

**UNDERSTANDING THE ROLE OF SOCIAL MEDIA IN SCIENTIFIC  
COMMUNICATIONS: COMMUNICATION AUDIT OF THE BUREAU OF  
OCEAN ENERGY MANAGEMENT**

By

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## **ABSTRACT**

### **UNDERSTANDING THE ROLE OF SOCIAL MEDIA IN SCIENTIFIC COMMUNICATIONS: COMMUNICATION AUDIT OF THE BUREAU OF OCEAN ENERGY MANAGEMENT**

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With social media's increasing focus, many organizations have started to attempt to implement communication to reach a wider audience. This is especially seen in scientific governmental organizations, such as the Bureau of Ocean Energy Management, yet there is still confusion over best practices to utilize social media. This project stems from the need to see how BOEM is currently utilizing social media to communicate with the general public, and how to increase communication practices. Through adapting tried and true external communication audit theory and practices, the outlined method allows for an analysis of both Facebook and Twitter posts. By reviewing these results through the lens of Pielke's Four Idealized Roles of Science Communication, recommendations can be made for increased communication not only for BOEM, but for other scientific governmental organizations as well.



To my grandfather, Howard Lloyd Bishop:  
Your wisdom, laughter, and stories have shaped me, and encouraged me to pursue my  
dreams.



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## **Introduction**

The goal of this project was to answer the research question of how a government sponsored organization, the Bureau of Ocean Energy Management (BOEM), utilizes social media to engage with the general public. To gain insight and answers on this project, I conducted a modified communication audit focusing on the social media platforms of Facebook and Twitter, allowing me to collect a random sampling of posts to study. Each post was then labeled by a classification system to better understand what each post communicated and if it fostered dialogue. In order to better situate these results and be able to offer recommendations for future posts, I used Pielke's four idealized roles of science communication as a lens to frame my work. The results of this project contain how BOEM currently communicates with the general public, what role of science communication it currently follows, as well as recommendations for how to better engage the general public and which science communication role it should pursue.

The idea for this project initially began at an American Association for the Advancements of Science (AAAS) conference in February of 2015. Upon speaking with BOEM Public Relations employee John Romero, I first was able to hear about the concerns this organization had for reaching out not only to the general public but also citizens that were concerned about science policies, such as oil drilling (personal interview, February 2015). Acknowledging that social media was an excellent way to communicate current science policy and cutting edge research, Romero stated that BOEM was trying to figure out how best to use these social platforms and was worried that they weren't reaching their audience. Hearing of this concern and curious about

how social media can generate dialogue between organizations and the public, the seed for this project began to germinate.

Indeed, social media is currently a focal point for many scholars within the technical communication discipline. From studying its usage in classrooms, to implementation in business organizations, breaking down the roles of a social media communicator, and even understanding its potential in crisis management, our understanding of social media continues to grow in leaps and bounds (Carpenter & Lertpratchya, 2016; Leonardi, Huysman, & Steinfield, 2013; Maranto & Barton, 2010; Potts, 2014). Within many of these studies, social media is highlighting the shift that allows readers to contribute to a discussion or group, rather than be a passive audience (Katajisto, 2010). With my focus on how to generate dialogue between a governmental organization and the general public, my study contributes to this ongoing research of active participants and how to increase participation in these spaces.

This idea of attempting to connect with the general public through the usage of social media is also a hot topic of discussion in the science disciplines, such as cell biology (Woodgett, 2014). By offering new ways of delivering information and granting scientists the ability to add their voice, it is the hope that social media will not only foster scientific growth but also illuminate and disseminate complex theories for the general public (Woodgett, 2014). With BOEM's position as a scientific governmental organization, identifying this disconnect with the general public and trying to find ways to bridge the gap are at the heart of my research.

Within this paper, I first give background on communication audits, specifics on external communication audits, and social media to lay the groundwork for the rationale

driving the methods of my research. I then give background on BOEM so that the organization's goals and unique needs are understood. My methods are then outlined, followed by the results of the data that was collected. From there, I breakdown these results to give a more thorough analysis of what they mean not only for BOEM's current communication practices, but how these practices can be changed to create a stronger sense of communication outreach.

## **Communications Audit**

Communication audits have been around for years, and have been adapted for a wide array of disciplines (Alnajjar, 2015; Beacroft & Dodd, 2011; Kuzma, 2010; Zwijze-Koning & de Jong, 2014). Traditionally, communication audits have been seen as a tool of the corporate world, helping businesses find their communication weak points. However, that is not to say that communication audits cannot be adapted for non-profits, or in my case governmental organizations. It all comes down to using the theory of communication audits, and appropriately refining them for the specific organization the auditor is studying.

While there are many researchers studying communication audits, two names in particular are often cited by their fellow researchers - Downs and Adrian (Hallahan, Holtzhausen, van Ruler, Verčič, & Sriramesh, 2007; Klenk & Hickey, 2010; Wagner, Bezuidenhout, & Roos, 2015). Since Downs' findings and research are used to further current research, this prompted me to base my own initial understanding of communication audits on his work. This "process of exploring, examining, monitoring, and evaluating something" (Downs & Adrian, 2004, p. 6) of audits can take multiple forms, and can be applied to many different types of communication practices.



However, all of these forms can be linked to either an internal or external communication audit.

Internal communication audits deal with promoting positivity and a flow of information within the workplace (Yates, 2006, p. 71). This can be found in emails, memos, and office bulletins, as well as who 'holds' information within an organization. Due to this, internal audits can be used as an "integrative tool in helping managers and employees meet their rights and obligations to communicate with each other" (Downs & Adrian, 2004, p. 31). Finding ways to increase communication between workers and those in a position of power can be beneficial to enacting change within a business.

On the other hand, external communication audits focus on how a company communicates and interacts with users or the general public. These tend to be conducted for companies trying to build loyalty among their users, as well as an outside exchange of information to allow the public to feel "in the know" (Downs & Adrian, 2004, p. 61).

As mentioned above, Downs is widely cited by his peers and therefore his benchmarks of a successful audit should be sound. The traits of a successful audit were described by Downs (1988) as four benchmarks that should be followed: (1) It should map communication flaws as well as appropriate practices; (2) Checkpoints should be set to evaluate present and future practice; (3) It should provide innovative responses for the organization to improve its communication; (4) The auditor needs to explain to the organization the basis of auditing judgements by identifying the evaluation criteria.

Following this premise, communication audits normally begin with six characteristics as described by Downs and Adrian (2004):

- Independence. An audit should be conducted by an outside assessment team to avoid biased results and conclusions (p. 7).
- Professionalism. Auditors should hold themselves to a high standard of excellence, including having the ability to facilitate information and possess a willingness to continue to learn (p. 7).
- Diagnostic thoroughness. Not only should data be collected systematically, the auditor should also strive not to define the initial diagnosis solely in terms of available solutions (p. 7).
- Skilled evaluation. An auditor must have a specific criteria to judge effectiveness, which can include standards generated by government organizations, benchmarks generated by other successful companies, current popular notions, etc...(p. 8).
- Tailored design. An audit should be designed specifically for the organization, taking into accounts their unique business models and goals. One type of audit does not fit all (p. 9).
- Current time frame. An audit only takes a snapshot of a particular time for an organization. While data and theories can be extrapolated from this, audits should be conducted regularly to see how an organization grows and changes (p. 10).

By following these six characteristics an evaluation can be designed specifically for an organization, and will be able to be conducted within a specific amount of time.

While all need to be considered it is this time aspect that is also crucial within a

government setting. Simply put, scientists and policy makers often do not have time for interviews, surveys, and Likert Scale questionnaires which are the core pieces of an internal communications audit. Ensuring time is not taken away from research projects and meetings is of particular concern to BOEM per Romero's observations.

Due to the time aspect and to align my own purposes with my organization's concerns of communicating with the general public, external communication audits became my primary focus. By conducting an external communication audit, this allows me to identify how they exchange dialogue. From there I can conduct an analysis, as well as a few generalizations, to accurately answer how BOEM is utilizing social media to communicate to the general public.

Unfortunately, not much research focuses on external audits. Indeed, many communication audits traditionally concentrate on "internal communication, rather than on the relationship between an organization and its external clients" (Hargie & Tourish, 2000, p. 261). However, one such external communication audit conducted by Charles H. Patti, Bernard McKenna, Glen J. Thomas, and William Renforth of a superannuation (retirement fund) company was fully laid out for future auditors.

While the audit was conducted for a retirement fund company, Patti et al. laid out their thinking process in a very detailed manner, allowing for future auditors to follow their thought patterns. They also detailed how they had adapted other research to fit the specific needs of their clients. This clear analysis allows for their research to be adapted for other companies' and organizations' concerns. Falling back on the tailored design characteristic, no one type of audit is applicable to any two organizations. However, the

thought process and theory behind a successful audit is a great help, and is crucial to adapt and design a communications audit.

## **External Communications Audit Case Study**

In order to develop my own communication audit strategy, I closely examined and greatly utilized the following model of Patti et al. to gauge a comparable study for conducting external communication audits. While I did not use an exact duplicate of their model, my own study followed Patti et al.'s general outline.

In order to begin, the researchers needed to become familiar with the environment they would be working with, in this case a large Australian company known by the pseudonym 'SuperFund' (Hargie & Tourish, 2000, pp. 255-271). This was done by reading company documents, articles, and attending meetings with the the superannuation office. From these initial reviews, they focused on the marketing strategies desired by the company. These key strategies included producing high quality information in a timely manner, and elevating awareness of the Fund amongst the general public (p. 257). Once feeling comfortable with the background knowledge, desires of the company, and industry research, the team began to examine the wide range of documents at their disposal.

Due to the many ways SuperFund communicated with other businesses and users, the auditors asked to be supplied with copies of any type of materials used to communicate with the general public (p. 260). These materials were catalogued and classified based on the aspects of each communication. Five separate classifications were derived consisting of "Fund members; contributing employees; administrators of

other funds; those leaving the Fund, or next of kin of deceased members; and advertising, publicity, and promotion material” (p. 260).

Once classifications were set, Patti et al. used some of the principles found and tested from internal communication audits to apply to their external audits, allowing them to follow Downs’ (1988) four benchmarks of a successful audit as described earlier.

An external audit of a superannuation company 263

Exhibit 14.3 Communication audit: textual analysis form

**PART A: AUDIENCE AND TEXT**

Number	Letter Type	
Referentiality/Context		
single text or joint (e.g. letters and brochures); follow-ups (e.g., phone calls, visit)		
Readership		
Reader Apprehension reader interest in document negativity, hostility, indifference		

**PART B: VERBAL MACRO-TEXTUAL FEATURES**

Deductive Approach Used Subject line and opening Identify the letter's purpose	
Chunking Information Responds to Problem Identifies relevant action (a) by reader (b) [to be] done by writer	
Usability Enhancers Reference to enclosures	
Readability Fog Index	

**PART C: NON-VERBAL MACRO-TEXTUAL FEATURES**

Font Size, Weight, Type	
Layout Justification, Tabs, Indents, and Horizontal Hierarchy	

264 Audits in action

**PART D: VERBAL MICRO-TEXTUAL FEATURES**

Paragraphs Topic Sentences Linkages: Conjunctions, Adjuncts	
Sentences Length Clause/ Structure Theme/Subject Usage	
Style Verb Active/Passive Verb Modality/Modulation Nominations Noun-Verb Ratio Use of Verb 'to be' Expletive Use (There are/it is) Noun clusters Wordiness (Superfluity, Verbosity, Redundancy, Tautology) Jargon, Acronyms, Colloquialisms	
Tone "You" orientation superior, deferential, authoritative, friendly, patronising	
Grammar and Punctuation	

Figure 1: Patti et al.'s four part analysis

Once these principles were identified and in place, the communication audit began. In regards to letters, each letter was classified and put through a rigorous four part analysis as seen in Fig. 1. This was done not only to analyze the audience and tone set

by the letter, but also to evaluate how the letter was arranged (i.e., font and layout, sentence breakdown on verbage used, jargon, etc).

Advertising and marketing materials were additionally examined based on two separate five point systems that included such things as: does communication start with the interests of the audience, and does communication attempt to build a long-term relationship with the audience? (p. 267). Upon completion of the audit, the researchers drew broad conclusions about SuperFund, and made suggestions for improvements based on their findings.

Patti et al. then judged the success of their audit on whether SuperFund answered positively to the following questions:

- Was there a summary of successful and unsuccessful communication activities?
- Was the communication situation diagnosed by identifying strength and providing strategies for overcoming problems?
- Were some of the recommendations modeled with good examples that could be replicated?
- Were benchmarks provided that could be applied in the future? (p. 270).

By following the thought processes of Patti et. al., I was able to understand how to shape tailored communications audits. In order to tailor my methods specifically for BOEM, utilizing and adapting Patti et al.'s a classification system to record data is a fundamental piece of my design. Similarly, while I did not use such an in-depth method as Patti et al.'s four part analysis, the tone section was of special interest to me as it can

help or hinder the creation of communication relationships. In addition, the four checklist questions answered at the end of the audit became the cornerstone of how I wished to present feedback and suggestions for future communication. However with my focus on social media, I wanted to be sure that these practices and theories would translate well to this newer medium.

## **Social Media**

The desire to understand how to effectively use social media as well as its many implications is a hot topic of study for researchers across a wide range of disciplines, including science, music, and the arts (Claussen et. al, 2013; Greenhow, Sonnevend, & Agur, 2016; Sheldon, 2015; Suhr, 2012). This can be seen in Virginia Sublet, Christina Spring, and John Howard's (2011) research and evaluation of the National Institute for Occupational Safety and Health (NIOSH) Science Blog published in the *American Journal of Industrial Medicine*. With their overall question being whether social media improved communication, specifically for a federal organization, the researchers used an online survey to ask readers what they thought of the blog. From those 75 random readers, the results indicated that the blog was considered a strong, useful social media resource with workplace changes being undertaken based on the blog's information. This success of another government organization utilizing social media to raise awareness of new scientific practices in regards to health makes BOEM's desire for a strong social media presence sound. Yet what is social media exactly?

Social media is focused on user centered activities, and is a way to facilitate human networks and collaborations through an online platform (Dijck, 2013, 11). Social media is a set of online tools that create and augment web-based communities, allowing

for an exchange of information and interaction between individuals (Osborne-Gowey, 2014). Comprised of both websites and applications, some of the more popular social media platforms are Facebook, Twitter, and YouTube (Osborne-Gowey, 2014). These social media platforms are a convenient way of sharing information and interacting with the general public. However, there can be a steep learning curve to discovering how social media can be used effectively to facilitate this communication.

Indeed, there are many articles and manuals giving advice on appropriate, even “correct” ways to utilize social media for communication. A primary component of many is to listen and participate in conversations that are already happening (see, for instance, Stevenson, 2011).

For scientist to scientist communication, some professionals deem social media sites such as Facebook and Twitter unprofessional, and set them aside in favor of niche platforms made specifically for science communication, such as LabSpaces and Surgytec (Eperen & Marincola, 2011). However, for communication aimed toward the general public, social media sites like Facebook and Twitter are being used as a way to bridge the gap between scientists and the public, as well as to give scientists a personality (E&M 2011). Examples of “personable” science can be seen in the Twitter accounts of Neil DeGrasse Tyson and Stephen Hawking, as well as organizations such as National Geographic’s Twitter and Facebook.

