

Message

From: Soper (BM), Steven [REDACTED]@bm.com]
Sent: 9/27/2016 12:37:31 AM
To: Walton, Gantt H [REDACTED]@exxonmobil.com]; Schulz, Nick [REDACTED]@exxonmobil.com]
CC: Kohs Nurick, Brianne [REDACTED]@bm.com]; Hughes, Karen [REDACTED]@bm.com]
Subject: ExxonMobil Social Media Monitoring 9/26

Since Friday, September 23, our monitoring detected 710 public posts on Facebook and Twitter discussing ExxonMobil and climate change. This includes a review of tweets that use the hashtags #ExxonKnew and #EnergyLiesHere.

Engagement was driven primarily by a New York Times article titled, "A New Debate Over Pricing the Risks of Climate Change." The article has been shared 221 times on Twitter and 17 times on LinkedIn. Engagement peaked between 11:00 a.m. and 1:00 p.m. on Monday, September 26, and declined rapidly thereafter.

The following are the most influential social media posts about ExxonMobil and climate change since Friday, September 23:

- [@climatetruth](#): "Shocking: @theAGU board votes for Exxon \$ > #StandWithScientists, even during SEC investigation of what #ExxonKnew. <http://climatetruth.org/AGU>"
 - Retweets: 47
 - Likes: 23
- [@ckrausss](#), New York Times energy correspondent (3,380 Twitter followers): "Should climate change be accounted for by businesses, including #ExxonMobil?"
 - Retweets: 6
 - Likes: 6
- [@SteveSGoddard](#): "No @billmckibben #exxonknew @exxonmobil didn't know about your climate scam, and neither did anyone else <http://realclimatescience.com/2016/09>"
 - Retweets: 12
 - Likes: 12
- [@wattsupwiththat](#): "AGU Rejects #ExxonKnew Agenda, Email shows more implosions from within<http://wattsupwiththat.com/>"
 - Retweets: 11
 - Likes: 6

Overall, there have been 17,015 total public posts on Facebook and Twitter discussing ExxonMobil and climate change since Sunday, August 28, 2016.

