

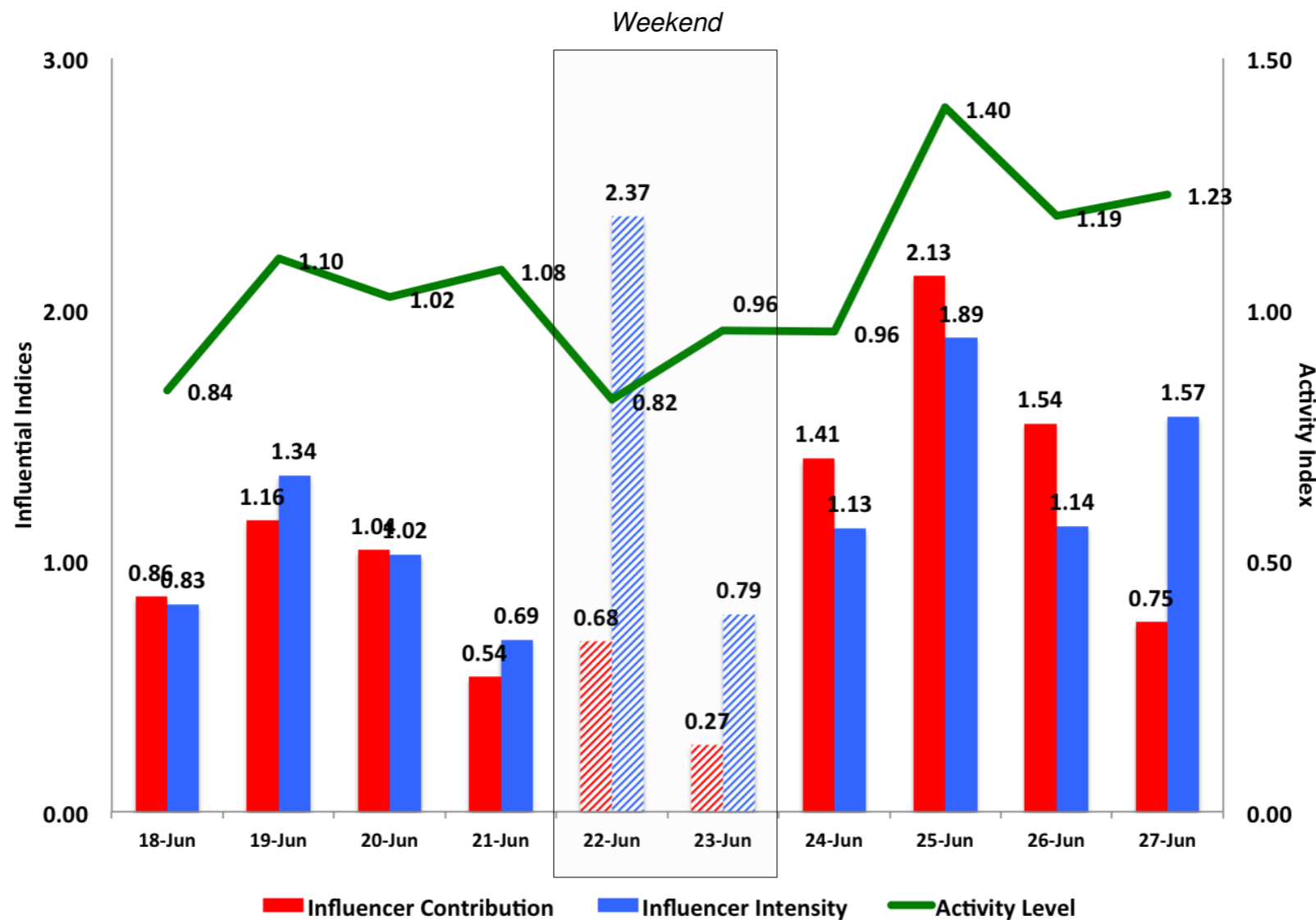
nsight2day™

Climate Change Social Media Update

June 18 – June 27, 2013

In Brief. As one would expect, the President's Tuesday speech on climate change increased social media activity dramatically and, so far, overall volume has remained high. The most popular comments in general as well as those made by our nsight2day "Influentials" paint a positive picture of the President's plan. Early metrics suggest that that sentiment will persist absent a significant event that shifts focus to another issue. Substantively, the President's message centered around power plant solution standards, but the online dialogue has embraced his comments on expanding renewable energy sources as well. In addition, social media continued to highlight the importance of jobs and economic growth in the environmental debate.

Social Media Activity Levels*



Analysis. Social media traffic spiked on June 19th on rumors that the Obama administration was going to pursue major action on climate change. Those rumors were validated on Saturday, June 22nd, when the White House announced that the President would announce bold action on climate change during a speech the following Tuesday. While general social media activity remained characteristically low over the weekend, Influentials' total volume of comments on climate change and the intensity of their focus on climate change spiked dramatically on speech day. More importantly, the drop in Influential's share of the dialogue while overall volume has remained high indicates that Influential's contributions have catalyzed pro-environment conversations. That in turn suggests a sustained conversation tilted in favor of the President's position will continue absent a meaningful event that shifts the conversation elsewhere.

*The Social Media Activity Levels are composite metrics based on activity on major social media sites such as Twitter, Facebook, and various blog sites. Note: weekend social media activity levels are usually substantially lower than the other days of the week.

Notable Aspects of the Online Conversations

Key Terms and Issues this Week

1. **Pollution Standards.** The president focused his speech largely on power plant pollution standards. Interested organizations should watch the discourse around #carbon, #cleanair, #EPA, #coal, and #nuclear.
