



Statoil

# Statoil EU Affairs

Public Affairs Global Webinar

# Statoil on social media



- Energy Innovation discussion group and individuals



- Corporate and regional handles and individuals



- Image library of current events



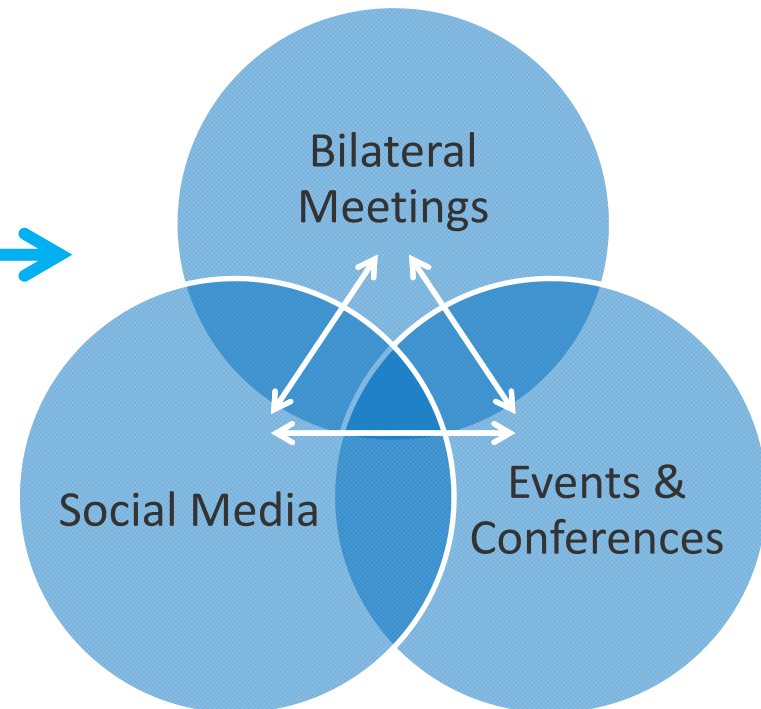
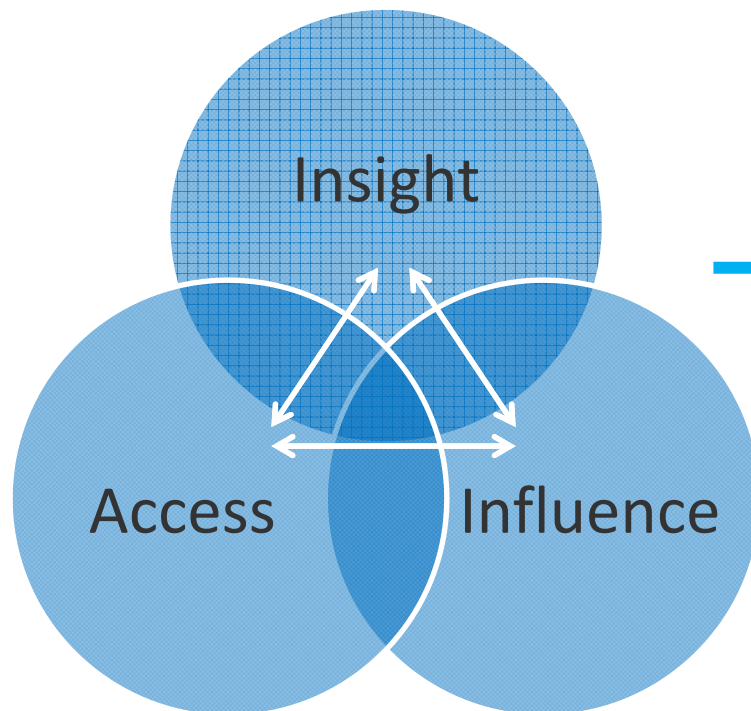
- Corporate video channel

