

U.S. Public Affairs 2018 Communications Calendar – “Build Our Base. Move the Middle. Engage the Elites.”

1.23.18

Message Theme Supporting Theme	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
	BUSINESS EXCELLENCE TECH, INNOVATION & ENVIRIO		TECHNOLOGY, INNOVATION & ENVIRONMENT				JOBS/ECONOMY			TECHNOLOGY, INNOVATION & ENVIRONMENT			
<b>CORE MEETINGS</b>			MAR 7 Analyst Meeting			MAY 30 Shareholder Meeting							
<b>ANNOUNCEMENTS &amp; EVENTS</b>	Business Announcements: Permian, DS, Chemical		Algae: Lab to Field-Ponds	Fuel Cell: FEED	TBD	DWW @ World Gas Conference	XOM Economic Impact Study				Cellulosic Future Program	DWW @ Bloomberg New Economy Forum	
	Energy Outlook		Stanford GCEP			TBD	Methane Program Implementation	Baytown Start-up					
							Gulf Coast Growth Venture						
<b>ADVERTISING</b>													
Broadcast													
Digital & Social	Algae & Fuel Efficiency Advertisements			World Gas Conference		Jobs Advertisement	TBD	Jobs Advertisement & CCS Advertisement					
Ongoing	Continuity – paid keyword and themes search, micro moments on social/digital (conferences, events, gatherings)												
<b>EMPLOYEE COMMS</b>													
DWW	Video/HOU Forum/Podcast		IRV Forum					HOU Forum					HOU Forum
	Overarching message: corporate strategy and vision; employee discussions (e.g. forums, small group lunches) during international visits throughout the year when possible												
MC			HOU Forum							HOU Forum			
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Special-Topic Employee Forums	Energy Outlook		Financial Results & Company Plan	Technology	TBD	XOM Economic Impact Study Survey					Benefits/Career	Technology	New Projects
"InnerViews" Podcast	Vision & Strategy		GVS/F&L Update	Energy Outlook	Algae	Responding to Tough Questions	ExxonMobil Emerging Technology	Careers	Drilling & Subsurface Revealed through Augmented Reality	Govt. Relations: U.S. & Abroad	Climate & Environment	Sustainability Initiative	Shareholder Engagement
"Got a minute?" Public Policy Issues Campaign	Electric Vehicles <i>Global</i>	Tax Policy <i>US</i>	Infrastructure <i>US</i>	Sustainability <i>Global</i>	Earnings <i>Global</i>	Fuels Policy <i>US</i>	XOM Economic Impact Study Survey <i>US</i>	Human Rights <i>Global</i>	Regulatory Reform <i>US</i>	Climate & Environment <i>Global</i>	Electricity & Nat Gas Policy <i>US</i>	Methane <i>US</i>	
Functional / Affiliates	Ongoing functional communications (e.g. videos, forums, newsletters, coffee chats, etc.)												
<b>DIGITAL &amp; SOCIAL</b>													
Video Series	Permian Operations		Algae: Behind the Scenes Energy Initiative				Investment in America			Cellulosic Future			
	Ongoing social amplification of core business announcements, etc.												
Social Media	Policy, Tech [Launch Twitter & LinkedIn influencers]		Q&A w/ EMRE [Twitter]	Algae Lens [SnapChat]	TBD	World Gas Conference [Geotargeting - Twitter, Facebook]	XOM Economic Impact Study [Twitter, Facebook, Instagram]	Baytown Start-up Highlights [Twitter, Facebook, Instagram]	Q&A w/ EMRE [Twitter]				
	Energy Outlook [Facebook, Instagram]		South By Southwest [SXSW] [Facebook]	NYSE: Bloomberg/CNBC Partnership [SnapChat]						FuelCell Energy Joint Activation [Instagram]			
			Analyst Meeting - "Stories" Algae: "In the Lab" series [Instagram]										
<b>ENERGY FACTOR</b>	Ongoing story/content amplification of core business announcements, etc.												
Content features	Technology, Innovation, Environment					Jobs, Economy			Technology, Innovation, Environment				

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