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**ЦИФРОВИЗАЦИЯ ЭКОЛОГИЧЕСКОГО ОБРАЗА РОССИЙСКИХ  
И ФРАНЦУЗСКИХ ЭНЕРГЕТИЧЕСКИХ КОМПАНИЙ:  
ИСПОЛЬЗОВАНИЕ СОЦИАЛЬНЫХ СЕТЕЙ ДЛЯ ВЫСТРАИВАНИЯ  
“ЗЕЛЕНОГО” ОБРАЗА**

**DIGITALIZATION OF THE ENVIRONMENTAL IMAGE OF THE  
RUSSIAN AND FRENCH COMPANIES:  
SOCIAL MEDIA AS A TOOL FOR BUILDING A GREEN IMAGE**

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**Аннотация.** В данной работе автором анализируется концепция цифровизации, а также то, как она соотносится с выстраиванием “зеленого” имиджа энергетических корпораций России и Франции. Автор уверен, что такие понятия как зеленая пропаганда, имидж и бренд охватываются процессами цифровизации, ключевую роль в процессе которой играют социальные сети. На основе цифровизации, российские и французские энергетические компании проводят зеленую пропаганду, направленную на создание своего “зеленого” имиджа, используя определенные методы и стиль публикаций, которые описаны автором во второй и третьей главах. Посредством сравнительного анализа, выделяются сходства и различия двух стратегий выстраивания “зеленого” имиджа в социальных сетях, а затем выделяются основные характеристики каждой из них. На основе проведенного анализа, автор определяет наиболее успешную стратегию, и создает унифицированную модель выстраивания “зеленого” имиджа в социальных сетях, которая может быть использована другими компаниями.

**Ключевые слова:** цифровизация, социальные сети, охват, пропаганда, экологический имидж, окружающая среда, экологическая политика, энергетические корпорации, стратегия ведения социальных сетей, Твиттер, Инстаграм, Фейсбук.

**Abstract.** The present paper aims at investigating the concept of digitalization and its connection to building a green image of the Russian as well as the French energy corporations. The author states that such notions as green propaganda, image and brand are covered by digitalization processes, in which social media plays a key role. Based on digitalization, the Russian and French energy companies are spreading green propaganda aimed at creating their green image, using certain methods and style of publications, which were revealed by the author in the second and the third chapters. With the use of comparative analysis, the similarities and differences of the two strategies of building a green image through social media as well as the main features each of them has were examined. Based on the conducted analysis, the author determined the most successful strategy and created a unified model which can be further used by other companies in the process of building a green image.

**Key words:** digitalization, social media, engagement, propaganda, green image, environment, environmental policy, energy corporations, social media strategy, Twitter, Instagram, Facebook.

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## Introduction

Building a green image has become an essential element of doing business online. In the face of the digital revolution, when corporations can successfully manage their online reputation and social media presence, they can expand its growth and opportunity set. With an authentic and representative digital presence, any company's business can play to its strengths and capitalize on effective public relations.<sup>1</sup>

Each year, energy companies are starting to pay more and more attention to the environmental issues. They are developing their own concepts of environmental safety following the goals of sustainable development, monitoring environmental protection, reducing greenhouse gas emissions and many more. In this paper, the author will focus on the social media strategies of the Russian and French companies, their methods and style, and based on the data collected, a comparative analysis which will allow the author to determine which strategy can serve as a model of building a strong green image through social media will be conducted.

The main reason companies are increasing their presence on social media is that it is an excellent place for people to learn about renewable energy and particular company's policy towards environmental safety and sustainability. It is also a great way to show the vision of a particular energy company of their perception of the concept of environmental safety and its ways of improving the current environmental situation. And thereby promote their brand by showing their environmentally friendly policy.

Social media thrives on community, interaction and creating conversations around relevant and interesting topics. Energy companies definitely use this as their advantage, first and foremost by launching campaigns that will generate a buzz that extends far beyond their current customer base attaching unique hashtags to campaigns, because campaign hashtags regularly become viral – generating even more exposure and leads. In a digital era online platforms enable corporation to adopt marketing techniques and strategies which are tailored, efficient and personable – making for truly targeted campaigns that generate conversations, interests and leads for their business.<sup>2</sup>

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<sup>1</sup> Aula, P. (2010) *Social media, reputation risk and ambient publicity management*, Strategy and Leadership, vol.38(6), p. 43

<sup>2</sup> Ibid. P. 48

The thesis is dealing with a narrow and specific topic that covers 2 countries' major energy corporations' social media strategies - Russian and French which both are one of the major players in the energy sector. **The practical significance of the study** is that a successful model of image building strategy is going to be identified among these 2 strategies with specification of the main methods that it uses. It can be helpful in further studying of the issue, both for the countries in question and other countries that have major players in the energy sector. Using the model identified in this research, other countries can apply these methods in their practices and achieve great results.

**The scientific novelty** of the research results lies in the development of theoretical provisions, the development of methodology and applied tools for using digital transformation in order to build a green image through social media platforms such as Twitter, Facebook and Instagram, identifying the main methods that can be used throughout image-building processes of the corporations.

The analysis will be directed towards emphasising the main features that those companies' social media strategies have. The main points to be paid attention to would be the methods used, the types of the publications, their frequency, focus, engagement rates and the CEOs' social media publications.

On the one side, there will be Gazprom Neft, Lukoil and Rosatom analysed, and on the other - Total Energies, ENGIE and EDF Group. The author have chosen three largest energy companies in both countries and in order to ensure greater objectivity while identifying, analyzing and comparing the main methods and features of these two groups of companies and in each of the group, there were chosen two types of the corporations - oil and gas energy corporations and atomic energy ones. Based on comparative analysis, it will be possible for the author to determine if their strategies are similar or completely different therefore allowing the author to distinguish the most successful strategy based on the social media indicators.

On social media, these corporations tell the audience about their key projects that help digitalize the energy sector using environmentally friendly ways and show their audience that they are modern but at the same time environment-concerned. Therefore, on the basis of digitalization, they implement green propaganda aimed at creating their green image as well as initiating image-making processes of the corporations.

All of the mentioned above prove that the environmental security plays an important role in the energy companies' policy making as well as image-building strategies. But how and why these companies are using the Internet platforms in order to create a green image? **That is the research question of the thesis.** In order to see what methods the corporations use and how they are changing their policy in order to meet the needs of consumers and the environment at the same time, the author analyses social media of the corporations in question.

**Relevance of the topic** is coming from the constant increase in the use of social media by international corporations caused by the digitalization processes. Energy companies are concerned with their public images more than ever before, especially pertaining to the environmental impact of their operations. More and more corporations utilise social media in order to build an environmentally friendly or green image and therefore promote their brand. The main goal that they pursue is to get more consumers of their goods and the only way to do that is to show their activities that are done in accordance with the audience's vision of the 'green' corporation by different methods that are being specified in the chapters of the thesis.

**Object of the thesis** is the process of building a green image by the energy corporations using social media.

**Subject of the research** is social media strategies of the major Russian and French energy corporations.

**The aim of the work** is to determine key features of the Russian as well as the French energy companies and make a conclusion on which strategy is more successful and why by revealing key differences and similarities between the Russian and French energy companies' social media strategies of building a green image using comparative analysis which would eventually make it possible to identify the distinctive features of the most successful model.

**The objectives of the research** are:

1. to examine the social media policy of the companies and the CEOs;
2. to reveal the main methods of building a green image;
3. to measure the engagement of the audience;
4. to classify social media publications;
5. to determine key differences and similarities between the Russian and French energy companies's policies on social media.

**Literature and sources analysis.** The degree of scientific elaboration of the problem is determined by the novelty of the emergence of the analysis of social media and its direct influence on the building of a green image. At the same time, digital transformation of society is well studied by the domestic as well as abroad researchers.

Literature. The interest of a general methodological and theoretical nature for the author's understanding of the problem under study was the fundamental works of the following authors: Storsul, T., & Fagerjord, A.<sup>3</sup>, Mayer-Schonberger and Cukier<sup>4</sup>, Kwet M.<sup>5</sup>, Beniger, J.<sup>6</sup>, Jensen K.B.<sup>7</sup>, Pool, I. de S.<sup>8</sup>, Wartick, S.L.<sup>9</sup>. On the basis of their study, the author's theoretical and methodological concept for conducting the thesis was formed.

Digitalization concept is being disclosed in the works of the following researches: Negroponte, N.<sup>10</sup>, Khalin, V.G. & Chernova, G.V.<sup>11</sup>, Volodenkov, S.V.<sup>12</sup> Questions related to

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<sup>3</sup> Storsul, T., & Fagerjord, A. (2008). *Digitization and Media Convergence*. In W. Donsbach (Ed.), *International Encyclopedia of Communication* (pp. 1319–1323). Malden, MA: Blackwell Publishing Ltd.

<sup>4</sup> Mayer-Schonberger and Cukier (2013) *Big Data: A Revolution That Will Transform How We Live, Work, and Think*, *American Journal of Epidemiology*, Vol. 179, Issue 9

<sup>5</sup> Kwet M. (2019) Digital Colonialism: US Empire and the New Imperialism in the Global South // *Race & Class*, vol. 60, no 4, pp. 3–26. Available at: <https://journals.sagepub.com/doi/abs/10.1177/0306396818823172>, accessed at 15.12.2019.

<sup>6</sup> Beniger, J. (1986). *The Control Revolution*. Cambridge, Mass.: Harvard University Press.

<sup>7</sup> Jensen, K. B. (2013). *Definitive and Sensitizing Conceptualizations of Mediatization*. *Communication Theory*, 23(3), 203–222. doi:10.1111/comt.12014

<sup>8</sup> Pool, I. de S. (1984). *Technologies of Freedom*. Harvard University Press.

<sup>9</sup> Wartick, S.L. (1992) *The relationship between intense media exposure and change in corporate reputation*, *Business and Society*, 31.

<sup>10</sup> Negroponte, N. (1995) *Being Digital*, New York: Knopf. 243 p.

<sup>11</sup> Khalin V.G., Chernova G.V. (2018) *Digitalization and Its Impact on the Russian Economy and Society: Advantages, Challenges, Threats and Risks*. *Administrative Consulting*, no 10, pp. 46–63.

<sup>12</sup> Volodenkov S.V. (2018) *Osobennosti interneta kak sovremennogo prostranstva politicheskikh kommunikacij*. *PolitBook*, no 3, pp. 6–21 (in Russian).

domestic process of digitalization and its impact on the Russian politics and society are being covered in the works of Yudina, T.N.<sup>13</sup>, Vlasova, E. Ya<sup>14</sup> and Turonok, S.<sup>15</sup>

A big contribution to the author's understanding of how the Internet and social media influence political process, and how social media is playing a crucial role in forming a positive image was done by the following researchers: Wartick, S.L.<sup>16</sup>, Sorokina, E.V., Selent'eva, D.O., Surina, V.A., Cherkasova, E.A.<sup>17</sup>. Analysis of the results presented in the works of the above authors made it possible to form an applied toolkit for the study of digital transformation and social media influence on the policy of the energy corporations.

In order to go deeper into the creation of a positive image and propaganda, the two processes that go together in case with energy corporations, the author refers to the works of Aula, P. & Heinonen, J.<sup>18</sup>, Richardson, E.<sup>19</sup>, Maarten de Kadt<sup>20</sup> and Aula, P.<sup>21</sup>

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<sup>13</sup> Yudina T.N. (2017) *Cifrovizaciya kak tendenciya sovremennogo razvitiya ekonomiki rossijskoj Federacii: Pro y contra State and Municipal Management*. Scholar Notes, no 3, pp. 139– 143 (in Russian).

<sup>14</sup> Vlasova, E. Ya. (2008). *Strategicheskie napravleniya obespecheniya ekologicheskoi bezopasnosti regiona* [Strategic directions for ensuring the environmental safety of the region]. *Fundamental'nye issledovaniya*, 5, P. 61. (In Russian)

<sup>15</sup> Turonok S. (2001) *Internet i politicheskij process*. *Obshchestvennye nauki i sovremennost'*, no 2, pp. 51–63. A (in Russian).

<sup>16</sup> Wartick, S.L. (1992) *The relationship between intense media exposure and change in corporate reputation*, *Business and Society*, 31.

<sup>17</sup> Sorokina E.V., Selent'eva D.O., Surina V.A., Cherkasova E.A. (2018) *Primenenie SMM-tehnologij pri formirovanii imidzha organa gosudarsvennoj vlasti*. *International Journal of Humanities and Natural Sciences*, no 12–1, pp. 105–109 (in Russian).

<sup>18</sup> Aula, P. & Heinonen, J., (2016) *The reputable firm*. Springer. P. 4, 20, pp 23-24.

<sup>19</sup> Richardson, E. (2005) *Maintaining Corporate Image*, *Automotive Industries*

<sup>20</sup> Maarten de Kadt (1983) *Energy Corporation Propaganda: a weapon against public policy*

<sup>21</sup> Aula, P. (2010) *Social media, reputation risk and ambient publicity management*, *Strategy and Leadership*, vol.38(6), P. 43, 48 Available at: [https://www.researchgate.net/publication/262830769\\_Social\\_media\\_reputation\\_risk\\_and\\_ambient\\_publicity\\_management](https://www.researchgate.net/publication/262830769_Social_media_reputation_risk_and_ambient_publicity_management), accessed 02.02.2021.



**Sources.** As for the sources used in the present work, there was documentation data (reports<sup>22</sup>, press releases<sup>23</sup>, statistics<sup>24</sup>) of the energy corporations used, as well as the news on the subject of the research, social media accounts on Twitter, Instagram and Facebook of the following energy corporations, as well as the publications posted on their social media.

**Methodology** is one of the most important parts of the thesis. There were five methods used during the work: content analysis, sentiment analysis, statistical analysis, social media analysis and comparative analysis which was one of the main chapters of the work and was essential in determining which social media strategy is more successful in building a green image - the Russian one or the French one.

*Table 1. Methodology used for the research*

	Sentiment analysis	Statistical analysis	Social media analysis	Comparative analysis	Content analysis
<b>Chapter I</b>					Structuring of information, examination of the essence of the content posted on social media
<b>Chapter II</b>	Getting overall understanding of the opinions of the audience of the Russian corporations	Measuring the engagement of the audience and their feedback	Determining the main methods energy corporations use on their social media		Examining content of energy companies publications on social media
<b>Chapter III</b>	Getting overall understanding of the opinions of the audience of the French corporations	Measuring the engagement of the audience and their feedback	Determining the main methods energy corporations use on their social media		Examining content of energy companies publications on social media

<sup>22</sup> Gazprom Neft Annual Report 2019. [https://ar2019.gazprom-neft.ru/download/full-reports/ar\\_ru\\_annual-report\\_pages\\_gazprom-neft\\_2019.pdf](https://ar2019.gazprom-neft.ru/download/full-reports/ar_ru_annual-report_pages_gazprom-neft_2019.pdf), accessed 19.01.2021

<sup>23</sup> Total Energies Press Release, *Fourth quarter and full-year 2020 results*, [https://www.total.com/system/files/documents/2021-02/results\\_q4\\_2020\\_en.pdf](https://www.total.com/system/files/documents/2021-02/results_q4_2020_en.pdf), accessed 24.03.2021

<sup>24</sup> Gazprom Neft Sustainable Development Report 2019, [https://csr2019.gazprom-neft.ru/download/full-reports/csr\\_ru\\_annual-report\\_pages\\_gazprom-neft\\_2019.pdf](https://csr2019.gazprom-neft.ru/download/full-reports/csr_ru_annual-report_pages_gazprom-neft_2019.pdf), accessed 19.01.2021

	Sentiment analysis	Statistical analysis	Social media analysis	Comparative analysis	Content analysis
<b>Chapter IV</b>				Revealing major differences and similarities between the Russian and French energy companies' social media strategies	

The first method used was *Content analysis* which contributed to a better structuring of information and examination of the meaning of the content posted on social media. The use of content analysis made it possible on the basis of identification of keywords of certain articles, books and publications devoted to the theory of digitalization, to analyze the presence, meanings and relationships of certain words, themes, or concepts and eventually to get a deeper understanding of the concept. In addition, the attitude of the authors of these studies became clearer and therefore helped understand the specifics of the topic more holistically. Moreover, content analysis was used in order to analyze companies' publications on social media since it allowed to examine the meaning and understand the essence of the publications.