# Public Affairs in the digital age

A comprehensive approach to achieve insight, access and influence

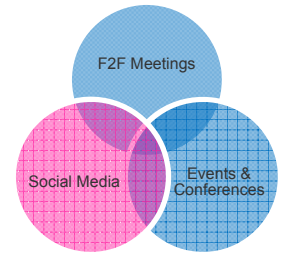
What

How

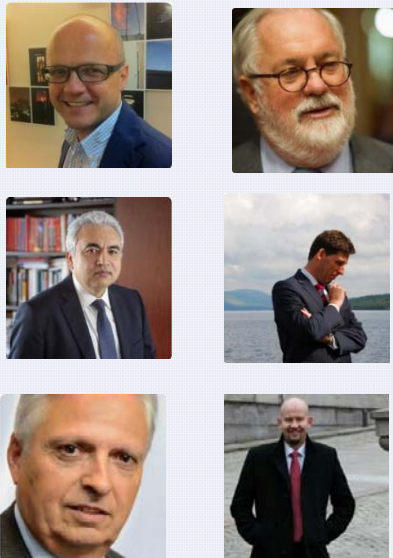


# Social Media Engagement

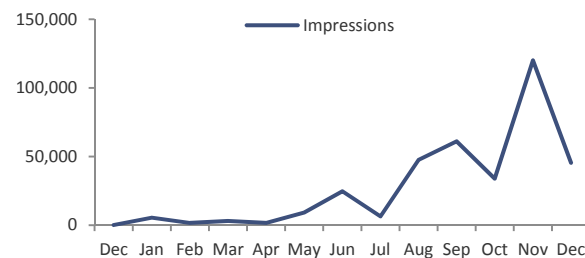
Significant increase in reach and quality



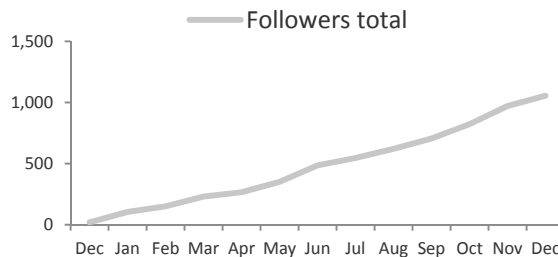
## Key followers



### Impressions



### Followers total

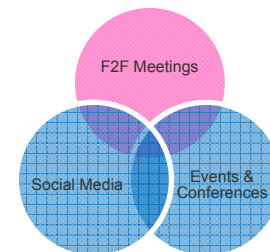


- Visibility: Many EU top-level decision makers, stakeholders, influencers follow
- Credibility: 36<sup>th</sup> most influential expert on Energy Union (EurActory)
- Opportunities: Increasing Twitter engagement has created new offline opportunities



# EU Affairs High-Level Networking

Built and cemented unprecedented level of access



## Other organisations

- IPCC Chair Lee
- IEA Director Birol
- BusinessEurope Director General Beyrer
- CEO's of think tanks EPC, CEPS, Friends of Europe
- Numerous Ambassadors of Member States and other countries present in Brussels
- Key Nato representatives

## European Commission

- President Juncker
- First VP Timmermans
- High Rep Mogherini
- VP Sefcovic
- VP Katainen
- Sec Gen Italianer
- COM Canete
- COM Oettinger
- COM Moedas
- DG (Energy) Ristori
- DG (Climate) Delbeke
- Heads of Cabinets

## Statoil EU Affairs

## Other political networks

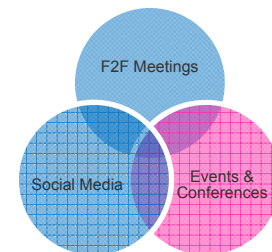
- Former EU Council President Rompuy
- US Secretary of Energy Moniz
- Mexican Secretary of Energy Coldwell
- Norwegian Energy Minister Lien
- Norwegian Minister EEA&EU Affairs Helgesen
- Norwegian Minister of Industry Mæland

## European Parliament

- ITRE Chair Buzek
- ITRE Vice Chair Helveg Pedersen
- S&D Vice President Van Brempt
- MEP Bas Eickhout
- MEP Eva Kailli
- MEP Miriam Dalli
- MEP Paul Brennan

# EU Affairs External Public Engagement

Publicly visible - broad thematic coverage



## Conferences/Events

- Aspen seminar - “Energy Security as a Priority for Europe’s Foreign Policy”
- MEP breakfast in European Parliament
- European Policy Centre event on Energy Union
- European Policy Centre event on ETS
- Egmont Symposium on ETS
- 2nd symposium on securing gas supply to the EU
- Energy Charter event in the European Parliament
- European Energy Forum, London
- Digital Advocacy Summit
- FT Political Risk Summit, London

## Live TV/streamed panel debates

- State of the Energy Union - Vice President for Energy Union and Vice Chair of energy committee in the European Parliament
- State of the energy union (part 2) – President for Energy Union Chair of the energy committee in the European Parliament
- Reform of the EU Emission Trading System - Director General for Climate and MEP
- Interview with EurActiv on European Business Summit

# Top level engagement on social media:

**AndersMarvik** @StatoilEU · Oct 19  
Reliable energy from @statoilasa bringing European gas to EU from Norway [pic.twitter.com/lpzFNPmcrP](http://pic.twitter.com/lpzFNPmcrP)

Production Norway, Statoil. Energy

**Dominique Ristori** @ristori20  
Director-General, European Commission, DG #Energy  
@Energy4Europe. Views are my own and do not represent the position of @EU Commission. RT#endorsement.

