

APR2019

blender



ENERGY SOCIAL MEDIA LISTENING /// 1ST QTR 2019

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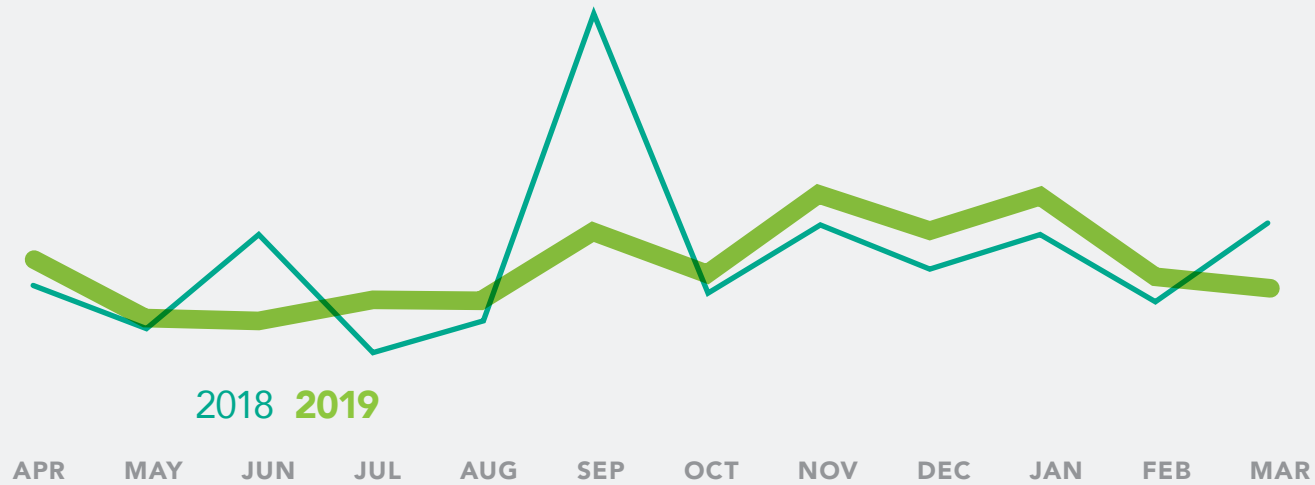


The Bellomy blenders are industry-specific reports designed to keep you informed about key social media metrics, insights, and trends in your industry. The blender is produced each quarter for Healthcare, Retail, Financial Services, Energy, and Consumer Products. Download them from our website every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

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volume + intensity of posts were flat

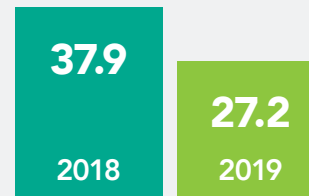
However, sentiment declined 10.7 points, indicating a decline in positive posts during Q1



-1.0%

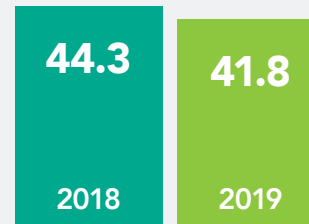
volume change

Volume decreased 1% in the January to March period of 2019, year-over-year



sentiment change

Sentiment decreased 10.7 pts in the January to March period of 2019, year-over-year



intensity change

Intensity decreased 2.5 pts in the January to March period of 2019, 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



shining a light on solar



Conversation about solar panels has increased thanks to corporate partnerships and California's recent mandate. While the spotlight on solar has garnered excitement, it has also raised some questions and concerns for consumers. The future may be bright for solar panels, but consumers need more information.