*Sentiment analysis* is also one of the main methods used because it helped the author understand the overall opinions of prospective customers. Moreover, by sorting the sentiment behind reviews, social media conversations, comments and more, it allows the companies to make faster and more accurate decisions of what to post next. The main goal of using that method was tracing the emotional value of social media posts as well as the comments under them in order to gain deeper insight into the feedback of the audience. It also helped the author to trace the audience's attitude towards specific topics of the posts or to some projects in general and to make a conclusion on the reaction of the audience which can be classified as positive, negative, or neutral. The method was used as follows: the author took the most popular post of the corporation on the most frequently used social media in order to get insights into the audience's attitude by analysing their mood and the essence of the comment, eventually figuring out which one can be classified as positive, negative or neutral and getting the average number using the next type of the analysis.

*Statistical analysis* allowed the author to measure the engagement of the audience and their feedback, identify what posts the audience likes and shares the most, how many positive/negative/neutral comments each publication gets, eventually getting the average number of likes

and comments each social media account' publication can get. The author managed to do that employing the JASP Software which offers Descriptive statistics method which counts the average number and the most frequent value in the dataset. For the analysis, the author took 20 latest publications data (likes and comments) on each of the social media account of corporations in order to get a more detailed and fair analysis. The next software used was Excel sheets which allowed to get the feedback analysis visualised, showing how many negative/positive/neutral reactions each post gets, eventually calculating the average number of each of them.

*Social media analysis* helped determine how the corporations under question use their social media platforms in order to create a positive image of the companies by specifying the main methods those companies use and what style they adhere to. Social media analysis was based on the data from the publications (key metrics for each of social media posts: comments, reach, shares and video views), interactions with followers, earlier social media campaigns, projects and so on. The softwares used in order to conduct this analysis were Twitter Analytics, Instagram Insights and Facebook Analytics.

The last method that was utilised in writing the thesis was *Comparative analysis*. The main goal of using that method was to reveal the main differences and similarities between the Russian and French energy companies' social media strategies and to identify the distinctive features of the most successful model of building a green image which was also specified in the end of the chapter devoted to the Comparative analysis. The main question that this Comparative analysis posed was: Whose social media strategy can serve as a successful model of green image building strategy - the Russian one or the French one on? The author answered this question in the end of the chapter specifying distinguishing features this strategy has on the basis of the audience orientation (global or national), engagement rates and the feedback of the audience.

**Approbation of research results.** The main provisions and conclusions on the topic of the thesis have been presented in the report at the SPbU International Olympiad for students *Petropolitan Science Research* (15 April 2021).

**The structure of the thesis** consists of an introduction, 4 chapters, including 8 paragraphs, a conclusion, a bibliography and an appendix.

# Chapter I. Understanding the theory of digitalization in International Relations

## 1.1 Digitalization theory

Over the last decade several industries have been affected by digitalization. Currently the world of printed media is experiencing numerous turbulent changes. Printed newspapers are increasing their presence online and starting to compete in digital channels. This makes for an interesting area of research.

There is a number of ways that scholars have analysed how digitalization shapes the contemporary world. For example, scholars have focused on the rise of globalization, a process that has both facilitated, and been facilitated by, the expansion of the economy beyond national borders through digitalization. The digitalization and globalization of the economy has subsequently eroded national sovereignty, reshaped conceptions of materiality and place, and facilitated new circulations of culture, capital, commodities, and people.

Nowadays, there is a great deal of the definitions of this concept in various fields - economics, politics, culture and etc. Referring to the Oxford English Dictionary, the general notion of digitalization includes the the process of changing data into a digital form that can be easily read and processed by a computer.<sup>25</sup>

The very first use of this concept was done by the American researcher Nicholas Negroponte in 1995 in relation to the economic sphere. Atoms, in his definition, are physical materials. The information revolution is driven to a large extent by the shift from atoms to bits in the information industry<sup>26</sup>, Negroponte says. Sounds, images, and video can now be translated and disseminated as strings of bits. “A bit has no colour, size, or weight, and it can travel at the speed of light. It is the smallest atomic element in the DNA of information.” The result is not only that more and more information is produced in digital formats like video cassettes and compact discs and thereby changing the information industry, but, more fundamentally, that our whole relationship to information and the media is undergoing a dramatic change.

One example of this that Negroponte returns to again and again is the Internet. As communication becomes increasingly digital, “many of the values of a nation-state will give way

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<sup>25</sup> Oxford Learner’s Dictionary <https://www.oxfordlearnersdictionaries.com/definition/english/digitalization?q=digitalization>

<sup>26</sup> Negroponte, N. (1995) *Being Digital*, New York: Knopf. P.152

to those of both larger and smaller electronic communities. Negroponte believes the value of the Internet is less about information and more about community since it is at bottom a tool for interpersonal communication.<sup>27</sup> This is reflected in the popularity of e-mail which is by far the most significant application of the information superhighway. He predicted that by the next century e-mail would have been the “dominant interpersonal telecommunications medium, approaching if not overshadowing voice within the next fifteen years.”<sup>28</sup>

But we should separate the concept of digitalization from the datafication processes that are actively used along Big Data industry. Datafication, according to Mayer Schonberger and Cukier is the transformation of social action into online quantified data, thus allowing for real-time tracking and predictive analysis. The concept refers to the fact that daily interactions of living things can be rendered into a data format and put to social use. Datafication is a technological trend turning many aspects of our lives into computerized data using processes to transform organizations into data-driven enterprises by converting this information into new forms of value. Latest technologies we use have enabled lots of new ways of ‘datify’ our daily and basic activities.<sup>29</sup>

In today's scientific literature, primarily in the current Russian discourse, narrow and broad definitions of digitalization are increasingly distinguished and also concern the digital economy most of the time.<sup>30</sup> The narrow one, in accordance with the vision of Negroponte, involves the process of digitizing specialized data - official, scientific, financial etc; the broad one implies a synergistic “driver of world social development”<sup>31</sup>, formed due to the accumulation of relevant changes (cost reduction, optimization and complication of network interaction) and, as a consequence, the dialectical transformation of all accompanying processes.

Given the interdependence and mutual influence of economics and politics in the era of globalization, the process of the increasing use of digital technologies in world politics can be described as the digitalization of world politics and international relations.

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<sup>27</sup> Negroponte, N. (1995) *Being Digital*, New York: Knopf. P.152

<sup>28</sup> Ibid. P.152

<sup>29</sup> Mayer-Schonberger and Cukier (2013) *Big Data: A Revolution That Will Transform How We Live, Work, and Think*, American Journal of Epidemiology, Vol. 179, Issue 9

<sup>30</sup> Yudina T.N. (2017) *Cifrovizaciya kak tendenciya sovremennogo razvitiya ekonomiki rossijskoj Federacii: Pro y contra State and Municipal Management*. Scholar Notes, no 3, pp. 139– 143 (in Russian).

<sup>31</sup> Khalin V.G., Chernova G.V. (2018) Digitalization and Its Impact on the Russian Economy and Society: Advantages, Challenges, Threats and Risks. Administrative Consulting, no 10, pp. 46–63.

Since the present work focuses on the political sphere, one needs to understand what meaning does this term have in politics. There are three important points. Firstly, digital technologies allow more actors to participate in political and diplomatic processes. They democratize diplomacy so that we see actors multiplying and diversifying, and at the same time increasing cooperation and polarization between them. It is also important to know that digital technologies have only strengthened the ability of state actors to participate in debate and results rather than implement these changes themselves.

Secondly, digital technologies accelerate the dissemination of information and also increase the availability of information. But whether this information is manageable and trustworthy remains on the agenda of international relations.

Thirdly, digitalization is a long-term process. Therefore, we must focus on the regulatory and temporal impact of digital technologies when interpreting this term.

Thus, digitalization of world politics is a process of the ever wider use of digital technologies and the subsequent adaptation of the institutions of states and the international community to new challenges and tasks.

Regarding the first point, there is indeed a tendency of mass involvement of different actors in political discussion through social media and other mechanisms, often also of a digital nature (online voting, electronic petitions, etc.). Thus digitalization strengthens political behaviour and engagement of public into political processes. A starting point in considering the digitalization of politics can be, as in the case of digitalization in general, the spread of the Internet and its transformation into a significant source of information, a means of communication and a mechanism of socialization for a modern person.<sup>32</sup>

Moreover, social media have become a source of transformation not only for internal political processes, but also for changes in the global arena. First of all, populists, who are becoming leaders of public opinion in their countries, today are increasingly joining the circles of global agenda makers (both through winning elections and through non-state actors) - international public organizations, network connections, and the media.

Second, a call to the reflection of reality formed by new technologies can lead to the replacement of traditional forms of verification of political processes. For example, the January 2019 precedent of the verification of such public personalities on Instagram and Facebook as N.

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<sup>32</sup> Turonok S. (2001) *Internet i politicheskij process*. Obshchestvennye nauki i sovremennost', no 2, pp. 51–63. A (in Russian).

Maduro to J. Guaido allows us to put forward a hypothesis about the beginnings of a new type of legitimacy - digital, which in the future may not only expand the well-known Weberian triad, but also relativate the phenomenon of leadership and the dependence on compromise in public policy in general.

Third, the use of new instruments in foreign policy competition allows large players to directly communicate with civil societies in other countries, bypassing their legitimate governments (“twitter revolutions” and “twitter diplomacy”). In this case, populism ceases to be just one of the elements of the overall global political landscape, but it also manifests significant functionality in the reality transforming under the influence of digitalization processes - it provides a kind of “cohesion” between an inert political system due to its scale and an emotionally plastic society that is increasing its instrumental competence through more and more available new technologies. To a certain extent, all of this materializes, among other things, the ideas of actorness in world politics and global leadership developed by realists and neoconservatives.<sup>33</sup>

Discussions about digitalization often invoke “information” as the organizing mode of many domains of social life. Although the scholarship on “the information society” is incredibly vast and varied, much traces its roots to early work by Fritz Machlup (e.g. 1962) and Daniel Bell (1976) that noted broad shifts in national economies and occupation patterns.

Other scholars explain digitalization’s wide-ranging effects on social life by noting how digitalization broadly motivates “convergence” of disparate sectors. Most notably, many have identified “digitalization” as bringing about convergence across media, which drives many of the broader social and technical changes detailed below. Some scholars have argued that digitization’s ability to produce a medium that consolidates all other media means that the digital must ultimately be seen as a “generalized medium” that consolidates “diverse forms of information”<sup>34</sup>, or that is ultimately “mediumlessness”.<sup>35</sup> Ultimately, the rise of digital media “has entailed a reconsideration of what a medium is, because the digital computer can reproduce or simulate all other known media”.<sup>36</sup>

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<sup>33</sup> Kwet M. (2019) Digital Colonialism: US Empire and the New Imperialism in the Global South // *Race & Class*, vol. 60, no 4, pp. 3–26.

<sup>34</sup> Beniger, J. (1986). *The Control Revolution*. Cambridge, Mass.: Harvard University Press.

<sup>35</sup> Negroponte N. (1995) *Being Digital*, New York: Knopf. P.153

<sup>36</sup> Jensen, K. B. (2013). *Definitive and Sensitizing Conceptualizations of Mediatization*. *Communication Theory*, 23(3), 203–222. doi:10.1111/comt.12014

Scholars have explored the idea of “convergence” across a number of different processes and domains of social life, identifying a number of different forms of convergence. For the sake of clarity, there are 4 key dimensions of convergence related to digitalization: infrastructural, terminal, functional and rhetorical, and market convergence.

Perhaps the most common form of convergence discussed in the literature is infrastructural convergence. Scholars describe how digitization brings about the convergence of the material infrastructures of communication. There are two main forms of this type of convergence. First, network or “infrastructure” convergence refers to the physical network of wires and tubes that undergird the communication infrastructure. Because digitized information can be manipulated and understood by (nearly) any digital system, “any network can be used to transmit all kinds of digital signals”.<sup>37</sup> This means that “a single physical means—be it wires, cables, or airwaves—may carry services that in the past were provided in separate ways”.<sup>38</sup>

Second, device or terminal convergence refers to how digitization entails the consolidation of multiple media devices into one. The quintessential example here is the smartphone, which now takes the place of a number of former devices (telephone, computer, camera, audio recorder, calendar, calculator, notepad, etc.).

Digitalization is not only the Internet, but it is thanks to the Internet that digital technologies have entered every home and today they increasingly accompany the activities of any social unit. Thus, it can be assumed that the digitalization of politics in its current form begins with the inclusion of political actors (the state and its institutions, parties, NGOs and other structures of the public sector) in the number of users of the global Internet. At first, it was probably in a passive mode (receiving information), later - in active (development and launch of own sites and use of e-mail). The subsequent course of digitalization of social life was based largely on putting on the agenda the issue of digital competencies of users of the digital space on the message senders as well as on the message recipients. Thereby figuring out whether they are doing everything right or not.

The simplest and most widespread form of use of the electronic network space by political actors remains, as in earlier stages, ensuring their presence in it through their own sites. At the

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<sup>37</sup> Storsul, T., & Fagerjord, A. (2008). *Digitization and Media Convergence*. In W. Donsbach (Ed.), *International Encyclopedia of Communication* (pp. 1319–1323). Malden, MA: Blackwell Publishing Ltd.

<sup>38</sup> Pool, I. de S. (1984). *Technologies of Freedom*. Harvard University Press.



same time, with the development of alternative network communication formats such as social media and mobile applications, the importance of sites is changing.

In fact, by means of social media, digitalization significantly improves the productivity and reach of the company and has already become one of the top priorities for leaders of enterprises and IT organizations around the world.<sup>39</sup>

As S.V. Volodenkov notes, due to the high level of interactivity of online information platforms and the horizontal nature of communication between users and the editorial board, a more trusting attitude is formed towards the positions of various parties and the participants in the discussions. It is compared to the traditional model of agitation and propaganda influence, which presupposes purely vertical informing of representatives of target audiences without forming an effective interactive feedback channel with them.<sup>40</sup>

It should be noted that the development of network forms of deliberation and articulation of interests in public policy transforms the strategies of actors in the political space. More attention is paid to interaction with the use of network tools - politicians and political institutions are adopting SMM (social media marketing) practices from the business environment, attracting specialists and implementing relevant projects. Thus, the tasks of targeting, promoting the necessary information, increasing brand awareness, mobilizing the electorate, and establishing feedback are carried out.<sup>41</sup> First of all, this applies to political parties, however, it is becoming more and more typical for other participants in the political system - public associations and non-profit organizations, GR-structures and, of course, business institutions.<sup>42</sup> Energy companies are no exception.

