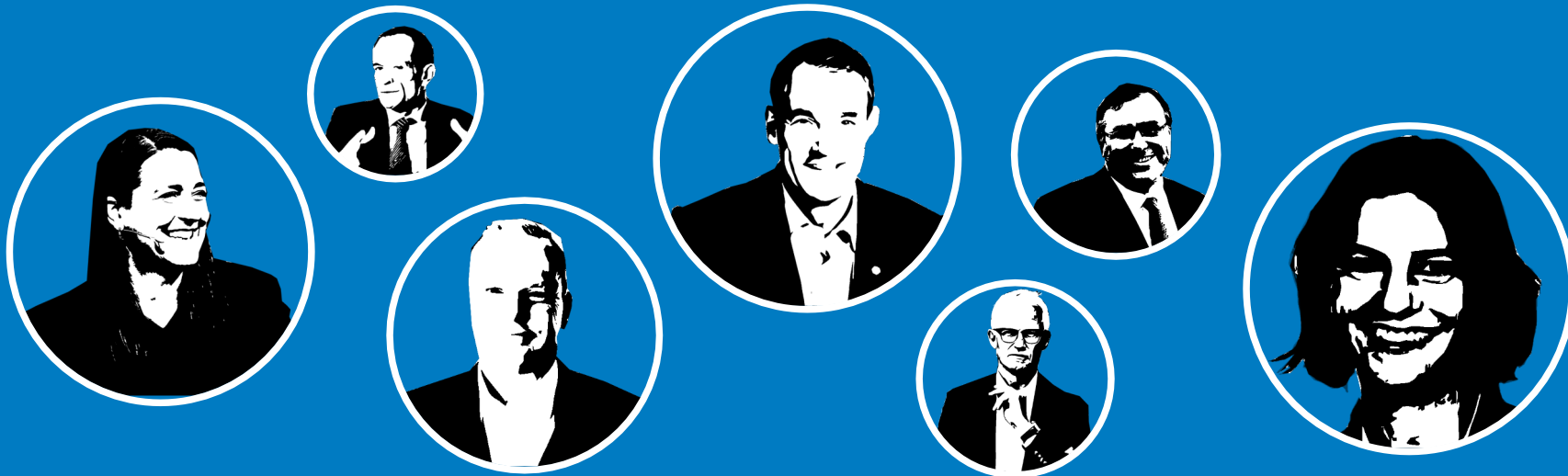


# Helpful

## SOCIAL CEOS 2021: ENERGY

The energy CEOs leading the way on social media





## SOCIAL CEOS 2021: THE HELPFUL VIEW

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### An industry at a crossroads

The energy industry finds itself at a crossroads. To move forward the world's biggest energy companies must prove that they are adapting. They face even greater scrutiny. Not only from shareholders, but also mainstream media and changing politics. As well as the people who live and work around their facilities.

Social media is key to this scrutiny. For a long time social has been weaponised by activists. Even so, it was still easier for energy companies to ignore rather than adopt social. They have trailed behind early adopters of personal social media for PR, such as world leaders, politicians and diplomats.

Equinor, previously Statoil, led the way in 2015. They launched some of their senior team into bilingual LinkedIn blogging and Twitter. Many energy companies have followed, with varying levels of success and consistency.

In 2021, it's far easier to find representatives of the world's largest energy businesses on social media. You'll find many energy CEOs, presidents and directors on social and managing their channels reasonably well. We believe this is testament to the importance these businesses place on social.

But, which of these businesses and their leaders are using social media really well?

## SOCIAL CEOS 2021: THE HELPFUL VIEW

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### ► What makes a successful social CEO?

To prove a business is adapting and leaning in to scrutiny, these social CEOs must be authentic. There's no room in their profiles for regurgitated press releases or Sunday paper lifestyle profiles. A social CEO's activity is evidence of the value they bring. Not only to their business, but to their customers and everyone else looking to them to combat climate change.

Social CEOs are not influencers. But they should be voices we want to trust online.

The best CEOs in energy are using social media:

- to lead conversations about climate change

- explain rapidly changing business models, as some shift to renewables
- engage with their plaudits and critics
- live the values of their business
- praise their teams across the organisation
- acknowledge when things are going wrong

While many energy CEOs are doing some of these well, balancing them all is far more difficult.

Sometimes this is a product of channel strategy. A social CEO blogging on LinkedIn is drawn into an echo chamber of praise and positivity from staff. LinkedIn is a platform that's viewed as a corporate 'safe space'.

## SOCIAL CEOS 2021: THE HELPFUL VIEW

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At the other end of the spectrum Twitter might feel like a brave, but more front line platform. In reality it may not reach the people and places most affected by a company's production and manufacturing.

