob Blackie Digital Strategy (RBDS) is a marketing and communications company, which works with biotech companies who need to engage highly specialised audiences. Teams are built for each project from global leading experts appropriate to client needs. This research was by Rob Blackie and Jay Owens, with support from Orla Phelan.

RBDS specialisms include:

- Digital strategy – helping organisations model the value of digital and understand what they should (and shouldn't) do.
- Driving excellent delivery – restructuring processes and team, cutting costs and driving high performance.
- Competitive messaging – combining lessons from branding and political techniques

Research from Rob Blackie and Jay Owens has been published or quoted in The New York Times, Wall Street Journal, the Financial Times, The Guardian and on the BBC among others.

Clients include GreenLight Biosciences, the Wellcome Trust, Change.org, the UN Climate Change Convention and Best for Britain.

Want the full data?

The full data underlying this study, and further benchmarking and analysis, is available to purchase. The full data includes:



A full list of scores for each category, and the full 800,000 cell database.



Further analysis by category, subject and geography,



Bespoke analysis for your needs, including extensions and updates.

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