## **1.2 The concept of environmental security as the main factor of the companies' digitalization and image-building processes**

Energy companies are concerned with their public images than ever before, especially pertaining to the environmental impact of their operations. The oil companies that have done the

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<sup>39</sup> Kerravala, Zeus (2016) *10 major principles of building a network for digitalization*, ZK Research, P. 3

<sup>40</sup> Volodenkov S.V. (2018) *Osobennosti interneta kak sovremennogo prostranstva politicheskikh kommunikacij*. PolitBook, no 3, pp. 6–21 (in Russian).

<sup>41</sup> Ibid. P.13

<sup>42</sup> Sorokina E.V., Selent'eva D.O., Surina V.A., Cherkasova E.A. (2018) *Primenenie SMM-tehnologij pri formirovanii imidzha organa gosudarsvennoj vlasti*. International Journal of Humanities and Natural Sciences, no 12–1, pp. 105–109 (in Russian).

most to protect the environment include Total Energies, Royal Dutch Shell PLC, an up-and-coming Canadian firm, Petroteq Energy Inc., and even the much-maligned BP PLC. And in this work, the author is going to reveal key characteristics of digitalization of environmental image of energy giants.

In order to trace how the concept of “environmental security” became the main priority of the energy companies, it is necessary to examine the concept itself. Each year, energy companies are starting to pay more and more attention to the environmental issues. They are developing their own concepts of environmental safety following the goals of sustainable development, monitoring environmental protection, reducing greenhouse gas emissions and many more.

Initially, the concept arose and widely entered political circulation in the second half of the twentieth century as a result of the rapid economic and technological development of mankind after the World War II and the resulting objective needs in many ways to eliminate negative consequences for the environment and the very existence of mankind.

The plurality of meanings of the concept can be categorized into six principal interpretations. First, environmental security can be seen as being about the impacts of human activities on the environment. Second, environmental security can be seen to be about the impacts of the military–industrial complex, including war, on the environment. Third, environmental change can be seen as a security problem common to all states, therefore requiring collective action. Fourth, environmental change can be seen as a threat to national security. Fifth, environmental change has been identified as a possible cause of violent conflict. Sixth, environmental change can be seen as a risk to human security. The following discussion focuses only on the last three of these interpretations, as they have been the most prominent in terms of research and their influence on policy.

The main goal of the concept of environmental security is to ensure a favorable and safe existence of current and future generations in conditions of increased environmental threats and dangers of an anthropogenic and technogenic nature, to preserve the environment at least in its current state and to ensure the protection of existing ecosystems.<sup>43</sup>

All threats to environmental safety can be classified and divided into two general groups: 1) Environmental degradation and 2) Resource depletion. Energy companies pose a threat to

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<sup>43</sup> Vlasova, E. Ya. (2008). Strategicheskie napravleniya obespecheniya ekologicheskoi bezopasnosti regiona [Strategic directions for ensuring the environmental safety of the region]. *Fundamental'nye issledovaniya*, 5, P. 61. (In Russian)

environmental safety to both of them and therefore, they have to work on their image in order to build a green one on the basis of digitalisation. In order to improve their image, energy corporations started using social media where they post about their goals, projects and results.

Digitalization is indeed one of the huge trends currently transforming the energy sector which could improve and is improving the current situation. In the environmental sector, digitalization implies the transition from current models of a predictable generation with predominantly constant power to the electrical power system that receives the energy from renewable energy systems. This involves the application of new digital technology, such as low-cost cloud computing, the internet of things, big data analytics and blockchain to energy. In this new energy world, solar power and digitalisation have emerged as a natural fit, as both help democratise and decentralise our electricity supply.

The implementation of variable and distributed renewable energy generation will require great efforts to manage the energy flows in the electrical power system, its redistribution, and accumulation. The industry's task is to develop an operational model that will be primarily customer-oriented, resistant to external influences and effective. Social media is an excellent place for people to learn about renewable energy and particular company's policy towards environmental safety and sustainability. It's also a great way to show the vision of a particular energy company of the concept of environmental safety and its ways of improving the current environmental situation. And thereby promote the company by showing its environmentally friendly policy.

But how exactly could new Information Technology and connectivity put more solar on the roofs and fields of Europe? When it comes to building-mounted self-consumption solar systems, digital smart building technology can go a long way to increasing self-consumption rates, optimising grid feed-in and therefore increasing the profitability of solar installations. If the theoretical holy grail within the self-consumption business model is 100% self-consumption, smart tech promises to be an important tool for realising this goal.<sup>44</sup> The essential component here is smart building which is an energy management system designed to combine accurate forecasting of solar generation with artificial intelligence to optimise generation and demand. Just as important are the smart building appliances, electric heating and cooling with smart thermostats, smart electric vehicle charging, and last but not least, battery storage. All of these technologies form the "smart building package" in which solar plays an integral role. A good

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<sup>44</sup> SETIS Magazine, *Digitalisation of the Energy sector*, May 2018 <https://setis.ec.europa.eu/publications/setis-magazine/digitalisation-of-energy-sector/digitalisation-means-more-solar-europe>

example of this is the new EnnexOS energy management system from SMA Solar Technology, which links together solar PV, battery storage, gas, EVs and much else in one platform.<sup>45</sup>

The current model of energy management is losing its opportunities every day. Thus, there is an urgent need to change the work model and the interaction of energy components to make the lines more responsive to the alternative sources generation load in the face of changing demand. The second challenge that service providers will face at the community level is increased competition due to the increased supply of distributed affordable energy services. Thus, energy service sellers must act proactively to meet the needs of consumers, offering them individually optimised services, while protecting the confidentiality of operations and ensuring secure control of transaction data between participants in the energy market.

Since digitalisation is not only about implementing of new IT and R&D projects or innovations into the energy corporations work but also digitizing data using the Internet, it can be said that currently social media platforms are being actively used in order to digitalise data as well as process of the corporations work. By telling the audience about their environmentally concerned innovations, projects and results, energy corporations build a green image that goes in line with the audience's vision of environmentally concerned organization or only makes it look like they care about environment.

It can be argued that on the basis of digitalization, there is a green propaganda of the new energy management model being done on Facebook, Instagram and Twitter by the energy companies. Green propaganda is propaganda that aimed at creating a vision of a company concerned of environmental problems and does everything in order to help solve these problems using public statements, advertisements, annual reports, journal articles, profit statistics and production statistics posted on social media, corporations are definitely trying to influence the minds of the audience and build a green image on the basis of the digitalisation of social media. Most of the time, pursuing private profit-oriented goals since the main goal of any brand is to get more consumers of their goods.<sup>46</sup>

In the next chapters there will be an analysis of the Russian and French energy corporations be done, which will allow the author to compare the two strategies using comparative analysis and then make a conclusion on which one is successful and can be used as a model of building a

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<sup>45</sup> SETIS Magazine, *Digitalisation of the Energy sector*

<sup>46</sup> Maarten de Kadt (1983) *Energy Corporation Propaganda: a weapon against public policy*

green image. Among the Russian energy companies, the author is going to focus on Gazprom Neft, Lukoil and Rosatom.

Environmental security is among the top-priority areas of work of these companies. In order to conduct continuous environmental monitoring in the field of environmental protection and to ensure that the burden on the environment is reduced, oil and gas corporation Gazprom Neft has created an integrated industrial safety management system. In the field of environmental protection, the main management mechanism is the environmental management system that meets the requirements of the international standard ISO 14001.

Lukoil - the second Russian oil and gas corporation determined for analysis - is focused on minimizing the impact of the company's activities on climate through the use of the best available technologies. The company is also guided by the principles of sustainable development and is working towards achieving a balance between socio-economic and natural-ecological development

Atomic energy corporation Rosatom supports initiatives to combat climate change at the national and global levels. When carrying out production activities, the State Corporation focuses on full compliance with Russian and international environmental standards in the regions of its presence, and also ensures transparency and accessibility of information on the environmental aspects of the industry's enterprises to a wide range of stakeholders.

As for the French companies, Total Energies, Engie and EDF Group are focusing on the environment the most among all the other energy companies in France. Total Energies is currently using the most efficient and environmentally friendly equipment (according to their website), in particular through SunPower PV technology. Depending on the kWh produced, their panels produce 40% less CO<sub>2</sub> compared to competitors and are labeled EcoSolutions.

This labelling process, initiated by the oil and gas corporation Total Energies in 2009, provides a lower than market average environmental impact for equivalent or better quality for all of the Group's products and services. The Total Energies EcoSolutions standard meets the requirements of the international standards ISO 14020 and 14021. As Gazprom Neft, Total Energies follows the international ISO 14001 standard which covers technical, organizational and documentary aspects relating to the consideration of the environmental dimension in the company's activity.

ENGIE Group which is the second oil and gas French corporation, is committed to identifying its impacts on the environment, implementing action plans to avoid, reduce and, if necessary,

compensate them while optimally managing the resources at its disposal. The corporation has its own Corporate Social Responsibility Policy and environment is own of its dimensions and it covers multiple issued such as climate change, in particular the global warming of the atmosphere and oceans but also the increase in frequency and intensity of extreme climatic events, change in the atmosphere with increased emissions of greenhouse gases and etc.

The third French company that is determined for analysis is an atomic energy corporation EDF Group which makes a constant effort in a variety of fields to improve the environmental performance of the technology. In the space of 10 years, EDF has brought down its atmospheric emissions per kilowatt-watt generated by 60%. This reduction was achieved by combining several technologies. Moreover, the Group is continuing its research on carbon capture. For more than two decades, EDF has been measuring its CO<sub>2</sub> emissions. Since 2005, the results have been audited by accredited independent bodies. By 2016, EDF had reduced the volume of its CO<sub>2</sub> emissions by 50% from their 1990 level.

All of the mentioned above prove that environmental security plays an important role in the energy companies' digitalization processes allowing them to create image building strategies that would be essential in creating a green image. But how and why these companies are using the Internet platforms in order to create an environmentally friendly image? In order to see what action the corporations under question do to promote environment-friendly lifestyle and work, one needs to analyse the social media of these companies and see how they are changing their policy in order to meet the needs of consumers and the environment at the same time.

## Chapter II. Russian Energy Companies' Social Media Strategies Analysis

Social media analysis helps understand how the companies use their social media platforms in order to create a positive image of the companies by specifying the main methods those companies use and what style they adhere to. A good reputation enables to attract customers easily and manage loyalty of the existing ones without extra financial investments. It helps to attract the best employees in the labour market and manage crises like bad economic times more smoothly. S.L. Wartick states that the coverage of any form of media has an impact on the corporate reputation and consequently on the value of company from the investor's point of view.<sup>47</sup>

It should be mentioned that corporate image was once advertising jargon but is today a common phrase referring to a company's reputation. The image is what the public is supposed to see when the corporation is mentioned.<sup>48</sup> A good corporate image is a genuine asset; it translates into dollars at the counter and higher stock valuation.

In fact, the Internet significantly increased the number of available channels and a way of communication. Customers nowadays have more proactive utilization and more control over the communication process. They have a possibility to find information globally, contacting other customers, or expressing their own opinions on social media. So, the corporate reputations are not about what companies do or say, it is about how the customers see and respond to company actions. And that is why it is so important to not only look through the publications particular company posts but also user's reactions under them.

On social media there are many methods that are used by different companies and brands. For example, it can be used for arranging polls, contests and challenges; or publishing posts with a call and motivation to action, doing reposts, mentioning and collaborating with other companies, etc. And this chapter presents analysis of social media of the Russian energy companies through which it will be possible to identify what methods each company uses.

The analysis will be devoted to Gazprom Neft, Lukoil and Rosatom's social media strategies. The first corporation has 4 official accounts on VKontakte, YouTube, Instagram, Facebook and separate accounts devoted to their gas stations, their own hockey tournament and etc. Lukoil has

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<sup>47</sup> Wartick, S.L. (1992) *The relationship between intense media exposure and change in corporate reputation*, Business and Society, pp.33-36

<sup>48</sup> Richardson, E. (2005) *Maintaining Corporate Image*, Automotive Industries

5 accounts on VKontakte, YouTube, Instagram, Twitter and Facebook. Rosatom utilizes the same social media platforms as the previous corporation. Despite the fact that corporations have at least 4 official accounts, most of the time, they use only 2 or 3 social media. The table below allows to get a better understanding of the statistics of the three most frequently used social media platforms and to visualise the main indicators of the statistical data.

*Table 2. Russian corporations' social media analysis*

	Gazprom Neft		Lukoil			Rosatom		
	Facebook	Instagram	Facebook	Instagram	Twitter	Facebook	Instagram	Twitter
<b>Creation date</b>	June 9, 2014	N/A	July 8, 2012	N/A	January 2011	July 28, 2011	N/A	June 2010
<b>Number of followers</b>	63k	110k	25k	60k	11k	47k	47,8k	12,4k
<b>Total number</b>	173k		96k			107,2k		
<b>Languages used</b>	Russian	Russian	Russian	Russian	Russian/English	Russian	Russian	Russian/English
<b>Focus</b>	Social and environmental policy, news, facts related to the work	Environment, social responsibility, education and solutions	Environment, social responsibility education and solutions	News, solutions, education, innovations and results	Environment, innovations, news, education	Environment, innovations, environmental solutions, news, education	Work process photography, environment, Innovations, solutions, news, educational factor	Environment, innovations, news, education
<b>Key social media</b>		X		X			X	
<b>Average of likes</b>	58	851	88	638	8	128	1144	15
<b>Frequency of posts</b>	up to 2 publications/day	up to 2 publications/day	up to 3 publications/day	up to 3 publications/day	1 publication/month	up to 2 publications/day	1 publication/day	up to 6 publications/day

As we can see from the table, Gazprom Neft doesn't have an official Twitter account (only an account dedicated to the gas station network of Gazprom Neft), but that doesn't mean that there is not enough information to be analysed since most of the time, the information posted on Facebook as well as on the other sources, carries the same meaning and repeats. Therefore, the author is focusing on the two platforms - Instagram and Facebook because Gazprom Neft is most



active there and has more followers than on the other social media accounts. That is also done in order to be objective when comparing the corporations. The other two companies post original content on all of the three social media platforms taken into account when analyzing.

The main language used on social media of the corporations is Russian meaning that Russian energy corporations are more nationally oriented with the exception of Rosatom and Lukoil which have English versions of their accounts on Twitter.

Key social media indicator was based on the amount of followers on a particular social media account, frequency of publications and average of likes. Instagram is the key social media of all of the three corporations. What we can also learn from the table above is that Gazprom Neft has the largest total audience on the three social media platforms - 173k. Rosatom came in second (107,2k). Lukoil has 135,6k followers in total.

