



## The nuts and bolts of building an impactful social media program

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## Social media at Chesapeake

- » 25+ presences across various social platforms, including:
  - ▶ Facebook
  - ▶ Twitter
  - ▶ YouTube
  - ▶ LinkedIn
  - ▶ Others (Google+, Foursquare, Ning, forums, etc)
- » Social media team
  - ▶ Three full-time social media staff, seven part-time, regional social media "leaders"
  - ▶ Departmental consultants in legal, regulatory, government relations, operations and field services
  - ▶ Agency consultants

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## Chesapeake social media by the numbers



Roughly 600,000 video views across three channels. Hydraulic fracturing videos most popular.



Roughly 25,000 "fans" across seven presences. 4.5 million post views and 45,000+ pieces of feedback.



Roughly 40,000 followers across eight presences, from 40 states and a dozen foreign countries.



Roughly 12,000 followers of Chesapeake. Approximately 50600 careers group members.

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## Behind the numbers



Industry watch dogs, people learning about drilling in their communities, occasional media and "fractivists." Low engagement rate, high share rate.



Primarily residents of areas where CHK maintains a significant presence, employees and spouses and family of employees. High engagement rate, high share rate.



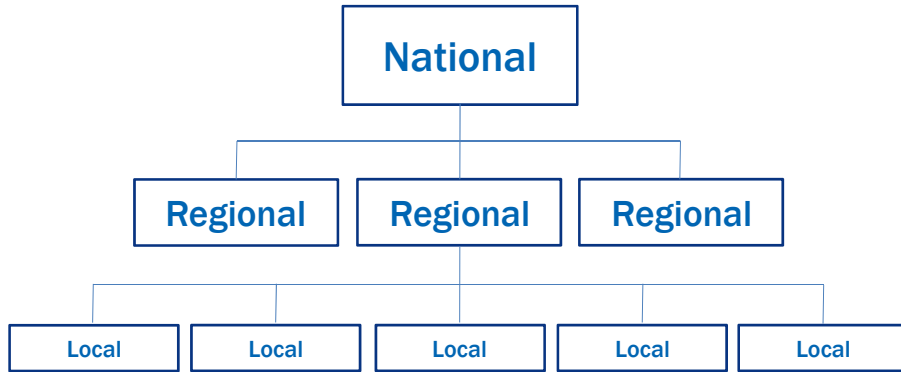
Media, political figures, energy thought leaders, industry organizations, Oklahoma City residents, environmental groups. High engagement rate, high share rate.



Employees, job seekers, occasional "fractivist." High engagement rate, low share rate.

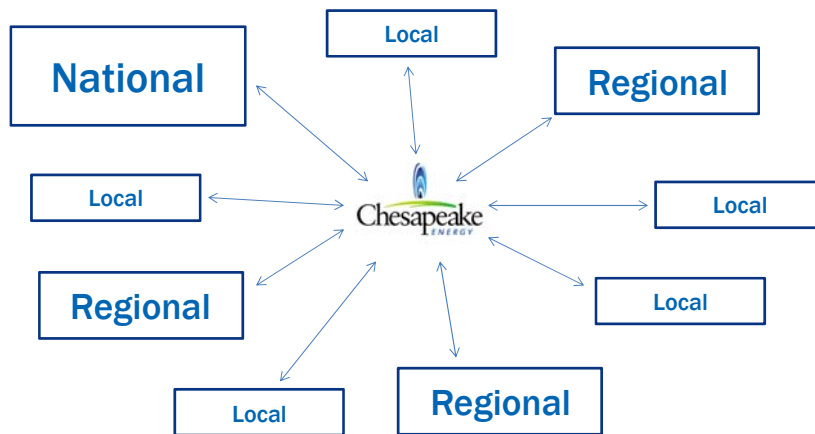
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## Building a social media program




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## Building a social media program



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## Identifying and managing topic trends




Environmental Impact	Community Impact
Employment Opportunities	Product Applications


\*Secondary topics: Company endorsement, corporate culture, private business

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## Case study: The “Macondo of Natural Gas”



facebook



**UPDATE: Fluid flow at Atgas 2H well in Leroy Township successfully stemmed** ✎ Edit

by Ask Chesapeake: Marcellus Shale on Thursday, April 21, 2011 at 9:13pm

At this time, Chesapeake personnel have successfully stemmed the flow of fluids from the Atgas 2H well. For safety reasons the well, which is currently in a secure state, will be closely monitored throughout the night. A further evaluation of the well's condition will be conducted in the morning and it is anticipated that final efforts will proceed to ultimately regain full structural control of the wellhead.

Late in the evening of April 19, Chesapeake Energy experienced an equipment failure while conducting completion operations on a Marcellus natural gas well operation in Leroy Township, Bradford County, Pennsylvania.

As a result of this equipment failure, brine water was released to the surface. While the majority of the brine water was controlled within containment structures on the site, portions of earthen berms surrounding the location were weakened by recent precipitation events and allowed some of the fluid to escape off of the location. By midday on April 20, full containment was reestablished, and all water flowing from the well was completely confined to the well location. Emergency-response procedures and many of Chesapeake's best management practices in location design and construction, significantly minimized the impact. Tests by both Chesapeake and the Pennsylvania DEP indicate little, if any, impact upon local waterways and aquatic wildlife. Additional testing will be done in conjunction with DEP to fully assess and remediate any environmental impacts.

