

Message

From: Fielder, JP [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=REDACTED]
Sent: 14/06/2021 14:36:22
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Subject: US Communications week ahead for 6/14/21

Hello all,

We're back and welcome to the heart of Pride month. In case you missed today's C&A all-hands call, **Charlie Wheeler delivered powerful context on his journey to coming out** and being proud of his sexuality (recording [here](#); Charlie begins at 04:00). He also provided helpful guidance on the question '[what does cisgender mean?](#)'

Looking ahead, a few key US Comms items on the horizon

- **Bernard in Houston / at Argos on Tues** – Elyse managing comprehensive plan, including Marc Morrison photos/video
- **Project Manuel startup** – pending for this week with Nuno leading for C&A and Paul G supporting w communications
- **bp PAC board** assessing status of our PAC – recall that we paused on ALL political contributions for 6 months in Jan 2021 (*delayed from last week*)

Saturday is Juneteenth – Mark will post a Yammer column this Thursday. [Mary wrote about Juneteenth on Yammer last summer](#), asking for recommendations from the team (which generated quite a few substantive comments). It's worth taking another look.

Make it the best week,
JP

CENTRE AREAS OF FOCUS

Date	Subject	C&A tag	C&A activities
6/14	bp joins offshore wind energy bids in Norway – PR here and lead story in ITK	Rosie	Various social channels
6/15	Bernard visits Argos	Elyse Guevara-Harris	ITK (Wed) and Marc Morrison photos/video

US AREAS OF FOCUS

Date	Subject	C&A tag	C&A activities
June 14	Placeholder: API vs. Department of Interior lawsuit	Hicks	Holding Statement
June 14	D,E&I Councils Membership Announcement – New Members	Young	Yammer
June 15	Bernard visits Argos	Guevara-Harris	Various
June 16	DeCarb Connect North America	Baldino	Event, Speech

June 16	Project Manuel Startup - GoM	Nuno Alves	Email, bp.com, ITK, LinkedIn, Yammer, Press Release
June 16	Emily Leung speaking at West Houston Association's Emerging Technologies Panel	Sebastian	Event
June 16	Refining, Products & Trading Americas RTO Town Hall	Teams Live	Sebastian
June 17	Juneteenth Employee Video – shared by Mark Crawford	Sebastian/Clements	Yammer

NEXT WEEK + (WEEK OF June 21 – 25 & BEYOND)

CENTRE AREAS OF FOCUS

Date	Subject	C&A tag	C&A activities
June 22	Reuters Global Energy Transition 2021 Event (BL) – virtual Register here .	Hodgkinson	ITK, plc social, BL social, Yammer
July 8	bp Stats Review – Spencer and Atlantic Council join Gillian Tett for look back on 2020 data (Michael Cohen collaborating w US team for media)		
July 13	Bloomberg Green Summit – Bernard pre-recorded interview w Alex Steel (7/5)		

U.S. AREAS OF FOCUS

Date	Subject	C&A Tag	C&A activities
June 21	Methane Congressional Review Act House Vote	Lucas	LinkedIn, Twitter
June 23	Why Texas Bisnow event in Houston – virtual panel with David Hayes	Baldino	TBC
June 24	Placeholder Talk2Me Alexa Integration	Sebastian	ITK, Yammer
July 22	Anniversary of bp/Houston climate MOU	Cameron + Brett	TBD

SOCIAL & DIGITAL ANALYTICS

Summary

- bp saw 2,202 total mentions on social media for an estimated total potential reach of 9 million.
- Total mentions increased 5 percent, and total reach decreased 49 percent.
- Content with the highest reach and engagement included a [tweet from Greenpeace](#) that was critical of API, saying it exists solely to defend corporations like bp.
- Negative sentiment increased to 28 percent (22 percent last week), and positive sentiment increased to 11 percent (10 percent last week), while neutral sentiment decreased to 61 percent (68 percent last week).

Executive Engagement

Mark Crawford

- Shared on Yammer [support for Pride month](#) by recognizing the anniversaries of The Stonewall uprising and The Christopher Street Liberation Day March. (6,718 reach, 80 reactions, 5 comments, 1.3% engagement rate)

Dave Lawler

- Shared on Yammer an announcement about [gender neutral bathrooms in Houston](#) (6,383 reach, 110 reactions, 1 shares, 1.7% engagement rate)
- Shared on LinkedIn [American Clean Power Association's post about our solar deal](#) (1,180 views, 35 reactions, 3% engagement rate)

Mary Streett

- Shared on LinkedIn [American Clean Power Association's post about our solar deal](#) (424 views, 19 reactions, **4.5% engagement rate**)

Starlee Sykes

- Shared on Yammer about visiting Mad Dog and Thunder Horse. (1,001 reach, 61 reactions, 5 comments, 6.6% engagement rate)

Top Tweets

Below are the top bp America tweets for the week:

- We agree the expansion of offshore wind creates an unprecedented opportunity for the US - and see enormous potential in supporting its growth. (2,853 reach, 38 engagements, 1.3% engagement rate)
- The energy transition is well underway, and we're excited to be a part of it with our latest deal in #renewables: Buying 9GW of #solar projects. (2,613 reach, 31 engagements, 1.2% engagement rate)
- We've boosted our renewables business in the US with a 9GW #solar ✨ acquisition from @7XEnergy. (1,637 reach, 5 engagements, 0.3% engagement rate)

ADVOCACY

Redacted - First Amendment

- **North Carolina:** CBBE paid advertising is running in North Carolina through June 19. The ads are intended to educate and inform policymakers in the state and will run in the following formats:
 - Social – bp LinkedIn, bp America Facebook
 - Digital display -- Raleigh News and Observer (Homepage Takeover), Under the Dome, Politico, NC Political News, Herald Sun, Charlotte Observer, Fox8 (programmatic display)
 - Print – *Raleigh News and Observer*

Redacted - First Amendment

RECOGNITION:

- Enormous kudos to **Lexi Ferrari** who managed all of the logistics for Bernard and Dave Lawler's meetings in DC last week. From briefing books and fact sheets, to dining and transportation, it was a flawlessly executed visit that made maximum use of their time and our priorities.

WHEREABOUTS:

- Lisa Pirtle OOO 6/18

PROFESSIONAL DEVELOPMENT:

- It's summertime and school is out! While the work will continue, **everyone should look for vacation time** – a real vacation where you're fully disconnected. HBR looks at how 'We All Really Need a Vacation. Here's How to Make the Most of It', including: when taking time away, plan a true 'mental health day.' Another that I support is "minimize the number of times you engage with technology" while away.

J.P. Fielder

Head of U.S. Communications, communications & advocacy

bp America Inc.

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Reimagining
energy