Researchers such as Kimberley Collins, David Shiffman, and Jenny Rock (2016) are attempting to shed more light on how scientists use and view social media. From their study, three primary themes emerged; scientists in the study: (1) didn’t understand how to use social media and didn’t perceive the benefits of using such platforms; (2)



didn't believe they had time to devote to these platforms; (3) and were overall uncertain about implementing social media. Despite this uncertainty, scientists still perceive the ability to reach a diverse audience and utilize these platforms as a way to interact with the general public (Collins, Shiffman, & Rock, 2016). Indeed, scientists are slowly recognizing that to produce successful communication with the general public, they must apply the platforms most used by their target audience (E&M, 2011). Thus, "the ability to communicate to the masses via social media is critical to the distribution of scientific information amongst professionals in the field and to the general population" (E&M, 2011). This focus on understanding and employing social media to reach the general public is a pillar of my research and is a driving force behind my decision to pursue this project.

By delving into social media, I was also able to discover CyTRAP Labs. Founded by social media expert Urs E. Gattiker, CyTRAP Labs conducts social media audits through adapting methods of communication audits (Gattiker, 2013). CyTrap pairs their audits with an in-depth cost analysis, which allows businesses to gain a comprehensive understanding of how they are currently using social media, and tips for how they should be using social media (Gattiker, 2013). This is especially seen in their Disaster Management tutorial, where Gattiker stresses that "When it comes to social media, timing is everything... If you do not reply, people just go to the Web... and the rumor mill may become a huge avalanche..." (Gattiker, 2013, p. 52). This stress on not only replying but the timing of replies gave me a unique outlook while formulating my methods, and the decisions I made with how to present the results. The success of this international organization proves that social media can be studied using adaptations to

communication audits, and helped me settle into developing the methods I used for this project.

However before we can get into these methods, an auditor must first learn more about the company it intends to audit (see External Communication Case Study section). In this case, the Bureau of Ocean Energy Management.

### **Research Organization: Bureau of Ocean Energy Management**

The Bureau of Ocean Energy Management (BOEM) is a United States government organization whose core principles “promotes energy independence, environmental protection and economic development through responsible, science-based management of offshore conventional and renewable energy and marine mineral resources.” (BOEM About). BOEM is an organization established from the dissolution of the Bureau of Ocean Energy Management, Regulation and Enforcement (BOEMRE) in 2011 to allow for a clearer division of operations. Focusing on natural energy management while preserving the offshore ocean environment, BOEM manages not only oil and gas, but also wind farms, current and solar power. This includes leasing and administration of natural energy sites, environmental research, and economic analysis for governmental policies.

BOEM has a unique scientific presence due to their diverse nature. Normally science organizations fall into either a pure research driven entity, or one that focuses on helping create science policy. BOEM has divisions that do both, while also reaching out to the general public to facilitate questions. This diversity also gives BOEM a unique responsibility and need to communicate effectively on a wide array of topics.

From explaining offshore drilling policies, to promoting new scientific discoveries, BOEM needs to maintain public communication across the country. While some of their primary communications are for government consumption and understanding so that laws can go into effect, BOEM openly seeks public engagement. This is especially seen as many offshore energy sites are adjacent to native tribal lands. BOEM has a long history of meeting with tribal leaders in an effort not only preserve the environment, but also to maintain positive relations with the inheritors of these native lands and the customs that are associated with them (Ewald, Hite, Carrier, Ball, Haller & Jones, 2015). While this demonstrates one strong facet of BOEM's communication goals with a particular subsection of the general public, I am focused on the groups and divisions of the concerned general public who utilize social media for the purpose of this thesis.

## **Methods**

With a better understanding of who BOEM is and what it does, I was able to devise and tailor my methods to conduct a pilot communications audit focusing on what dialogue is occurring on social media between BOEM and the general public. In order to do this, I had to first keep in mind Downs' four benchmarks: (1) It should map communication flaws as well as appropriate practices; (2) Checklists should be set to evaluate present and future practice; (3) It should provide innovative responses for the organization to improve its communication; (4) The auditor needs to explain to the organization the basis of auditing judgements by identifying the evaluation criteria.

Simplistically, I needed to devise a way to study a wide pool of posts that spanned a wide range of time that would allow me to gain a strong understanding of BOEM's current communication practices. However, in order to follow benchmark #3, I also needed to study a wide range dialogue in the form of comments from the general public. Due to this, my research wound up being comprised of two studies being compiled simultaneously: (1) The types of posts made throughout the year 2015, (2) Top 5 Facebook comments of 2015. The first was a random sampling of posts throughout the year, allowing me to make conjectures about BOEM's communication practices overall. The second allowed for a much more in-depth look at the top five Facebook posts that generated the most dialogue/comments. This was to deconstruct the flaws and strengths of BOEM's social media communication, and provide examples of both. 2015 was chosen as I had an entire year's worth of content to gather from, and it was still relevant to the continuing 2016 year.

This tailored design that is crucial to external communication audits allowed me to find the answers to my two sub-questions: (1) who are the people communicating on these platforms?; (2) how do they exchange dialogue? In order to make the data more comprehensible, I followed Patti et al. system of classification by creating a system that allowed me to label each post. While not as rigorous as Patti et al.'s four part analysis, I did also adapt their study to judge the tone of the comments by classifying them as positive, negative, or neutral. In order to tailor this communication audit even further for BOEM's goals, I utilized Pielke's Four Roles of Science Communication in Policy and Politics as a lens through which I could look at current posts and provide recommendations for future communication practices.

## **Four Idealized Roles of Science Communication in Policy and Politics**

Pielke's book *The Honest Broker* explains four idealized roles science organizations can follow in regards to communicating science and advocacy of policy. With BOEM working not only in the public sphere but also in politics, these roles are important to understand so that BOEM can move forward in their communication goals. These four roles are comprised of: (1) Pure Scientist, (2) Science Arbiter, (3) Issue Advocate, and (4) Honest Broker of Policy Alternatives.

### ***Pure Scientist***

Focusing solely on research, a Pure Scientist approach means that information is given with no regards to the decision making process (Pielke, 2007, p. 15). A Pure Scientist refuses to engage in the politics regarding their findings - the knowledge simply exists, but what is done with this knowledge is of no concern to them. With BOEM a government entity that actively deals with policy, there is no way BOEM can, or

even should, follow this role. Per my conversation with Romero, BOEM has to present data and help make the decisions that are based on that data. They can't just give this research knowledge in a vacuum with no discussions with policy makers and constituents.

### ***Science Arbiter***

Pushing to remain outside of the subjective role of a specific political agenda, the Science Arbiter remains objective and bound by the facts and data (p. 16). However, as opposed to remaining aloof and removed entirely like the Pure Scientist, a Science Arbiter recognizes that policy makers will have questions and will answer them without bias or political sway (p. 16).

I believe that BOEM could do well in all of its communication to follow such a role. Allowing them to remain a part of the decision making process, utilizing and following the Science Arbiter path will allow them to remain unbiased and objective, rather than aligning with one party's political goal. This also allows them to take a position to answer questions from the general public, by viewing them as a subset of policy makers asking positive questions. This allows them to try and move toward the type of communication Romero expressed the organization was interested in. While easy in theory, implementing such a task can be daunting, as all scientists have some type of bias to work around and overcome.

### ***Issue Advocate***

Taking on an Issue Advocate role means aligning oneself and one's research with a specific political agenda (p. 15). A driving force and member of the decision

making process and science policy, the Issue Advocate uses their status as an expert to attempt to sway policy makers in their political agenda's favor.

Being active in policy decisions, BOEM often sways into this role, which can cause outrage among the general public. One such example of this is BOEM's role in pushing for a new Georgian offshore drilling operation. Aligned with the Governor of Georgia, both BOEM and the governor threw their support behind this offshore drilling policy, despite the local populace's strong vehemence against it (Landers, 2015). While at times this may be a necessary role, BOEM's desire for open communication with the general public means that they should only take on this role as a last resort.

### ***Honest Broker of Policy Alternatives***

Aiming to answer and allay policy makers fears, the Honest Broker provides a multitude of options based on scientific facts (p. 16). Normally comprised of a committee to mitigate scientists' personal preferences from turning to Issue Advocacy, the Honest Broker expands the number of options rather than narrowing them down as a Science Arbiter would (p. 16).

From speaking with Romero, this is what he believes BOEM should lean toward. Initially, the Honest Broker appealed to me as I believed it to be the most transparent and allow people to learn about the multitude of options. While this may indeed be something that BOEM can and should implement within its governmental policy making goal, how would this translate to the general public?

Upon analyzing the data I gathered, BOEM can't truly follow an Honest Broker role. Attempting to engage in dialogue with the general public will get watered down and muddled if more options keep popping up, and cause even more confusion. Instead, I

believe a Science Arbiter role modified with the spirit of the Honest Broker will be the best course of action for BOEM.

By using the term 'by spirit' I allude to the design and desire to be open and transparent. This can be done by openly stating the pros and cons of a research project or policy decision, and laying out the top three decisions with precision. From there, questions that are posed should be answered honestly and truthfully, with science to back it. It is this way that BOEM can reach out to the general public, maintain an unbiased delivery of the science, and still engage and help form scientific policy.

With this lens in mind, what follows is a comprehensive walk-through of my methods and thought processes to tackle BOEM's communication audit.

## **Selection Process**

My research is centered around and gathered from two social media platforms, Facebook and Twitter, over the course of an entire year (January 1 - December 31, 2015) to provide a pilot sample size. An entire year was chosen as to avoid any seasonal posts that may arise over a 4 month sampling size, such as research surrounding spring between the months of February-May. I didn't want to only have research that dealt with a specific seasons problems, such as hurricanes, or winter weather research.

To keep a random sampling, I chose one post per every 2 weeks over this time period. To further randomize, each biweekly post comes from a different day of the week. For instance, should the first post collected be posted on a Sunday, the next post will be one posted on Monday, the following one on Tuesday, etc... Should a day of the week not have a post issued, the next day in order was chosen.



In this fashion, a sample size of 26 posts was obtained by dividing 52 weeks per year by 2. I obtained a further five posts outside of the initial 26 to peer briefly into what types of posts generate the most traffic. This was done as due to the random nature of the 26 posts, the top traffic posts were not initially recorded. Here traffic is defined as a post that yields not just high likes and shares, but written comments from the general public. I obtained these while collecting the 26 initial posts, by observing each post in the entire year to determine which have the highest comments. These top five posts were hypothesized to give an initial assessment of what content BOEM generates that induces dialogue.

In order to make sense of what types of posts are made, I needed to develop a classification system for each piece of data.

## **Social Media Classification**

In order to determine and create a useful set of data, I first needed to hypothesize a series of classifications for each post across both platforms. This classification allowed for a thorough breakdown of which types of media are produced, shared, and generate dialogue with the general public. With that in mind, my four original hypothesized primary classifications are as follows:

## ***Government Implementation of Policies (GIP)***

Any type of post that deals with current policy, government, and decision making/ deliberation.



Figure 2: GIP example

## ***Environmental Research (ER)***

Anything that talks about new or ongoing research aimed at the environment and ecosystem.



Figure 3: ER example

## ***Director News (DN)***

A post detailing the whereabouts or activities of Director Hopper of the BOEM.



Figure 4: DN example

## ***Animals/Nature Scenery (ANS)***

Photos or posts dealing with an ideal view of the environment.



Figure 5: ANS example

As BOEM has an extremely broad scope, from sustainable energy and ocean resources, to protecting the environment, and research into marine animals and ecosystems, all posts should not only be assigned a primary classification, but also a secondary classification as well.

Once this twofold classification system was in place, steps needed to be outlined and adhered to for the collection of Facebook and Twitter data.

### **Facebook Specific Steps**

BOEM's Facebook's data was compiled into multiple Pages Spreadsheets and divided by the week to make it easier to identify and analyze the information. Each original Facebook post generated by BOEM was given a name or number identity. From there, the original post date was recorded, as well as its classification, as discussed previously. A copy of the post, either by straight text or screenshot followed, as well as whether a picture or video was associated with the post. Finally, the total number of likes, shares, and comments was recorded, as well as outbound links. All raw data can be found in the Appendices.

The data on each comment was collected in a separate spreadsheet for simplicity. Each original BOEM post's identifier had a corresponding comments spreadsheet. Contained within each original spreadsheet copy was whether or not BOEM or another user replied, as well as the copies of those exchanges. The original post date was recorded as well.

Due to data not being inherently 'positive' or 'negative', all comments were compiled. However, as the primary purpose was not only to engage in dialogue but also to make it meaningful dialogue to further refine my second research question of how do

they exchange dialogue, each comment had a positive, negative, or neutral classification:

**Positive:** a comment that primarily contained language associated with happiness or inquiry. I.e. *“Excellent work, Melanie and team! I love retirement, but miss working with the great folks at BOEM on interesting issues like this one.”*

**Negative:** a comment that used scornful language, threats, and language associated with anger. *“Yes, and since he also closed offshore drilling in the Atlantic, y'all can stop pimping the ocean and move on, to CLEAN energy. YAY! I bet you will sleep better, now that you've been taken off part of the KILL THE OCEAN plan. grin emoticon”*

**Neutral:** a comment that was not inherently positive or negative. I.E. *“Encouraging that President Obama and DOI want to hear from the public regarding protection of resources. Considering BOEM's hypothetical production scenario came with a 75% probability of large oil spills, the best way to protect is to cancel the two proposed Arctic lease sales before effort begins. <http://www.adn.com/.../obama-administration-weighing...>”*

**Trolling:** due to the nature of the internet, a fourth classification was considered for those comments that had no bearing or theme on the original post. These comments are recorded, but will not have any weight in further data considerations.

An example of such a comment is *“You too can make \$542 a day sitting at home!”*.

To be clear, just because a comment was listed as negative does not mean it cannot lead to a meaningful dialogue exchange. Merely that a more enriching, scientific inquiry tends to stem from more positive and neutral dialogue. People with negative connotations tend to be anxious, and less likely to be open to new information. These classifications were to record and study how both BOEM and the general public dealt with these situations, and to potentially acquire ideas on how a helpful, positive and enriching dialogue can follow.

### **Twitter Specific Steps**

Similar to Facebook, each Tweet was given a name or identification number, date of original Tweet, as well as a type classification. The original Tweet was preserved as a screenshot, as well as if it contained pictures.

Due to Twitter's design as a microblogging platform of short but frequent content, dialogue was determined by the number of Retweets and favorites. While ReTweets and favoriting may not be considered dialogue in a classic sense, it still shows a level of engagement based on the content that was produced or shared. In my mind, it is a cursory or initial level of dialogue that still allows for a larger interpretation of BOEM's science communication. I also determined whether the content was produced initially by BOEM, or if it was simply a ReTweet from another source. If it was ReTweeted, I identified and recorded the original source, as well as any outgoing links.

### **Data Analyses**

From this data, I was able to determine the types of posts made over the year, as well as what types of posts generated the most traffic. With these understood, I could answer (1) who are the people communicating on these platforms?; (2) how do they

exchange dialogue? Upon determining the answers to the aforementioned queries, I could paint a broad picture of how BOEM utilizes social media to communicate with the general public.

## **Results**

Before delving into the numbers, I had to make two primary changes to the methods while I was compiling and categorizing data.

While the original four hypothesized categories (see pages 19-20) were indeed found, a fifth category needed to be implemented as well. This fifth classification, Employee News (EN), deals with posts about new hires, or employees retiring. The second change to the methods was more of an oversight on my part, as I had not considered the possibility that days may have more than one post created. Due to this, I chose to record all of these multiple day posts, and thus not arbitrarily decide one post was 'better' than another. While the result of this is observed to a greater degree in the Twitter data, Facebook also had multiple posts per day. Due to this, the final count of data for Facebook is 27 posts, while Twitter has 57.

