BEYOND OTC HOUSTON:

SOCIAL MEDIA ADOPTION FOR THE OIL AND GAS INDUSTRY
During OTC, social media channels were buzzing with announcements, comments, impressions, reviews and general event information. We monitored the thousands of online conversations and mentions centered on OTC Houston and compiled a report of some of the top performing companies in the oil and gas industry, proving the value they’ve recognized from being part of the online conversation.

**TOP 5 TAKEAWAYS FROM OTC HOUSTON 2014:**

1. 30% more OTC online mentions during 2014 conference than 2013

2. 52% increase in OTC’s Twitter connections since OTC 2013

3. 182% increase in OTC’s Facebook fans since OTC 2013

4. Top social media activities: Rapidly publish information, network with online communities, tap into a globally-dispersed talent base

5. Increasing opportunity to leverage social media engagement to build brands for companies in the oil and gas industry
In the past year, companies in the oil and gas industry have benefited from social marketing, resulting in expansive communications, brand awareness, job recruitment, and much more. Social technologies empower oil and gas companies to leverage global communities to listen to the voices of their customers, overcome language barriers, network globally, and build brand equity in a global marketplace. This vast and growing industry requires quick and timely action, whether it be global communications for technology or recruiting talent.
SOCIAL MEDIA ENGAGEMENT

APPROXIMATELY 1 IN 20 ATTENDEES TWEETED ABOUT OTC ON DAY 1

+30%

30% more OTC online mentions during 2014 conference than 2013

Increase in OTC Houston’s Twitter connections and Facebook fans since OTC 2013

+24,988

+4,000

52%

facebook.com/OTCEvents
twitter.com/OTCHouston
The energy revolution, with the production of oil and gas increasing, prices falling, and global entrepreneurs leveraging these changes, forces companies in the oil and gas industry to develop innovative ways to acquire talent and ideas and to continue growing.

At TwinEngine, our team has been leveraging social media to monitor the social engagement of companies in the oil and gas industry, from our list on top100oilandgas.com and others who have had engagement online. We monitored and reported on social media activity during OTC Houston 2013 and OTC Houston 2014 to support and educate oil and gas companies on the true impact social media can have in this slow adopting industry.

There is more to social media than the sheer volume of users, including 1.3+ billion people on Facebook and 650+ million people on Twitter. A primary objective on social media should be to find a voice that is compelling to each company’s target audience, standing out from the crowd and finding the true benefit online for your company’s unique goals and objectives.

At OTC Houston, numerous companies utilized social media in unique ways to network with a record number of 108,000 attendees at the event this year and an extended audience of over 5,000,000 not in attendance, who were online creating significant global buzz opportunities for oil and gas companies.

Online mentions of OTC Houston increased from 2013 to 2014 by 30%. There were over 14,000 Twitter mentions of #OTCHouston from event attendees and those interested in the event. Companies and attendees grasped the power of online communications with approximately one in twenty attendees tweeting about OTC on day one and #OTCHouston being mentioned in four tweets per minute. OTC’s Twitter account gained 4,000 followers from last year, a 52% increase. They saw a 182% increase on Facebook now counting 24,988 Facebook fans.

The 2013 event reports showed hype around the mobile app that was designed to help attendees track event schedules, including a map of the event and notifications to stay current with event happenings.
The 2014 event reports show an expansive adoption of companies utilizing social technologies from social media platforms like Twitter and Facebook to blogging and other interactive platforms that allowed these companies to leverage the growing excitement around this industry specific event. They were empowered to send bursts of unique, creative comments and were provided with the opportunity to get their own voices heard online.

