

OCT2018

# blender



ENERGY SOCIAL MEDIA LISTENING

bellomy



**The Bellomy blenders** are industry-specific reports designed to keep you informed about key social media metrics, insights, and trends in your industry. The blender is produced each quarter for Healthcare, Retail, Financial Services, Energy, and Consumer Products. Download them from our website every three months.

**bellomy**

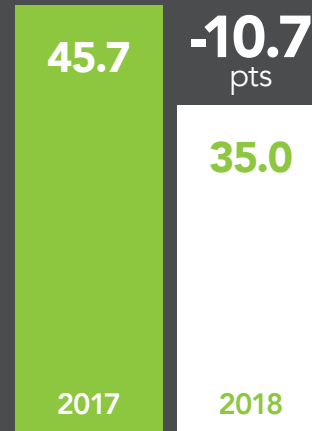
while volume stayed flat,

# sentiment + intensity both declined

# +1.5%

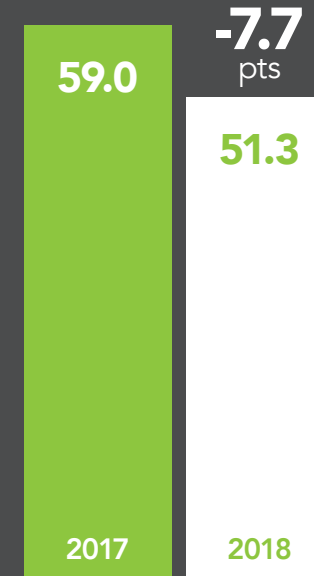
volume change

**Posts about Utilities** are up 1% in the June to August period of 2018, year-over-year



sentiment change

**Sentiment** decreased 10.7 pts in the June to August period of 2018, year-over-year



intensity change

**Intensity** decreased 7.7 pts in the June to August period of 2018, year-over-year

**Sentiment** A score that expresses the ratio of positive to negative sentiment about a topic

**Intensity** A score that expresses the ratio of strong emotions (such as "love" or "hate") to all emotions expressed about a topic



# influencers

accounts/individuals with over 500 followers who have the most mentions in on-topic posts



@AmericanBanking

@ComEd

@TickerReport

@ConsumerFeed

@midetimes

@SCE\_HaigK

@SCE

@TruPower

@nutgraham

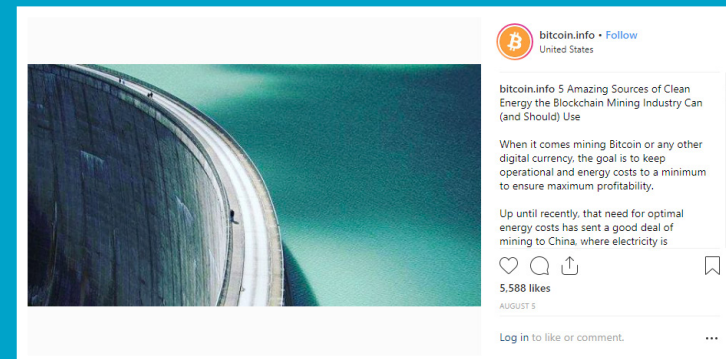
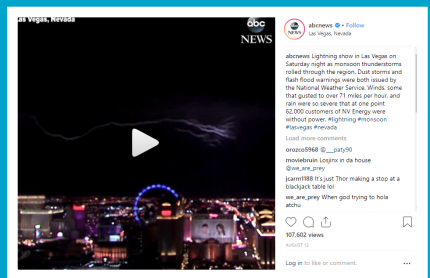
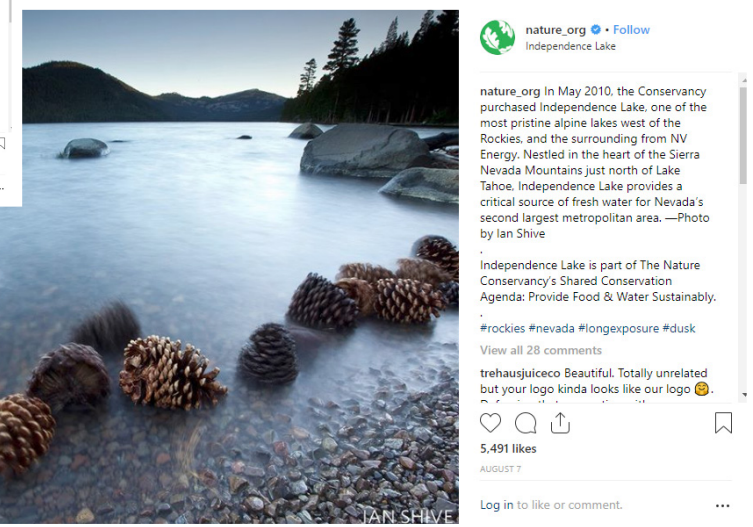
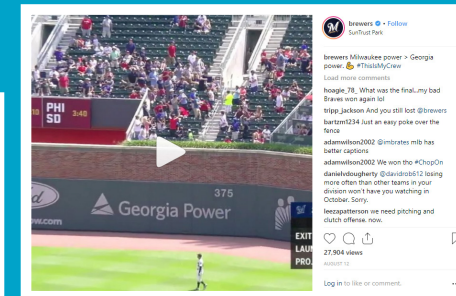
@intercooleronli

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# most engaging posts

on-topic posts with the most comments/replies, likes, shares/retweets, reblogs, and views



Click on any post to view online



# what's trending

dueling/contradictory legislation

## The EPA proposed the Affordable Clean Energy Rule, which will repeal the Obama Clean Power Plan

Support appears to be partisan, with support coming from the right, the coal mining industry, and coal producing states, who would benefit financially