The results are broken down over the two studies: (1) Types of Posts Made Over an Entire Year, and (2) Top 5 Facebook Posts.

### **Study 1: Types of Posts Made Over an Entire Year**

Upon the final compilation of research and data, 57 posts from Twitter and 27 posts from Facebook were collected for a total of 84 sources. The results of the entire project suggests 3 main points.



(1) Most common type of Posts are classified as GIP.

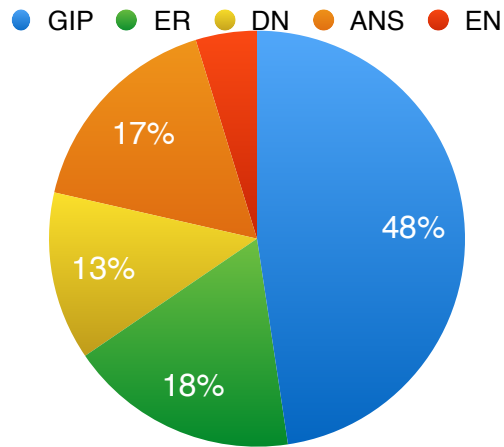


Figure 6: Percentage of all posts by classification:  
GIP= Government Implementation of Policies,  
ER=Environmental Research,  
DN= Director News,  
ANS= Animals/Nature Scenery,  
EN= Employee News

47.6% of all posts landed in the GIP classification, with ER a low second at 17.85%.

With BOEM being a government entity dealing with environmental policy, the high number of posts within the GIP category makes sense.

(2) Non-original content on Twitter is overwhelming liked and favorited more

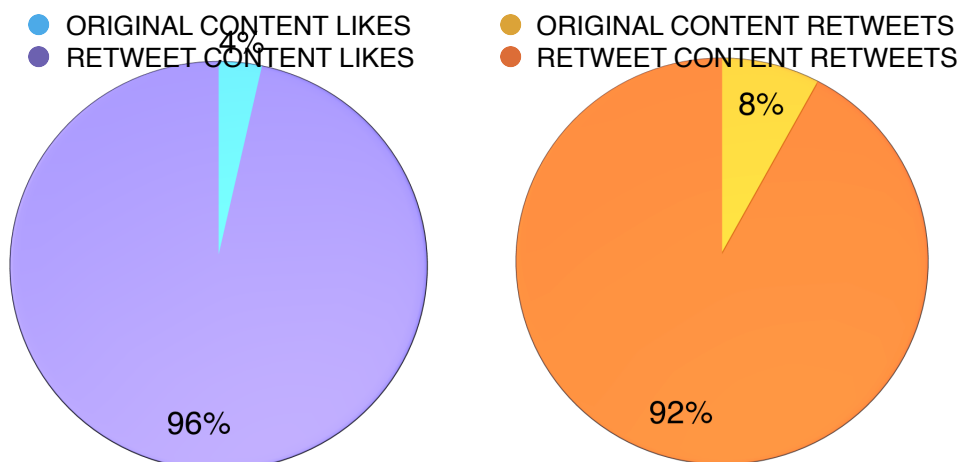


Figure 7: Percentage of likes and shares:  
Likes based on original content vs ReTweeted content (left)  
and ReTweets based on original content vs ReTweeted  
content (right)

Observing the data in Appendix A, of the 1450 likes and 1434 ReTweets, the majority are of content that is not originally produced by BOEM. While non-original content can help generate dialogue, further in-depth research should be conducted to understand why BOEM original Tweets are not the forerunning posts that generate interest. Of these non-original Tweets, those that tend to have the highest likes and shares are most often within the ANS category with the top Tweet (ID 27) obtaining 472 and 581 respectively.

(3) BOEM's Facebook ER classification is found more dialogue worthy than its more common GIP classified posts.

Overall, likes and shares are also low across the board, with Facebook (ID 19) having the highest with 30 and 14 respectively (Appendix B). Classified within ER, this is surprising as posts of this type only comprise 17% of the total, compared to the less liked but more often posted GIP category (48%). This shows that the general public are

more interested and passionate in BOEM's research goals, and wish to share these Environmental Research posts with friends.

While this shows that there is much room for improvement on reaching out to the general public about the things they are curious about, the top 5 Facebook posts that generated the most traffic allow for a more in-depth look.

## **Study 2: Top 5 Facebook Posts**

As seen in Appendix C, the 2015 top five Facebook posts with the most traffic are primarily within the GIP classification. Once more, this does make sense considering what BOEM is. The post with the most comments (ID 1) and the post with the most meaningful dialogue (ID 3) will be explained in depth within the following Discussion section. However, it is the lack of ER classification, even as a secondary category, that was surprising.

This was especially contradictory considering that the data from *Types of Posts Made Over an Entire Year* supports that more people tend to like and share ER posts. Yet they do not generate that many comments. While more information and a deeper in depth analysis of all post over the entire year would need to be conducted, my hypothesis regarding this abnormality is that there is something in the construction of these ER posts that does not facilitate conversation and dialogue. People are interested in what is being researched (as evidenced by the likes and shares), but don't seem to know what or how to ask questions (as evidenced by the lack of comments). Due to this, the manner in which BOEM explained and presented these research opportunities should be observed closely.

## **Discussion**

While all of the top 5 Facebook posts yielded interesting results (see Appendix C), the following two I discuss here were the ones I believe to most clearly identify BOEM's weaknesses and strengths in regards to their communications.

### **Top 5 Facebook Posts: ID 1**

Of the Top 5 posts, (ID 1) has the most comments at 16. Of these 16, most are of a negative nature, urging, begging, and demanding that BOEM not begin offshore drilling. Many posts from the general public question whether BOEM is truly reading or just manipulating the comments sent to them. While the North Carolina offshore drilling is a hot topic debate during this period of time, the fact that BOEM remains silent in the comments does not foster a sense of dialogue or exchange of information. BOEM is throwing out information, like Pielke's Pure Scientist, and refusing to care or speak further. BOEM appears at best indifferent by refusing to even acknowledge the public they have reached.

As stated before, due to their unique position in the realm of politics and desire to reach the general public, a Pure Scientist approach cannot work. However, going through (ID 3) shows that BOEM can engage in dialogue and discussion.

### **Top 5 Facebook Posts: ID 3**

At first glance, ID 3 appears the same as any other - another GIP post, using Director Hopper as the face of this policy. Yet it is after the first comment that we can observe BOEM breaking the barrier between them, and the public they wish to reach.

*“Thank you for your interest and your passion. “Ready for renewables” is consistent with the President's all-of-the-above energy strategy. OCS states are the primary drivers of interest expressed in different forms of energy and, by law, we must work with states and other stakeholders toward decisions. All the best, BOEM staff.” (Appendix C)*

BOEM not only acknowledges a less than thrilled poster, they manage to keep an even tone, presenting the information. This then leads the same poster to respond again, *“BOEM staff, thank you for your reply...”* and continue the exchange. This is what BOEM has been missing in most of its other posts and lack of comments. They are *Listen(ing) and Participate(ing) in Conversations that are Already Happening*, a core value of social media. BOEM is not just posting information and ignoring what happens to it, but finding ways to engage with those who read it.

This is seen throughout top 5 Facebook posts ID 3, where BOEM makes an effort not only to respond and show that they are reading the comments, but also to offer clarification and more information upon being asked. This is what Pielke’s Science Arbiter does, answers questions that are asked of them. While these comments are biased to a point, they are offering up information due to BOEM’s shareholders and political alliances. What would push them towards becoming a Science Arbiter with an Honest Broker spirit would be to offer up both sides of the information. A way to think of this would be to imagine a pro and con list, offering up BOEM’s position in the debate but showing that they are paying attention to their opposition.

ID 3 is a strong piece of evidence that shows not only how BOEM can engage and promote an exchange of communication, but that they can do it well. While it may

not be possible for every post, the social media liaison for this one was spot on for what BOEM wants to become. It also showed that science entities can promote communication with the general public by following Pielke's models.

## **Research Questions Answered**

The 'how' discussed above is at the heart of my research question. ID 1 shows how BOEM tends to produce content - they deliver information to the general public, and then never answer the questions posed. Unfortunately, this seems to be the trend found in most of BOEM's communications, and hinders any kind of enriching dialogue or exchange from happening. It is ID 3 that shows a different version of how to foster communication, allowing science to be reachable and accessible to BOEM's audience. It is this version of 'how' that I wish to foster in my own work and research, allowing for a spread and wealth of scientific knowledge to be understood.

From these two posts, it is easy to see that a large portion of the people who are asking BOEM questions are nervous or scared by the policies being discussed. They wish to have their fears alleviated, and are seeking answers. Unfortunately, these questions are often unanswered, causing a shift in communication towards anger. By answering questions and acknowledging that they are being heard, a much more civil dialogue and general scientific inquiry is attained.

This could then lead to a larger group of science enthusiasts and policy inquirers reaching out to communicate and ask questions. While this is still seen in the data by the number of likes and favorable comments, it is people who are passionate about science that help foster scientific inquiry. Just because they are not a scientist, does not

mean that their dreams and questions cannot spark an amazing idea, or lead a younger generation to enjoy science rather than fear it.

With this understood, my overall research question - how a government sponsored organization, the Bureau of Ocean Energy Management (BOEM), utilizes social media to engage with the general public - can be answered. At the moment, BOEM is just starting to try and reach out to a wider audience through social media. As a science government sponsored organization, BOEM is sticking more towards a Pure Scientist role as that is what science is expected to be. Information is delivered and then forgotten, as opposed to using social media's strengths of encouraging a flow of communication. So right now social media is more often used as a dumping ground for information. However, BOEM can move towards a Science Arbiter with an Honest Broker spirit by encouraging a give and take with their audience. By responding enthusiastically and warmly to commenters, BOEM can foster a sense of community that promotes learning and the exchange of complex science and policy making knowledge. In this way, BOEM can continue to reach a wider audience and become a leader in scientist to general public communication.

With the answers to my research questions firmly in place, I can now explain some future implications for BOEM and for future auditors who attempt a similar study of governmental organizations.

## **Future Implications**

Upon completion of this audit and delving through its results, two sets of implications arise: (1) for BOEM and governmental organizations in general, (2) for future audit studies conducted by technical communicators in the field of science.

### **BOEM and Scientific Governmental Organizations Implications**

From the results, BOEM has many avenues they can pursue. Overall, their focus on GIP is admirable and stays true to their overall focus and position within governmental policy. However, their reach and method of using social media has room for improvement.

In regards to their ER posts, an in-depth analysis should be conducted to determine why these posts do not gain as much traffic. As BOEM wishes to showcase and increase the visibility of its research, new methods for delivery should be considered. This could be done through Patti et al.'s approach by breaking down ER posts for verbal macro-textual features, non-verbal macro-textual features, and verbal micro-textual features (see Fig. 1 on p. 8). This could then be compared to a similar breakdown of their GIP posts, to see similarities and differences of approaches that they share.

As for tackling the major goal of increasing communication, the format, tone, and feel from FTP ID 3 should be analyzed similar to Patti et al.'s approach, and then shown as an example to BOEM's future social media liaisons. One member of BOEM has proven that they can have a successful conversation through social media over a controversial subject. This approach should be the norm, not the exception, allowing



BOEM to further step into a Science Arbiter role. Through this role, BOEM will be able to attain Romero's hope for strong communication with the general public.

While the feel and tone of FTP ID 3 is a wonderful template other scientific governmental organizations can share, future auditors must keep in mind that a clearer, more specific guideline should be addressed to properly align with each unique organization's mission. However, a pilot such as this one should be able to give some initial impressions of an organization's communications, allowing the necessary tailoring for an in-depth audit.

Seeing that social media can allow for a Science Arbiter or Honest Broker to succeed, there are many ways that communication between governmental organizations and the general public can grow. Allowing for a more personal feel and a wide audience base, I am excited to use the idea of this audit and tailor it to other institutions' social media platforms. As long as listening and participating happens between both parties, scientific governmental organizations will be able to slowly but surely reach out to the general public, answer hard-hitting questions, and fascinate the future generation of scientists.

## **Future Audit Studies Implications**

While there were strong results that arose from this pilot audit, there are still revisions I would implement to make future audits easier. First, the sampling was able to give a general idea of the types of posts BOEM makes throughout a year, as well as which types they post most frequently. However, it was by scouring for the posts with the highest traffic that BOEM's communication practices were truly able to be observed. Due to this, I would suggest a true, in-depth audit of every post and comment be

obtained for the entire year. While this type of sampling audit could be conducted as a way to get an initial idea about an organization, much data could be overlooked by taking data randomly every two weeks. For instance, none of the top comment posts are to be found in Appendix B. Had I been an auditor only looking and making suggestions based on this data, I would not have been able to give them such a strong example to follow.

Secondly, I would further refine each classification, as well as potentially add one or two more categories to better fit the posts. This would allow for a cleaner audit to be performed, and allow BOEM to have a better view of what they post versus what truly matters to their organization. This refined categorization would more than likely be conducted after a first initial classification of the data.

Finally, I would focus more heavily on Facebook rather than dividing my time between Facebook and Twitter. While it did give solid data, due to its microblogging platform Twitter does not lend itself as well to the type of communication BOEM is most concerned with currently. There are no comments, and dialogue is bound by 140 characters. On the other hand, Facebook allows these comments to flourish without handicap or limits, and can be used as a solid base to build the relationship with the general public. Once this relationship is solid, I would then turn my attention to an in-depth analysis of Twitter. However, this initial focus on Facebook will not be a priority for every organization, so I suggest asking for clarification either from company leaders, or by their communication goals.

## **Conclusion**

Governmental policy communication continues to evolve due to new communication methods. However, communicating with the general public is still murky at best, and missteps utilizing social media make these necessary communications even harder. By adapting tried and true external communication audit methods to the field of scientific governmental policy communication, organizations can find their communication strengths and weaknesses, foster a sense of community that promotes learning and the exchange of complex science and policy making knowledge, and continue strengthening ties with the general public.

From the conclusion of this pilot communication audit, these external audit methods do yield results which can guide governmental organization forward. While I feel a Science Arbiter role is the best route for BOEM and other similar scientific governmental organizations dealing with both science policy and the general public, all four roles should be considered for different centers. While the audit results can and should be used to highlight what role the majority of posts follow, finding key communications where the organization have also succeeded should be highlighted to use as references.

Overall, BOEM is making its first forays into utilizing social media in its quest to connect with the general public. While right now Facebook and Twitter are being used more as news flash bulletin or information dumping grounds, there are instances where BOEM tries to foster dialogue. It is this dialogue that is the hallmark of social media, and will allow BOEM to create a strong relationship with the general public over policy questions and scientific inquiry in the future.

By continuing to push the understanding and refinement of governmental science policy communications, there is hope that a healthy and meaningful dialogue with the general public shall become the norm, rather than the exception.