Overall, Instagram, Twitter and Facebook are the platforms that are used more often by the Russian companies (except for Gazprom Neft using Instagram and Facebook most often). Despite the fact that VK is among the top platforms of the Russian corporations in terms of the amount of followers (for instance, Rosatom has 111k followers on VK), Instagram is the most frequently used social media because of the fact that Instagram gives more opportunities for those companies. For example, it can bring more foreign followers to their account, as well as engage more people by posting visually attractive content. The amount of followers on VK can be linked to the fact that it is the first Russian social media platform to be this popular and is currently being used as a source of some general information and news posted by the Russian companies. At the same time, on Instagram there is much more precise information posted which is directed towards engaging more people into their activities, showing results of their work and their environmental policy. Therefore, the main goal of VK is posting the news while of Instagram, Twitter and Facebook - content regarding any topic, paying a lot of attention to the environmental issues. That is why the author is going to analyse these three social media platforms.

The leader in terms of engagement on three social media platforms analysed is Rosatom which might be linked to the fact that the content posted is original, well-made, technically advanced and stylish. Among the types of publications, Lukoil, Rosatom and Gazprom Neft have managed to find several entertaining posts designed to raise audience activeness. For instance, Gazprom Neft periodically posts quizzes to test knowledge of facts related to its activities.

Lukoil, on the other hand, is organizing whole prize draws, while at the same time raising the attention of subscribers to the published content.

On the corporations key social media - Instagram - such corporations as Lukoil and Gazprom Neft adhere to a single visual style, while Rosatom's pictures are diverse and are not branded in any way. With rare exceptions, the communication style of all companies can be defined as informational and official.

Nowadays, large energy corporations are not only engaged in the development of natural resources, production and sale of fuel, but also bear a certain social burden. Therefore, the decision to start social media primarily pursues image goals. Accounts on social media play the role of corporate magazines, where companies share all of their news, supporting an image of a progressive, high-tech and environment-oriented market player. This largely determines the style of communication used.<sup>49</sup> At the same time, the main consumer of these companies' products is the country's population. This means that companies won't be able to avoid complaints and negativity. In order to get acquainted with the Russian companies' social media strategies and their ways of dealing with the positive as well as negative feedback, the author is going to analyse their social media accounts and publications.

## **2.1 Gazprom Neft' Social Media Focus on Environment**

Efficient use of resources and responsible attitude to the environment are an important part of the corporate philosophy of Gazprom Neft. The company evaluates and strives to minimize environmental risks, invests in the environmental programs in various areas.<sup>50</sup> But what methods does this company use to build a green image? Like other companies, Gazprom Neft uses various social media. Gazprom Neft is developing several accounts at once - an official one, as well as accounts of the gas station network, the Home Towns program and its own hockey tournament.

The most frequently used social media accounts are Instagram and Facebook where they post up to 2 publications per day. There should also be mentioned the fact that the company doesn't have a Twitter account. Taking into account the fact that Gazprom Neft posts similar and sometimes the same information on all social media accounts, analyzing only Instagram and

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<sup>49</sup> Aula, P. & Heinonen, J., (2016) *The reputable firm*. Springer. 4, 20, pp. 23-24.

<sup>50</sup> Gazprom Neft Official Website <https://www.gazprom-neft.ru/social/ecology/>

Facebook would be credible enough to get a general understanding of how Gazprom Neft is building a green image through social media. During analysis, the author is going to mainly focus on the Instagram account because it is more active and the information posted there is in more detail.

In terms of engagement, Instagram is on the lead with the average of 851 likes. The most popular type of the posts is short videos on different topics, including the environmental aspect of their work. There is also a particular style that the company adheres to: all the pictures posted are done in the same color spectrum and have either some thematic images or text.

It should be mentioned that Gazprom Neft's CEO, Alexandr Dyukov, doesn't have public social media account but there are some videos of him telling about the results of the work are published on the company's official Instagram account.

In fact, the company spends a lot of time interacting with subscribers and responding to the comments under the publications. That is due to the fact that Gazprom Neft's social media accounts are being run by the agency that creates creative concept for positioning Gazprom Neft on social media in accordance with the company's communication strategy and increases the share of company mentions on social media among Russian vertically integrated oil companies.

On Instagram, Gazprom Neft posts about its company employees who share interesting facts from the oil company's work environment. The second branch of posts are innovative technologies that are used in the work process. The third is caring for nature (including the Arctic). They also share some facts about the work itself, as well as the process of oil refining. The fourth type of posts is the educational component (various trainings and courses). These are the categories of posts used most of the time, in addition to them there is information from top officials, ratings, entertaining posts and much more.<sup>51</sup>

Gazprom Neft sees climate change as one of the most pressing problems of our time and, according to the company, it is connected with the emission of greenhouse gases into the atmosphere. A key instrument of the climate risk management system is the assessment of the level of greenhouse gas emissions. To this end, Gazprom Neft has a corporate standard for

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<sup>51</sup> Gazprom Neft Official Instagram account. Post 19.06.2019 <https://www.instagram.com/p/By28pQaAUT9/>, accessed 19.01.2021

monitoring and accounting for greenhouse gas emissions, based on the principles of the current legislation of the Russian Federation and international recommendations.<sup>52</sup>

On its Instagram, Gazprom Neft shares its activities to combat climate change and, first of all, Gazprom Neft solves this problem through the program to increase the level of use of associated petroleum gas (APG). And the result was that at the beginning of 2020 the company was able to increase the level of beneficial use of associated petroleum gas up to 95%. This fact undoubtedly attracts the audience even more and, of course, helps to build a positive environmental image of the company.

On the Gazprom Neft social media accounts one can also find the information about Gazprom Neft' contribution to combatting climate change through a program that increases the level of beneficial use of associated petroleum gas (APG), which is produced along with oil. At the beginning of 2020, Gazprom Neft was able to increase the utilization of associated petroleum gas to 95%.<sup>53</sup> The achieved figure is the result of the company's large-scale gas program, work on which has begun back in 2011.<sup>54</sup> Another important point is that Gazprom Neft supports the implementation of the Paris Agreement aimed at combating climatic changes.

To consistently reduce the burden on the environment, the company has an environmental management system that meets the requirements of the international standard ISO 14001:2015. The scope of certification includes the management of the main production assets of Gazprom Neft, in addition, separate certificates are valid in 12 subsidiaries of the company, said on the official website.<sup>55</sup>

As an interactive part of its publications, Gazprom Neft tries to show its transparency policy by making their refinery oil stations visible for each and everyone launching an online guide. To all of the stations from Iraq to the Arctic. Analysing the feedback of the audience, it can be stated that all of the comments have a positive or neutral connotation - 8 of the comments telling about

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<sup>52</sup> Gazprom Neft Annual Report 2019. [https://ar2019.gazprom-neft.ru/download/full-reports/ar\\_ru\\_annual-report\\_pages\\_gazprom-neft\\_2019.pdf](https://ar2019.gazprom-neft.ru/download/full-reports/ar_ru_annual-report_pages_gazprom-neft_2019.pdf), accessed 19.01.2021

<sup>53</sup> Gazprom Neft official Instagram account. [https://www.instagram.com/gazprom\\_neft.ru/](https://www.instagram.com/gazprom_neft.ru/), accessed 19.01.2021

<sup>54</sup> Alekseev, A. (2020) *Gazprom Neft' uvelichivaet poleznoe ispol'zovanie poputnogo neftyanogo gaza*, Sibirskaya Neft Journal, ed.N.171, <https://www.gazprom-neft.ru/press-center/sibneft-online/archive/2020-may/4620382/>, accessed 20.01.2021

<sup>55</sup> Gazprom Neft Sustainable Development Report 2019, [https://csr2019.gazprom-neft.ru/download/full-reports/csr\\_ru\\_annual-report\\_pages\\_gazprom-neft\\_2019.pdf](https://csr2019.gazprom-neft.ru/download/full-reports/csr_ru_annual-report_pages_gazprom-neft_2019.pdf), accessed 19.01.2021

how good that idea is and that they want to experience it as soon as possible, 2 other comments were telling about some other ideas that should also be paid attention on.

On Facebook, Gazprom Neft has a special feature 'Ask Gazprom Neft' which allows people to ask questions related to 4 most popular dimensions - employment, internship, education for schoolchildren and cooperation with Gazprom Neft. That is a big step towards building a dialogue with their followers and therefore getting some feedback related to their work which would also help understand the attitude of the audience regarding some issues.

Moreover, there are some educational videos being posted on Facebook as well as on Instagram which are technically advanced allowing to visualise the information which leads to a better understanding of the problem. For example, there's a video devoted to the most unexplored oil - Domanic oil, which is even more denser than the traditional oil. In the video, Gazprom Neft also tells their followers about their plan of starting to extract Dominic oil in the Orenburg region by 2027.<sup>56</sup>

Many posts are also devoted to innovative technologies of Gazprom Neft. In fact, technological development and digital transformation are important components of the company's strategy. Today, technologies are developing too quickly, therefore using only ready-made, proven solutions that are present on the market means being hopelessly behind. In 2019, the Center received 399 proposals. Selected and implemented about half of them. At the same time, over the three years of work, the number of projects has grown significantly: in 2018, 14 R&D projects were implemented, in 2019 - 59. The most demanded technological areas today are artificial intelligence and digital twins. For example, the technology of digital design of the infrastructure of new assets called "Digitalization of fields", within the framework of which digital twins of fields are created, which are larger in size than many European countries. These models are constantly changing online based on live data from wells, drilling rigs and geological equipment. This makes it possible to manage the entire oil field as a single digital organism.<sup>57</sup>

During the work process, Gazprom Neft pays a lot of attention to the nature-related factors of their work, according to their social media, since its Instagram is telling that it is concerned about Atlantic walruses, as they are an indicator of the environmental well-being in the region,

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<sup>56</sup> Gazprom Neft Official Facebook account. Post 26.05.2021 <https://www.facebook.com/gazprom.neft/posts/1883314075176179>, accessed 27.05.2021

<sup>57</sup> Gazprom Neft Official Instagram account. Post 10.09.2020 <https://www.instagram.com/p/CE9bR2aDVso/>, accessed 18.01.2021

therefore it is very important to monitor the number and health of Atlantic walrus.<sup>58</sup> If they are present at the facilities, it means that the overall environmental situation is fine in the region and that their work does not harm the environment.

Much attention is also paid to the Arctic. In 2019, Gazprom Neft's Arctic assets made a significant contribution to the overall production growth - around 30% of the company's oil is produced in the Arctic Circle. In 2020, within the framework of the New Port project, the goal of reaching the level of production of 8 million tons of oil per year is planned. Development of the northern part of the field should become the basis for growth, the development prospects of which have already been confirmed by pilot projects.<sup>59</sup> Many posts devoted to the Arctic also have some educational grounds. For example, there is a post on Instagram telling how they extract oil in the Arctic and how difficult this process is.

There is a modernisation program of Gazprom Neft being applied during work which allows saving a lot of fuel at the Moscow Oil Refinery through the introduction of energy-saving technologies. On Instagram, they presented some figures that worth noting: Gazprom Neft saved 6.3 thousand tons of fuel which will be enough to refuel 50 thousand buses running on natural gas, 3.2 million kW of thermal energy, which will be enough for a month of heating of 4-storey building and 120 million kWh of electricity, which is enough to boil 19 million kettles.<sup>60</sup>

The Earth Hour 2021 is a very relevant event currently and Gazprom Neft doesn't stand aside but in contrary - the corporation encourages everyone to participate in this action on all social networks and at the same time talks about all of their environmental actions and projects in order to attract more people not to stay on the sidelines and to do something for the environment.

Gazprom Neft is also company that concerned about the health of its employees, paying great attention to the industrial safety system. In 2020, a digital industrial safety control system was introduced at the gas fractionation unit. The use of neural network elements allows to receive online information about the state of a production facility, predict and prevent possible deviations from normal operation in advance.<sup>61</sup> The blog also talks about how the health of the

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<sup>58</sup> Gazprom Neft Official Instagram account. Post 24.11.2020 <https://www.instagram.com/p/CH-tdhZDL5i/>, accessed 19.01.2021

<sup>59</sup> Gazprom Neft Official website, *Gazprom Neft expands production in the Arctic*, 24.03.2020 [https://www.gazprom-neft.ru/press-center/news/gazprom\\_neft\\_narashchivaet\\_dobychu\\_v\\_arktike/](https://www.gazprom-neft.ru/press-center/news/gazprom_neft_narashchivaet_dobychu_v_arktike/), accessed 20.01.2021

<sup>60</sup> Gazprom Neft Official Instagram account. Post 06.04.2021 <https://www.instagram.com/p/CNUgTLbjQoo/>, accessed 22.05.2021

<sup>61</sup> Gazprom Neft Official website, *Digital industrial safety systems now being deployed at Gazprom Neft*, 12.08.2020

shift workers who were sent to the Arctic is preserved, which also undoubtedly increases the trust of subscribers.

Another factor that undoubtedly plays a role in shaping the company's image is that every year (since 2007) Gazprom Neft is publishing a Sustainability Report on their social media as well as on their official website, which highlights the company's approaches to responsible business conduct.

Worth mentioning the fact that on Gazprom Neft' Instagram page they also tell about petroleum materials that become the basis for clothes showing their eco-responsible gestures therefore endearing the followers. They also say that petroleum products are not only fuels and plastics, many garments are also made from oil: jackets, t-shirts, tracksuits, and more. The feedback of the audience is quite different - 10 comments are positive and 3 are negative and 1 is neutral. The negative feedback is that some people are concerned with the clothing recycling process and are not sure that it is good for the environment.

Speaking about the results of the Gazprom Neft policy, in December 2020 Gazprom Neft received the highest climate rating CDP (Carbon Disclosure Project) among Russian oil companies. Based on an independent assessment, Gazprom Neft received a 'B' category rating, overtaking all participating Russian oil and gas companies.<sup>62</sup> A more detailed information on the CDP rating can be found in Appendix A.

In 2020, Gazprom Neft became a party to the UN Global Compact, the largest international initiative in the field of sustainable development and corporate social responsibility. “For many years, our company has been paying special attention to safety, environmental protection, and the development of regions of operation,” said Alexander Dyukov, CEO of Gazprom Neft. “We always care about the health, well-being and labor rights of the company's employees, the total number of whom today is more than 77 thousand people.” It is no coincidence that Gazprom Neft is one of the most attractive employers in Russia, according to many sociological studies and ratings.<sup>63</sup>

Undoubtedly, this is a step towards greater openness and transparency. In terms of education, Gazprom Neft is actively investing in the development of specialized educational systems. The corporation creates special classes, departments and educates future specialists, starting from

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<sup>62</sup> Gazprom Neft official website, Press release, *Gazprom Neft receives highest CDP Climate Change score among Russian oil & gas companies*, 10.12.2020

<sup>63</sup> Gazprom Neft Official Facebook account, <https://www.facebook.com/gazprom.neft>, accessed 19.01.2021

school. Many students study at specialized universities departments and undergo practical training at the company's enterprises. The environmental issue is equally important. Environmental initiatives of Gazprom Neft, such as the construction of modern treatment facilities “Biosphere” at oil refineries, the introduction of the technology of geological exploration “Green Seismic”, are highly appreciated by environmental organizations and specialized agencies. The company is also actively involved in improving the energy efficiency of production.

Thus, it can be concluded that Gazprom Neft actively uses social media in order to build such an image that is in line with the population's expectations of the environment caring organisation. Instagram is used more actively by this company, however, the information is being duplicated on the other Internet platforms. On Instagram, the audience is introduced to company employees who share interesting facts from the working environment of the oil company, also there can be found information about innovative technologies, as well as activities aimed at caring for nature. Also, various interaction and entertainment posts are being posted on the accounts which are aimed at uniting the audience and the company. One can also see a feedback of the audience, which is expressed in likes and reposts, which indicates the engagement of people and the attitude to the company's activities which is positive most of the time.