Social technologies prove to add value across a broad array of business functions, especially for businesses in the oil and gas industry. Social media is more than just a networking tool; social technologies are being used to:

- Help drive business growth
- Rapidly publish information
- Generate conversations to network with global online communities
- Expand business’s voice
- Tap into a globally-dispersed talent base
- Solve complex, abstract problems quickly through crowdsourcing

With the rapidly changing industry landscape, including expansion opportunities, companies in the oil and gas industry are challenged to stay top of mind and continuously market their innovation and expertise. Social technologies allow companies in the oil and gas industry to expand their reach to global online communities. Companies are introducing social technologies into their marketing strategies and reaching the almost 650 million active users on Twitter and the 300 million professionals on LinkedIn.
OTC Houston crafted a unique hashtag, #OTCHouston, and used it to initiate conversations started months before the event took place. This hashtag benefitted those interested in joining the conversation. Other popular hashtags employed in relation to #OTCHouston were #otc2014, #conference, #technology, #offshore, #otc, and #energy. The top influencers using these hashtags were:

- BP America
- OTC Houston
- Houston Chronicle
- Baker Hughes
- Houston Business Journal
- GE Oil and Gas
“Much speech is one thing, well-timed speech is another.”
– Sophocles

**Participation** at events includes providing timely and interesting information when and where people are looking for it. At OTC, companies caught on to this rule of social networking by live tweeting event details, schedules, technologies, and event maps while the conversation was hot.

**BP America** focused on providing insights throughout the event by live tweeting event details, including an onsite event announcement at OTC about BP’s role in unconventional plays and deepwater. BP America invited followers to tweet questions and follow the live Q&A. This event was mentioned on social media over 60 times in relation to OTC, creating quite the buzz and reaching over 86,900 people online.

Statoil successfully interacted with event attendees and the online community by sharing updates about their speakers on the ground at OTC. Statoil increased visibility by sharing their event schedule on a separate landing page on their website and promoting this information on Twitter. By sharing these insights online they reached 100,900 people through their online channels.
Rigzone reached over 31,000 people on Twitter by promoting their “Wall of Opportunity,” that was displayed at OTC. Companies like Petronas and Rigzone had alluring job recruitment displays at the event; however, Rigzone utilized the online network to promote their recruiting wall for higher engagement about their brand.

Rigzone did not stop by simply sharing their booth number and recruiting wall. They created a unique landing page on their website sharing a lineup of jobs in the oil and gas industry for candidates attending OTC. Rigzone also created a unique video campaign revealing the “Top 5 Worst Questions to Ask a Recruiter at a Conference” and “2014 – How To Survive OTC”.

Rigzone

BP
Statoil
Rigzone
Platts Oil
GE Oil & Gas
Offshore Magazine

NUMBER OF PEOPLE REACHED ONLINE DURING OTC ACROSS MULTIPLE SOCIAL PLATFORMS
Companies took advantage of social media to increase brand engagement by encouraging event participation. By joining the conversation online surrounding the event, these companies opened a network for attendees and those interested in the event to participate and engage through questions, discussions, and sharing event details.

Platts Oil created a social hub for OTC by inviting followers to submit their news and thoughts, integrating them into an anthology of the OTC experience. Their stories had a social reach of over 44,600 people on Twitter.

**Platts Oil used Storify**, a storytelling platform, to feature a collection of OTC highlights for each day. By utilizing tools outside of the typical social media channels, companies can provide multimedia content and expand their social efforts.

Companies like 3M Oil & Gas launched campaigns during OTC with unique hashtags like their “#3MWhatIf”, inviting followers to tweet what they would do if they could unharness 3M technologies. Unique hashtags allow brands to stand out from the masses and to discover others who are tweeting about their brand by using their hashtag.

Statoil also created a unique hashtag for viewers to follow #StatoilOTC2014.

**#GEOTC, a hashtag utilized by GE & employees, was mentioned 400 times on Twitter**

GE employees tweeted using #GEOTC, one of the top hashtags at OTC with almost 400 mentions, 100% of which were on Twitter. Their tweets reached over 15,000 people through Twitter alone.
By providing a strategic giveaway or contest online, brands can increase the energy at the event and get more people involved online and at the event. Companies took advantage of giveaways to promote their presence at OTC.

Offshore Magazine’s giveaway promoted their presence at OTC. Offshore Magazine reminded attendees to stop by their booth for a chance to win a new iPad! Their message reached at least 10,600 people on Twitter exclusively.

Diesel & Gas Turbine Magazine had a “Twitter-only prize box” which was only promoted on Twitter. Diesel and Gas Turbine Worldwide Magazine’s box included books, buck knives, gift cards, and more surprises. The publication piqued attendees’ interest in their booth by sharing an image of its “Twitter-only prize box”.