2. **Renewables.** Calls for greater investment in sustainable energy creates an opportunity to engage around #renewables, #efficiency, #cleanenergy, and #cleantech.
3. **Economic Growth.** #Jobs and #growth remain central to the climate policy debate.

Popular Influential's Comments



Coral Davenport [@CoralMDavenport](#)
Coal's existential crisis - my feature in this week's magazine. <http://bit.ly/10Y8F9L>
#energy #climate. <http://bit.ly/10Y8F9L>



Michael Mann [@MichaelEMann](#)
'The most aggressive and promising climate plan' from 'executive branch in years'... <http://fb.me/2902x3700>



David Roberts [@drgrist](#)
87% of the public supports EPA action on carbon:
<http://www.georgetownclimate.org/polling-released-today-by-the-georgetown-climate-center-shows-strong-support-from-republicans-and-de> ... Beltway CW on this is 180 degrees wrong.

Most Popular Message



Barack Obama [@BarackObama](#) – 33 Million impressions; nearly 6,000 retweets

Retweet if you agree: We must do more to respond to the threat of #climate change. <http://OFA.BO/Q7qGMM>

Actions Worth Consideration

For industries and organizations "against" the President's proposals

1. For those in the coal industry and those who rely on coal-based energy (and may be negatively affected by new rules), there is an opportunity to engage the pro-jobs and pro-growth camps on social media and amplify those messages to provide a counter-weight to positive conversations around the President's speech and proposed policies.
1. For those in the free market solution camp, now may be the right moment to pursue thought leadership around eliminating bad incentives for the development of renewable sources of energy that the President's policies could create.

For industries and organizations that support the President's proposals

1. For those who support expansion of the President's proposals because they align with your strategy, look at engage key voices in the political sphere to figure out what level of support they are willing to provide to amplify your key messages, and create a rolodex of these supporters categorized by the level of their willingness to contribute time, energy, and even money.
1. For those in the renewables space or who rely on renewables, engage key proponents and experts in the wind, solar, etc. space to stoke a more spontaneous conversation around key data points that promote your industry and/or investments.

nsights Directly from the Digital Influentials

(Forthcoming in future weekly updates)