

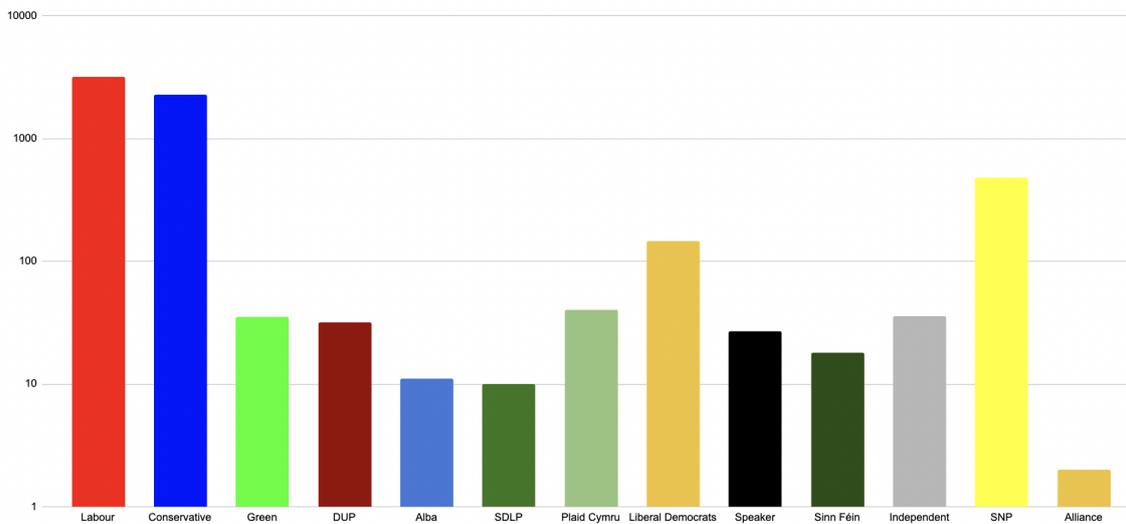
HEALTH CHARITIES LEAD THE WAY IN MENTIONS BY MPS ON TWITTER IN 2022

The following report utilises PoliMonitor's analysis tools to track mentions by MPs of the twitter handles of the Top 100 charities (as per YouGov) in the UK over the course of 2022. Amongst the most mentioned charities by MPs in 2022, we find that charities involved in health leading the way in terms of mentions, with 4 out of the top 10 most mentioned charities in 2022 being organisations campaigning around health or mental health - namely Macmillan Cancer Support, Cancer Research UK, Terrence Higgins Trust and the Samaritans. With successful fundraising campaigns including coffee mornings led (and shared on Twitter) by MPs across the UK for Macmillan Cancer Support, it seems the platform continues to provide a valuable outlet for charities to spread awareness, campaign and fundraise for their work. With MPs sharing a huge follower base of 38,483,928, it is vital that charities continue to ensure that this important cohort are engaged and are given the opportunity to help amplify their voices.

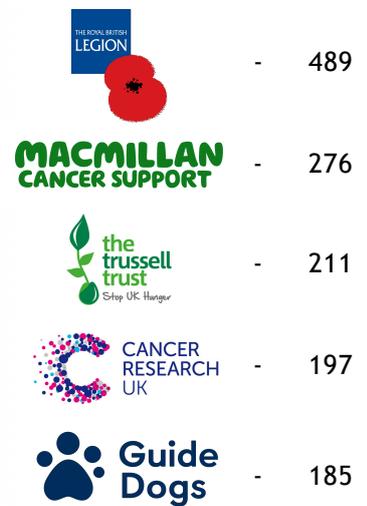
Total mentions by UK MPs about the top 100 UK charities (YouGov) on Twitter in 2022

6715

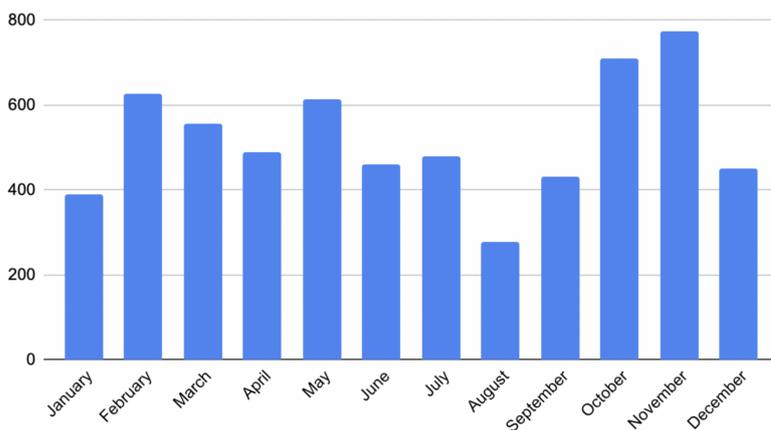
Mentions of top 100 charities on Twitter by UK MPs: 2022 party breakdown



Top 5 most mentioned charities



Mentions of top 100 charities on Twitter by UK MPs: 2022 Monthly breakdown



Terrence Higgins anniversary sees tributes pour in



Boris Johnson
@BorisJohnson

Thinking of how far we have come on the HIV journey in the 40 years since Terry Higgins died and his partner & friends bravely set up @THTorguk in his name. This government is working to end new HIV cases by 2030, and has an action plan to make it happen.

