



## ENERGY SOCIAL MEDIA LISTENING /// 4TH QTR 2018

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.



while volume rose slightly,

# sentiment flat + intensity down sharply



### volume change

**Posts about Utilities** are up 8% in the October to December period of 2018, year-over-year



### sentiment change

**Sentiment** decreased 1 pt in the October to December period of 2018, year-over-year



## intensity change

Intensity decreased 11 pts in the October to December 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







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



@ComEd
@AmericanBanking
@itsforhome
@Edison\_Electric
@TickerReport

@ConsumerFeed @FrackHazReveal @SCE\_HaigK @SCE @SCE\_JeremyG



## most engaging posts

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





na

fans at @littlecaesarsarena for #NJDvsDET will receive a #RedWings knit scarf, courtesy of DTE Energy! Doors open at 6pm. #LGRW Load more comment b\_marieeex3 @im\_gettin\_weird we have to wait for the love your melon hats 🔮 alyssa\_manc @justinmanc 😫 😫 😫 h\_haywood @felicia\_kohn mpackwood29 @gigone90 hahahahaha good selection felicia\_kohn @h\_haywood I want it 😭 sportyspice13\_ I want one 🔒 tchila63 @infiniteadamlion 😂 👍 Was that English? tchila63 @nspire\_models 👍  $\heartsuit Q \uparrow$ 12,700 likes NOVEMBER 1, 2018 Log in to like or comment. ....



#### thejessicombs • Follow Las Vegas Convention Center

thejessicombs Are you attending SEMA

Show this year in Las Vegas, Oct. 30-Nov.

2? Come stop by booth #24643 to see @thejessicombs @chipfooseofficial & @cynthiagauthier & enter for a chance to win a Lincoln Electric welding helmet! #weldred #welding #semashow #sema2018 #lasvegas #Repost from @lincolnelectric cus it's #weldingwednesday! Load more comments thejessicombs @petegerg every day! chevamoco We sure tried to get tickets but the rules make it almost impossible for the little guy 😥 glorybound\_jay so hot!! deaver\_suspension\_inc 🥰 🚭 🔂 🖞 🖞 therowboat If only... 😫 😫 konnersdad Will u be at the PRI show in  $\bigcirc \bigcirc \bigcirc \bigcirc$  $\square$ 5,793 likes Log in to like or comment.

## Click on any post to view online



bitcoin.info • Follow United States bitcoin.info Aussie #Crypto #Startup Power Ledger Brings P2P Energy #Trading to Largest #US Market

News today sees notable blockchain project Power Ledger launching its peer-topeer trading product for renewable energy. Power Ledger will launch with #American PowerNet at their home base in PennsyNania.

Power Ledger ♡ () ↑ 5,968 likes

Log in to like or comment.

...



 
 Wip crew official - Follow

 San Francisco, California

 Lup, crew, official Happy Birthday to our cememethers framily and friends. 15 years of One United Poweri

 "Uny "Oncep # Uniform # San Francisco "California # Panel # Micolors/weBauthul #Berlin #Kreuzberg # Power # One Inited Power

 Load more comments guerilla.trvmp.killvs @idrops

 "WicZolars @ "California # California"

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#### Aaron Huertas 🥏 @aaronhuertas

is a moral and political failure.



Follow

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# what's trending

#### Push for infrastructure bills, focusing on clean energy

Green New Deal: Renewed support/momentum for the Green New Deal movement is lead by Congresswoman Alexandria Ocasio-Cortez, who plans for the US economy to rely 100% on renewables within 12 years. This comes after CA, NY, and DC have all made individual 100% Clean Energy commitments (remember #SB100 from our last Blender?)

#### Winter storm Diego

The storm caused many to be without power in early December; however, teamwork and appreciation were themes on social media

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SCE&G 🤣 @scegnews

To help with restoration efforts from Winter Storm **#Diego**, we're releasing 86 contract crew members to the South Carolina Upstate today to help **@DukeEnergy**. A team of our technical employees will also help w/damage assessment. Wishing everyone safe travels! **#scwx #sctweets** 



7:02 PM - 9 Dec 2018



As of 7:30 a.m., nearly 175,000 customers are without power after #Diego. Crews continue to assess damage in the hardest hit areas and restore power where safe to do so. Thank you for your patience as crews battle the elements including freezing rain & hazardous road conditions.

Follow ) ~



8:26 AM - 10 Dec 2018



Follow

Many in Greenville County will likely be waking up this morning without power about 25,000 customers have outages atm, according to Duke Energy's live tracker. More on the conditions and forecast: bit.ly/2G4f79N

#### #WinterWeather #Diego



Winter storm live updates: Black ice expected to create hazardous driving co... The Upstate remains under a winter storm advisory through Tuesday – Keep checking this page for live updates on the weather. greenvilleonline.com



7:06 AM - 9 Dec 2018



Teamwork! Multiple @DukeEnergy contract crews repairing a broken pole along Hey 150 in the Triad. #NCwx #diego



3:03 PM - 10 Dec 2018 from Kernersville, NC





NORTHEAST



+35.0%

-1.0

-15.7



SOUTHEAST



-4.0%

+6.7

-18.3

Climate change climate change facing report Join attend causing report Join attend ComEd TIP @DukeEnerg actors working Fring Crews support provide hires Crews Support provide hires @ConsumersEnergy

MIDWEST



-12.0%

-1.0

-12.0



regions year-over-year comparisons Entergy New Orleans climate change attend started City Council **Causing** Great **Council Great** great **Council Great** great Contedison **Council Great** Council Great Council Gre

WEST SOUTH CENTRAL



+6.0%

-7.0

-7.0 intensity change CleanHealthyAZ Seaschumer #CleanEnergy Climate change use start fight files use start invest files opportunities passing congress Congr

MOUNTAIN



+11.0%

-1.7 sentiment change



climate change @PGE4Me pasing power lines started Catomin fres Catomin fres Catomin fres Catoming fres

PACIFIC



+22.0%

-6.7

-5.0



regions year-over-year comparisons



### Contact Bellomy at info@bellomy.com /// 800.443.7344

