



IEAGHG Information Paper 2014-IP18; IEAGHG GHGT-12 Conference
Post-Event Social Media Report

At the 12th International Greenhouse Gas Control Technologies (GHGT) conference, IEAGHG staff members made a concerted effort to fully engage with all available social media outputs whilst at (and following) the event. Previous events have not done much in the way of promotion and reporting via social media, with the exception of blogging which started at the 11th GHGT. Forums such as Twitter, LinkedIn and Facebook were utilised alongside frequent posts from a number of staff members on the IEAGHG blog.

Blogs

The IEAGHG blog (www.ieaghg.org/publications/blog) has been live since 4th December 2011, featuring blogs from both staff members and guest bloggers; which comprised experts and researchers from around the world, and which cover a diverse range of topics. It was decided in advance of the event that efforts would be made to write a number of blogs a day and have these uploaded to the website as swiftly as possible.

Most IEAGHG staff members contributed at least one blog during the event, with a concerted effort from the Communications Team to provide a minimum of one ‘general’ event blog each day. The table below shows the list of blogs that have been published so far (as of 29th October 2014) pre, post and during the event.

Date published	Blog title	Author
16-Jun-13	GHGT-12 Preparation	ST
15-Jan-14	GHGT-12 CfP closes	ST
12-Feb-14	CCS and the Role of Texas - CleanTX	TD
05-Oct-14	GHGT-12 - almost here!	JG
06-Oct-14	GHGT-12 Is Here!	SN
06-Oct-14	Opening Plenary at GHGT-12	SN
06-Oct-14	Technical Session at GHGT-12: Storage Case Studies 1)	SN
06-Oct-14	PosterinmyPocket	ST
06-Oct-14	Kelly Thambimuthu – Welcome Message at GHGT-12	SN
07-Oct-14	UKCCSRC Reception at GHGT-12	ST
07-Oct-14	Day 2 of the GHGT-12 Conference is here already!	SN
07-Oct-14	A catch up with Sue Hovorka at GHGT-12	SN
07-Oct-14	Jerry Blackford (Plymouth Marine Laboratory) on GHGT-12	BK
08-Oct-14	A quick catch up with Gary Rochelle at GHGT-12	BK
08-Oct-14	Elsevier’s IJGGC Reception	ST
08-Oct-14	GHGT-12 Student Reception	BK
08-Oct-14	GHGT-12 Day 3: Capture-Focussed Opening Speeches & the Prestigious Greenman Award	SN
08-Oct-14	Legal and Regulatory Session - Learning from CCS projects	TD
08-Oct-14	Geochemical Monitoring session	TD
09-Oct-14	Session 8E CCS and Water Use	JG
09-Oct-14	GHGT-12 Conference Dinner at the infamous Salt Lick BBQ	BK
09-Oct-14	Wellbore integrity session	NW
09-Oct-14	The Final Day of GHGT-12 Begins!	SN
09-Oct-14	Catch up with John Gale	JG
09-Oct-14	An Interview with Dr Julio Friedmann, US Deputy Assistant Secretary for Clean Coal	SN
10-Oct-14	GHGT-12 Has Come to an End...	SN
13-Oct-14	White Rose CCS project takes a big step forward	JC
15-Oct-14	GHGT-12 session summary: 1C Biomass with CCS	JK
27-Oct-14	Halvard Svenson - Winner of the Greenman Award at GHGT-12	BK



In addition to the summaries, blogs included detail on particular technical sessions that had been attended by IEAGHG staff, summaries of opening plenaries and discussion panels, interviews with key people at the event, views into the social programme throughout the week and much more. In total, 29 blogs have been published so far (pre- and post-event, with the majority – 23 – being uploaded at the conference itself). However it must be noted that this list is still growing – the Communications Team are still now publishing some interviews from specifically chosen experts sporadically post-event. As you can see in the above table, a minimum of four blogs were posted each day of the conference.

It should be noted that the blogs were received well throughout the event, with positive feedback expressed to various members of the IEAGHG team during the event.

Twitter

Twitter (handle: @ieaghg) allows for statuses, photos and videos to be uploaded in 'Tweets' of less than 140 characters – the aim is for these to be short and snappy. Tweets are available publicly and then displayed on your followers' newsfeeds. These can then be shared (or 'retweeted') by others to their followers, favoured and shared on other platforms (i.e. Facebook). Users are able to 'tag' posts with key words or topics in a tweet, using a hashtag (#) and phrase of their choice, meaning that all tweets with this particular hashtag and phrase will be categorised/grouped under the phrase. This conference used the tag '#GHGT12'. The IEAGHG Twitter account currently has 452 followers and has composed 1084 Tweets since starting the page in October 2010, with 41 of these being photos or videos.

In total, IEAGHG tweeted 163 times, with over 50 shares of various tweets, at the GHGT-12 conference, using the hashtag '#GHGT12'. The hashtag was successful, with 238 uses of #GHGT12 by various tweeters worldwide. During and following the event and the high number of tweets released by IEAGHG, the Programme got 27 new followers and was a much more visible presence in the online world.

Some example Tweets from the event include:

"We would like to take this opportunity to tell the world #CCS is ready and able to tackle #climate #change" Kelly Thambimbuthu #GHGT12' – IEAGHG

'#ghgt12 Julio Friedmann gave inspirational yet sobering review of progress made in CCS since 2004, GHGT7...' – Arthur Lee

"Thou shalt CCS. It's a required technology" Julio Friedmann, DOE #ghgt12 #CCS #Austin #conference #ieaghg @ENERGY' – IEAGHG

'World must recognise importance of gas CCS, perception of lower carbon status now a barrier to action. #GHGT12 @iea @juholip' – Chris Littlecot

Facebook

The IEAGHG Facebook page (www.facebook.com/pages/IEA-Greenhouse-Gas-RD-Programme/112541615461568) was set up in July 2010 and the page currently has 359 'likes'. There was no specific activity for Facebook on the GHGT-12 conference, but the IEAGHG Twitter account is linked to the former and so all IEAGHG tweets were also uploaded to this platform which allows it to reach individuals that do not follow us on Twitter.



LinkedIn

The Programme has a business page and a group on LinkedIn (the latter can be found at <http://www.linkedin.com/groups/IEAGHG-4841998>) – the group has 302 followers and allows interactive discussion topics to be posted, where people can then react and respond to any subjects of interest. During the GHGT-12 conference, IEAGHG shared links to all the blogs published throughout the event and various tweets of note were also shared with the group's followers.