### **Energy CEOs leading the way**

We've identified several different ways that social CEOs are finding their way with channels. The most important indicator, as ever, is evidence of their own engagement. Are they simply broadcasting, or can concerned audiences get answers on their channel too?

The companies that will survive online are those who understand they are part of a wider community. They know they

must use social media for transparency and to explain their mission.

We have highlighted those who are using social media to lead that change in different and interesting ways. Whether it is Patrick Pouyanné communicating Total Energies' new business plan or Bernard Looney showing how far BP have come since Deepwater Horizon.

There are also those companies who are conspicuous by their absence. In some cases their CEOs do not use social media, in others, CEOs have profiles but they are clearly run by a communications team. However, the signs of progress are still there and senior leaders across the industry are increasingly taking to social media to engage with colleagues and critics alike.



## WHAT MAKES A GOOD SOCIAL CEO?

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### **AUTHENTIC**

They have a natural voice online which is authentic. They might be supported by a team but we want to feel as though the CEOs are genuinely running these accounts.



### **CONSISTENT**

They regularly update their channels and are as active during peacetime as they are during a crisis.



### **ENGAGING**

They understand that social media has to be social. They share other users' content, they like and comment on other posts, and they respond to people who engage with their posts.



## WHAT MAKES A GOOD SOCIAL CEO?

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### **SUPPORTIVE**

They support their colleagues and show an interest in their achievements. The best accounts go above and beyond to celebrate their co-workers.



### **RELEVANT**

They provide comment on current issues and events and keep up-to-date with the channels they're on. They are not afraid to try out new forms of content.



**FIND OUT WHO MADE OUR LIST BELOW**





## THE EMPLOYEE ADVOCATE

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### PATTI POPPE

#### Chief Executive Officer at PG&E Corporation

- Posts regularly on social media using her accounts to primarily share and promote employee successes.
- Has a very authentic voice online and often shares personal messages to family members as well as humorous selfies with her co-workers.
- Uses video well and hosts video introductions with PG&E staff on LinkedIn.
- Understands the importance of engagement and regularly shares and comments under other users' posts.





## THE ENGAGEMENT MASTER

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**BERNARD LOONEY**

**Chief Executive Officer at BP**

- One of the only energy CEOs to use Instagram as a primary channel.
- Engages with critical comments about his company's approach to environmental issues, frequently opening up the conversation to allow broader messages to come across.
- Regularly uses video content adapted appropriately for different channels including CEO Q&As on Instagram. During the pandemic, he also paid virtual visits to employees via their daily video meetings.







## **THE CHANNEL KING**

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### **JEAN-PASCAL TRICOIRE**

**Chairman & Chief Executive Officer  
at Schneider Electric**

- One of the only energy CEOs – or any CEOs - to use Facebook as a primary channel.
- Posts consistently across channels and adapts messaging and content accordingly.
- Primarily uses accounts to post about ESG and content relating to sustainability.
- Monitors his channels well. On Twitter, he frequently comments on posts even when he is not tagged.

## THE MEDIA MONITOR

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### MADS NIPPER

#### Chief Executive Officer at Orsted

- Focuses on Twitter using his account to share and provide comment on news stories, colleagues' work, and political developments. In fact, 50% of tweets are retweets or quote tweets.
- Will often use news stories as an opportunity to talk about broader issues including Orsted's values and vision.
- Makes an effort to make his account bilingual and 20% of posts are in Danish.





## THE PURPOSE-LED PUBLISHER

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### ANDERS OPEDAL

#### Chief Executive Officer at Equinor

- Posts regularly about sustainability with nearly 40% of his posts dedicated to energy transition.
- Uses his profile to support and amplify the work of others especially colleagues.
- Engages frequently with those who comment and tag him in posts. He is often found commenting under the posts of interns and trainees welcoming them to the company.



## THE WORDSMITH

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### PATRICK POUYANNÉ

#### Chief Executive Officer of Total Energies

- Between Jan - April 2021 was the 2nd most followed director on LinkedIn and generated the 2nd most amount of engagement.\*
- Uses long-form content such as articles on LinkedIn to engage with complex issues such as human rights and climate change.
- Focuses on French content on Twitter with over 65% of posts published in French.



\*<https://lareclame.fr/apcoworldwide-etude-communication-cac40-coronavirus-234179>



## THE ONE TO WATCH

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### CATHERINE MACGREGOR

#### Chief Executive Officer at Engie



- Recently appointed to the role of Chief Executive Officer, she has kickstarted her social media accounts again.
- Has increased her content over the last couple of months and has been using accounts to promote Engie's Net Zero goals and workplace equality.
- Although her content is very well-produced, she is beginning to establish an authentic voice on Twitter in particular.