

Message

From: Fielder, JP [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=REDACTED]
Sent: 13/09/2021 13:24:41
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Subject: US Communications week ahead for 9/13/21

Attachments: UPDATE: Hurricane Ida response

Hello all,

We're three weeks from *formally* returning to our US offices (hat tip to those already in, notably the Houston team!). Dave and other business leaders will communicate the protocols of our return this week, including vaccine declarations (and mandates for some), ID'ing vaccinated team members, testing unvaccinated, masks, and health plan points for getting vaccinated. As Dave has said before, **it's important that we come back safely and following the best available science.**

Also this week, the US team should check schedules to ensure you're joining these meetings:

- C&A Americas all-hands call w Mary: Tues at 2pm EDT
- Preview of US Impact Report: Wed at 11am EDT
- US Comms team meeting: Thurs at 12pm EDT

Finally, a **case study in great public affairs work is attached**. Following Hurricane Ida and bp's support for the recovery, **Brett, Wynn and team worked with a half dozen key stakeholders to ensure they spoke positively about bp on their social channels** (ie. *versus bp speaking about bp...*). The email is truly worth a read.

It's the last full week of summer --- make it the best week,
 JP

U.S. AREAS OF FOCUS

Date	Subject	C&A Tag	C&A activities
w/c 13 Sept	Lawler RTO communications – COVID protocols	Fielder / Gannon	Email
w/c Sept 13	Placeholder: DE&I – Race for Equity training – US & UK Group Leader communication	Hammett	Email
Sept 15	Placeholder: Thornton's press release on Pro Driver Rewards program	Sebastian	Press release

Sept 16	Argos Wet Tow - final arrival	Guevara Harris	Yammer, LinkedIn, bpA social, ITK (pic of the day)
Sept 17	Paid activity: Climate One podcast amplification	Lucas	

NEXT WEEK + (WEEK OF Sept 20 – Sept 24 & BEYOND)

U.S. AREAS OF FOCUS

Date	Subject	C&A Tag	C&A activities
Sept 20	New York Climate Week		
TBC – w/c Sept 20	Thunder Horse South Expansion Phase 2 major project start-up	Cousino	Yammer, LinkedIn, Twitter, Press release, ITK, bp.com, Facebook, intranet, Instagram
TBC – w/c Sept 20	Placeholder: Cherry Point low carbon projects investment announcement	Brady / Giannelli	Intranet, ITK, Facebook, Twitter, Yammer, Press release
Sept 21	LSbp announcement – Titan	Danyluk	bp.com, email, Facebook, Instagram, intranet, press release, Yammer
Sept 21	Ryder Cup employee giveaway	Sebastian	Email
Sept 21	September Benefits newsletter	Frizzell	Email
Sept 21	Wayne NJ office RTO town hall	Sebastian	
Sept 22	Deloitte 2021 Renewable Energy Seminar	Baldino	Facebook
Sept 23	Ryder Cup	Sebastian	ITK, Facebook, Paid advertising, Event, Intranet
Sept 26	NYT Greening companies partnership	Rose	bp.com, email, Facebook, Intranet, ITK, LinkedIn, Paid advertising, Twitter, Instagram
Sept 27	US Impact Report launch	Swink	Email, Facebook, Instagram, Intranet, ITK, LinkedIn, Twitter, Yammer
Sept 27	Chicago Architecture Biennial – bp Student Ideas Competition	Graves	Facebook, Instagram, LinkedIn, Twitter
TBC – w/c Sept 27	Janet Kong at Chicago World Business Council	Graves	
TBC – w/c Sept 27	Placeholder: Joint press release with Clean Energy on dairy farm project with Dynamic Holdings	Giannelli	Press release
TBC – w/c Sept 27	Placeholder: Joint press release with Aria on Soares farm completion	Giannelli	Press release

SOCIAL & DIGITAL ANALYTICS

Summary

- bp saw 2,476 total mentions on social media for an estimated total potential reach of 19.6 million. Total mentions decreased 8 percent, and total reach decreased 35 percent. Content with the highest reach and engagement for this week included:
 - [The Ryder Cup](#) tweeted about Jon Rahm taking down Tiger Woods in 2018 (bp was tagged)

- Negative sentiment decreased to 28 percent (29 percent last week), while positive sentiment decreased to 9 percent (11 percent last week), and neutral sentiment increased to 63 percent (60 percent last week.)