## **2.2 Lukoil’ Social Media Focus on Environment**

Lukoil is guided by the principles of sustainable development and strives to achieve a balance between socio-economic and natural-ecological development. The concept of sustainable development of the company includes: 1) Increased attention to the environmental consequences of its core activities, reduction of negative impacts on the environment and climate; 2) Implementation of technological, managerial and scientific innovations in business processes; 3) Search for solutions and technological processes that contribute to the achievement of the task of energy and resource conservation; 4) Search for alternative types of energy; 5) Release of environment-friendly products.<sup>64</sup>

The company posts about all these activity directions on such platforms as Instagram, Facebook, Twitter, VKontakte and YouTube. It should be noted that after analysing these social

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<sup>64</sup> Lukoil Official Website, Sustainable Development, <https://lukoil.ru/Responsibility/Sustainability>, accessed 15.03.2021



medias, it can be concluded that the company posts fewer posts about its environmental policy compared to the other oil and gas corporation Gazprom Neft.

Among the main types of publications are innovative technologies posts, educational posts, results of the work posts and interactive posts (especially on Instagram). The most frequently used social media accounts of Lukoil are Instagram and Facebook since they are posting up to 3 publications every day, at the same time, the last publication on Twitter was made in March, the same with the English-version account. However, a separate post dedicated to the results of 2020 dated December 29th can be found on Twitter.

During the analysis, the author is going to focus primarily on Instagram and Facebook since the corporation doesn't post on Twitter that frequently. However, there is an English version account on Twitter which was created for the English speakers and is used more frequently than the Russian one. There are 3k followers and the information posted is original and environment-concerning therefore image building-oriented. Thus, they are trying to influence not only the Russian audience, but also the foreign one.

In terms of engagement, Twitter has the least number of likes with the average of 8 likes per post and that can be linked to the frequency of the publications. Instagram has the highest average number of likes - 638. And each Facebook post gets around 88 likes.

Among the publications categories posted on the English version Twitter account are the results of the work, sustainability reports, humanitarian aid (Lukoil Upstream Mexico aid to the population of the state of Tabasco), support of the poorer countries (support of healthcare institutions in the fight against Covid-19 in the Congo Republic), scenarios of how the climate agenda will affect on oil demand according to Lukoil and many other posts.

On Twitter, Lukoil also claims to be using renewable energy sources to ensure environmental safety. Lukoil views the development of renewable energy as a long-term trend that, over time, could significantly change the face of the energy industry. In 2019, 14 million kWh of solar energy, 218 wind energy and 868 hydropower were produced.<sup>65</sup>

On Instagram, Lukoil has a certain style and pattern (red and white) and visually one can see many pictures devoted to nature, under which information about the company's activities in the field of environment can be found.

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<sup>65</sup> Lukoil Official Website, <https://lukoil.ru/Responsibility/Climatechange/Renewableenergy>, accessed 15.03.2021

After analysing the posts concerning the environment, it can be concluded that Lukoil pays a lot of attention to the problem of climate change. One of the posts on Instagram said: “We recognize the importance of action to prevent climate change and intend to contribute to the achievement of sustainable development goals.” Among the company's activities, there is reduction of the flaring of associated petroleum gas (APG), improvement of overall energy efficiency, production of energy-efficient products and the expansion of the use of NGV (natural gas as a vehicle) fuel at Lukoil filling stations, which helps reducing carbon footprint.<sup>66</sup>

The company mostly shares some facts about their work on Instagram. For example, they tell about the beneficial use of APG and how Lukoil uses it for injection into the reservoir in order to maintain reservoir pressure, to generate heat and electricity for their own consumption by oil and gas producing organisations. Since 2013, Lukoil has also been implementing a program for the rational use of APG, which includes measures for the construction of new and reconstruction of such gas preparation, transportation and processing facilities that are in operation for a long time. In 2017, the level of rational use of APG was reached to 95% for the Russian organizations of the Lukoil Group. Thanks to the activities of the program, the environmental situation in the main areas of the Company's oil and gas production (Western Siberia, Perm Territory, the Volga region, the Komi Republic) is improving.<sup>67</sup>

There is also an Instagram challenge “Country of discovers” that was proposed in a brief video where a popular singer and blogger tells the audience about an interactive pavilion of Lukoil in VDNKh park in Moscow which is supposed to educate people and show how environmentally friendly Lukoil’s work is. The challenge is that everyone interested in participating should post a video about their favorite place in their city, as the guest star of Lukoil did in the video. As a prize, Lukoil offers a trip around the country. As a consequence of this project, Lukoil gets more followers and promotes its pavilion.

On Facebook, the company shares information concerning its new projects and environmental results of its work. There was new renewable energy project shared for the construction of a solar power plant, which became one of the winners of an open competitive selection held by the Krasnodar Territory Administration. The commissioning of the power plant will make it possible

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<sup>66</sup> Lukoil Official Website, The company’s position <https://lukoil.ru/Responsibility/Climatechange/Companyposition>, accessed 17.03.2021

<sup>67</sup> Lukoil Official Website, Efficient APG use <https://lukoil.ru/Responsibility/Climatechange/APGutilization>, accessed 17.03.2021

to generate about 3 million kWh per year of ‘clean’ electricity, which is equivalent to reducing emissions to 1.5 thousand tons of CO<sub>2</sub> per year.<sup>68</sup>

The company is also digitalizing its manufacturing using new technologies. As part of the XI Tyumen Oil and Gas Forum, Lukoil presented successful experience of integrating digital technologies into the hydrocarbon production process to Russian experts and the business community. One of the directions of the digitalization projects is an integrated field model, the implementation of which made it possible to optimize the oil and gas assets management system. Today, the models of the Bolshekhetskaya Depression fields, as well as the Yuzhno-Yagunskoye field, where an integrated operations center has been created, are operating efficiently.<sup>69</sup>

Moreover, Lukoil won the ComNews Awards 2019 in the category ‘Best IT Project in the Oil and Gas Industry’ for the integrating of a large-scale production model into commercial operation in Western Siberia.<sup>70</sup>

On Facebook, there is a post telling the audience about achieving a high level of rational APG utilisation: “In 2019, we achieved a high level of rational APG utilisation - 97.6%. Further work in this direction will be related to the implementation of projects within the framework of the World Bank initiative “Zero Routine Flaring of Associated Petroleum Gas by 2030”.<sup>71</sup> An interesting fact is that the company was the first among Russian oil companies who has joined this initiative. It was announced in 2015 in order to bring together the efforts of states, oil companies and public organizations and to increase the beneficial use of APG.

From Facebook, it can also be learned that among the main documents in the field of environment is the environmental safety program for 2019-2021, which includes more than 900 events with a total value of about 106.5 billion rubles. (89.1 billion rubles for investments, 17.4 billion rubles for operating expenses). The Program participants are 45 Russian and foreign

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<sup>68</sup> Lukoil Official Facebook Account, Post 02.10.2020 <https://www.facebook.com/LUKOIL/posts/3219221871508358>, accessed 17.03.2021

<sup>69</sup> Lukoil Official Facebook Account, Post 23.09.2020 <https://www.facebook.com/LUKOIL/posts/3192427604187785>, accessed 15.03.2021

<sup>70</sup> Lukoil Press Release *Lukoil's integrated production model recognised as the best oil and gas IT project* <https://lukoil.ru/PressCenter/Pressreleases/Pressrelease?rid=447481>, accessed 17.03.2021

<sup>71</sup> Lukoil Official Facebook Account, <https://www.facebook.com/LUKOIL/>, accessed 17.03.2021

organisations of the Lukoil Group. The Instagram profile also stated that environmental protection is one of the priority areas of Lukoil's activities.<sup>72</sup>

Also, special attention is paid to the topic of biodiversity conservation in the regions where the company operates. To improve the environmental management system in 2019, the systematization of activities in the field of biodiversity conservation was carried out in connection with the expansion of the work in this direction. It should be noted that the company is concerned about the protection of the relict antelope population, within the framework of an agreement with the Ministry of Natural Resources of Russia and a roadmap with the World Wildlife Fund. Criteria and approaches have already been developed which will increase the consistency of activities and obtain more measurable results.<sup>73</sup>

Another result of 2020 was that Lukoil entered the top three in the rating of environmental transparency of oil and gas companies for 2020, held by the World Wildlife Fund and the CREON analytical group.<sup>74</sup> Oil and gas companies were assessed according to three main criteria: the quality of environmental management, environmental impact and the level of environmental friendliness of production, as well as the degree of willingness to disclose information about impact on the environment in the course of production activities.

Analysing Lukoil's Facebook account, it can be concluded that the company is the leader in Facebook engagement among the three companies. The company achieves this leadership through the publication of positive results in the field of environment, as well as their professional activities. Almost every post gets 15 shares. One of the most popular Facebook posts was the post dedicated to the increased position in the International Climate Ranking of Carbon Disclosure Project (CDP) by one step to C level (see Appendix A). Increasing the rating is the result of the development of the company's carbon management system. It can also be called as a most notable result in 2020.

It should be mentioned that Lukoil was one of the first in Russia to start publishing the Sustainable Development Report on social media, demonstrating maximum transparency in its interaction with their audience. The high degree of transparency of the Company's non-financial

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<sup>72</sup> Lukoil Official Website, Environmental Safety Programme 2019, <https://csr2019.lukoil.ru/environmental/environmental-safety>, accessed 17.03.2021

<sup>73</sup> Lukoil Official Website, Environmental Safety Programme 2019, <https://csr2019.lukoil.ru/environmental/environmental-safety>, accessed 17.03.2021

<sup>74</sup> Lukoil Press Release, *Lukoil ranks among environmental transparency leaders*, December 2020, <https://lukoil.ru/PressCenter/Pressreleases/Pressrelease?rid=506005>, accessed 17.03.2021

reporting has been repeatedly confirmed by awards and prizes.<sup>75</sup> At the moment, of course, traditional websites of Lukoil and other Russian energy corporations come first. The companies pay more attention to the official websites and the information about reports is always published first on the websites.

Thus, Lukoil uses the same Internet platforms as Gazprom Neft, but follows a different tactic. Among the similarities is that Lukoil's CEO, Vagit Alekperov, as Alexandr Dyukov, doesn't have social media accounts focusing only on the company's official accounts on social media.

After analysing the company's social media, it can be concluded that in its environmental agenda Lukoil pays most of its attention to minimizing the impact of the company's activities on the climate through the use of the best available technologies, as well as a commitment to continuously improve indicators of climate impact and to assess the risks of such impact at the stage planning. By publishing the results of its activities, the company builds a dialogue with the public and ensures a positive environmental image.

### **2.3 Rosatom' Social Media Focus on Environment**

The State Atomic Energy Corporation Rosatom is a diversified holding company that unites assets in the energy sector, mechanical engineering, and construction. The feature that distinguishes the corporation from the other two oil and gas companies is that Rosatom's strategy is focused on developing low-carbon generation, including wind energy. Responsible attitude to the use of natural resources is one of the priorities of the corporation and an important factor in the sustainable development of the company.

The corporation strives to ensure its activities under the conditions of not causing significant harm to the environment. This principle, among other things, implies the minimization of emissions of pollutants into the atmosphere, discharges into water bodies and the volume of waste generation. Rosatom considers it important to improve energy efficiency, as well as expand the use of closed-loop technologies. Another area of work of the State Corporation in the framework of environmental protection is activities aimed at reclamation of disturbed lands, vegetation cover and conservation of biodiversity. This is what we learn from the Rosatom official website. But what actually is being posted on their social media accounts and how this particular company is building its green image? This is what this paragraph deals with.

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<sup>75</sup> Lukoil Press Release, *Lukoil ranks among environmental transparency leaders*, December 2020, <https://lukoil.ru/PressCenter/Pressreleases/Pressrelease?rid=506005>, accessed 17.03.2021

The main two types of posts on all the social media of the corporation are innovations and results of its work. On Instagram there are also some pictures capturing the manufacturing processes and nature are being posted. That is also a big factor in building a green image because when followers see pictures of nature together with pictures of manufacturing processes at the factories, they would associate these processes with nature and assume that this particular company is concerned with the environmental issues and is ready to help the environment. Moreover, seeing such pictures with captions telling about their help for the environment would also help become associated with green processes. One of the pictures posted on Instagram shows a hedgehog on the background of Rosatom's plants therefore creating a green visualisation of the company's work.

Rosatom actively utilises social media platforms and claims to sell 'knowledge' and 'opportunities' to the audience. The more expert information about nuclear energy and the nature of radiation is received by audience, the more loyal it is to nuclear facilities building. The more young people learn about the opportunities that open up for them in Rosatom, the more qualified employees they get, claims Rosatom.

It should be mentioned that from 2009 to 2012, a specialised agency was in charge of Rosatom's social media. However, Rosatom wanted their social media to combine a creative approach with more serious industry expertise and it was a lot easier for Rosatom staff to master SMM than to explain the agency workers the specifics of the industry of more than 350 enterprises. In 2015, Rosatom decided to take the second path and created their own reputation management team and SMM department.

When Rosatom was forming the strategy of working on social media, they were guided not only by digital formats but also by traditional journalism which can still be effective. Among the main types of publications on Rosatom's social media one can find polls on different topics, some journalistic formats like longreads, communication posts, tests, creative contests, expert opinions and advice, and also results of their work.

The main language of the posts is Russian but as Lukoil, company has Facebook and Twitter accounts English versions aimed at targeting the world audience. The most frequently used social media platform is Twitter despite the fact that it has the least amount of followers compared to Instagram and Facebook. Rosatom publishes up to 6 publications per day on Twitter. The information posted on Twitter is original and not being reposted on the other two social media

accounts. However, Instagram and Facebook posts look identical most of the time and carry the same meaning. That is why the author is going to focus on Instagram and Twitter.

In terms of engagement, Instagram is on the lead with the average of 1141 likes and 5 comments per post while Facebook can be considered as the leader in terms of getting feedback from the audience (almost 30 comments under each post). Twitter having 12k followers has the least engagement number per post - 10 likes. The most popular post on Instagram is the news about the first power unit of the Belarusian NPP with a VVER-1200 reactor getting synchronized with the grid for the first time and delivering the first kilowatt-hours of electricity to the unified energy system of the Republic of Belarus.

The Rosatom's CEO Alexey Likhachev doesn't have personal pages on social media but there are a lot of videos featuring him posted on the official accounts of Rosatom. For example, starting last spring, video messages were published every week in which he spoke about the situation with coronavirus in the Rosatom enterprises and about the adoption of a new corporate strategy. There can be found many positive comments under these videos telling that it is an excellent feedback from the industry leadership. All of the videos got a lot of positive feedback from the audience impressed by the overall speech of the CEO and his right words especially related to quarantine.

It should be mentioned that Rosatom has a particular style on its social media posting more technically advanced videos which is a factor that distinguishes it from the other two corporations. Their videos are done in the programmes that make the videos animated allowing to visualise the information and therefore understand the message of the post easier.