## **APPENDICES**

Table 1 (cont'd)

## APPENDIX A

Table 1: Twitter Spreadsheet




ID	Post Date	Classification	Screenshot	Text	Picture, Video Y/N	# of Retweets, Likes	Outbound Links	Original or Retweet
1	Jan 6 2015 Tues	DN		Abigail Ross Hopper was sworn in today by Interior @SecretaryJewell as @BOEM_DOI's second director. #Congratulations	Y,N	9,4		O
2	Jan 21 2015 Wed	DN GIP		No original Content	N,N	2,1	<a href="http://www.rechargenews.com/wind/1389211/boem-to-issue-windfloat-at-pacific-ea-this-summer">http://www.rechargenews.com/wind/1389211/boem-to-issue-windfloat-at-pacific-ea-this-summer</a>	R
3	Jan 21 2015 Wed	GIP		No original Content	N,N	2,2		R

Table 1 (cont'd)




ID	Post Date	Classification	Screenshot	Text	Picture, Video Y/N	# of Retweets, Likes	Outbound Links	Original or Retweet
4	Feb 5 2015 Thurs	GIP		BOEM invites public to DC Scoping Meeting on the PEIS for next Five Year Oil & Gas Program <a href="http://www.boem.gov/advisory02052015/">http://www.boem.gov/advisory02052015/</a> ...	N,N	4,0	<a href="http://www.boem.gov/advisory02052015/">http://www.boem.gov/advisory02052015/</a>	0
5	Feb 5 2015 Thurs	GIP		Obama Administration to Offer Over 41 Million Acres in the GOM at March Oil & Gas Lease Sale <a href="http://www.boem.gov/press02052015/">http://www.boem.gov/press02052015/</a>	Y,N	5,0	<a href="http://www.boem.gov/press02052015/">http://www.boem.gov/press02052015/</a>	0
6	Feb 20 2015 Fri	DN ER		MEDIA: Join BOEM Director Hopper & @BSEEgov Director Salerno on call to discuss latest Arctic news @ 2PM ET, #888-790-3401, *INTERIOR		2,0		0

Table 1 (cont'd)



ID	Post Date	Classification	Screenshot	Text	Picture, Video Y/N	# of Retweets, Likes	Outbound Links	Original or Retweet
7	Feb 20 2015 Fri	GIP		BSEE, BOEM Issue Proposed Regulations to Ensure Safe & Responsible Exploratory Drilling Offshore Alaska <a href="http://www.doi.gov/news/pressreleases/bsee-boem-issue-proposed-regulations-to-ensure-safe-and-responsible-exploratory-drilling-offshore-alaska.cfm">http://www.doi.gov/news/pressreleases/bsee-boem-issue-proposed-regulations-to-ensure-safe-and-responsible-exploratory-drilling-offshore-alaska.cfm</a> ... via @interior		8,5	<a href="https://www.doi.gov/news/pressreleases/bsee-boem-issue-proposed-regulations-to-ensure-safe-and-responsible-exploratory-drilling-offshore-alaska">https://www.doi.gov/news/pressreleases/bsee-boem-issue-proposed-regulations-to-ensure-safe-and-responsible-exploratory-drilling-offshore-alaska</a>	0
8	Mar 9 2015 Mon	ER GIP		NASA's shoals may be key to sea life <a href="http://on.flatoday.com/1BYaofP">http://on.flatoday.com/1BYaofP</a> via @Florida_Today		0,0	<a href="http://www.flatoday.com/story/news/local/environment/2015/03/08/tracking-nasa-shoals-sea/24629165/">http://www.flatoday.com/story/news/local/environment/2015/03/08/tracking-nasa-shoals-sea/24629165/</a>	0



Table 1 (cont'd)

ID	Post Date	Classification	Screenshot	Text	Picture, Video Y/N	# of Retweets, Likes	Outbound Links	Original or Retweet
9	Mar 9 2015 Mon	GIP		We'll be in Annapolis, MD tonight taking your comments and questions on the PEIS. Deadline to comment is March 30. <a href="http://www.boem.gov/Advisory03052015/">http://www.boem.gov/Advisory03052015/</a> ...		0,0	<a href="http://www.boem.gov/Advisory03052015/">http://www.boem.gov/Advisory03052015/</a>	0
10	Mar 9 2015 Mon	GIP		No original Content		4,0	<a href="https://coast.noaa.gov/digitalcoast/stories/economic-baseline">https://coast.noaa.gov/digitalcoast/stories/economic-baseline</a>	R
11	Mar 9 2015 Mon	ERANS		Our CEO's Latest Note Offers an Additional Look @ the Science Behind the Atlantic G&G Decision <a href="http://boem.gov/BOEM-Science-Note-March-2015/">http://boem.gov/BOEM-Science-Note-March-2015/</a> ...		3,2	<a href="http://www.boem.gov/BOEM-Science-Note-March-2015/">http://www.boem.gov/BOEM-Science-Note-March-2015/</a>	0

Table 1 (cont'd)

ID	Post Date	Classification	Screenshot	Text	Picture, Video Y/N	# of Retweets, Likes	Outbound Links	Original or Retweet
12	Mar 24 2015 Tues	GIP		Public Mtgs. Set For Atlantic Coast - BOEM experts to discuss Geological & Geophysical Permits. Plan now to attend! <a href="http://boem.gov/press03242015/">http://boem.gov/press03242015/</a>		0,1	<a href="http://www.boem.gov/press03242015/">http://www.boem.gov/press03242015/</a>	0
13	Mar 24 2015 Tues	GIP		Danish company plans to build floating wind turbines near Hawaii - FierceEnergy: <a href="http://www.fierceenergy.com/story/danish-company-plans-build-floating-wind-turbines-near-hawaii/2015-03-23?utm_campaign=AddThis&amp;utm_medium=AddThis&amp;utm_source=twitter#.VRGWDfgShQg.twitter">http://www.fierceenergy.com/story/danish-company-plans-build-floating-wind-turbines-near-hawaii/2015-03-23?utm_campaign=AddThis&amp;utm_medium=AddThis&amp;utm_source=twitter#.VRGWDfgShQg.twitter</a> ...		1,0	<a href="http://www.smartgridnews.com/story/danish-company-plans-build-floating-wind-turbines-near-hawaii/2015-03-23?utm_campaign=AddThis&amp;utm_medium=AddThis&amp;utm_source=twitter">http://www.smartgridnews.com/story/danish-company-plans-build-floating-wind-turbines-near-hawaii/2015-03-23?utm_campaign=AddThis&amp;utm_medium=AddThis&amp;utm_source=twitter</a>	0

Table 1 (cont'd)




ID	Post Date	Classification	Screenshot	Text	Picture, Video Y/N	# of Retweets, Likes	Outbound Links	Original or Retweet
14	Mar 24 2015 Tues	GIP		@GovernorVA says state signed off-shore wind lease w/ feds. @DomVAPower will operate the lease/test	N,N	1,1	<a href="http://www.richmond.com/business/local/article/6ce417ff-9fb6-5d2a-95cf-8260112c4e4d.html">http://www.richmond.com/business/local/article/6ce417ff-9fb6-5d2a-95cf-8260112c4e4d.html</a>	R
15	Mar 24 2015 Tues	GIPER		Gov announces VA is 1st state to sign @BOEM_DOI wind research lease - paving way for 1st offshore wind turbines	N,N	36,18	<a href="https://governor.virginia.gov/newsroom/newsarticle?articleId=8019">https://governor.virginia.gov/newsroom/newsarticle?articleId=8019</a>	R
16	Mar 24 2015 Tues	GIP		Savannah, GA: We are here taking your comments & questions on the PEIS until 7PM. Comment deadline: 3/30. <a href="http://boem.gov/note03232015/">http://boem.gov/note03232015/</a>	N,N	0,0	<a href="http://www.boem.gov/note03232015/">http://www.boem.gov/note03232015/</a>	O

Table 1 (cont'd)

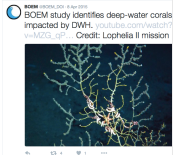


ID	Post Date	Classification	Screenshot	Text	Picture, Video Y/N	# of Retweets, Likes	Outbound Links	Original or Retweet
17	Apr 8 2015 Wed	ER		BOEM study identifies deep-water corals impacted by DWH. <a href="http://youtube.com/watch?v=MZG_qPKEvAk">http://youtube.com/watch?v=MZG_qPKEvAk</a> ... Credit: Lophelia II mission	Y,N	4,1	<a href="http://youtube.com/watch?v=MZG_qPKEvAk">http://youtube.com/watch?v=MZG_qPKEvAk</a> ...	0
18	Apr 8 2015	GIP		Geologist John Johnson explains the G&G permitting process to attendees @ the @CityofWilm mtg. <a href="http://boem.gov/press03242015/">http://boem.gov/press03242015/</a>	N,N	1,0	<a href="http://boem.gov/press03242015/">http://boem.gov/press03242015/</a>	0
19	Apr 8 2015	GIP		Have you commented on the Atlantic G&G permitting process yet? Today we're in @NorthCharleston. Full list of mtgs: <a href="http://boem.gov/press03242015/">http://boem.gov/press03242015/</a>	N,N	1,0	<a href="http://boem.gov/press03242015/">http://boem.gov/press03242015/</a>	0

Table 1 (cont'd)





ID	Post Date	Classification	Screenshot	Text	Picture, Video Y/N	# of Retweets, Likes	Outbound Links	Original or Retweet
20	Apr 8 2015	ANS		.@BLMAlaska #birds make great models on #DrawABirdDay! <a href="http://tumblr.co/Z9wNeu1hwinaR">http://tumblr.co/Z9wNeu1hwinaR</a>	Y,N	2,3	<a href="http://tumblr.co/Z9wNeu1hwinaR">tumblr.co / Z9wNeu1hwinaR</a>	R
21	apr 24, no 23	ANS		Celebrating #ArborDay with this pic of the majestic trees @RedwoodNPS by Jessica Watz #California	Y,N	418, 418		R
22	May 11, no 9,10	GIP		BOEM Conditionally Approves Shell's Revised Chukchi Sea Exploration Plan <a href="http://www.boem.gov/press05112015/">http://www.boem.gov/press05112015/</a>	Y,N	14,2	<a href="http://www.boem.gov/press05112015/">http://www.boem.gov/press05112015/</a>	O
23	may 27 2015	ANS		Check out the cool video "Pathways to the Abyss" - a virtual trip to the Atlantic Canyons! <a href="http://boem.gov/press05272015/">http://boem.gov/press05272015/</a>	Y,N	28,22	<a href="http://boem.gov/press05272015/">boem.gov/press05272015/</a>	O

Table 1 (cont'd)


ID	Post Date	Classification	Screenshot	Text	Picture, Video Y/N	# of Retweets, Likes	Outbound Links	Original or Retweet
24	June 11 2015	ANSER		Celebrate #OceanWeek & learn how corals can teach us about past climate: <a href="http://1.usa.gov/1lpX3yl">http://1.usa.gov/1lpX3yl</a>	Y,N	16,10	<a href="http://1.usa.gov/1lpX3yl">1.usa.gov/1lpX3yl</a>	R
25	June 11 2015	ANSER		Check out Greg's full q&a at <a href="http://www.facebook.com/BureauOfOceanEnergyManagement?ref=hl">http://www.facebook.com/BureauOfOceanEnergyManagement?ref=hl</a> ...	N,N	0,0	<a href="http://www.facebook.com/BureauOfOceanEnergyManagement?ref=hl">http://www.facebook.com/BureauOfOceanEnergyManagement?ref=hl</a> ...	O
26	June 11 2015	ANS		Our 1st Vine! Hitting the rapids on the Wild & Scenic Rogue River! #Oregon #getoutdoors	N,Y	7,13		R
27	June 11 2015	ANS		Check out this dramatic shot: A fiery #sunrise over Half Dome @YosemiteNPS by Austin Jenanyan #California	Y,N	472, 581		R

Table 1 (cont'd)





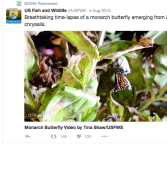
ID	Post Date	Classification	Screenshot	Text	Picture, Video Y/N	# of Retweets, Likes	Outbound Links	Original or Retweet
28	June 30, no 26-29	ER		More about @BOEM_DOI Pacific Region Environmental Studies Program at <a href="http://boem.gov/Pacific-Studies/">http://boem.gov/Pacific-Studies/</a> ... BOEM added,	N,N	1,1	<a href="http://boem.gov/Pacific-Studies/">boem.gov/Pacific-Studies/</a> ...	O
29	June 30, no 26-29	ANS		Cool video from Greg Sanders! California sea lions find offshore oil & gas platforms to be an ideal place to rest.	N,Y	1,0		R
30	June 30, no 26-29	ER		From our friends at @NOAA...	N,N	1,0		O
31	Jul 15	ANS		Did you know that dolphins like to ride on whales? <a href="http://bit.ly/1IIZE4a">http://bit.ly/1IIZE4a</a>	Y,N	176,200		R
32	Aug 4 no 30-3	ANS		Breathtaking time-lapse of a monarch butterfly emerging from its chrysalis.	N,Y	149,133		R

Table 1 (cont'd)

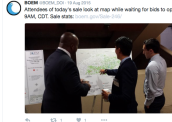



ID	Post Date	Classification	Screenshot	Text	Picture, Video Y/N	# of Retweets, Likes	Outbound Links	Original or Retweet
33	Aug 19	GIP		Attendees of today's sale look at map while waiting for bids to open @ 9AM, CDT. Sale stats: <a href="http://boem.gov/Sale-246/">http://boem.gov/Sale-246/</a>	Y,N	1,1	<a href="http://boem.gov/Sale-246/">boem.gov/Sale-246/</a>	0
34	AUG 19	GIP		Sale 246 is officially underway - Acting GOM Director Mike Celata reading bids! Sale stats: <a href="http://www.boem.gov/Sale-246/">http://www.boem.gov/Sale-246/</a>	Y,N	4,0	<a href="http://www.boem.gov/Sale-246/">http://www.boem.gov/Sale-246/</a>	0
35	AUG 19	GIP		@BOEM_DOI received 33 bids. Peregrin oil and gas company has first two bids, each for about ~150k #LWCF #Outdoors4All	N,N	2,1		R
36	AUG 19	GIP		It's all over but the money countin'. Sealed bids have been opened in @BOEM_DOI's western Gulf lease sale, w/ @bhpbilliton dominating.	N,N	2,1		R



Table 1 (cont'd)





ID	Post Date	Classification	Screenshot	Text	Picture, Video Y/N	# of Retweets, Likes	Outbound Links	Original or Retweet
37	Aug 19	GIP		The government is set to take in \$22.7 million from @BOEM_DOI's auction of Gulf oil leases. Turnout lowest in at least 3 decades.	N,N	7,1		R
38	AUG 19	GIP		Sale Yields \$22.7 Million in High Bids - Sale reflects market conditions/ industry interest http://boem.gov/press08192015/	Y,N	1,0	<a href="http://boem.gov/press08192015/">http://boem.gov/press08192015/</a>	O
39	sept 11, no 4-10	GIP		BOEM Proposes 40-Million-Acre Gulf of Mexico Oil and Gas Lease Sales http://boem.gov/press09112015/	Y,N	9,4	<a href="http://boem.gov/press09112015/">boem.gov/press09112015/</a>	O
40	sept 11, no 4-10	GIP		More sale info @ http://boem.gov/Sale-241/ & http://boem.gov/Sale-226/	N,N	2,0	<a href="http://boem.gov/Sale-241/">http://boem.gov/Sale-241/</a> & <a href="http://boem.gov/Sale-226/">http://boem.gov/Sale-226/</a>	O

Table 1 (cont'd)