**AndersMarvik** @StatoilEU · Nov 12  
.@marossefcovic EU energy union cannot created in a vacuum, has to be in partnership with international partners [pic.twitter.com/ounsmm66Go](http://pic.twitter.com/ounsmm66Go)

**Friends of Europe** @FriendsOfEurope  
Friends of Europe is a leading think-tank that aims to stimulate thinking on key global and European political challenges.

**Olav Aamlid Syversen** @OlavAamlidSyver  
Deputy Head of Statoil EU Affairs  
Office - views are strictly personal and retweets not necessarily endorsement

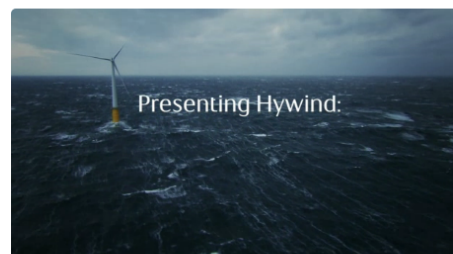
**Maroš Šefčovič** @MarosSeftovic  
Vice-President of the



**Statoil ASA** @statoilasa · 30 Nov 2015  
The world's leaders gather in Paris for #COP21 to try to agree on new climate goals Statoil sets the scene like this [youtube.com/watch?v=fXzTCJ...](http://youtube.com/watch?v=fXzTCJ...)

Statoil ASA Retweeted  
**Olav Aamlid Syversen** @OlavAamlidSyver · 30 Nov 2015  
.@StatoilEU debate starting imminently #StateEnUn15 #viEUwsEnergy

Statoil ASA Retweeted  
**AndersMarvik** @StatoilEU · 30 Nov 2015  
.@statoilasa scaling up its #renewable power with #Hywind, watch our video @SolutionsCOP21 [ow.ly/V85fw](http://ow.ly/V85fw)



Retweeted 19 times

**AndersMarvik** @StatoilEU · Nov 26  
Did u know? Almost all Norwegian gas is sold on the EU market #EUNorwayEnergy [ow.ly/UQryh](http://ow.ly/UQryh) [pic.twitter.com/73FBgHJYL4](http://pic.twitter.com/73FBgHJYL4)

**John Knight** @MEGAVUCA  
EVP Statoil: Strategy&Business Dev&Board Columbia Center on Energy Policy NY & Chair of ONS2016 Conf Stavanger&Board Imperial College MSc Climate Change London

**Adjacent Oil & Gas** @Adjacent\_OilGas  
Tweeting oil and gas industry news, views and features.

**AndersMarvik** @StatoilEU · Nov 12  
Brussels launch of #weo15 with @leabirol just kicked off [pic.twitter.com/rR9gwFvJYJ](http://pic.twitter.com/rR9gwFvJYJ)

**Tom Quinn** @TomTheProducer1  
Conference producer on leading #energy events - analysis, trendspotter, wordsmith, speaker conduit #London-based, spent some years in #Canada Opinions my own.

**Fatih Birol** @EABirol  
Executive Director of @IEA, the global #energy authority. Big @Galatasaray fan.

**AndersMarvik** @StatoilEU · Sep 28  
D-60 before #COP21 enabling investments in #sustainable energy projects must be a priority! @CFigures



AndersMarvik liked  
**Christiana Figueres** @CFigures · Sep 26  
@StatoilEU Yes!

RETWEETS 2 LIKES 7

2:47 p.m. · 29 Sep 2015 Details







# Public affairs on social media – Best practices

- Be professional at all times
- Use hashtags and tag people – but don't lose message
  - Link to/combine with real events/conferences
  - Link to/between other social media platforms
  - Use images – it just works!
- Use TweetDeck or similar to stack up tweets going forward
  - Block any follower which is clearly improper
  - Be yourself – Not just corporate and faceless
    - Balance – Law of Goldilocks!