

Key insights from a global energy influencer



A brief chuckle from yours truly earlier today upon clicking into an American global energy forum.

It announced an exceeding of 3 million views and being the top of the 'global influencer' charts in that energy site. If the community will forgive a digression from articles tending to be technical in nature, and focussed on the energy transition, particularly with regards to renewables and hydrogen.



Penning over 300 of them it's always enjoyable to share knowledge and insights. Engaging with the community around major projects tend to be controversial and it's important that the developer goes out and shares information as with communities affected as far back in 2008 with eon, now RWE.

We trialled engagement sessions using real world communications.



21 November 2008 Share Tweet

E.ON encourages local stakeholders to stay in touch and stay informed on West wind farm

People living near the proposed West wind farm can now keep up-to-date with all the news on the scheme thanks to a brand new web page on the E.ON website.

The new page - at www.eon-uk.com/generation/1644.aspx - will help keep local people informed about the development and its progress through the planning stages, as well as providing facts about the location and the turbines themselves.

Charley Rattan, project developer for E.ON Climate & Renewables, said: "The West wind farm is an exciting development for the area and we want to ensure that local people are kept fully up-to-date with all the news about our proposal."

Social media can be a harsh place and has moved on - as major developments move on and into the world of giga projects.

The headline figure of 3 million views for energy central is to an extent of minimal importance, it is actually dwarfed by the figures of the professional's site 'linkedin' – where you may of course be reading this.

Analytics

Monitor your performance at a glance or get deeper insights by clicking into your analytics below.

138,699

Post impressions
▲ 16.7% past 7 days

22,018

Total followers
▲ 3.4% past 7 days

3,165

Profile viewers
Past 90 days

561

Search appearances
Previous week

A cursory glance at this week's statistics, for example, reveal over 100,000 viewings per week, dwarfing the 3 million headline prompted today's musings.

A couple of unexpected ramifications are evident. When started delivering technical training it seemed obvious to follow up with participants and to establish a bespoke group for each. Examples include, 'Floating Wind and Hydrogen; or 'Offshore Wind and Hydrogen.' I thought they may attract 10 or 12 members.

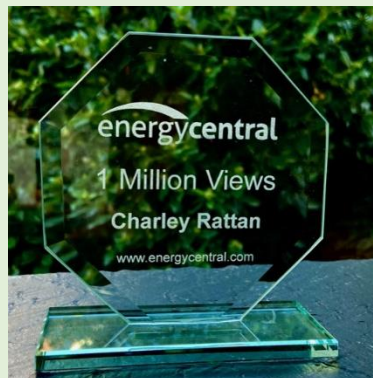


In the event they expand exponentially, attracting thousands of professionals, stakeholders, and experts. 'Ammonia and hydrogen', for example, has over three and a half thousand members following a seminar for the United Scientific Group in November 2020. I'd never heard the phrase 'c suiters' until recently but apparently that's who they comprise.





Further unexpected developments followed. These experts' forums have taken on a life of their own and a need for constant administration and moderation. The flip side is the flow of state-of-the-art intelligence - well in advance of that made available to the press or trade.

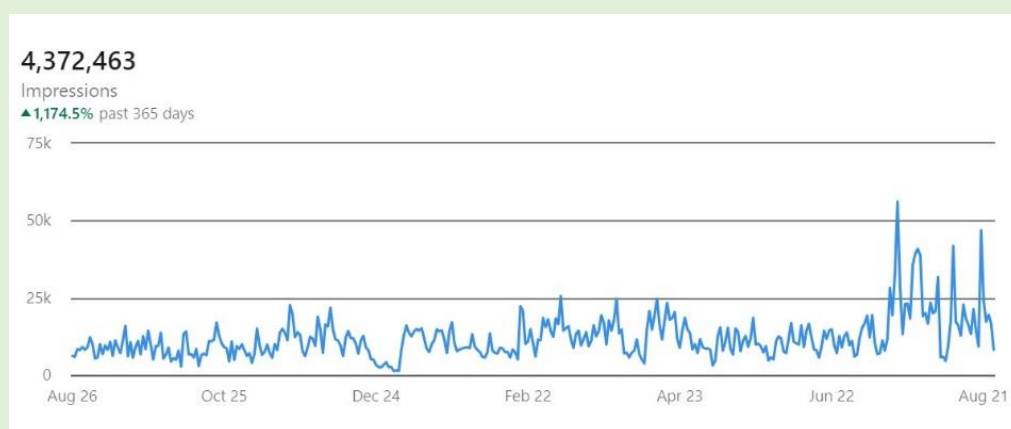


Another is the engagement of entrepreneurs and innovators. They seek advice and the eternal search for finance. Some may be fanciful, but others certainly merit further due



diligence and of course a backdrop of regular contact with the global finance sector seeking investable propositions.

It's a dynamic and sometimes brutal place - much more agile than mainstream media interests are used to dealing with and one in which the bigger organisations seem to struggle.



This organic approach has led to over 20,000 linkedin 'followers' with expert group membership numbering many thousands.

It's led, in turn, to areas such as conference and event moderation, sitting with a panel comprising global financiers and mega project developers to share knowledge and insights.



At least the acronyms - which can bedevil technical sectors - are familiar and the next question flow smoothly. It's one skillset to write a polished academic piece difficult to remain focussed in front of a blaze of light with microphones, TV cameras and papers being waved around as the whole event may be broadcast in real time around the globe.



There's no point in these exertions if there's no support for the energy transition. I'm intending in-depth expert seminars, regular and deeper dives into pinch points and bottlenecks facing the sector and to provide self-help organic solutions.

As the sector grows rapidly there have been some unusual requests - for selfies - with my gruesome features! There has also, on occasion, been comments which are particularly pleasant to receive including 'you are giving our sector a voice'.



Looking forwards to sharing more insights around this dynamic sector in the coming weeks and months?



<https://bit.ly/3qAWrUH>

[The Global Hydrogen Hub](#)