SUNAK'S POPPY APPEAL ATTRACTS MOST RE-TWEETS BY MPS

Conservative MP Andrew Stephenson's Tweet about Prime Minister Rishi Sunak selling Poppies for the Royal British Legion at Westminster Station attracted the most Retweets by MPs out of any Tweet mentioning YouGov's Top 100 charities - demonstrating how important political photo-ops can be when done correctly. Despite this, however, all of these Retweets were by Conservative MPs alone, showing how this was viewed as just that, a cynical photo-op attempt by the Prime Minister. Indeed, the first, second and third most Retweeted posts mentioning charities by MPs - Royal British Legion, Mencap and Alder Hey Children's Hospital, respectively - were only Retweeted by a cohort of MPs from the same Party, indicating that even charities aren't immune from the notable polarisation currently gripping British politics. Notably, the most Retweeted post by a bipartisan group of MPs was of a Tweet posted by the charity Mind, encouraging that everyone should like and retweet their post celebrating World Mental Health Day so that those suffering could see that they were not alone.

SHOW RACISM THE RED CARD ENTERS TOP 10 WITH BUSY 2022 SCHEDULE; RBL TOPS TOP 20

Show Racism The Red Card had their work cut out for them this year, with MPs Tweeting and Re-Tweeting numerous posts by and about the organisation, which this year celebrated its 25th birthday. 2022's Wear Red Day, organised by SRTRC and accompanied by the #WRD22 hashtag, garnered 17 mentions, with their key supporters in Labour's Tanmanjeet Singh Desi (Slough) and Kim Johnson (Liverpool Riverside) leading the way in celebrating the organisation for the vital work that they do seeking to get racism out of football.

The Royal British Legion again took first place, with the bulk of mentions coming over the remembrance period near the end of 2022. Indeed, more than half of their mentions happened in November 2022, on and around Remembrance Sunday. Of course, the Royal British Legion was busy outside of this time as well, and were celebrated by MPs particularly around their work in supporting Armed Forces Day on the 25th of June.

Charities league table: mentions of primary Twitter handle in Tweets / Re-Tweets by MPs: 2022

Ranking	Charity	Number of Tweets by MPs mentioning their primary Twitter handle
1	Royal British Legion	489
2	Macmillan Cancer Support	276
3	The Trussell Trust	211
4	Cancer Research UK	197
5	Guide Dogs	185
6	Age UK	178
7	Terrence Higgins Trust	177
8	Samaritans	172
9	Arts Council, England	164
10	Show Racism the Red Card	151
11	Amnesty International	148
12	Alzheimer's Society	143
13	RNIB	133
14	National Trust	127
15	Mind	116
16	RNLI Lifeboats	113
17	British Red Cross	111
18	Dogs Trust	110
19	Diabetes UK	106
20	Crisis	96

CHAMPION BY NAME, CHAMPION BY NATURE: SARAH CHAMPION LEADS LABOUR MPS IN CELEBRATING CHARITIES ONLINE; CONSERVATIVE MPS UNDER-REPRESENTED IN TOP 20

Sarah Champion, the Labour MP for Rotherham and former Chief Executive of the Bluebell Wood Children's Hospice, easily led the way in the number of Tweets and Re-Tweets mentioning the Top 100 charities in the UK in 2022. Notably, the scope of her Tweets and Re-Tweets mentioning these charities does not seem limited to only one or two charities, but instead to a wide array across multiple subject areas, with her support extending to the likes of ActionAid, Barnardo's, Rape Crisis England and Wales, Alzheimer's Research UK, the RSCPA and many more.

Although some argue that being the Party in power might make Conservative MPs less likely to amplify campaigns and other efforts being made by these charities, it is notable that the Party with far and away the largest cohort of MPs in Parliament are so under-represented in the Top 20 of mentions of charities by MPs. An honourable mention, and who comes in at 2nd place in the Top 20 MP league table, is Bob Neill, the Conservative MP for Bromley and Chislehurst, who appears so high in the list thanks to his championing of the work of the Stroke Association, following his wife Daphne's severe stroke in 2019. Neill, who has admitted that his knowledge of stroke before this tragic incident was 'limited', should be applauded for taking this personal tragedy and doing what he can in his role to further the cause of the Stroke Association in Parliament.

Charities league table: MPs with most mentions of charity primary Twitter handle in Tweets / Re-Tweets: 2022

Ranking	Name	Party	Number of Tweets / Re-Tweets mentioning the Top 100 UK charities
1	Sarah Champion MP	Labour	123
2	Sir Bob Neill MP	Conservative	99
3	Tanmanjeet Singh Dhesi MP	Labour	97
4	Virendra Sharma MP	Labour	70
5	Kim Johnson MP	Labour	66
6-	Jason McCartney MP	Conservative	64
6-	Andrew Gwynne MP	Labour	64
8-	Barbara Keeley	Labour	62
8-	Tonia Antoniazzi MP	Labour	62
10	Debbie Abrahams MP	Labour	61
11	Christina Rees MP	Labour	59
12	Alex Cunningham MP	Labour	58
13-	Diana Johnson DBE MP	Labour	56
13-	Marion Fellows MP	SNP	56
15	Preet Kaur Gill MP	Labour	51
16	Paula Barker MP	Labour	49
17	Selaine Saxby MP	Conservative	48
18-	Alex Davies Jones MP	Labour	47
18-	Rachel Hopkins MP	Labour	47
20-	Kim Leadbeater MP	Labour	46
20-	Bob Blackman MP	Conservative	46