ID	Post Date	Classification	Screenshot	Text	Picture, Video Y/N	# of Retweets, Likes	Outbound Links	Original or Retweet
41	SEP11	GIP		Interesting article about #windenergy coming to Hawaii. More info @ <a href="http://boem.gov/Hawaii/">http://boem.gov/Hawaii/</a>	N,N	2,2	<a href="http://boem.gov/Hawaii/">boem.gov/Hawaii/</a>	0
42	sept 29, no 26-28	ER GIP		New Science Note focuses on #offshorewind related BOEM study! <a href="http://boem.gov/BOEM-Science-Note-September-2015/">http://boem.gov/BOEM-Science-Note-September-2015/</a>	Y,N	2,1	<a href="http://boem.gov/BOEM-Science-Note-September-2015/">http://boem.gov/BOEM-Science-Note-September-2015/</a>	0
43	sept 29, no 26-28	GIP		Don't forget to visit the @BOEM_DOI booth as the @AWEA #offshorewind power conf. today in Baltimore.	N,N	2,4		0
44	sept 29, no 26-28	GIP		BOEM needs your feedback! #renewableenergy <a href="http://boem.gov/note09292015/">http://boem.gov/note09292015/</a>	Y,N	2,0	<a href="http://boem.gov/note09292015/">http://boem.gov/note09292015/</a>	0

Table 1 (cont'd)





ID	Post Date	Classification	Screenshot	Text	Picture, Video Y/N	# of Retweets, Likes	Outbound Links	Original or Retweet
45	Oct 14	ER		More information on our Marine Minerals Program @ <a href="http://boem.gov/Marine-Minerals-Program/">http://boem.gov/Marine-Minerals-Program/</a> ... #asbpa2015	N,N	0,1	<a href="http://boem.gov/Marine-Minerals-Program/">http://boem.gov/Marine-Minerals-Program/</a> ...	O
46	Oct 14	DN		ASBPA President and VP with @Director_Hopper with @boem_energy at #asbpa2015	Y,N	4,2		R
47	Oct 14	EN		Joan Barminski Named New BOEM Pacific Regional Director <a href="http://boem.gov/press10142015/">http://boem.gov/press10142015/</a>	Y,N	1,1	<a href="http://boem.gov/press10142015/">boem.gov/press10142015/</a>	O
48	Oct 29	DN		So excited Abby Hopper of @BOEM_DOI could join us this AM to talk #offshorewind opportunities for NY. Big things blowing our way! #windworks	N,N	3,3		R

Table 1 (cont'd)

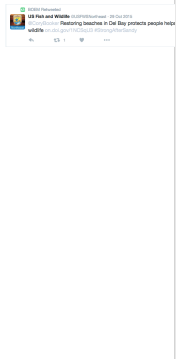
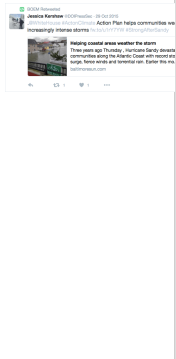
ID	Post Date	Classification	Screenshot	Text	Picture, Video Y/N	# of Retweets, Likes	Outbound Links	Original or Retweet
49	Oct 29	ER GIP		@CoryBooker Restoring beaches in Del Bay protects people helps wildlife http:// on.doi.gov/ 1NCSqU3 #StrongAfterSa ndy	N,N	1,0	on.doi.g ov/ 1NCSqU 3	R
50	Oct 29	GIP		.@WhiteHouse #ActonClimate Action Plan helps communities weather increasingly intense storms http://fw.to/ u1rY7YW #StrongAfterSa ndy	N,N	1,1	fw.to/ u1rY7Y W	R

Table 1 (cont'd)


ID	Post Date	Classification	Screenshot	Text	Picture, Video Y/N	# of Retweets, Likes	Outbound Links	Original or Retweet
51	Oct 29	GIP		Check out DOI response by bureaus to Hurricane Sandy -http://arcg.is/1kdqw72 #StrongAfterSandy	Y,N	14,10	<a href="http://arcg.is/1kdqw72">arcg.is/1kdqw72</a>	R

Table 1 (cont'd)


ID	Post Date	Classification	Screenshot	Text	Picture, Video Y/N	# of Retweets, Likes	Outbound Links	Original or Retweet
52	Oct 29	DN		#StrongAfterSandy Find out about Director Hopper recent visit to NJ and BOEM coastal restoration <a href="http://boem.gov/Director-Hopper-visits-NJ/">http://boem.gov/Director-Hopper-visits-NJ/ ...</a>	N,N	0,0	<a href="http://boem.gov/Director-Hopper-visits-NJ/">http://boem.gov/Director-Hopper-visits-NJ/ ...</a>	0

Table 1 (cont'd)


ID	Post Date	Classification	Screenshot	Text	Picture, Video Y/N	# of Retweets, Likes	Outbound Links	Original or Retweet
53	Nov 17 no 13-16	GIP DN		Have you registered yet for Thursday's @CEAorg Atlantic Energy Forum in Atlanta? @Director_Hopper will be speaking. <a href="http://consumerenergyalliance.org/cea-to-host-atlantic-energy-forum-series/">http://consumerenergyalliance.org/cea-to-host-atlantic-energy-forum-series/</a> ...	N,N	2,0	<a href="http://consumerenergyalliance.org/cea-to-host-atlantic-energy-forum-series/">consumerenergyalliance.org/cea-to-host-atlantic-energy-forum-series/</a> ...	0

Table 1 (cont'd)


ID	Post Date	Classification	Screenshot	Text	Picture, Video Y/N	# of Retweets, Likes	Outbound Links	Original or Retweet
54	Nov 17 no 13-16	ER GIP		Dep. Dir. Cruickshank spoke this AM @FollowSteven's Maritime Risk Symposium about #MarineSpatialPlanning. More info @ <a href="http://boem.gov/Renewable-Energy-Program-Mapping-and-Data/">http://boem.gov/Renewable-Energy-Program-Mapping-and-Data/</a> ...	N,N	0,1	<a href="http://boem.gov/Renewable-Energy-Program-Mapping-and-Data/">http://boem.gov/Renewable-Energy-Program-Mapping-and-Data/</a> ...	0



Table 1 (cont'd)


ID	Post Date	Classification	Screenshot	Text	Picture, Video Y/N	# of Retweets, Likes	Outbound Links	Original or Retweet
55	Dec 4, no 2-3	GIP		<p>#Offshorewind public meetings scheduled for @SCGOV #SouthCarolina <a href="http://boem.gov/note12042015/">http://boem.gov/note12042015/</a></p>	Y,N	3,1	<a href="http://boem.gov/note12042015/">boem.gov/note12042015/</a>	0

Table 1 (cont'd)


ID	Post Date	Classification	Screenshot	Text	Picture, Video Y/N	# of Retweets, Likes	Outbound Links	Original or Retweet
56	Dec 4, no 2-3	ANS		Tune in to "Awesome Planet" on Sat., Dec. 5, 9:00 a.m. EST on Fox TV for a segment on one of BOEM's bird studies.	Y,N	0,1		0

Table 1: Twitter Spreadsheet (cont'd)

Table 2: Facebook Spreadsheet


ID	Post Date	Classification	Screenshot	Text	Picture, Video Y/N	# of Retweets, Likes	Outbound Links	Original or Retweet
57	Dec 21, no 19-20	ER		<p>New study available - Pacific Regional Ocean Uses Atlas (PROUA) #oceanspace  <a href="http://boem.gov/note12182015/">http://boem.gov/note12182015/</a></p>	Y,N	2,1	<a href="http://boem.gov/note12182015/">boem.gov/note12182015/</a>	0

Table 2 (cont'd)

## APPENDIX B

ID	Post Date	Post Classification	Post Screenshot	Post Text	Picture, Video Y/N	# of Likes, Shares	# of Comments	Outbound Links
1	Jan 8, 2015 Thurs	ER		BOEM Archaeologist take an active role at this year's Society of Historical Archaeology Annual Meeting in Seattle, Washington. Gulf of Mexico marine archaeologist Melanie Damour and C&C Technologies marine archaeologist Dan Warren were on hand to share information with University of Rhode Island grad student Jessica Glickman about a BOEM deepwater shipwreck study. More information on BOEM's Environmental Studies Program is available at: <a href="http://www.boem.gov/Studies/">www.boem.gov/Studies/</a>	Y,N	13, 1	0	<a href="http://www.boem.gov/Studies/">www.boem.gov/Studies/</a>
2	Jan 24, 2015 Sat (No Fri post, moved to Sat)	ANS		From the Department of the Interior, our parent organization -- the astounding beauty of part of the Gulf of Mexico. Enjoy.	Y,N	18,0	0	

Table 2 (cont'd)



ID	Post Date	Post Classification	Post Screenshot	Post Text	Picture, Video Y/N	# of Likes, Shares	# of Comments	Outbound Links
3	Feb 9, 2015 Mon (No Sun Post)	DN		BOEM Director Abby Hopper chatted with participants at the first scoping meeting on the PEIS for the 2017-2022 Oil & Gas program today in DC. BOEM scientists and other staff will be at the Embassy Suites Washington DC - Convention Center, 900 10th Street, NW, Washington, DC 20001 until 7:00 PM tonight to take your comments and questions. The bureau will be hosting 20 public “scoping” meetings in the proposed action regions along the coast of Alaska, the Gulf of Mexico, and the Atlantic. Public input is a critical part of process and we encourage citizens and groups to provide comments to help guide our decisions. Comments received during public scoping will help frame and inform the content of the EIS. <a href="http://boemoceaninfo.com/">http://boemoceaninfo.com/</a>	Y,N	11	0	<a href="http://boemoceaninfo.com/">http://boemoceaninfo.com/</a>
4	Feb 24, 2015 Tues	DN/GIP		This article from WBSM AM 1420 mentions some of the highlights from Director Hopper's visit to Massachusetts yesterday...	Y,N	5,0	0	<a href="http://wbsm.com/m/massachusetts-offshore-wind-project-continues-with-new-bedford/?trackback=fbshare_top">http://wbsm.com/m/massachusetts-offshore-wind-project-continues-with-new-bedford/?trackback=fbshare_top</a>

Table 2 (cont'd)


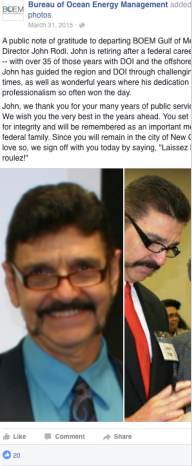
ID	Post Date	Post Classification	Post Screenshot	Post Text	Picture, Video Y/N	# of Likes, Shares	# of Comments	Outbound Links
5	Mar 11, 2015 Wed	ER		ANCHORAGE, Alaska -- Warren Horowitz, an oceanographer with BOEM's Alaska Region, discusses sea ice characteristics with Liz O'Connell, a video producer with Frontier Scientists. Frontier Scientists (www.frontierscientists.com) allows field researchers studying Alaska to connect with members of the public interested in their latest findings. Its staff are producing a series of short videos on Alaska-related science topics, and invited Horowitz to share his expertise. BOEM photo by John Callahan.	Y,N	25,0	6	www.frontierscientists.com
6	Mar 31, 2015 Tues	Does not fit with 4 classifications • Employee News (EN)		A public note of gratitude to departing BOEM Gulf of Mexico Regional Director John Rodi. John is retiring after a federal career of over 44 years -- with over 35 of those years with DOI and the offshore energy program. John has guided the region and DOI through challenging and difficult times, as well as wonderful years where his dedication and professionalism so often won the day. John, we thank you for your many years of public service. We wish you the very best in the years ahead. You set for integrity and will be remembered as an important member of our federal family. Since you will remain in the city of New Orleans that you love so, we sign off with you today by saying, "Laissez les bon temps roulez!"	Y,N	20,0	4	n/a

Table 2 (cont'd)

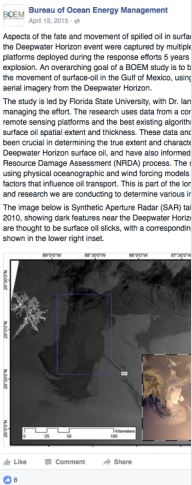
ID	Post Date	Post Classification	Post Screenshot	Post Text	Picture, Video Y/N	# of Likes, Shares	# of Comments	Outbound Links
7	Apr 15, 2015 Wed	GIPER	 <p>BOEM Bureau of Ocean Energy Management April 15, 2015 · 6h</p> <p>Aspects of the fate and movement of spilled oil in surface waters during the Deepwater Horizon event were captured by multiple remote sensing platforms deployed during the response efforts 5 years after the explosion. An overarching goal of a BOEM study is to better understand the movement of surface-oil in the Gulf of Mexico, using satellite and aerial imagery from the Deepwater Horizon.</p> <p>The study is led by Florida State University, with Dr. Ian MacDonald managing the effort. The research uses data from a combination of remote sensing platforms and the best existing algorithms for determining surface oil spatial extent and thickness. These data and algorithms have been crucial in determining the true extent and characterization of Deepwater Horizon surface oil, and have also informed the Natural Resource Damage Assessment (NRDA) process. The study team is also using physical oceanographic and wind forcing models to identify the factors that influence oil transport. This is part of the long-term monitoring and research we are conducting to determine various impacts of the spill.</p> <p>The image below is Synthetic Aperture Radar (SAR) taken on May 24, 2010, showing dark features near the Deepwater Horizon oil platform that are thought to be surface oil slicks, with a corresponding MERIS image shown in the lower right inset.</p>	Aspects of the fate and movement of spilled oil in surface waters during the Deepwater Horizon event were captured by multiple remote sensing platforms deployed during the response efforts 5 years after the explosion. An overarching goal of a BOEM study is to better understand the movement of surface-oil in the Gulf of Mexico, using satellite and aerial imagery from the Deepwater Horizon. The study is led by Florida State University, with Dr. Ian MacDonald managing the effort. The research uses data from a combination of remote sensing platforms and the best existing algorithms for determining surface oil spatial extent and thickness. These data and algorithms have been crucial in determining the true extent and characterization of Deepwater Horizon surface oil, and have also informed the Natural Resource Damage Assessment (NRDA) process. The study team is also using physical oceanographic and wind forcing models to identify the factors that influence oil transport. This is part of the long-term monitoring and research we are conducting to determine various impacts of the spill. The image below is Synthetic Aperture Radar (SAR) taken on May 24, 2010, showing dark features near the Deepwater Horizon oil platform that are thought to be surface oil slicks, with a corresponding MERIS image shown in the lower right inset.	Y,N	8,0	0	n/a

Table 2 (cont'd)



ID	Post Date	Post Classification	Post Screenshot	Post Text	Picture, Video Y/N	# of Likes, Shares	# of Comments	Outbound Links
8	Apr 15, 2015 Wed	DN GIP		Happening now: Director Hopper will be on the second panel this morning for the House Natural Resources Subcommittee on Energy and Mineral Resources hearing on "Examining the Future Impacts of President Obama's Offshore Energy Program."	Y,N	5,1	1	<a href="http://naturalresources.house.gov/calendar/eventsingle.aspx?EventID=398251">http://naturalresources.house.gov/calendar/eventsingle.aspx?EventID=398251</a>
9	Apr 15, 2015 Wed	DN		Director Hopper just finished her testimony on Capitol Hill and is now responding to questions. To tune in now: <a href="http://naturalresources.house.gov/calendar/eventsingle.aspx">http://naturalresources.house.gov/calendar/eventsingle.aspx</a>	Y,N	6,0	0	<a href="http://naturalresources.house.gov/calendar/eventsingle.aspx?EventID=398251">http://naturalresources.house.gov/calendar/eventsingle.aspx?EventID=398251</a>



Table 2 (cont'd)