Sam Houston @samhouston
Getting my roof measured this afternoon, getting ready to go solar. Once the panels are installed I'll be able to provide most/all of my own electricity.
It's actually cheaper for me to get panels than to stay with just the electric company. Plus I think PG&E 🙌

Elizabeth Logan @lizlogan76
Replying to @momobrewer @stucam7771
You have to figure out what you're doing with solar. The first year I had it, it wasn't hooked up right, as far as the controls outside. So, I got a big bill from PG&E. They came out and fixed it, and gave me a sizeable refund, not all of it. After that, it gets better.
6:30 AM - 29 Mar 2019 from San Francisco, CA

Jan Penberth @jan_penberth
Coal mines r filthy death traps. How about wind n solar power move the jobs into clean energy. Let's train these people to install solar panels

Terry Lude @terry_lude
Replying to @Kazorqueen @EdKrasen
I agree. It's nice to see the coal industry going away but we should be respectful of the hard working people that will be losing their jobs

paul valach @paulvalach
New article in AdFreak, very interesting stuff always. California's rooftop solar mandate will normalize clean energy



California's rooftop solar mandate will normalize clean energy
Now that every new home built from 2020 onward in the state will be powered by solar, renewables will become a lot more commonplace—and the bonds between ...
fastcompany.com

Kathryn Stanley @kathryn_stanley
.@HomeDepot's residential #solar program just got brighter! Excited to announce our expanded partnership with @Sunrun & @VivintSolar thd.co/2XyK22I #sustainability



It's A Bright New Day in Residential Solar with The Home D...
corporate.homedepot.com

California's requirement that every new home built in the state beginning in 2020 will be powered by solar generated buzz.

There was also talk about how Home Depot's expanded partnership with Sunrun and Vivint Solar will make solar panels more accessible.

A common misconception is that solar panels will provide complete energy independence.

There is also a lack of understanding of battery storage, and customers may need help learning how to save money with solar panels.

Jobs are also a key part of the conversation about solar power.



regions

year-over-year comparisons

NORTHEAST

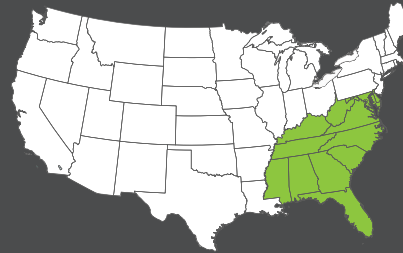


-13.0%
volume change

-3.8
sentiment change

-9.8
intensity change

SOUTHEAST

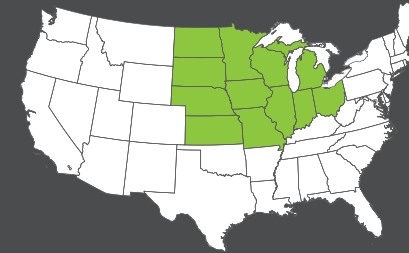


-26.0%
volume change

-1.7
sentiment change

+0.4
intensity change

MIDWEST



+9.0%
volume change

-9.1
sentiment change

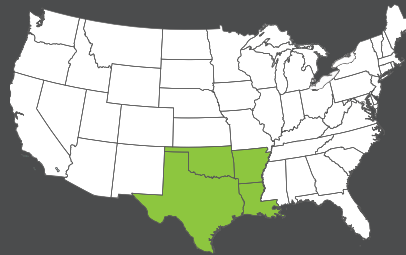
-16.9
intensity change

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regions

year-over-year comparisons

WEST SOUTH CENTRAL

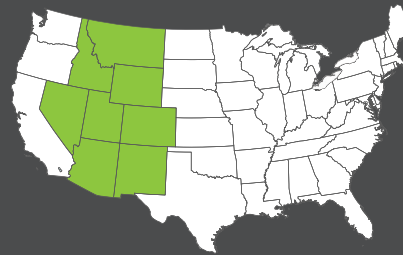


0.0%
volume change

-11.3
sentiment change

+4.0
intensity change

MOUNTAIN

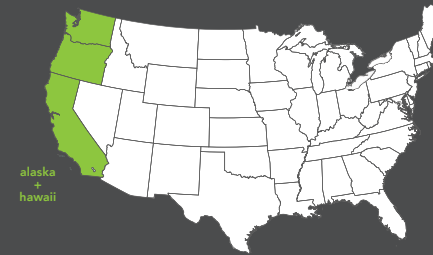


+9.0%
volume change

-15.2
sentiment change

-6.9
intensity change

PACIFIC



+38.0%
volume change

-24.1
sentiment change

+8.7
intensity change

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