



Helping Shell Tackle Energy's Big Issues with a Human Face

Shell wanted an independent on-line platform where it could engage an interested and informed audience in a discussion of difficult subjects. It found a natural partner in LinkedIn.

Shell is committed to meeting the world's demand for energy in responsible ways, finding new angles to age-old problems. Doing so requires solutions-based thinking and open dialogue with stakeholders to tackle the energy challenge.

By building LinkedIn activity around its Climate Change Adviser and regular blogger, Shell was able to foster a dialogue around its approach to energy issues, increasing engagement 100x and driving benchmark-beating levels of social action.

The Challenge:

- Pave the way for discussion and collaboration with a broad range of stakeholders
- Enable an elevated discussion around energy challenges

The Solution:

- LinkedIn Pulse posts from Shell's Chief Climate Change Adviser, David Hone
- Amplified through Shell's LinkedIn Groups and Company Page and through media executions

Why LinkedIn:

- Natural platform for building communities - and building on Shell's existing connections with stakeholders
- Proven publishing platform, with support on best practice (discoverability, visual images, etc.)
- Opportunity to explore challenging issues in an interested, non-hostile environment

The Results:

- 10,000 views of David Hone Pulse posts (100x the number of views on David's own blog)
- David went from zero to 1,845 followers in one month
- High levels of engagement with key stakeholders, with posts generating up to 37 comments
- Amplification campaign on LinkedIn delivered 270,000 impressions and tripled benchmark click-through rates
- Social actions and viral activity increased reach by 86%
- The posts provided a strong proofpoint for building a culture of thought leadership at Shell

Approaches to creating an effective carbon price

The diagram plots Carbon Price (Market based) vs. Command and Control on the y-axis and Emissions Coverage (Narrow to Complete) on the x-axis. It shows various mechanisms: Project mechanism, Single sector cap-and-trade, Economy wide carbon tax, Broad cap-and-trade, Baseline-and-credit, Performance standards, and Energy mix targets. It also notes 'Lost opportunities' and 'Potential economic burden for the economy'.

Why carbon pricing matters

Sep 21, 2015 | 53,120 views | 67 Likes | 23 Comments

Taking on the right challenges in the right environment

Leading the debate on energy issues through senior executives could seem like a challenge for one of the most recognisable brands in the energy industry. However, in LinkedIn, Global Social Media Strategy Manager, Maria Amezaga, had a partner that could make that challenge worthwhile. Not only is LinkedIn a proven publishing platform able to amplify the reach of thought-leadership content and increase its value; it also provides a professional environment where members discuss ideas on their merits. With the support of their agency partners (MediaCom & Edelman), Shell could use its existing LinkedIn discussion groups and Company Page to promote awareness of posts by its Chief Climate Change Adviser David Hone, amongst an informed audience. Sponsored InMails brought the discussion to new audiences by targeting those who had shown themselves engaged with climate change issues. In addition, Shell's Future of Energy Group was able to ignite discussions amongst its 72,000 highly engaged members.

Putting Shell's human face in front of more people

David Hone's posts on subjects such as Reaching Net-Zero Emissions and The Need for a Carbon Price helped to highlight Shell's unique approach to energy issues - and the benefits of this were multiplied hugely by the engagement the posts generated. Most of his posts received around 10,000 views, 100x the number achieved by Shell's existing corporate blog. Benchmark-beating levels of social action put the content in front of 86% more people than were targeted in the initial amplification campaign.

"This approach has proved the value of executives publishing thought-leadership content on LinkedIn and humanising our brand. We achieved over 270,000 impressions with engagement rates well above what we normally achieve for corporate content. And we now have several other senior executives keen to publish posts in a similar way to David."



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