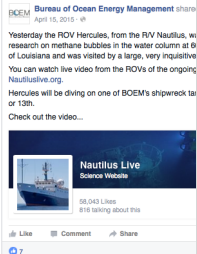
ID	Post Date	Post Classification	Post Screenshot	Post Text	Picture, Video Y/N	# of Likes, Shares	# of Comments	Outbound Links
10	Apr 15, 2015 Wed	ERANS		<p>Yesterday the ROV Hercules, from the R/V Nautilus, was conducting research on methane bubbles in the water column at 600m off the coast of Louisiana and was visited by a large, very inquisitive sperm whale!</p> <p>You can watch live video from the ROVs of the ongoing cruise at <a href="http://www.nautiluslive.org">Nautiluslive.org</a>. Hercules will be diving on one of BOEM's shipwreck targets on May 12th or 13th. Check out the video...</p>	Y, Yes	7,0	5	<a href="http://www.nautiluslive.org">http://www.nautiluslive.org</a>

Table 2 (cont'd)


ID	Post Date	Post Classification	Post Screenshot	Post Text	Picture, Video Y/N	# of Likes, Shares	# of Comments	Outbound Links
11	Apr 30, 2015 Thurs	GIP		Coverage of this week's Massachusetts State Task Force meeting on offshore wind energy. <a href="http://www.southcoasttoday.com/.../1.../101199/ENTERTAINMENTLIFE">http://www.southcoasttoday.com/.../1.../101199/ENTERTAINMENTLIFE</a>	Y,N	3,0	5 - BOE M R	<a href="http://www.southcoasttoday.com/article/20150429/NEWS/150429288/101199/ENTERTAINMENTLIFE">http://www.southcoasttoday.com/article/20150429/NEWS/150429288/101199/ENTERTAINMENTLIFE</a>

Table 2 (cont'd)

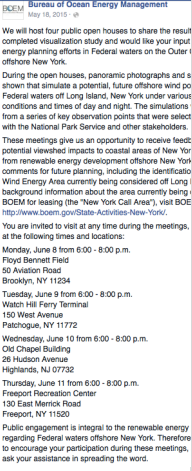
ID	Post Date	Post Classification	Post Screenshot	Post Text	Picture, Video Y/N	# of Likes, Shares	# of Comments	Outbound Links
12	May 18, 2015 Mon (no Fri-Sun)	GIP	 <p><b>BOEM Bureau of Ocean Energy Management</b> May 18, 2015 - 4p</p> <p>We will host four public open houses to share the result of a recently completed visualization study and would like your input on our renewable energy planning efforts in Federal waters on the Outer Continental Shelf offshore New York.</p> <p>During the open houses, panoramic photographs and short videos will be shown that simulate a potential, future offshore wind power project in Federal waters off Long Island, New York under various weather conditions and times of day and night. The simulations were generated from a series of key observation points that were selected in cooperation with the National Park Service and other stakeholders. These meetings give us an opportunity to receive feedback regarding potential viewshed impacts to coastal areas of New York and New Jersey from renewable energy development offshore New York. We'll use public comments for future planning, including the identification of a New York Wind Energy Area currently being considered off Long Island. For background information about the area currently being considered by BOEM for leasing (the "New York Call Area"), visit BOEM's webpage at <a href="http://www.boem.gov/State-Activities-New-York/">http://www.boem.gov/State-Activities-New-York/</a>.</p> <p>You are invited to visit at any time during the meetings, which will be held at the following times and locations:</p> <p><b>Monday, June 8 from 6:00 - 8:00 p.m.</b> Floyd Bennett Field 50 Aviation Road Brooklyn, NY 11234</p> <p><b>Tuesday, June 9 from 6:00 - 8:00 p.m.</b> Watch Hill Ferry Terminal 150 West Avenue Patchogue, NY 11772</p> <p><b>Wednesday, June 10 from 6:00 - 8:00 p.m.</b> Old Chapel Building 26 Hudson Avenue Highlands, NJ 07732</p> <p><b>Thursday, June 11 from 6:00 - 8:00 p.m.</b> Freeport Recreation Center 130 East Merrick Road Freeport, NY 11520</p> <p>Public engagement is integral to the renewable energy planning efforts regarding Federal waters offshore New York. Therefore, BOEM would like to encourage your participation during these meetings, and would like to ask your assistance in spreading the word.</p>	<p>We will host four public open houses to share the results of a recently completed visualization study and would like your input on our renewable energy planning efforts in Federal waters on the Outer Continental Shelf offshore New York.</p> <p>During the open houses, panoramic photographs and short videos will be shown that simulate a potential, future offshore wind power project in Federal waters off Long Island, New York under various weather conditions and times of day and night. The simulations were generated from a series of key observation points that were selected in cooperation with the National Park Service and other stakeholders.</p> <p>These meetings give us an opportunity to receive feedback regarding potential viewshed impacts to coastal areas of New York and New Jersey from renewable energy development offshore New York. We'll use public comments for future planning, including the identification of a New York Wind Energy Area currently being considered off Long Island. For background information about the area currently being considered by BOEM for leasing (the "New York Call Area"), visit BOEM's webpage at <a href="http://www.boem.gov/State-Activities-New-York/">http://www.boem.gov/State-Activities-New-York/</a>.</p> <p>You are invited to visit at any time during the meetings, which will be held at the following times and locations:</p> <p><b>Monday, June 8 from 6:00 - 8:00 p.m.</b> Floyd Bennett Field 50 Aviation Road Brooklyn, NY 11234</p> <p><b>Tuesday, June 9 from 6:00 - 8:00 p.m.</b> Watch Hill Ferry Terminal 150 West Avenue Patchogue, NY 11772</p> <p><b>Wednesday, June 10 from 6:00 - 8:00 p.m.</b> Old Chapel Building 26 Hudson Avenue Highlands, NJ 07732</p> <p><b>Thursday, June 11 from 6:00 - 8:00 p.m.</b> Freeport Recreation Center 130 East Merrick Road Freeport, NY 11520</p> <p>Public engagement is integral to the renewable energy planning efforts regarding Federal waters offshore New York. Therefore, BOEM would like to encourage your participation during these meetings, and would like to ask your assistance in spreading the word.</p>	Y,N	13, 2	0	<a href="http://www.boem.gov/State-Activities-New-York/">http://www.boem.gov/State-Activities-New-York/</a>

Table 2 (cont'd)

ID	Post Date	Post Classification	Post Screenshot	Post Text	Picture, Video Y/N	# of Likes, Shares	# of Comments	Outbound Links
13	June 2, 2015 Tues	ANSER		N/A	Y,N	11, 0	0	<a href="https://www.facebook.com/events/1598802130392016/">https://www.facebook.com/events/1598802130392016/</a>
14	June 17, 2015 Wed	GIP		Ocean Power Technologies has received final permit approval for the PB40 PowerBuoy deployment which will assist in providing valuable data about renewable Marine Hydrokinetic energy...	Y,N	15,1	0	<a href="http://renewables.biz/90288/ocean-power-buoyed-by-permit/#.VYF6F44DRWI.facebook">http://renewables.biz/90288/ocean-power-buoyed-by-permit/#.VYF6F44DRWI.facebook</a>
15	July 4, 2015 Sat (No Thurs-Fri)	GIPANS		Happy Independence Day all! Our colleagues with Deepwater Wind have a clever energy independence message we're sharing.	Y,N	16,0	0	<a href="https://www.facebook.com/DeepwaterWind/photos/a.165814619997.119518.156482079997/10153197111289998/?type=3&amp;theater">https://www.facebook.com/DeepwaterWind/photos/a.165814619997.119518.156482079997/10153197111289998/?type=3&amp;theater</a>

Table 2 (cont'd)


ID	Post Date	Post Classification	Post Screenshot	Post Text	Picture, Video Y/N	# of Likes, Shares	# of Comments	Outbound Links
16	July 20, 2015 Monday (No Sun)	EN		BOEM is proud to participate in the August 20th "Boots2Work Military Career Fair & Outdoor Expo." This event will be held at Cheney Stadium for transitioning and retired military personnel and spouses. Non-competitive hiring will be available through this event. Please "share" this with friends or family who have served our Nation and may be able to attend this event in Tacoma, WA.	Y,N	3,0	0	<a href="http://www.workforcecentral.org/people/military-services/boots2work">http://www.workforcecentral.org/people/military-services/boots2work</a>

Table 2 (cont'd)

ID	Post Date	Post Classification	Post Screenshot	Post Text	Picture, Video Y/N	# of Likes, Shares	# of Comments	Outbound Links
17	Aug 5, 2015 Wed (No Tues)	ERANS		This new video provides a glimpse into the innovative field work funded by BOEM and administered by the USFWS Northeast Region Migratory Bird program on several species of shorebird/coastal birds in the mid-Atlantic region relative to effects of offshore wind energy development. Through the partnership, UMass Amherst doctoral student Pamela Loring is studying these endangered coastal birds, fitting mini transmitters onto plovers and terns and tracks their flights with 17 antenna towers along the Northeast coast. View the video here: <a href="http://www.boem.gov/Tracking-Endangered-Birds/">www.boem.gov/Tracking-Endangered-Birds/</a>	N, Yish	5,0	0	<a href="http://www.boem.gov/Tracking-Endangered-Birds/">http://www.boem.gov/Tracking-Endangered-Birds/</a>

Table 2 (cont'd)


ID	Post Date	Post Classification	Post Screenshot	Post Text	Picture, Video Y/N	# of Likes, Shares	# of Comments	Outbound Links
18	Aug 24, 2015 Mon (No Wed - Sun)	GIP EN		<p>Two members of BOEM's Marine Minerals Program will participate in public meetings sponsored by the U.S. Army Corps of Engineers on Aug. 25, 26, and Sept. 2 in Miami-Dade County, Martin County, and St. Lucie County, Florida, respectively.</p> <p>The meetings are part of the Corps' Jacksonville District outreach to solicit public comments until Oct. 2, 2015, regarding the Environmental Assessment and Finding of No Significant Impact, for which BOEM is a Cooperating Agency, for the Identification of Alternative Sand Resources for the Remaining Period of Federal Participation for the Dade County Beach Erosion Control and Hurricane Protection Project. Doug Piatkowski and Dr. Paul Knorr of BOEM's Marine Minerals Program will be available to answer questions regarding the bureau's role in authorizing access to sand resources from federal waters for the Dade County Beach Erosion Control and Hurricane Protection Project. Details on the public meetings can be found at: <a href="http://www.saj.usace.army.mil/.../corps-hosts-dade-county-shore-protect...">www.saj.usace.army.mil/.../corps-hosts-dade-county-shore-protect...</a></p> <p>BOEM's Marine Minerals Program <a href="http://www.boem.gov/Marine-Minerals-Program/">www.boem.gov/Marine-Minerals-Program/</a></p> <p>Photo Info: Renourished Miami-Dade County Beach (Photo by USACE)</p>	Y,N	12,1	0	<a href="http://www.saj.usace.army.mil/Media/NewsReleases/tabid/6071/Article/611690/corps-hosts-dade-county-shore-protect-on-public-meeting-s-in-miami-aug-25-hobe-s.aspx">http://www.saj.usace.army.mil/Media/NewsReleases/tabid/6071/Article/611690/corps-hosts-dade-county-shore-protect-on-public-meeting-s-in-miami-aug-25-hobe-s.aspx</a>  <a href="http://www.boem.gov/Marine-Mineral-Program/">http://www.boem.gov/Marine-Mineral-Program/</a>

Table 2 (cont'd)


ID	Post Date	Post Classification	Post Screenshot	Post Text	Picture, Video Y/N	# of Likes, Shares	# of Comments	Outbound Links
19	Sep t 11, 201 5 Fri (No Tues - Thurs)	ER GIP		<p><b>DIVING for SCIENCE</b></p> <p>Scientific Divers from BOEM and the University of California, Santa Barbara are in waters off Puget Sound, Washington this week conducting field experiments to determine if dungeness crabs will cross an electrified subsea cable as part of the agency's study on potential impacts of electromagnetic (EMF) fields on crab harvest. The study will assist in planning for transmission lines associated with future offshore renewable energy projects. For more information on the study, go to <a href="http://boem.gov/pc-14-02/">boem.gov/pc-14-02/</a></p> <p>Photo Info: UCSB scientific diver Scott Clark places a dungeness crab into the introduction chamber to begin the experiment. (Photo credit: Donna Schroeder, BOEM marine ecologist &amp; scientific diver)</p>	Y,N	30,14	5	<a href="http://www.boem.gov/pc-14-02/">http://www.boem.gov/pc-14-02/</a>



Table 2 (cont'd)

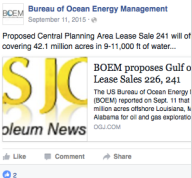
ID	Post Date	Post Classification	Post Screenshot	Post Text	Picture, Video Y/N	# of Likes, Shares	# of Comments	Outbound Links
20	Sep t 11, 201 5 Fri (No Tues - Thurs)	GIP		Proposed Central Planning Area Lease Sale 241 will offer 7,919 blocks covering 42.1 million acres in 9-11,000 ft of water...		2,0	0	<a href="http://www.oj.com/articles/2015/09/boem-proposes-gulf-of-mexico-lease-sales-226-241.html#_guts&amp;gclid=/content/ogj/en/articles/2015/09/boem-proposes-gulf-of-mexico-lease-sales-226-241&amp;gclid=F&amp;gclid=U8XvtEH">http://www.oj.com/articles/2015/09/boem-proposes-gulf-of-mexico-lease-sales-226-241.html#_guts&amp;gclid=/content/ogj/en/articles/2015/09/boem-proposes-gulf-of-mexico-lease-sales-226-241&amp;gclid=F&amp;gclid=U8XvtEH</a>

Table 2 (cont'd)


ID	Post Date	Post Classification	Post Screenshot	Post Text	Picture, Video Y/N	# of Likes, Shares	# of Comments	Outbound Links
21	Sept 28, 2015 Mon (No Sat-Sun)	DN		BOEM Director Abigail Ross Hopper will be the keynote speaker at AWEA's Offshore Wind Power Conference & Exhibition on Tuesday, September 29 in Maryland.	Y,N	7, 0	0	<a href="https://www.facebook.com/AmericanWindEnergyAssociation/photos/a.214226773774.133035.9423488774/1015321331888775/?type=3&amp;theater">https://www.facebook.com/AmericanWindEnergyAssociation/photos/a.214226773774.133035.9423488774/1015321331888775/?type=3&amp;theater</a>

Table 2 (cont'd)


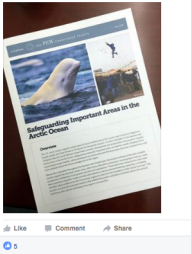
ID	Post Date	Post Classification	Post Screenshot	Post Text	Picture, Video Y/N	# of Likes, Shares	# of Comments	Outbound Links
22	Oct 13, 2015 Tues	GIP ANS		The National Academies has selected 14 distinguished experts to serve on the new standing committee on environmental science and assessment for offshore energy and mineral resources. boem.gov/press10132015/ Photo Info: A sea lion bull rests on a Pacific platform offshore California. (Credit: BOEM's Greg Sanders)		6,2	1	<a href="http://www.boem.gov/press10132015/">http://www.boem.gov/press10132015/</a>
23	Oct 28, 2015 Wed	EN ER		Many thanks to our colleagues from the Pew Charitable Trusts who visited this morning and shared their overview, "Safeguarding Important Areas in the Arctic Ocean."		5,0	0	

Table 2 (cont'd)