In order to show the scale of the nuclear industry, there was created a test raising awareness of the audience of the atomic energy on Instagram. By reading the results, users unobtrusively received information about nuclear facilities. As a result of reposting test results on the personal pages, many other people saw it and got acquainted with the corporation's work therefore not needing commercial promotion. A lot of attention is also paid to the different creative contests that touch on the environmental agenda and develop a sense of responsibility in children.

There are also expert opinions and advice being posted on Rosatom social media. Several types of experts can be found: industry employees who share life hacks on a variety of issues: from developing memory and intelligence to participating in the Voice show; top managers who reveal the secrets of their success; popularizers of the nuclear industry: expert answers to

questions about radiation in everyday life and at work; non-industry experts: science journalists and prominent Russian scientists.

On Rosatom's Instagram, there are many posts devoted to the education of their audience. They post brief videos explaining some sophisticated processes of their work in order for audience to learn about their work and further understand what particular project is working on. The most popular video of Rosatom on Instagram is devoted to the mini-series showing the audience the phenomena of the nuclear industry from the point of view of a naive, young and very attractive artificial intelligence Kurchatov 7.5. This short video got 20k views.

Another category of the posts on Instagram are the posts devoted to the elimination of the 'environmental heritage'. As part of the instructions of the President and the Government of the Russian Federation, Rosatom is implementing such unique projects as the elimination of accumulated environmental damage at the Krasny Bor toxic industrial waste landfill, at the territory of the Baikal PPM, and is reclaiming a landfill in Chelyabinsk. For example, during the reclamation of the Chelyabinsk city landfill, one of the largest in Europe, Rosatom applied the world's best technological solutions for filtrate purification, biogas collection and utilization systems, and a multi-level isolation system. This made it possible to reduce emissions into the atmosphere of Chelyabinsk by 30%.

However, the task is not only to clean up, but also to prevent the formation of such objects in the future. On Twitter, there is a video dedicated to the creation of an integrated system of waste management of I and II classes. Rosatom is creating an integrated management and recycling system for handling class I and II waste. Seven modern eco-technology parks are being created throughout the country, which will allow processing the entire spectrum and volume of the generated waste of I and II classes to obtain marketable products. It is important that the territories where they create infrastructure receive a powerful impetus for development.<sup>76</sup>

It should also be noted that one of the most popular tweets is the tweet devoted to increasing electricity generation by 7.7% - to 17.6 billion kWh on Russian NPPs in February.<sup>77</sup>

On the company's Twitter, there can be found results of the work, its objectives and particular directions, as well as different news of the atomic energy industry. For example, the news dated

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<sup>76</sup> Rosatom Official Website, *Rosatom prinyal uchastie v forume-vystavke «Chistaya strana»*, March 2021 <https://rosatom.ru/journalist/news/rosatom-prinyal-uchastie-v-forume-vystavke-chistaya-strana/>, accessed 20.03.2021

<sup>77</sup> Rosatom Official Twitter Account, Post 04.03.2021, <https://twitter.com/rosatom/status/1367353566747320321>, accessed 20.03.2021



March 16, 2021 about including nuclear power into the green activities list of the Russian Taxonomy, taking into account the fact that it does not directly emit CO<sub>2</sub>, which puts it on a par with renewable sources of generation.

Another example is that there was a post devoted to including Rosatom into a top 5 of the most environmentally friendly companies in Russia according to Forbes. Several years ago, Rosatom was criticized for outdated monitoring systems, but despite that fact, in recent years there has been many steps done in order to eliminate the accumulated nuclear legacy. In particular, Rosatom is involved into the disposal of nuclear submarines and is building modern storage facilities for radioactive waste and wind parks generation, and also began to develop a system for handling hazardous waste of I and II classes.<sup>78</sup>

Another big concern of the corporation is climate change. Rosatom's main task is to produce as much clean energy as possible. On its Twitter, Rosatom claims that it is the largest energy corporation in the country, which produces the maximum amount of clean energy. First of all, they mean peaceful use of nuclear energy which makes it possible to restrain CO<sub>2</sub> emissions into the atmosphere and combat climate change. It is also important to continue to increase efficient production and correctly convey information about atomic energy, to dispel existing myths and misconceptions in order to explain the possible role of atomic energy in the energy balance on national as well as global scale.<sup>79</sup>

Innovations are also taking a major part of the Rosatom's publications on Twitter. For instance, Rosatom Infrastructure Solutions (division of the State Corporation Rosatom, an industry integrator in the areas of Clean Water and Smart City) has created Russia's first Competence Centre for the digital transformation of housing and communal services. It is designed to embed digital solutions into utility management systems and help utility companies develop the necessary competencies.<sup>80</sup>

Many Rosatom plants manufacturing processes are also being robotized: the lathe was equipped with a collaborative robot (cobot) working together with a human on Petrozavodskmash. The CNC system of the machine tool and cobot control are interconnected

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<sup>78</sup> Forbes rating, 30 most environmentally friendly companies in Russia, <https://www.forbes.ru/biznes-photogallery/422011-30-samyh-ekologichnyh-kompaniy-rossii-reyting-forbes?photo=5>, accessed 20.03.2021

<sup>79</sup> Rosatom Official Website, *Rosatom prinyal uchastie v forume-vystavke «Chistaya strana»*, March 2021 <https://rosatom.ru/journalist/news/rosatom-prinyal-uchastie-v-forume-vystavke-chistaya-strana/>, accessed 20.03.2021

<sup>80</sup> Rosatom Official Twitter Account, Post 25.02.2021, <https://twitter.com/rosatom/status/1364884712083324928>, accessed 20.03.2021

and constitute a single technological complex.<sup>81</sup> Also, at the Kalinin NPP the first of its kind robotic complex for fire protection of machine rooms with elements of artificial intelligence is going to be installed in the near future.

To conclude, Rosatom is following the principle of constant improving energy efficiency, as well as expanding the use of closed-loop technologies. On its social media, the company is telling its audience about it using such methods as publishing educational videos, making public polls in order to know if the audience is familiar with some facts or not, expert opinions and advice and, of course, the company publishes their mission and goals and what particular actions Rosatom makes in order to achieve them. The most frequently used social media platform is Twitter despite the fact that it has the least amount of followers compared to Instagram and Facebook. The information posted on Twitter is original and not being reposted on the other two social media accounts. Overall, Rosatom has the highest engagement rates compared to the other two Russian corporations.

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<sup>81</sup> Rosatom Official Twitter Account, Post 24.02.2021, <https://twitter.com/rosatom/status/1364483519913865217>, accessed 20.03.2021

### **Chapter III. French Energy Companies' Social Media Strategies Analysis**

French energy companies have one of the best image building strategies aimed at promoting their environment-friendly actions in order to build a green image. And in this chapter, this statement would be either confirmed or denied.

The French energy corporations that will be analysed are Total Energies, ENGIE and EDF Group. The first two of them are oil and gas corporations while EDF Group is an atomic energy corporation. The author has chosen these 3 corporations as they are among the most reputable companies in the world and especially in France; they are also active users of social media which do not stand still.

During the work, the author will manage to analyse if they are using the same methods as Russian corporations use or not. The methods French energy corporations use when it comes to running social media accounts will also be analysed in this chapter.

From the French energy companies' social media we know that they are committed to minimising environmental damage, fighting climate change and reducing CO<sub>2</sub> emissions. Their eco-friendly activities as well as concrete moves towards fighting climate change are also being published on their social media accounts.

All of the three corporations use the same four social media platforms - Instagram, Twitter, Facebook and LinkedIn (cannot be examined since it is blocked in Russia). It should be noted that Twitter is the most frequently used platform the main focus of which is the environmental issues.

The table below shows statistical data which helps determine and visualise some general information which was obtained through the analysis of the French energy companies' social media: dates when pages were created, number of followers indicating total amount of them, languages used, focus of particular social media platform as well as an average of likes and frequency of publications.

Table 3. French corporations' social media analysis

	Total Energies			ENGIE			EDF Group		
	Facebook	Instagram	Twitter	Facebook	Instagram	Twitter	Facebook	Instagram	Twitter
<b>Creation date</b>	October 30, 2013	October, 2014	October, 2009	May 20, 2010	April, 2015	November, 2009	February 3, 2011	October, 2015	March, 2011
<b>Number of followers</b>	9,980,148m	90k	830k	692k	25,6k	64,5k	150k	19k	61k
<b>Total number</b>	10,9 m			782,1k			230k		
<b>Languages used</b>	French	English	English	French/English	English	English	French	French	French
<b>Focus</b>	Social and environmental responsibilities including news, education, innovations and results	Innovations, solutions, news, educational factor, public polls, environment	Environment (news, results, particular actions and innovations)	Social and environmental responsibilities including news, education and innovations	Innovations, solutions, news, facts on environment, educational factor, public polls	Environment (news, results, particular actions and innovations)	Social and environmental responsibilities including news, education, innovations and results	Society and environment	Environment (news, results, particular actions and innovations)
<b>Key social media</b>	X					X			X
<b>Average of likes</b>	190	451	116	57	162	30	67	128	61
<b>Frequency of posts</b>	up to 2 publications/day	up to 2 publications once a week	up to 3 publications/day	1 publication/day	up to 2 publications once a week	up to 4 publications/day	1 publication/day	up to 2 publications once a week	up to 4 publications/day

From the table, we can see that the leader in terms of the overall amount of followers on four social media platforms analysed is Total Energies which has almost 11 million followers, ENGIE has 782k and EDF Group has 203k followers. The most popular post of Total Energies on Twitter is the news that got 1500 likes telling about what actions Total Energies takes in order to reduce the environmental impact of private vehicles.

It should be mentioned that the energy corporations are national as well as world audience oriented since they use French as well as English (4 accounts in French, 4 in English and 1 is both in English and French). Moreover, they post information on both national projects and the world ones in order to get higher engagement rates.

The CEOs of the companies also use social media in order to tell more insights from the work and to show the transparency of the companies' policies. It should also be noted that Total Energies's CEO - Patrick Pouyanné - is the most active among the three companies' CEOs.

All of three energy companies are not posting the same information on each social media accounts, they mostly post unique and original content on each platform with different focuses and topics. Twitter is mainly used to post about the environmental side of the work of the companies while Facebook is used to communicate and interact with the audience using some polls, videos and pictures. Instagram accounts have a unique authentic style which cannot be duplicated. At the same time, it is a platform which is least used by these companies.

Key social media indicator which was based on the frequency of posts, average of likes and amount of followers is different. While Total Energies's key social media is Facebook, ENGIE and EDF Group are mainly focusing on Twitter which can be proved by the frequency of the publications. The main reason why Total Energies is focused more on posting on Facebook might be linked to the fact that it has 10 million subscribers which are interested in their activities and that's why Total has to pay a lot of attention to the content posted on Facebook. At the same time, Twitter is used in order to post some environment-concerning projects and innovations and is also significant social media in terms of building a green image. Worth noting the fact that each of the corporations has the same style of publications on Twitter which are presented in a form of short videos devoted to the environmental policy of the corporations.

During the analysis the author is going to be focusing primarily on Twitter since all of the three companies use Twitter in order to tell the audience about their commitment to be environmentally friendly and post about their activities in this dimension.

### **3.1 Total Energies' Social Media Focus on Environment**

Environmental issues are an integral part of the Group's strategy which is based on research, prevention and stakeholder dialogue and fully focused on continuously improving environmental performance.<sup>82</sup> Total Energies's ambition is to become the responsible energy major, providing energy that is more affordable, more reliable, cleaner and accessible to as many people as possible.

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<sup>82</sup> Total Energies Official Website, *Our environmental engineering strategy*, <https://www.total.com/group/commitment/environmental-issues-challenges/environment-protection/environmental-engineering>, accessed 25.03.2021

In order to reflect energy transition goals as well as to signal its diversification towards cleaner energy sources, on 28 May 2021 Total has rebranded as Total Energies. “The group is expressing its intention to transform itself into a multi-energy company to respond to the double challenges faced by the energy transition: more energy and fewer emissions,”<sup>83</sup> chief executive Patrick Pouyanné said in a French-language statement. This year, Total plans to devote more than 20 percent of its investment budget to renewable energy sources as well as electricity.

The Group is an active user of social media where it has four accounts on Twitter, Instagram, Facebook and LinkedIn devoted to their activities. The company is most active on Facebook and Twitter. The best way of promoting its activities is to show their actions in sake of environment. Every time one goes to the accounts of Total Energies, they would see a banner where it says that the company’s main goal is to get to Net Zero by 2050. So, that means that the company is committed to the EU Green Deal which was announced in December 2019. And as we know, it offers a plan to boost the efficient use of resources by moving to a clean, circular economy and restore biodiversity and cut pollution. Knowing that, the audience will also adhere to the company’s commitment to cut their emissions and see that Total Energies is an eco-responsible player in the world’s energy market.

Instagram is used not that often and is dedicated to sharing some facts on the environment; but they also use it in order to post Instagram stories (a special feature of Instagram - posts that disappear after being up for 24 hours) where they talk about some green solutions.

On Facebook, the company is focused more on the French language speakers since all the information posted is in French. The other two social media accounts are run in English. In fact, the company is concerned with its positive image and wants its subscribers to know about everything it does since Total Energies posts information on various topics: from the religious posts to alternative energies and biofuels posts. But there is still not as much information on the environment as on Twitter and Instagram.

In terms of engagement, Instagram is on the lead with the average of 451 likes mainly because of a particular style of the publications that the company adheres to. Facebook comes second with the average of 190 likes mainly because of not focusing on a particular topic as on Twitter (environment) each post of which usually gets around 116 likes.

It should be noted that Total Energies uses Twitter where it is focusing mainly on the environmental factor and creating an image of an eco-friendly company. In fact, the company

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<sup>83</sup> Patrick Pouyanné Twitter account, Post 18.03.2021, <https://twitter.com/PPouyanne/status/13724699721407528966> accessed 30.05.2021

focuses on different areas on each social media account. The information is not being duplicated on each of them as in the Gazprom Neft' social media accounts, for instance. Among the main categories of publications on Twitter, there are the 'did you know that...?' posts, 'the results' posts, some interesting facts from the Total Energies manufacturing and posts devoted to their active work in the environmental sector. The most popular post of Total Energies on Twitter is the news about what Total Energies is doing in order to to reduce the environmental impact of private cars.

During the analysis, the author is going to be using primarily Twitter and Instagram since the company's main concern here is to tell about its activities in sake of environment. The company posts interesting 30 seconds videos in which they inform the audience about its results in the environmental sphere, new resolutions, contracts and ways of improvement of the current situation.

The main method of narration about their activities on Twitter is short educational videos, where they talk about some facts from their work, or about new or old green solutions. In addition, each video has more than half a million views, which indicates the high engagement of the audience which is an indicator of the fact that audience liked it. It is easier for a viewer to spend 30 seconds watching a video than to read a whole article or search for information on the official website. The only thing that is missing are the links to the articles from the official website so that everyone can go and find out more about that event or action.