Executive Engagement

Dave Lawler

- Shared on LinkedIn a [blog post about our support in Louisiana](#) (218 article views, 124 reactions, 8 comments, 4 shares, 62.39% engagement rate (based on article views))
- Shared on Yammer a post about the [bp team stepping up - responding Hurricane Ida's impact](#) (5,964 views, 87 reactions, 8 comments, 1.59% engagement rate)

Michael Cohen

- Michael shared a [LinkedIn post](#) about his discussion with Mark Finley from Rice University's Baker Institute for Public Policy on bp's 70th Statistical Review. (2,100 article views, 64 reactions, 3 comments)

Top Tweets

Below are the top bp America tweets for the week:

- [Solar has a key role to play. That's why we're boosting our US renewables business with 9GW solar ☀ acquisition from @7XEnergy](#) (2,142 impressions, 36 engagements, 1.7% engagement rate)
- [Last year, renewable energy had record growth — with solar growing by 24% and wind by 14%.](#) (1,541 impressions, 41 engagements, 2.7% engagement rate)
- [Back to school! Teachers and students can get up to 15 cents off every gallon for 60 days at bp and Amoco stations.](#) (1,371 impressions, 46 engagements, 3.4% engagement rate)

ADVOCACY

Redacted - First Amendment

- **Paid activity:** bp is running two paid campaigns through September and early October in the US.
 - **Methane + carbon pricing**
 - **Audience:** US E&I audience
 - **Content:** short and long-form videos and audio ads explaining what carbon pricing and methane emissions are and why they matter
 - **Channels:** videos (YouTube, CNN online, programmatic), audio (podcasts, Spotify, Pandora, programmatic), and social (LinkedIn, Facebook, and Twitter)
 - **Timing:** beginning 9/9 for three weeks (launched on a rolling basis)
 - **Climate One podcast amplification**
 - **Audience:** US E&I, DC policy/political elites, NYC Climate Week (geofenced)
 - **Content:** audio, video, and static ads promoting Tom Wolf's participation in the Climate One episode about Washington State's climate legislation; the episode also features Washington Governor Jay Inslee
 - **Channels:** podcast audio, social video and static (LinkedIn, Facebook, and Twitter)
 - **Timing:** beginning 9/17 for two weeks (launched on a rolling basis)

RECOGNITION:

- Return to office communications is like a beast that continues to grow – an enormous thank you to **Lexi, Matt Cobb, Marion Frizzell, Maddie, Melissa, Paul Gannon, Kathleen, Elyse** and many others for picking up many moving parts to ensure clear and consistent communications.

WHEREABOUTS:

- Erin Hupp, Meg Baldino, Jamie O'Keefe - Pueblo/Denver, Colorado 9/13-9/14
- Bill Rivers returns from paternity leave today! WELCOME BACK, Bill!
- Cameron Nazminia offsite @Supplier Diversity Golf Tournament 9/13
- Meg Baldino, Denver office 9/15

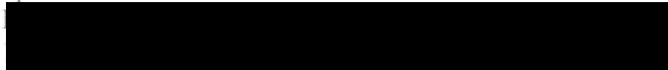
PROFESSIONAL DEVELOPMENT:

- We work better when we sleep better. Here are [5 Better Ways to Wake Up](#) based on discussions with sleep experts who offer tips on how to wake up on time and get more restful sleep.
- I cannot get enough of reading Colson Whitehead – he won back-to-back Pulitzers for “The Underground Railroad” and “The Nickel Boys.” The *NYTimes* profiles how he again [reinvents himself](#) with his new crime novel, “Harlem Shuffle.”

It's CYBER WEEK! What do you need to do to raise the bar?

- Take the [mandatory cyberMe training](#) as soon as possible;
- Check myCyberscore every month to help understand how to improve your personal behaviours - this also counts towards 'play your part' scores;
- **Be alert to phishing – the monthly tests are designed to help you spot the real thing. And please don't warn others the test is coming - we all need to learn how to spot a phish;**
- Take part in cyber week 2021 - join our CW yammer group for more information. We will be looking at the best ways to 'recognize the disguise' ie how to spot when criminals are trying to target you, your families and bp online.

J.P. Fielder
Head of U.S. Communications, communications & advocacy
bp America Inc.



Reimagining
energy