ID	Post Date	Post Classification	Post Screenshot	Post Text	Picture, Video Y/N	# of Likes, Shares	# of Comments	Outbound Links
24	Nov 13, 2015 Fri (No Thurs)	GIP		<p><b>COMMENT PERIOD CLOSING NOV. 24</b></p> <p><b>ANCHORAGE, ALASKA -</b> Members of the public are pictured submitting handwritten comments at a scoping meeting here Nov. 9, 2015. The meeting was the last of five held around Alaska to collect public input on an Environmental Impact Statement (EIS) the bureau will be preparing over the next couple of years.</p> <p>The EIS will examine the potential environmental impacts of a proposal by Hilcorp Alaska, LLC, to build and operate a production facility on an artificial gravel island located about five miles off Alaska's coast. Comments may still be submitted via <a href="http://regs.gov">regs.gov</a>, and will be accepted through Nov. 24. For more information, see: <a href="http://www.boem.gov/liberty">www.boem.gov/liberty</a>.</p> <p>BOEM photo by John Callahan.</p>		3,0	0	<a href="http://www.boem.gov/liberty/">http://www.boem.gov/liberty/</a>

Table 2 (cont'd)

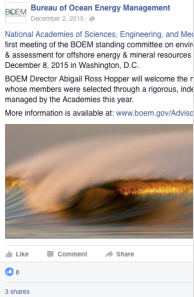
ID	Post Date	Post Classification	Post Screenshot	Post Text	Picture, Video Y/N	# of Likes, Shares	# of Comments	Outbound Links
25	Dec 2, 2015 Wed (No Sat-Tues)	GIP DN		<p>National Academies of Sciences, Engineering, and Medicine will hold the first meeting of the BOEM standing committee on environmental science &amp; assessment for offshore energy &amp; mineral resources on Tuesday, December 8, 2015 in Washington, D.C.</p> <p>BOEM Director Abigail Ross Hopper will welcome the new committee, whose members were selected through a rigorous, independent process managed by the Academies this year.</p> <p>More information is available at: <a href="http://www.boem.gov/Advisory12012015/">www.boem.gov/Advisory12012015/</a></p>		8,3	0	<a href="http://www.boem.gov/Advisory12012015/">http://www.boem.gov/Advisory12012015/</a>  <a href="https://www.facebook.com/NationalAcademiesofSciencesEngineeringandMedicine/">https://www.facebook.com/NationalAcademiesofSciencesEngineeringandMedicine/</a>

Table 2 (cont'd)

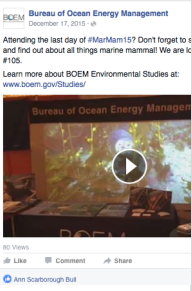

ID	Post Date	Post Classification	Post Screenshot	Post Text	Picture, Video Y/N	# of Likes, Shares	# of Comments	Outbound Links
26	Dec 17, 2015 Thurs	ANSER		Attending the last day of #MarMam15? Don't forget to stop by our booth and find out about all things marine mammal! We are located in Booth #105. Learn more about BOEM Environmental Studies at: <a href="http://www.boem.gov/Studies/">www.boem.gov/Studies/</a>	N,Y	1,0	0	<a href="https://www.facebook.com/hashtag/marmam15?source=feed_text&amp;story_id=995466167161076">https://www.facebook.com/hashtag/marmam15?source=feed_text&amp;story_id=995466167161076</a>  <a href="http://www.boem.gov/Studies/">http://www.boem.gov/Studies/</a>

Table 2 (cont'd)

ID	Post Date	Post Classification	Post Screenshot	Post Text	Picture, Video Y/N	# of Likes, Shares	# of Comments	Outbound Links
27	Dec 29, 2015 Tues	GIP		Please join us at our Offshore Wind Energy Public Scoping Meetings in South Carolina to learn more about our first steps in developing wind energy offshore South Carolina. The meetings will discuss the offshore renewable energy planning and the leasing process, and will aim to gather feedback from the public on site conditions, resources and other uses in and near these areas. For more information about the Call Areas and the meetings, please visit: <a href="http://www.boem.gov/South-Carolina">www.boem.gov/South-Carolina</a>	Y,N	5,2	0	<a href="http://www.boem.gov/South-Carolina/">http://www.boem.gov/South-Carolina/</a>

## APPENDIX C

Table 3: Top 5 Facebook Comments

Date/ID	Text	Screenshot	# of likes, shares, comments	Comment Texts with hyperlinks	Comment Classification	Reply by Anyone
April 21, 2015  ID 1	<p>Director Hopper delivered the opening keynote speech at the 2015 North Carolina State Energy Conference this morning. The conference theme this year is "Think and Do: Mapping a Sustainable Future for Energy in North Carolina". The full agenda of the conference is available here: <a href="http://www.ncsu.edu/mckimmon/cpe/opd/sec/pdf/programBook.pdf">www.ncsu.edu/mckimmon/cpe/opd/sec/pdf/programBook.pdf</a> For more information about the BOEM Offshore Renewable Energy Program in North Carolina go to: <a href="http://www.boem.gov/State-Activities-North-Carolina/">www.boem.gov/State-Activities-North-Carolina/</a></p>	DN/GIP	14 likes, 11 shares, 16 comments	<p>Bev Veals / react-text react-text: 140 /react-text Abby Hopper, director of the Bureau of Ocean Energy Management, you are NOT reading the comments sent to the BOEM during the comments phase of offshore drilling in the Atlantic! We DO NOT want it. McCrory DOES NOT speak for our towns. In fact, most of our ocean communities in NC have signed resolutions AGAINST offshore drilling. READ YOUR INFO! WE DO NOT WANT SEISMIC TESTING NOR OFFSHORE DRILLING!</p> <p>Like · Reply · 5 · April 21, 2015 at 5:01pm</p>	Neg	N



Table 3 (cont'd)

Date/ID	Text	Screenshot	# of likes, shares, comments	Comment Texts with hyperlinks	Comment Classification	Reply by Anyone
				<a href="#">Carol Flinn / react-text</a> react-text: 176 / react-text Yes What Bev Veals said. Quit manipulating the comments! Like · Reply · 2 · April 21, 2015 at 6:34pm	Neg	N

Table 3 (cont'd)

Date/ID	Text	Screenshot	# of likes, shares, comments	Comment Texts with hyperlinks	Comment Classification	Reply by Anyone
				<p>Ethan Crouch / react-text react-text: 214 / react-text Director Hopper listen to the citizens and the 51 municipalities across the east coast the oppose off shore drilling ! #nottheanswer #dontdrillnc #nottheanswernc</p> <p>Like · Reply · 2 · April 21, 2015 at 8:11pm</p>	Neg	N

Table 3 (cont'd)

Date/ID	Text	Screenshot	# of likes, shares, comments	Comment Texts with hyperlinks	Comment Classification	Reply by Anyone
				<p><b>MaryAnn Scandurra</b> /react-text react-text: 261 / react-text Carol...We have over 4,600 people on Say no to fracking in NC I have much broader reach there.</p> <p>Like · Reply · 3 · <u>April 21, 2015 at 9:41pm</u></p>	Neu	Y

Table 3 (cont'd)

Date/ID	Text	Screenshot	# of likes, shares, comments	Comment Texts with hyperlinks	Comment Classification	Reply by Anyone
				<p>Reply to above  <b>Carol Flinn / react-text</b>  react-text:  651 /  react-text  Well I wish you'd have them  jump on this BOEM post and comment</p> <p>Like ·  Reply ·  <a href="#">April 21, 2015 at 10:22pm</a> ·  Edited</p>	Pos	N

Table 3 (cont'd)

Date/ID	Text	Screenshot	# of likes, shares, comments	Comment Texts with hyperlinks	Comment Classification	Reply by Anyone
				<p>Carol Flinn / react-text  react-text: 310 /react-text  Our Governor Pat McCrory doesn't represent us. He represents his campaign donors</p> <p>Duke gave over \$3 million to the Republican Governors Association last year, up from \$275,000 the previous year. So that's how one buys a favorable governmental response when one is responsible for contaminating the people's soil and water with toxic coal ash. Too bad we all can't buy our way out of our crimes.</p> <p>Democracy North Carolina  1821 Green St., Durham, NC 27705 • 919-489-1931 or 286-6000 • democracy-nc.org</p>	Neg	N

Table 3 (cont'd)

Date/ID	Text	Screenshot	# of likes, shares, comments	Comment Texts with hyperlinks	Comment Classification	Reply by Anyone
				<p><b>Carol Flinn / react-text</b>  react-text:  481 /  react-text  Allison Lockshier  Thank You.</p> <p>Like ·  Reply · 1 ·  April 21,  2015 at  9:45pm</p>	Pos	N

Table 3 (cont'd)

Date/ID	Text	Screenshot	# of likes, shares, comments	Comment Texts with hyperlinks	Comment Classification	Reply by Anyone
				<p>Heather Snow / react-text react-text: 519 / react-text Please don't misrepresent what the people want....no drilling our coast...PE RIOD</p> <p>Like · Reply · 4 · <u>April 22, 2015 at 6:48am</u></p>	Pos	N

Table 3 (cont'd)

Date/ID	Text	Screenshot	# of likes, shares, comments	Comment Texts with hyperlinks	Comment Classification	Reply by Anyone
				<p>Sharon Crawford /react-text  react-text: 556 /  react-text No,  we don't want  this. Governor  McCrory is  speaking for his  fossil fuel  cronies...not the  people. We know  better, deep  water drilling is  unsafe. Their  safety  assurances mean  nothing. They  put profits over  safety every  time. Big money  says yes, the  people say NO,  and we are no  longer going to  let corporations  make our planet  an uninhabitable  one. Fracking &amp;  deep water  drilling anywhere  are far too  dangerous...they  could have went  to renewables  years ago but  the profit margin  is not there for  fossil fuel  companies so  they continue on  in the wrong  direction...with  ever more  damaging ways  to destroy the  planet...all to  make a bigger  buck, NO MORE!</p> <p>Like · Reply · 2 ·  April 22, 2015 at  3:42pm ·</p>	Neg	Y



Table 3 (cont'd)

Date/ID	Text	Screenshot	# of likes, shares, comments	Comment Texts with hyperlinks	Comment Classification	Reply by Anyone
				<p>Reply to above post  <a href="#">Christy Cortese</a> /  react-text react-text: 731 /react-text I'm an Emergency Management major (75% completed with 2nd degree) and attended the local Public meeting and spoke against the exploration of coastal land for exploration of future oil drilling. It was given during the day while most people were at work, coming out of our pockets while they got to stay at the luxury resort and visit Orange Beach next on the taxpayer's dime. I'm sure we paid for all 10 employees meals, gas, peridium, etc. What a nice vacation for them. Those who spoke that were on the news were censored out while only the main speaker with BOEM was aired. Interesting huh? I shared how our current "Natural Disaster" course taught us that fracking, underwater disposal of nurcleur and water waste and any drilling precipitates earthquakes which in turn precipitates Tsunamis. There's proof of this in the recent 5 earthquakes in Okalhoma. All were near the fracking stations. Recent studies (including government studies proves this to be true as well).</p> <p>Like · Reply · 1 · April 28, 2015 at</p>	Neg	N

Table 3 (cont'd)

Date/ID	Text	Screenshot	# of likes, shares, comments	Comment Texts with hyperlinks	Comment Classification	Reply by Anyone
				<p><b>Nick Davis</b> /react-text  react-text: 56 /  react-text  Governor McCrory is not speaking for the citizens of NC. Don't misunderstand this! McCrory does NOT speak for NC citizens on offshore oil and gas drilling.</p> <p>Like ·  Reply · 2 ·  April 22, 2015 at 2:12pm</p>	Neg	N

Table 3 (cont'd)

Date/ID	Text	Screenshot	# of likes, shares, comments	Comment Texts with hyperlinks	Comment Classification	Reply by Anyone
				<p><b>Sharon P. House / react-text</b>  react-text: 93 /  react-text  No drilling!!!!</p> <p>Like ·  Reply ·  April 22,  2015 at  3:03pm</p>	Neu	N
				<p><b>Anne Mathis / react-text</b>  react-text:  126 /  react-text  NO! NO!  NO  Offshore  Drilling!!!!  ! NEVER,  EVER!!!!!!  !!!! Are  you  people  insane?????  !!!!!!!!!!!!</p> <p>Like ·  Reply ·  April 22,  2015 at  3:17pm</p>	Neg	N

Table 3 (cont'd)

Date/ID	Text	Screenshot	# of likes, shares, comments	Comment Texts with hyperlinks	Comment Classification	Reply by Anyone
				<p>Andrea Watson / react-text  react-text:  159 / react-text  A 'real' sustainabl  e future,  for energy  in NC  should not  involve oil  and gas  drilling.</p> <p>Like ·  Reply ·  April 22,  2015 at  8:40pm</p>	Neu	N

Table 3 (cont'd)

Date/ID	Text	Screenshot	# of likes, shares, comments	Comment Texts with hyperlinks	Comment Classification	Reply by Anyone
				<p>Susan Shankle / react-text  react-text:  192 / react-text  The only people who think this is a great idea are the ones paid to like it. The rest of us hate the thought of ruining our beautiful beaches. Don't lie.</p> <p>Like · Reply · April 23, 2015 at 4:33pm</p>	Neg	N

Table 3 (cont'd)

Date/ID	Text	Screenshot	# of likes, shares, comments	Comment Texts with hyperlinks	Comment Classification	Reply by Anyone
				<p>Christy Cortese / react-text  react-text: 225 /react-text  That's nice, but could you respond to my email that I took the time to draft and send over a month ago? I spoke with Karen but she said you would call me. I believe that email warrants at least a reply or call. I'm the fulltime Emergency Management Student that went to one of the Public meetings on the Gulf coast in Florida regarding the 5 year land lease of over 500,,,000 coastal off shore exploration to drill more oil. The one held while everyone was at work during the day.</p> <p>Like · Reply · April 28, 2015 at 1:58am · Edited</p>	Neg	N

Table 3 (cont'd)

May 4, 2015  ID 2	"We try to make our decisions based on science and the evidence we gain. In the Gulf of Mexico there is a clear understanding of the industry, we can't just apply that to the Mid-Atlantic. BOEM is working to engage those states to layout a process." -- Abigail Ross Hopper, BOEM Director, today at the Offshore Technology Conference in response to questions concerning seismic issues.	GIP	8 likes, 0 shares, 9 comments	NC League of Conservation Voters / react-text: 138 /react-text We're disappointed that Governor Pat McCrory is not only ignoring the voices of North Carolinians who have raised serious concerns about how offshore drilling could harm our coastal communities and industries but then having the audacity to advocate for bringing drilling even closer to our beaches, putting jobs, marine creatures, and public health at even great risk.  Like · Reply · 8 · May 5, 2015 at 9:19am	Neg	

Table 3 (cont'd)

				<p><b>John R. Spruill / react-text</b>  react-text: 175 /react-text  Your photo includes my North Carolina Gov McCrory. Please be assured that his drill-anywhere agenda does not represent me .  Further, it is obvious that his Department of the Environment and Natural Resources is not a advocate for proper care of our coastal resources in this offshore drilling consideration.</p> <p>Like · Reply · 5 · <u>May 5, 2015 at 9:34am</u></p>	Neg	



Table 3 (cont'd)

				<p><b>Ethan Crouch /</b>  <b>react-text</b>  react-text:  212 /react-  text As a  citizen of NC  I am appauld  by the  actions of  our current  GOV. He has  become a  huge  advocate on  behalf of the  Oil &amp; Gas  industry and  not listening  or caring  about the  citizens who  will be  impacted by  this  dangerous  practice.  #nottheansw  ernc  #stopthedrill  #dontdrillnc  Like ·  Reply · 5 ·  May 5,  2015 at  10:25am</p>	Neg	

Table 3 (cont'd)