On Total Energies's Twitter account, in February 2021 it was said that Total joined the Mærsk Mc-Kinney Møller Center for Zero Carbon Shipping as a strategic partner and accelerates its R&D program for carbon neutral shipping solutions which will allow Total to join forces with leading players across the shipping sector to develop new low-carbon alternative fuels and carbon neutrality solutions.<sup>84</sup>

Moreover, the Group is committed to furthering the Sustainable Development Goals (SDGs) defined by the United Nations, especially in areas related to climate action and the development of energy that is more affordable, more reliable, cleaner and accessible to as many people as possible. For example, Total Energies is a founding member of the Oil and Gas Climate Initiative (OGCI), where they work with a dozen other oil and gas companies in backing the deployment of solutions for reducing greenhouse gas emissions. In 2017 we joined the Breakthrough Energy

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<sup>84</sup> Total Energies Official Twitter Account, Post 05.02.2021, <https://twitter.com/Total/status/1357716933144162314>, accessed 24.03.2021

Coalition, a group of investors with the means to provide long-term support to new businesses at the forefront of energy issues.

On the company's Twitter, one can also find information about the actions that they can do for the environment in short videos. For example, people now can produce renewable gas for heating or cooking recycling their household waste with the help of bacteria which transforms food waste into renewable gas.<sup>85</sup> Moreover, Total Energies and Google Cloud have pooled their expertise to jointly develop an innovative tool, Solar Mapper, which aims to encourage the individuals to deploy the solar panels by providing an accurate and rapid estimate of the solar energy potential of their homes, first in Europe and then worldwide.<sup>86</sup>

On its Twitter, Total Energies also tells the audience that they are committed to extending its electric charge points network and to the modernization of the current equipment additionally installing fast-charging hubs, located at selected underground parking lots. In November 2020, Total has won the City of Paris' concession tender for the modernization and extension of its public Electric Vehicles (EV) charge points network, installed throughout Paris.<sup>87</sup> The Council of Paris awarded to Total the management of its on-street public network for the 10 coming years.<sup>88</sup> For ordinary cars, Total has inaugurated France's largest filling station exclusively devoted to Natural Gas for Vehicle (NGV) and bioNGV, it was said on Instagram.

For Total, energy plays a key role in mitigating climate change. And so, as a major energy player, Total has been working for many years to reduce the greenhouse gas emissions associated with their activities. At the same time, Total proactively joined with the industry and the international community to identify joint solutions for capping the increase in global temperatures below 2°C. In particular, they advocate the adoption of carbon pricing. Total believes that it is necessary to implement carbon pricing to encourage energy efficiency, support low-carbon technology and develop carbon sinks, all critical to achieve carbon neutrality.<sup>89</sup>

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<sup>85</sup> Total Energies Official Twitter Account, Post 18.01.2021, <https://twitter.com/Total/status/135116215939333252>, accessed 24.03.2021

<sup>86</sup> Total Energies Official Twitter Account, Post 05.01.2021, <https://twitter.com/Total/status/1346486663493554176>, accessed 24.03.2021

<sup>87</sup> Total Energies Official Website, the News about Electric Vehicles: Total to operate 2,300 EV charge points of Belib' network in Paris, <https://www.total.com/media/news/communiqués-presse/paris-total-to-operate-2300-ev-charge-points-of-the-belib-network>, accessed 24.03.2021

<sup>88</sup> Total Energies Official Twitter Account, Post 08.02.2021, <https://twitter.com/Total/status/1358765366659461120>, accessed 24.03.2021

<sup>89</sup> Total Energies Official Website, *Climate: Our Vision*, <https://www.total.com/commitment/climate-change/climate-our-vision>, accessed 25.03.2021



The Group is also committed to reducing the carbon footprint as one of the Twitter videos of Total says. In 2019 Total incorporated 2.5 million tonnes of renewable fuels into the gasoline and diesel mix. Produced from organically sourced raw materials, residue and waste, renewable fuels help fight climate change by reducing the environmental impact of their products.<sup>90</sup> If we look at the feedback, we would see different reactions regarding that topic - 25 comments are positive telling about how good and indicative those results are, 17 of them are negative telling those results are not sufficient enough for such a big corporation as Total Energies and that it is not that effective in reducing environmental impact, and 10 comments are neutral asking question on some other topics. It is worth noting the fact that Total received an A score in the Carbon Disclosure Project Rating (see Appendix A) which showed how transparent and environment-oriented their work is.<sup>91</sup>

Moreover, Total Energies is the first oil and gas company to test autonomous surface robot ARGOS that inspects the industrial sites recognizing leak noises, detecting anomalies operating autonomously. On its social media, the Group posted a short video telling the subscribers more about this type of autonomous robotic solution showing the audience that the safety of the industrial sites is their main concern.<sup>92</sup>

Moreover, developing eco-efficient products and solutions is also part of their job. In another short video on Twitter, the company shows some results of their work. In 2009 there was Total Ecosolutions label created in order to allow customers to identify the most efficient solutions in terms of energy efficiency and/or environmental impact.<sup>93</sup> The use of the Ecosolutions label products (for example, “energy saving” lubricants) has prevented 14 million tons of CO<sub>2</sub> eg from being released into the atmosphere.<sup>94</sup>

On Total Energies’s Twitter account they also publish the results of their work and make the reports public. In the Annual Report of 2020 it was said that “the Group affirms its plan to transform itself into a broad energy company to meet the dual challenge of the energy transition:

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<sup>90</sup> Total Energies Official Twitter Account, Post 17.12.2020, <https://twitter.com/Total/status/1339571100880166912>, accessed 24.03.2021

<sup>91</sup> CDP Rating 2020 <https://www.cdp.net/en/companies/companies-scores#446647786929955804cc9a3a08ef1eb4>, accessed 22.03.2021

<sup>92</sup> Total Energies Official Twitter Account, Post 04.02.2021, <https://twitter.com/Total/status/1357248038780063746>, accessed 24.03.2021

<sup>93</sup> Total Energies Official Twitter Account, Post 20.01.2021, <https://twitter.com/Total/status/1351887312322396162>, accessed 24.03.2021

<sup>94</sup> Total Energies Official Website, *The label*, <https://www.ecosolutions.total.com/en/program-label/label>, accessed 24.03.2021

more energy, less emissions.”<sup>95</sup> Thus, the Group’s profile will be transformed over the 2020-30 decade: the growth of energy production will be based on two pillars, LNG and Renewables & Electricity, while oil products are expecting to fall from 55% to 30% of sales.

The CEO of Total Energies, Patrick Pouyanné is also an active Twitter and Facebook user. On his social media, Pouyanné posts information and facts of the company’s activities that the official Total Energies account doesn’t post about. On his accounts, one can find some facts from work and the conclusion of contracts, which are not mentioned on the official accounts of the company itself.

On Instagram, the company also pays attention to the green topic but not as much as on Twitter and Facebook. It should be noted that there is a special style on Total’s Instagram account with a coloured pattern at the same time paying more attention to Instagram Stories. So, on the account, one can watch ‘stories’ about its eco-activities and moves towards some new ways of fighting climate change. Instagram stories is a very trending thing at the moment and that could also help in creating a positive green image of Total Energies. For example, there is relevant information being posted in the Instagram stories about the corporation’s focus on green electricity projects which are also a part of the company’s Net Zero by 2050 strategy. Meanwhile, Total is strengthening its presence in the electricity market in Europe and especially in Spain. To get to Net Zero, Total Energies is building a portfolio in renewables and electricity that could account for up to 40% of its mix by 2050.<sup>96</sup>

Speaking of renewables, Total Energies is now strengthening its presence in renewable energies and has an ambition to achieve a renewable power generation capacity of 35 gigawatts by 2025 through the development of solar and wind energy businesses around the world, it was said on Facebook. Becoming the responsible energy major means developing new businesses, new activities and cutting-edge technologies in the area of renewable energies, with the ambition of expanding their share in our portfolio by 2035. To make this happen, Total is targeting a renewable power generation capacity of 35 gigawatts by 2025 thanks to the expertise of the affiliates Total Solar, Total Eren, Total Quadran and SunPower.<sup>97</sup>

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<sup>95</sup> Total Energies Press Release, *Fourth quarter and full-year 2020 results*, [https://www.total.com/system/files/documents/2021-02/results\\_q4\\_2020\\_en.pdf](https://www.total.com/system/files/documents/2021-02/results_q4_2020_en.pdf), accessed 24.03.2021

<sup>96</sup> Total Energies Official Instagram account, <https://www.instagram.com/total/?hl=ru>, accessed 24.03.2021

<sup>97</sup> Total Energies Official Website, *Solar and Wind: Our Ambitions in Renewable Energies*, <https://www.total.com/energy-expertise/exploration-production/renewable-energies/solar-energy-and-wind-energy>, accessed 24.03.2021

It should also be noted that the corporation pays a lot of attention to the Environmental Preservation approach which is based on understanding the environment, because a better knowledge of risks makes it easier to anticipate them effectively and take appropriate preventive measures. On its website Total Energies tells the reader that “Thanks to our in-depth understanding of environmental risks, we are able to respond to the most demanding standards and integrate industry best practices. We also have our own set of requirements based on our in-house rules, specifications and methodological guides, sometimes exceeding current regulations”.<sup>98</sup> Seeing this information, the reader would constantly think that this company is eco-responsible and environment-concerned company with a set of goals which meet the requirements of the environment.

On its Instagram account, it can also be found that managing Total Energies’s environmental footprint, improving their energy efficiency and reducing emissions are all important avenues for improvement for Total Energies. For that reason, Total have deployed an Environmental Management System (EMS) at more than 250 sites that complies with ISO 14001:2015, which provides a framework for achieving continuous improvement in environmental performance. The EMS helps assessing their performance, collecting feedback and seeing where the company stands in relation to the objectives they have set for the Group, helping them continuously improve their environmental engineering approach.

Total Energies is 100% sure that in preserving the environment, we get to know the environment better. Each year, the company devotes a substantial portion of the R&D budget to environmental issues. R&D is definitely a cornerstone of Total's growth strategy, not only in its core oil, gas and chemical business, but also in preparing energy future and continuously improving the way it addresses environmental challenges.<sup>99</sup> The Group has increased its R&D capital expenditure by 37% in the last five years and is planning to spend €6 billion over the next five years.

To conclude, the company is most active on Twitter and Facebook where it posts the results of their work, innovations, projects, environment-concerning videos and etc. Total Energies is the company that follows principles of openness and transparency when it comes to building a good

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<sup>98</sup> Total Energies Official Website, *Our Environmental Engineering Strategy*, <https://www.total.com/group/commitment/environmental-issues-challenges/environment-protection/environmental-engineering>, accessed 25.03.2021

<sup>99</sup> Total Energies Official Website, *Total s'engage dans quatre projets d'Instituts de recherche* <https://www.total.com/media/news/press-releases/total-sengage-dans-quatre-projets-dinstituts-de-recherche>, accessed 24.03.2021

reputation. For Total, transparency is not only a guarantee of improvement, it is also a requirement. Continuous improvement is the company's resolution in managing environmental footprint, improving energy efficiency and reducing emissions. With the help of the Environmental Management System, the environmental engineering approach will improve.<sup>100</sup>

### **3.2 Engie' Social Media Focus on Environment**

ENGIE Group evolves in a world where environmental issues are multiplying. Risks related to climate change, overexploitation of natural resources including water, biodiversity loss and air pollution are central concerns for the Group and the resilience of its activities. The Group's purpose is to act to accelerate the transition towards a carbon-neutral economy through reduced energy consumption and more environmentally friendly solutions.<sup>101</sup> ENGIE has its own Social Corporate Responsibility Policy which sets out the Group's priorities and commitments to make energy and energy services a source of progress for all. Environment is one of the key CSR issues for ENGIE.

The Group is actively using social media accounts in order for audience to know what it is concerned about and what environmental actions it does. Currently, it has four official accounts on Instagram, Twitter, Facebook and LinkedIn. The main languages of their publications is English.

Having analysed the Group's social medias, it can be concluded that as Total Energies, ENGIE uses Twitter and Facebook the most, since the last post on Instagram was made in December 2020. At the same time, first two platforms are being used almost everyday.

It should be mentioned that ENGIE collaborates with other energy companies, including Total Energies. For instance, in January 2021, Total Energies and ENGIE have signed a cooperation agreement to design, develop, build and operate the Masshylvia project, France's largest renewable hydrogen production site at Châteauneuf-les-Martigues in the Provence-Alpes-Côte d'Azur South region. Both companies posted several publications devoted to this topic. Moreover, they follow each other on Twitter.

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<sup>100</sup> Total Energies Official Website, *Our Environmental Engineering Strategy*, <https://www.total.com/group/commitment/environmental-issues-challenges/environment-protection/environmental-engineering>, accessed 25.03.2021

<sup>101</sup> ENGIE Press release, *ENGIE unveils its purpose statement for inclusion in its bylaws*, February 2020 [https://www.engie.com/sites/default/files/assets/documents/2020-05/ENGIE%20purpose%20statement%202802\\_0.pdf](https://www.engie.com/sites/default/files/assets/documents/2020-05/ENGIE%20purpose%20statement%202802_0.pdf), accessed 27.03.2021

On each social media account, the company uses its own hashtag #ActWithEngie which helps organizing the information posted and helps finding the posts published by the followers of the Group to see some feedback regarding its initiatives.

In terms of engagement, Instagram is on the lead which is quite interesting since the Group's Instagram account has the least number of subscribers and they don't post here as frequently as on Twitter and Facebook. The high engagement rate might be linked to the particular style of the publications and small amount of text on the publications. Average number of likes each post can get is 162 and 200k views on the videos. Facebook comes second with the average of 57 likes having 700k followers which is a small amount of user reactions. That can be connected to the fact that the audience might want some other topics to be discussed or more results posted on their Facebook. And the last one is Twitter with the average of 30 likes on each post which is due to the narrow focus of the publications. It should also be noted that since ENGIE's every single Twitter post is concerned with the environmental issues, there are more likes on this topic of publications than on Facebook.

The most popular post of ENGIE on Instagram is the post about managing the traffic congestion in the city of Niterói in Brazil that got 30k likes. In order to improve traffic fluidity and provide a better quality of life for its residents, the city launched an ambitious program with ENGIE which implied getting 190 traffic-light controllers, who are able to adapt the duration of traffic lights. This cuts down travel time while reducing fuel consumption, polluting emissions, and risk of accidents.

On their social media accounts, one can find information mostly about the results of their work, its objectives, solutions of the environmental issues, some ways to improve the current environmental situation, educational aspects of their work, interactive posts, including polls and interesting facts from the company's daily work.

As for the style and type of the publications, on Facebook, ENGIE mainly uses short videos regarding any topic. At the same time, on Twitter they have a focus on environment and the Group mainly posts actions that ENGIE takes in order to fight climate change and other green issues. There are also some short videos and pictures telling the reader about the topic of the post in a brief manner. On Instagram, there is a particular style that the company adheres to: all the pictures posted are done in the same color spectrum and have either some thematic images or text.

The videos posted on Twitter are 30-seconds long and demonstrate ENGIE's commitment to helping the environment. In a world reinventing itself, ENGIE develops new solutions for the

successful achievement of the energy transition. Each spot highlights an aspect of the brand – its diverse energy mix, inventive solutions and team approach – as they apply to various Group businesses: solar power, wind energy, and energy services.

On both, Twitter and Facebook, there can be found banners with the company's hashtag #ActWithEngie which is supposed to engage more people into using it in order for other people to see all the solutions that the Group is suggesting and implementing in their work. That campaign's purpose is to raise ENGIE's recognition, and also to introduce the Group and its businesses, and to promote its ambition of fighting environmental problems. This campaign illustrates ENGIE's determination to become an indispensable renewable energy player and leader of the energy transition. It will be reinforced by press and digital coverage featuring illustrations of the Group's commitment to the energy transition with representations of the Group's various activities, such as renewable energy (solar and wind), energy services for residents and businesses, and access to energy for all.