Opposition comes from the left as well as several religious groups; detractors cite the likely increase of emissions and negative health effects among their gripes with the rule

## California's SB 100, which commits to using 100% renewable energy by 2045

Sentiment is largely positive and supportive

**Schneider Labs** @SchneiderLabs

The "Affordable "Clean Energy" rule will:

- increase CO2 emissions + more pollutants
- cause up to 1,400 premature deaths a year
- 48,000 new cases of exacerbated asthma
- increase hospital admissions, lost work days, school absences
- increase electricity costs/bills
- enrich industry

**SenateEnergyDems** @EnergyDems  
NEW statement from @SenatorCantwell on @realDonaldTrump's repeal of the Clean Power Plan:

11:50 AM - 22 Aug 2018

Tweet your reply

**Mitch Carmichael** @SenCarmichaelWV

After 8 years of Obama's #WarOnCoal, @realDonaldTrump has rolled back EPA regulations from the Clean Power Plan. I join my fellow West Virginians in supporting the Affordable Clean Energy Rule, a smart and fair energy plan for our nation. Read more:



**WV officeholders support plan to loosen rules on coal-fired power plants**  
HUNTINGTON — West Virginia politicians sounded off on the Trump administration's decision Tuesday to roll back Obama-era EPA regulations established by the 2015  
herald-dispatch.com

"We call on the president to work with the administration and Congress to develop and advance bipartisan climate policies that protect our common home and lead us toward a sustainable, clean energy future."

**wearethejerulists** The #jerulists Conference Office of Justice and Ecology expresses deep disappointment with EPA's Affordable Clean Energy rule that threatens human health and calls for bipartisan climate policies to protect our common home and lead us toward a sustainable, clean energy future. Read more at <https://bit.ly/2he2aHk> (link in bio). Find out how you can advocate for justice at [jerulists.org/justice](https://www.jerulists.org/justice).

#justiceandecology #justice #ecology #enforcement #epa #climatechange #bipartisan #responsibility #jerulistsconference #officeofjusticeandecology #jerulists #justiceandecology #responsibility #truewords #practicalprayer

123 likes

Log in to like or comment.



**350org**

**CALIFORNIA PASSES 100% RENEWABLE TARGET**

The California Assembly just passed a historic bill for 100% Clean Energy by 2045.

**pathway2paris** • Follow  
California

pathway2paris This is such big news!!! We are so proud and excited to be coming to California next month to help celebrate this and to push for making sure it all comes to fruition. We believe cities like SF and LA have a chance to move forward as leaders in the movement to transition our world to 100% renewable energy. Congratulations to California for making history!!! 🙌🙌🙌

#Repost @350org

160 likes

AUGUST 30

Log in to like or comment.

**Thomas Reese, S.J.** @ThomasReeseSJ

Catholic groups disagree with Trump EPA 'Affordable Clean Energy' rule  
[nronline.org/news/environment](https://nronline.org/news/environment) ... via @nronline



**Catholic groups disagree with Trump EPA 'Affordable Clean Energy' rule**  
Catholic groups voiced dismay and disagreement with a proposed rule from the Trump administration to weaken regulations on carbon pollution from coal-fired power plants.  
nronline.org







# regions

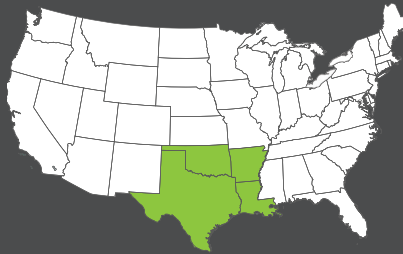
year-over-year comparisons

#actonclimate  
#oilandgas #texas  
#climatechange #bcpoli  
#windpower #energy #job  
#tulsa #nolod  
#solar #oott  
#insidethennumbers  
#houston #arwx #careerarc  
#pipeline #cleanenergy  
#cdnpoli #hiring #renewableenergy  
#allstroggame  
#environment

#energyindependenceday  
#stopdirtyenergymillionaires  
#488million #nolod  
#actonclimate #nmpol #careerarc  
#epac18 #climatechange  
#arts #artsed #renewableenergy  
#energy #solar #hiring  
#jobs  
#hr #cleanenergy  
#job #yeson127 #louisville  
#scamsanddeceptions  
#solarenergy  
#cleanenergyfacts

#cleanenergyfuture  
#actonclimate  
#bcpoli #caleg #california  
#stopkm #solar #carrfire  
#climate #ev  
#sb100  
#varsusopen #readyfor100  
#actonsb100  
#cleanenergy  
#cdnpoli #energy #stoppipelines  
#renewables #climatechange  
#renewableenergy #sustainability  
#keepintheground

WEST SOUTH CENTRAL

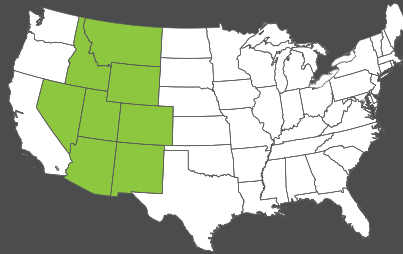


+10.6%  
volume change

-11.7  
sentiment change

-12.3  
intensity change

MOUNTAIN

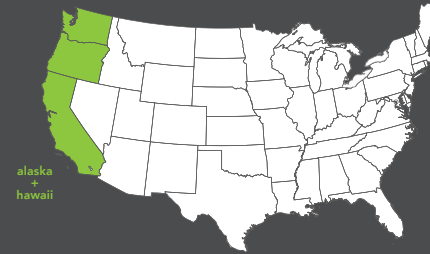


+29.6%  
volume change

-19.3  
sentiment change

-18.0  
intensity change

PACIFIC



-0.7%  
volume change

-14.3  
sentiment change

-9.7  
intensity change

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