Wago Corporation, Ansys, Inc., Dragon Products, Ltd., and Industronic Inc. were other companies among those sharing giveaways through their online platforms.
Other brands standing out from the crowd at OTC this year did so by incorporating innovative social technologies into their online conversations. Companies like 3M Technologies posted Vine videos to share visuals of their new technologies in action.

For those of you who missed BP’s speaker at the event, BP released a video of their speaker summing up why technology is important in 6 seconds.

WAGO Corporation utilized the up-and-coming software from Google Glass to entice attendees to stop by their booth for a demo of the new technology. We predict Google Glass will have a powerful impact on networking events in the future, providing event insights and the ability to network with other attendees on one software.

Midland Oil Tools contributed to the conversation using Instagram photos. By sharing insights on multiple platforms, companies were able to reach a broader audience and entice participation through various media outlets.
Reporters came, saw, and conquered online conversation’s via twitter. Reporters working for Oil & Gas Journal, Jordan Blum from the Houston Business Journal, and Jennifer A. Dlouhy from the Houston Chronicle helped spread the news at OTC, reporting on exciting booths, interesting facts, and engaging with companies on social media. New technologies, new insights, and new company announcements were among the topics shared by these reporters. They helped spread these insights to the millions following the conversations during around OTC.

Fuelfix and Oilpro were among other contributors reporting on the happenings at OTC. Shout outs were made on Oilpro to companies who truly took advantage of social media during OTC, recognizing “Energy Industry Needs To Realize Social Media Isn’t a Fad, It’s a Habit”. Meanwhile, Fuelfix utilized their website traffic for engagement, and posted blog articles throughout the event sharing insights like “Our 15 Favorite Things From OTC 2014”.

Increasingly, companies in the oil and gas industry are utilizing the social and networking benefits that social media provide. OTC Houston provided a buzzing global platform for companies in the oil and gas industry to engage with an exciting event and provide their thought leadership in unique ways. Social media has proven to be a powerful marketing and communications tool for oil and gas companies.

To follow new insights regarding companies in the oil and gas industry on social media, check out The Top 100 Oil and Gas Companies On Social Media brought to you by TwinEngine.
TOP OPPORTUNITIES FOR COMPANIES:

1. To be a part of the conversation
2. To find and recruit talent
3. To understand market perception
4. To create brand awareness
5. To encourage social sharing
6. To build brand equity
7. To leverage lead generation
8. To improve search engine optimization
9. To prepare for crisis communications
10. To be thought leaders and educators

SOURCES:

TWINENGINE www.TwinEngine.com
*Top 100 Oil and Gas www.Top100OilandGas.com
“59% of Journalists Worldwide Use Twitter, Up From 47% in 2012 [STUDY]” – All Twitter www.mediabistro.com
FACEBOOK STATISTICS – Statistic Brain www.statisticbrain.com
TWITTER STATISTICS – Statistic Brain www.statisticbrain.com
IHS – Offshore Rig Count www.ihs.com
FMI “SKILLS SHORTAGES IN A BOOMING MARKET: THE BIG OIL AND GAS CHALLENGE”
BLOOMBERG “U.S. TO BE TOP OIL PRODUCER BY 2015 ON SHALE, IEA SAYS”
RADIANS www.Radian6.com
OTC HOUSTON - www.twitter.com/OTCHouston
ABOUT TWINENGINE

TwinEngine is an award-winning, strategic marketing and creative agency where online and social marketing take flight. Winnie Brignac Hart, right engine creativity, and Lorrie Brignac Lee, left engine analytics, bring 20+ years of marketing experience, 125+ industry awards and a passion for leveraging their twin talents to help companies translate traditional marketing channels into forward thinking strategic solutions. www.TwinEngine.com

ABOUT TOP 100 OIL & GAS

Top 100 Oil & Gas is a compilation of oil and gas companies on social media including exploration and production, refining and marketing, integrated, service and supply organizations, industry publications and more. www.Top100OilandGas.com

GET YOUR ASSESSMENT

Get an assessment of your online footprint from an online marketing specialist. Call 713-255-1366 or e-mail Winnie Hart winnie@TwinEngine.com