On Wednesday, efforts made by Chesapeake personnel and a well control specialist team made some progress, regaining partial control of the well and continuing successful containment of any produced water. Early Thursday, the well began to produce some natural gas as well control specialists began operations to completely seal the well.

Late Thursday afternoon, efforts to seal the leak and regain control of well pressure were successful. We will monitor the well overnight to assure stability. If conditions remain unchanged, as expected, efforts will commence in the morning to regain full control of the wellhead.

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# Case study: Responding to Rolling Stone



## Rolling Stone POLITICS

### The Big Fracking Bubble: The Scam Behind the Gas Boom

It's not only toxic – it's driven by a right-wing billionaire who profits more from flipping land than drilling for gas.



A natural gas drilling rig stands in a Chesapeake Energy Corp. drill site in Bradford County, Pennsylvania.  
© 2011 David Aronson/Reuters via Getty Images

By JEFF GOODELL  
MARCH 1, 2012 8:20 AM ET

Aubrey McClendon, America's second-largest producer of natural gas, has never been afraid of a fight. He has become a billionaire by directing his company, Chesapeake Energy, to blast apart gas-rocked rocks a mile underground and pump the gas to the surface. "We're the biggest frackers in the world," he declares proudly over a \$400 bottle of French Bordeaux at a restaurant he co-owns in his hometown of Oklahoma City. "We frack all the time. What's the big deal?"

LOOK FOR HIGHLIGHTED SECTIONS AND VIEW CHESAPEAKE'S RESPONSE

At first, when oil and gas producers confined themselves to fracking in the wide-open spaces of Texas and Oklahoma, nobody much gave a damn. The trouble started in 2007, when drilling operators made a run on the Marcellus Shale, a broad region of gas reserves that stretches through Pennsylvania and up into Ohio and New York. Almost overnight, fracking's technological miracle was recast as the next great environmental menace. **The Oscar-nominated film Gasland exposed the dark underbelly of fracking, interviewing residents who could literally fight their battles on fire, thanks to the gas that had contaminated their drinking water.** Last year, The New York Times documented how gas drillers were dumping millions of gallons of irradiated wastewater loaded with toxic chemicals into Pennsylvania's rivers and streams, largely without regulatory oversight.

At the same time, scientists began to conclude that America's reserves of natural gas have been overhyped. In January, the Energy Department cut its estimate of the amount of gas available in the Marcellus Shale by nearly 70 percent, and a group affiliated with the Colorado School of Mines warns that there may be only 23 years' worth of economically recoverable gas left nationwide. Even worse, **new studies suggest that because of fugitive emissions of methane from wellheads and pipelines, natural gas may actually be no better than coal when it comes to global warming.** "I was an early optimist about natural gas," says Robert Kennedy Jr., who sits on a panel that's advising Gov. Andrew Cuomo on whether to allow drillers like McClendon to expand into New York. "But after looking into it, I now believe that, without tighter regulations and microw oversight, the shale-gas boom could turn out to be an economic and environmental disaster."

Many aspects of Gasland have been repeatedly and thoroughly debunked by credible third-party experts, but perhaps no one of the film has proven to be more disingenuous than the now-infamous liquid-flaming scene. After all, according to the Colorado Oil & Gas Conservation Commission (COGCC), "Disposed methane in well water appears to be biogenic (naturally occurring) in origin. There are no indicators of oil & gas related impacts to water well."

**Wish Rolling Stone's director Josh Fox admits to editing the film as a filmmaker?**

The reporter is referring to two papers produced by Cornell University Professors Robert Howarth and Anthony Ingraffea. Chesapeake shared numerous rebuttals of the studies, including Carnegie Mellon University's the U.S. Department of Energy and one from a former Cornell Professor, Larry Cahoon, who concluded that the methane leakage rate provided by the study was "unreasonably high and misleading."

# Beyond the "Big 4"



Wikis  
Microsites  
Chat Media Casting  
Blogs Forums  
Intranet Photo Sharing  
Apps

## Beyond the “Big 4”



The screenshot shows the CNG NOW! website interface. At the top, there is a navigation menu with links for Home, About, Blog, Community, News, and Video. Below this is a search bar and a 'GO' button. A Twitter feed is visible, mentioning a CNG car edition. The main content area features a 'News' section with a large article titled 'First CNG-Powered Ford Transit Connect Taxis Begin Servicing Greater Los Angeles Area'. To the right, there is a 'RECENT NEWS' section with several smaller article teasers. A 'Join' button is prominently displayed on the right side, with social media icons for Facebook, Twitter, and YouTube. Below the 'Join' button is a 'CONVERT To CNG' section with an image of a fuel nozzle.

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## The power of “Paige”



No one has more to gain from your company’s success than the families and friends of your employees and stakeholders.

They will respond to your requests, magnify your messages, consume your content, share your stuff and do battle on your behalf...

All you have to do is ask.

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