

JAN2019

blender



ENERGY SOCIAL MEDIA LISTENING /// 4TH QTR 2018

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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.



while volume rose slightly,

sentiment flat + intensity down sharply

+8.0%

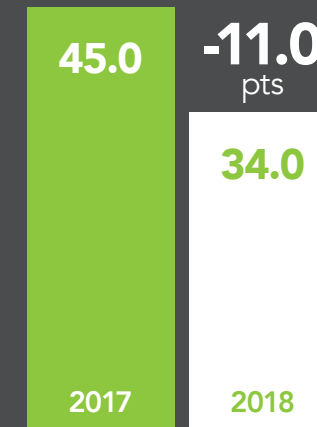
volume change

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

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influencers

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

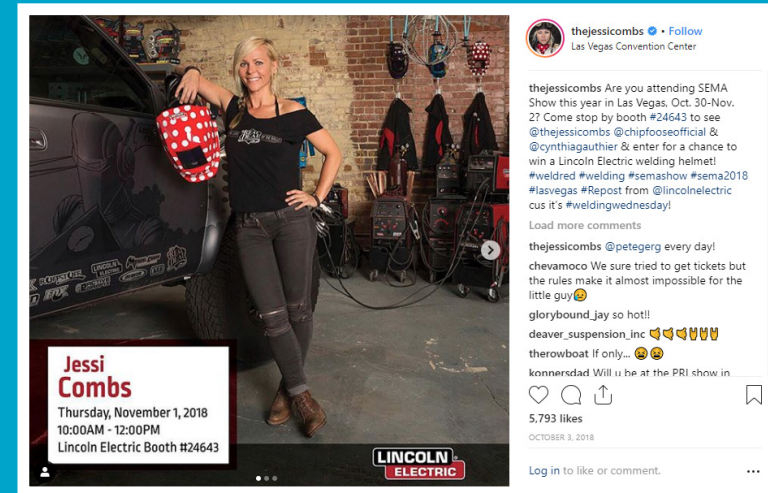
@SCE

@SCE_JeremyG

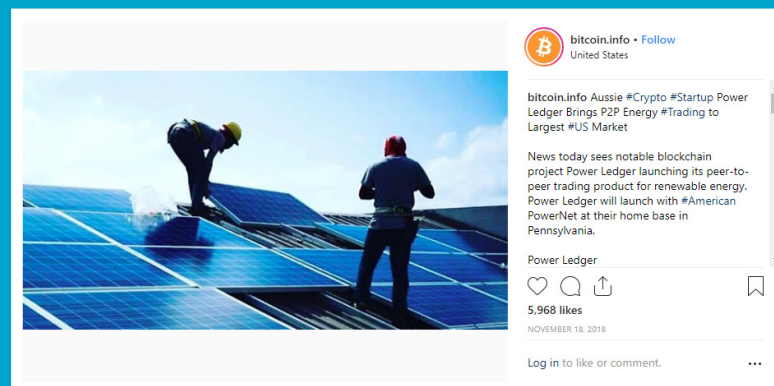
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most engaging posts

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



Click on any post to view online



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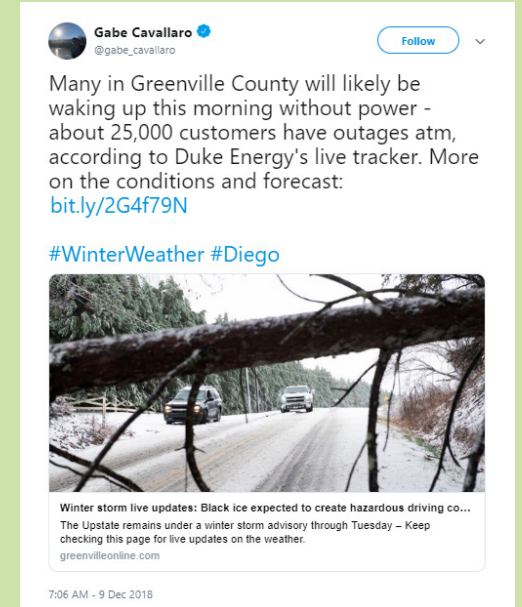
what's trending

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



regions

year-over-year comparisons



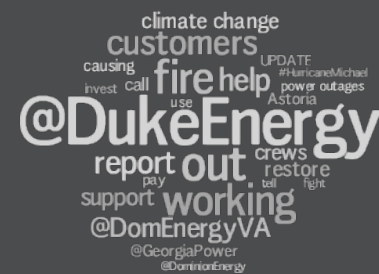
NORTHEAST

+35.0%

volume change

-1.0
sentiment change

-15.7
intensity change



SOUTHEAST

-4.0%
volume change

+6.7
sentiment change

-18.3
intensity change



MIDWEST

-12.0%
volume change

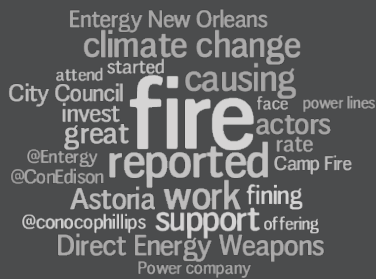
-1.0
sentiment change

-12.0
intensity change

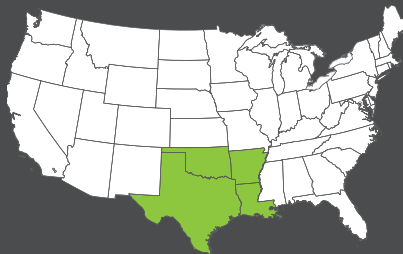
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regions

year-over-year comparisons



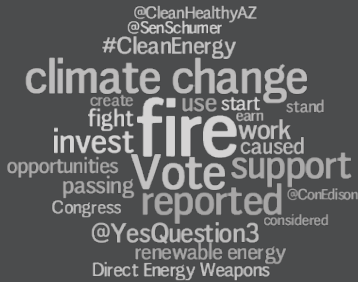
WEST SOUTH CENTRAL



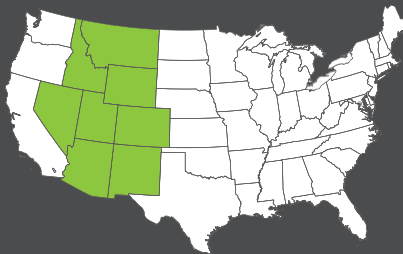
+6.0%
volume change

-7.0
sentiment change

-7.0
intensity change



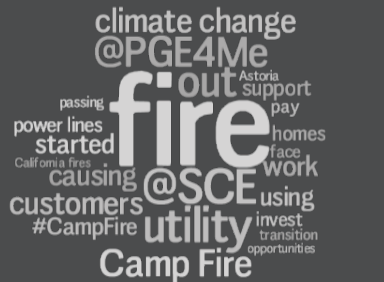
MOUNTAIN



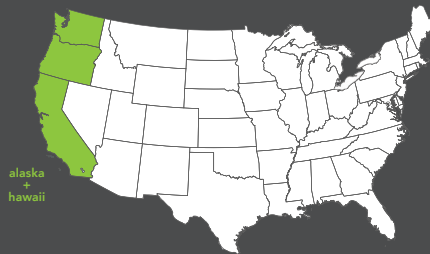
+11.0%
volume change

-1.7
sentiment change

+3.3
intensity change



PACIFIC



+22.0%
volume change

-6.7
sentiment change

-5.0
intensity change



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

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