				Reply from above <a href="#">Spruill</a> <a href="#">Farm</a> <a href="#">Conservat</a> <a href="#">ion</a> <a href="#">Project /</a> <a href="#">react-text</a> react- text: 261 / react-text Well said!	Pos	
				Like · Reply · <a href="#">May 5,</a> <a href="#">2015 at</a> <a href="#">3:12pm</a>		

Table 3 (cont'd)

				<p>Cypress Group of the NC Sierra Club /react-text react-text: 310 / react-text Governor McCrory is misleading the public that he supports renewable energy. In his recent weekly newsletter he boasts that he signed a bill to support new renewable energy projects. Read here...</p> <p>"Governor McCrory Signs Bill to Support New Renewable Energy Projects Governor Pat McCrory took action on Senate Bill 372 Thursday, which extends the tax credit for renewable energy projects in the state.</p> <p>"I am pleased to sign Senate Bill 372 to bring new renewable energy projects online in North Carolina," said Governor McCrory.</p> <p>"Renewable energy is an important part of an all-of-the-above energy policy that produces clean power, creates jobs and generates revenue in communities that need it most." The truth is the tax credit for renewable energy projects is expiring this year, and the current administration is not renewing it. All he's agreed to do with this bill is honor the credit for projects that are 50-80% complete when the credit expires. The tax credit will not be extended to any other and certainly no NEW projects.</p> <p>Like · Reply · 1 · May 5, 2015 at 6:00pm · Edited</p>	Neg	

Table 3 (cont'd)

				<p>Chris Elkins / react-text react- text: 354 /react- text I am undecided about offshore drilling. This is because of three reasons. BOEM, in its presentation to the South Atlantic Fisheries Management Councils Habitat and Ecosystem Advisory Panel, of which I am a member, were unable to articulate the impacts of Seismic testing. In fact, they said they would NOT put a diver under one of these ships on the bottom and test. The second reason I currently oppose Seismic testing is the South Atlantic Fishery Management Council descriptions of potential environmental effects of conducting seismic surveys in the South Atlantic Region have not been addressed. Lastly, the South Atlantic bottom mapping is currently incomplete. Until that is done, we do not know what is down there and what could be harmed. I am trying to keep an open mind here and just want to make sure we protect our Marine Resources.</p> <p>Like · Reply · 2 · May 6, 2015 at 7:02am · Edited</p>	Neu	

Table 3 (cont'd)

				<p>Paige Woodruff / react-text react-text: 396 / react-text When Pat McCrory was in Wilmington for the Coastal Energy Summit last October, it was not actually planned that I would stand up and disrupt him when he spoke, but he was saying that he wanted the same benefits in N.C. that states on the Gulf Shore got from drilling in the Gulf of Mexico. IDK if he was trying to weed potential opposition out of the room by saying this, but it was so absurd that I had to stand up at that point and say that people who live down there are still struggling and did not see a penny of those profits. We don't hear the story very much of their continued struggle as they recover from the spill in 2010. After they kicked me out of the room, some acquaintances that were still in the room later told me that he started telling the audience that I was probably going to go get in my car with the air conditioning and continue living my comfortable life. He used this as a reason to say that we need offshore drilling without even knowing me. I don't own a car. I gave it up about 6 years ago and I bike. I am also very conscious about my purchasing power and where I spend my money/what I consume. So Pat McCrory, stop making people think that forgoing offshore drilling is impossible. Anything is possible.</p> <p>Like · Reply · 5 · May 6, 2015 at 7:18am</p>	Neg	

Table 3 (cont'd)

				<p>Wendy Merrill / react-text react- text: 44 / react-text Fossil Fuels ARE a Planetary Liability, NOT an Asset.</p> <p>Like · Reply · 4 · May 6, 2015 at 7:49am</p>	Neg	

Table 3 (cont'd)

				<p><b>Kayne Darrell</b>  /react-text  react-text: 81  /react-text As  a resident of  coastal North  Carolina, I  can assure  you that Gov.  McCrory is not  representing  me in this  photo, nor is  he  representing  thousands of  his other  constituents  who  understand  the many  negative  impacts of  seismic  testing and  off shore  drilling. He  has not only  continually  ignored the  many serious  and valid  concerns  raised by  those who live  here, but, by  advocating for  drilling even  CLOSER than  recommended  , has shown -  once again-  his allegiance  to the gas and  oil industry  and not to the  people of  North  Carolina.</p> <p>Like · Reply ·  4 · May 6,  2015 at  8:16am</p>	Neu/Neg	

Table 3 (cont'd)

<p><u>May 14, 2015</u></p> <p>ID 3</p>	<p>Ready for renewables Director Hopper is in northern California today to meet with state officials to discuss offshore energy resources in California and the potential for meeting Gov. Brown's aggressive goals for limiting the impacts of climate change. Gov. Brown has launched an effort for the state to reduce greenhouse gas emissions 40% below 1990 levels by 2030. California gets nearly a quarter of its electricity from renewable sources; the governor wants to reach 50%. As she heads to meetings, Director Hopper (at right below) is pictured with Joan Barminski, regional supervisor of BOEM's Pacific Region Office of Strategic Resources, in Sacramento, CA. To learn more about all offshore renewable energy development activity in the U.S.: <a href="http://www.boem.gov/Renewable-Energy-State-Activities/">http://www.boem.gov/Renewable-Energy-State-Activities/</a></p>	GIP/DN	21 likes, 1 share, 10 comments	<p><b>Mark Gutman / react-text</b> react-text: 189 / react-text "Ready for renewable s" is quite the contradict ion with allowing Chukchi Sea explorator y drilling. Remember your 75% determina tion of large oil spills should production be developed ? Sounds like ecocide in the making.</p> <p>Like · Reply · <u>May 25, 2015 at 3:18am</u></p>	Neg	Y*



Table 3 (cont'd)

				<p><b>Bureau of Ocean Energy Management /react-text</b>  react-text:  223 /react-text  Mark,  Thank you  for your  interest and  your  passion.  "Ready for  renewables"  is consistent  with the  President's  all-of-the-  above  energy  strategy.  OCS states  are the  primary  drivers of  interest  expressed in  different  forms of  energy and,  by law, we  must work  with states  and other  stakeholders  toward  decisions. All  the best,  BOEM staff</p> <p>Like · Reply  · May 25,  2015 at  12:04pm</p>	Pos	N

Table 3 (cont'd)

				<p><b>Mark Gutman / react-text</b>  react-text: 256 /react-text BOEM staff, thank you for your reply. The outstanding incongruity is the 75% probability of large oil spills should production be developed, paired with NO requirement for a proven ability to clean it up. Please promote a rational solution as the predicament is profound.</p> <p>Like · Reply · <u>May 26, 2015 at 2:08am</u></p>	Neu	Y*

Table 3 (cont'd)

				<p><b>Bureau of Ocean Energy Management /react-text</b>  react-text:  290 /react-text  Hi again Mark,  Actually there are requirements and more on the way with a set of Arctic standards for industry to meet before any exploration or production takes place. To read the Arctic Standards, which will require industry to up their game and meet rigorous environmental and safety requirements, visit: <a href="http://www.bsee.gov/.../Proposed%20Arctic%20Drilling..">http://www.bsee.gov/.../Proposed%20Arctic%20Drilling..</a></p> <p>Like ·  Reply ·  May 26, 2015 at 2:06pm</p>	Pos	N

Table 3 (cont'd)

				<p><b>Ceal Smith / react-text react-text: 324 / react-text</b></p> <p>They may have to work with, but there is no law that says they have to approve. If there is, let's know about it and organize to repeal it.</p> <p>Like · Reply · <u>May 26, 2015 at 3:18am</u></p>	Neu	Y*

Table 3 (cont'd)


				<p>Bureau of Ocean Energy Management /react-text react-text: 358 /react-text Hi Ceal: This page will show you the laws governing all of this activity. <a href="http://www.boem.gov/Governing-Statutes/">http://www.boem.gov/Governing-Statutes/</a> I hope this helps. The Outer Continental Shelf Lands Act is probably what you would be most interested in. We are not here to debate or take sides. We listen to all stakeholders and provide environmental analyses and information. Thanks for reaching out. Send a note or questions to <a href="mailto:BOEMPublicAffairs@boem.gov">BOEMPublicAffairs@boem.gov</a> if you have additional thoughts.</p>  <p><a href="#">BOEM Governing Statutes   BOEM</a> The Submerged Lands Act (SLA) of 1953 grants individual States rights to the natural resources... <a href="#">BOEM.GOV</a></p> <p>Like · Reply · May 26, 2015 at 2:04pm</p>	Pos	

Table 3 (cont'd)

				<p><b>Arne N Sundt / react-text</b>  react-text: 52 /react-text 'Gov. Brown's aggressive goals for limiting the impacts of climate change.'</p> <p>A very good start would be to ban fracking in California during its worst drought in history and stop poisoning the aquifers that hold what little water is left. Long term goals are nice, however this needs to be dealt with immediately</p> <p>Like · Reply · 1 · May 26, 2015 at 3:29am · Edited</p>	Neg	N

Table 3 (cont'd)

				<p>Eric Schaetzle / react-text  react-text: 94 /react-text  BOEM staff, an 8 January 2015 article published in Nature earlier this year found: "development of resources in the Arctic and any increase in unconventional oil production are incommensurate with efforts to limit average global warming to 2 °C." This is very troublesome, of course, in light of recent events. Efforts to expand responsible renewable energy development do need greater recognition!</p> <p>Like · Reply · May 26, 2015 at 6:20pm</p>	Neu	Y*
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Table 3 (cont'd)

				<p><b>Bureau of Ocean Energy Management /</b>  react-text  react-text:  128 /  react-text  Thanks  Eric. We're working as fast and as hard as possible with states to get offshore renewable energy up and running in the U.S.!</p> <p>Like ·  Reply ·  May 27, 2015 at 3:31pm</p>	Pos	Y*



Table 3 (cont'd)

				<b>Mark Gutman / react-text</b> react-text: 431 /react-text If there is a will, there is a way. Obama and agencies are showing the lack of will to act upon the moral imperative of DECISIVE action for staying within the 2 degree threshold for global warming. Invalidating the Chukchi Sea leases and prioritizing the rapid transition away from fossil fuels are the approvals we ought to be explaining.	Neu	N
				Like · Reply · May 29, 2015 at 3:44pm		

Table 3 (cont'd)

June 12, 2015 ID 4	For #FlashbackFriday we are looking back to earlier this week when BOEM and Bureau of Safety Environment Enforcement (BSEE) employees visited Gulf Island Fabricators in Houma, Louisiana to view the wind turbine jackets and deck being constructed for the Block Island Wind Farm offshore Rhode Island. For more information about the Block Island Wind Farm project go to: <a href="http://www.boem.gov/State-Activities-Rhode-Island/">http://www.boem.gov/State-Activities-Rhode-Island/</a> Photo Info: BOEM & BSEE staff stand below Jacket 2, which is more than 75% complete.	GIP/EN	21 likes, 0 shares, 7 comments	<p><b>Paolo Sammartino /react-text</b>  react-text: 43 / react-text  God bless you guys !  For pushing forward offshore wind in the U.S.</p> <p>Like · Reply · 3 · June 12, 2015 at 2:51pm</p>	Y	
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Table 3 (cont'd)

				<p><b>Geoffrey Santoliquido /react-text react-text: 196 / react-text Yeah, but BOEM is also trying to bring oil rigs to the Atlantic. They speak with forked tongues. Like · Reply · June 12, 2015 at 3:02pm</b></p>	Y

Table 3 (cont'd)

				<p><b>Paolo Sammartino</b> /react-text react-text: 229 / react-text Mi company is pushing for our project in Maryland . .. Keep going !</p> <p>Like · Reply · 1 · <u>June 12, 2015 at 4:02pm</u></p>	Y	
				<p><b>Ole Olsen</b> / react-text react-text: 266 / react-text Paolo, what project are speaking about?</p> <p>Like · Reply · <u>June 12, 2015 at 5:00pm</u></p>	Y	

Table 3 (cont'd)

				<p>Paolo Sammartino /react-text react-text: 299 / react-text Maryland Offshore Wind Project, mt company name si US Wind inc.</p> <p>Like · Reply · June 12, 2015 at 5:19pm</p>	Y	
				<p>Paolo Sammartino /react-text react-text: 92 / react-text Maryland OffShore Wind Project, my company name is US Wind inc.</p>	N	

Table 3 (cont'd)

				<p><b>Geoffrey Santoliquido /react-text react-text: 125 / react-text Bring offshore wind power to North Carolina instead of dirty, polluting oil rigs please! We say NO to Off Shore Oil Drilling in North Carolina's waters!</b></p> <p>Like · Reply · 1 · <u>June 12, 2015 at 3:01pm</u></p>	N

Table 3 (cont'd)

Nove 18 ID 5	BOEM has named Mike Celata as Regional Director for the Gulf of Mexico Regional Office. Celata has been with BOEM and its predecessors since 1988 and will start in his new position immediately. More information is available at: <a href="http://boem.gov/press11172015/">boem.gov / press11172015/</a>	EN	49, 1, 11	<p>Kody Kramer / react-text react-text: 135 / react-text Congratulations and Cheers, Mike!</p> <p>Like · Reply · <a href="#">November 18, 2015 at 4:06pm</a></p>		
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Table 3 (cont'd)

				<b>Lee Tilton</b> /react-text react-text: 168 / react-text Congrats! Like · Reply · <u>November 18, 2015</u> at 6:49pm		
				<b>Corinne Celata</b> / react-text react-text: 201 / react-text Congratulations job well done  Like · Reply · <u>November 18, 2015</u> at 7:19pm		



Table 3 (cont'd)

				<p><b>Clem Desfor</b>  <b>ges</b>  /react-  text  react-  text:  234 /  react-text  Congratula  tions nice  to see  your kids  doing good  in life it  means you  did a good  job bring  them up</p> <p>Like ·  Reply ·  November  18, 2015  at 7:37pm</p>		
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Table 3 (cont'd)

				<p><b>Kathleen Swiler LaGrange</b> /react-text react-text: 267 / react-text Congratulations Mike!</p> <p>Like · Reply · <u>November 18, 2015</u> at 9:30pm</p>		
				<p><b>Virginia Rankin</b> / react-text react-text: 300 / react-text For a second I thought you meant LaNelle.</p> <p>Like · Reply · <u>November 18, 2015</u> at 9:55pm</p>		

Table 3 (cont'd)

				<p><b>Bob Stewart / react-text</b>  react-text:  333 /  react-text  Saugus  kids clean  up nice!  Congratula  tions  Mike!!</p> <p>Like ·  Reply ·  November  19, 2015  at  12:00am</p>		
				<p><b>Barbara Cardone / react-text</b>  react-text:  368 /  react-text  Congrats!!</p> <p>Like ·  Reply ·  November  19, 2015  at  12:47am</p>		

Table 3 (cont'd)

				<p><b>Gary Austin / react-text</b>  react-text:  401 /  react-text  Congrats  Mike</p> <p>Like ·  Reply ·  November  19, 2015  at 5:28am</p>		
				<p><b>Sandra Campo / react-text</b>  react-text:  text: 52 /  react-text  Congratula  tions and  best of  luck!</p> <p>Like ·  Reply ·  November  19, 2015  at 3:45pm</p>		

Table 3 (cont'd)

				<p>Nancy Monjure Kornrump f /react- text react- text: 85 / react-text Congratula tions Mike!!!! So happy for you!!!</p> <p>Like · Reply · <u>November 19, 2015</u> at 8:04pm</p>		

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