In general, almost all the videos posted start with this hashtag so that it is personified with this campaign. As an example of this hashtag use on Twitter, ENGIE posted a video on the greener digital world where it was said that in 2019 the digital world used the same amount of energy as 82 million electric heaters permanently switched on and that there should be some action done in order to solve this problem and put the link to the official website page,<sup>102</sup> where one can find information about the #GreenerDigital Campaign, - a concrete illustration of their digital strategy, - a movement that has arisen from collective reflection, and is paving the way for the transition to leaner digital technology. Its objective is to raise awareness and encourage businesses, partners and employees to adopt good practices to help with the drive towards digital sufficiency.<sup>103</sup>

The actions that this campaign takes is the use of an eco-designed website, a responsible media procurement policy, rationalised and optimised social media content, making internal and external audiences aware of eco-friendly practices and moving to Dark mode.

One can also find the ActWithEngie hashtag on Instagram but it is being promoted in another way here - it is written on the pictures published and under the posts that are telling about the actions that ordinary people can do in order to help the environment. For example, there is a post

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<sup>102</sup> ENGIE Official Twitter Account, Post 18.02.2021, <https://twitter.com/ENGIEgroup/status/1362420518163464194>, accessed 27.03.2021

<sup>103</sup> ENGIE Official Website, *Digital sufficiency, our more sustainable digital strategy*, [https://www.engie.com/en/news/digital-sufficiency-strategy?utm\\_source=Sobriety&utm\\_medium=BlackLight&utm\\_campaign=TW&utm\\_term=carbon&utm\\_content=Thread](https://www.engie.com/en/news/digital-sufficiency-strategy?utm_source=Sobriety&utm_medium=BlackLight&utm_campaign=TW&utm_term=carbon&utm_content=Thread), accessed 27.03.2021

devoted to the idea of switching the phone into the dark mode and in order to promote this action, the Group has invented a new hashtag - #BlackIsTheNewGreen. By being the most energy-efficient color online, black is now synonymous with sustainability and positive change. And by telling this, ENGIE calls for switching to dark mode and becoming digital changemakers.<sup>104</sup>

The ActWithEngie hashtag is a kind of a feature of the company which can be called a successful campaign, since following the hashtag on Twitter, Facebook and Instagram, people can see many posts united on one page, which contain information about specific environmental steps of the company. It is also a good method of promotion, since seeing this hashtag, people click on it and see other publications, thereby learning more about the company's activities. In fact, there are 2321 posts on Instagram with this hashtag.

ENGIE also takes into account the opinion of the audience on particular issues. The Group conducts polls on Twitter to know if their followers are aware of some facts or not. For example, the followers were asked if there are 100% renewable and recyclable wind turbines in the world. 54.5% answered 'no' and 45.5% think that there are such turbines. ENGIE also suggests further reading on this topic and tells the reader that a wind turbine could soon become 100% recyclable. That poll was actually made in order for reader to learn about the fact that the Group will manage to implement such turbines in their work really soon.<sup>105</sup>

Moreover, ENGIE is posting the results of their work and it was said on Twitter that the company is on track to meet its goal of adding 9 GW of renewable capacity between 2019 and 2021. With onshore and offshore wind and solar, ENGIE has already commissioned 3 GW of new renewable capacity in 2020.<sup>106</sup>

Educational factor is also taking a big part of all the posts on the Group's social media because education of the followers is one of the most important things since it allows them to know what particular actions they can take in order for environment to be safe. For example, on Twitter they post information on the threat of Internet to climate change and call it 'digital sobriety'.<sup>107</sup> Initially, the idea of 'digital sobriety' was proposed by the think tank called 'The

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<sup>104</sup> ENGIE Official Instagram Account, Post 22.01.2021, <https://www.instagram.com/p/B7oTh8co-4U/>, accessed 27.03.2021

<sup>105</sup> ENGIE Official Twitter Account, Post 22.01.2021, <https://twitter.com/ENGIEgroup/status/1352663375826845698>, accessed 27.03.2021

<sup>106</sup> ENGIE Official Twitter Account, Post 20.01.2021, <https://twitter.com/ENGIEgroup/status/1351955503694405636>, accessed 27.03.2021

<sup>107</sup> ENGIE Official Twitter Account, Post 21.01.2021, <https://twitter.com/ENGIEgroup/status/1352284827563642880>, accessed 27.03.2021

Shift Project'. In fact, digital technologies are responsible for 4% of greenhouse gas emissions and one of the most energy-intensive of the Internet is video; ten hours of high-quality video comprises more data than all of the English articles on Wikipedia in text format. The Shift Project asserts that 'regulation by content' is needed, which 'would aim at redimensioning the design of platforms to orient behaviours to a more precise selection of the content consumed. It would reduce the volume of content consumed and be more consistent with the user's needs'.<sup>108</sup> By posting this, ENGIE is educating people on what they can do for the environment and encourages them to use the Internet wisely.

Energy efficiency is a big concern of the Group. The experts presented two major paths towards reducing GHG emissions in order to limit global warming to +2°C by 2100: reduced energy consumption on the one hand, and energy decarbonization on the other.<sup>109</sup> The main levers to achieve this include the development of renewable energies and the improvement of energy efficiency, with the latter offering the greatest potential: it can reduce global energy consumption by more than a third, said on the official website.<sup>110</sup>

Catherine MacGregor, the CEO of ENGIE, uses Twitter to share some information on the Group's fight against climate change and accelerates the energy transition. In February 2021, MacGregor posted a video of her telling about the results of 2020 of ENGIE Group in English so that everyone can understand what she is talking about. However, most of the tweets posted are both in English and in French. On her Twitter, there is also a post devoted to the commitment to carbon neutrality and therefore to exit all coal assets in Europe by 2025 and global by 2027<sup>111</sup> but the main steps towards this objective are posted on the official account of the Group.

On Facebook, the Group is also posting the information on the Green IT approach which is supposed to reduce the environmental footprint of the Group's data centres in three major ways: pooling and consolidating the IT equipment in data centres to reduce the use of primary hosting resources, extending server lifecycles to increase the amortisation period and reducing the quantity of carbon emitted during the production and recycling of equipment, placing a number

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<sup>108</sup> Earle Ledger, *F.Digital Sobriety: How the Internet is Harming the Environment* <https://earth.org/digital-sobriety-how-the-internet-is-harming-the-environment/>, accessed 24.03.2021

<sup>109</sup> ENGIE Official Twitter Account, Post 24.02.2021, <https://twitter.com/ENGIEgroup/status/1364616862085099521>, accessed 24.03.2021

<sup>110</sup> ENGIE Official Website, *Energy efficiency, the No. 1 lever for decarbonization*, (2021) [https://www.engie.com/en/news/dashboard-energy-efficiency?utm\\_source=AmazingData&utm\\_medium=ENGIEtoday&utm\\_campaign=TW&utm\\_term=Dashboard&utm\\_content=Post](https://www.engie.com/en/news/dashboard-energy-efficiency?utm_source=AmazingData&utm_medium=ENGIEtoday&utm_campaign=TW&utm_term=Dashboard&utm_content=Post), accessed 24.03.2021

<sup>111</sup> Catherine MacGregor Twitter Account, Post 26.02.2021, <https://twitter.com/cathmacgregor/status/1365197456816955393>, accessed 24.03.2021



of applications to the Cloud to enable data centre operators to benefit from the best unified knowledge platforms and data centre energy management. The results of this approach shown on Facebook are spectacular - electricity consumption has decreased, the amount of electronic waste is 10 tonnes less per year and server-related CO<sub>2</sub> emissions are 1 450 tonnes less per year.<sup>112</sup>

Despite the fact that the company posts information on various topics on Facebook, environment is also one of the main ones among them. For example, one can find video devoted to the ENGIE experiment of collective self-consumption which results in a shared management of energy within one district of the island of Yeu. Eventually, this allows residents to consume locally and get other people to do the same.

Moreover, on Facebook there are also some educational videos posted which allow people to get to know to the environmental aspect of their work better. For example, there is a video on biomethane by watching which the audience will learn that it is a 100% renewable gas and that ENGIE is already deploying it.<sup>113</sup>

On Facebook, it was also said that ENGIE is committed to implementation of the French government's Recovery Plan, - France Relance - aiming to speed up the ecological conversion of economy and productive fabric of France: out of €100bn, €30bn will be devoted to financing the ecological transition. ENGIE, with its strategy and activities, is fully in line with the objectives of this plan and is positioning itself as a player committed to a green recovery that creates value.<sup>114</sup> In fact, this Recovery Plan is in line with the Group's priorities and is at the heart of what ENGIE offers. The implementation of this plan could also play a part in building of the green image of the company.

In fact, ENGIE is concerned with climate change issue more than ever before since it becomes clear that this is one of the most significant environmental issues at the moment. On its Facebook, it was said that by developing a low carbon energy mix and through its energy efficiency activities, the Group has put energy transition and the fight against climate change at the heart of its strategic focus. ENGIE is further increasing its decarbonization efforts: the emission rate at the end of 2017 was 363g CO<sub>2</sub> eq/kWh, down -7% compared to 2016, and -18.1% compared to 2012 - almost reaching its 2020 target of -20%. The Group's absolute direct

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<sup>112</sup> ENGIE Official Facebook Account, <https://www.facebook.com/EngieFR/>, accessed 25.03.2021

<sup>113</sup> ENGIE Official Facebook Account, Post 01.01.2021, <https://www.facebook.com/EngieFR/posts/3953828661307927>, accessed 25.03.2021

<sup>114</sup> ENGIE Official Website, *ENGIE, a partner committed for a fast and strong recovery* (2020) <https://www.engie.com/en/partenaire-engage-relevance-rapide-concrete>, accessed 25.03.2021

CO<sub>2</sub> eq emissions fell by more than 30 million tons in one year, from 120.5 to 89.2 million tons, a 26% reduction.<sup>115</sup>

In conclusion, it should be mentioned that ENGIE Group's social media strategy is oriented towards building a strong reputation of the company that is concerned with environment and acting towards achieving carbon neutrality along with the Recovery Plan of France. The Group is actively using three social media platforms and is posting interesting videos, pictures and reports on their moves towards their goal of accelerating the transition towards a carbon-neutral economy, through reduced energy consumption and more environment-friendly solutions. The company has multiple hashtags that it uses on a day to day basis and that serve as a call to some action. For instance, the most actively used hashtag is #ActWithEngie, which is a kind of campaign on social media used to draw the audience's attention to the environmental problems and some ways to solve these problems. This is a successful campaign, because after analysing its use, it can be said that a lot of people use it and follow it in order to get acquainted with the activities of the company, therefore it can be stated that it helps promoting environmental policy of ENGIE and thereby attracting more potential customers.

### **3.3 EDF Group's Social Media Focus on Environment**

EDF Group is an electricity producer since 1946 with 90% energy without CO<sub>2</sub> as it is stated on its Instagram. EDF is also one of the Europe's leading producers of electricity from renewable sources as well as one of the world largest atomic energy operator companies. It is highly committed to developing renewable energy, notably wind, solar and hydropower, backed by its nuclear plants as the main source of power. By 2030, the Group has set goal to double its worldwide production from renewable sources of energy from 28 GW to 50 GW.

The Group's objective is to build a net zero energy future with electricity and innovative solutions and services, to help save the planet and drive wellbeing and economic development.<sup>116</sup> And in this chapter, their strategy of showing their work results and solutions to the audience through social media will be analysed.

As the previous two companies, EDF Group has four social media accounts: Instagram, Twitter, Facebook and LinkedIn. The main language of publications is French. Facebook is the

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<sup>115</sup> ENGIE Official Website, Environmental Policy of Engie (2020) [https://www.engie.com/sites/default/files/assets/documents/2020-07/2020%20-%20ENGIE%20-%20Environmental%20policy%20%2B%20annex%20vdef\\_0.pdf](https://www.engie.com/sites/default/files/assets/documents/2020-07/2020%20-%20ENGIE%20-%20Environmental%20policy%20%2B%20annex%20vdef_0.pdf), accessed 25.03.2021

<sup>116</sup> EDF Official Website, *EDF aims for CO<sub>2</sub> neutrality by 2050* <https://www.edf.fr/en/the-edf-group/edf-at-a-glance>, accessed 27.03.2021

most actively used social media of EDF. The most actively used EDF social media platforms are Twitter with the focus on environment as the other two corporations have and Facebook where it posts publications on different topics including the major directions and activities of their work. Instagram's leading subject matter is also environment and the ways of transforming the audience's attitude to the EDF's policy. Instagram is the least used social media account since the last post was made in January 2021 but at the same time, one can see that the EDF's Instagram has a specific style of the posts and that there was a lot of effort put into creating this style.

Since there is an evident focus on the environmental issues on Twitter and Instagram, during analysis, the author is going to focus primarily on these two social media accounts.

Among the main categories of the publications there are posts devoted to annual and financial results of the work, its objectives, innovations, solutions, interactive videos with some facts of the work, educational posts and particular events that are going to be held. One of the most popular posts on Twitter is the news about obtaining grade A by Carbon Disclosure Project (CDP) in 2020, reward for the actions in favour of sustainable development and carbon neutrality (see Appendix A for a more detailed information on CDP rating). The most retweeted post was the post about the French electricity which is now 97% CO<sub>2</sub>-free.

The main type of publications are brief videos or thematic pictures posted in order to attract the audience's eye on the post. The main language of the posts is French with the exception for Facebook where the company is using primarily English.

Jean-Bernard Lévy, CEO of EDF Group, adheres to the same style of publications as the official account, but most of the time, he retweets the EDF account's posts with his own comments and remarks.

On Twitter and Facebook accounts one can find a banner in French 'Nous construisons un avenir énergétique neutre en CO<sub>2</sub><sup>117</sup> which means that they are building a CO<sub>2</sub> neutral energy future. This is the best way for followers to learn about their main goal. Accordingly, in early 2018, EDF Group made the commitment to reduce its direct CO<sub>2</sub> emissions by 40% compared with 2017, aiming to bring them down from 51 million tonnes to 30 million tonnes by 2030. At the beginning of 2020, the Group committed to achieve carbon neutrality by 2050 and joined the *Business Ambition for 1.5°C: our only future* initiative, currently comprising more than 300 other

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<sup>117</sup> EDF Official Twitter Account, <https://twitter.com/edfofficiel>, accessed 27.03.2021

companies that have undertaken to be CO<sub>2</sub> neutral by 2050, in order to help limit the increase in global temperature to 1.5 °C compared with the pre-industrial period.<sup>118</sup>

It should be noted that many publications on Twitter are directed towards telling people about their main objectives which aim to respect the environment. ‘EDF’ strategic objectives are strong and aim to respect the environment’<sup>119</sup> says one of the tweets. ENGIE also claims that it is highly committed to developing renewable energy, notably wind, solar and hydropower, backed by its nuclear plants as the main source of power. By 2030, the Group wants to double its worldwide production from renewable sources of energy from 28 GW to 50 GW.<sup>120</sup> So, they’re making some kind of a unique mix of nuclear and renewable energy.

Moreover, there are educational publications that are committed to educate followers about some facts, for example, one of the posts on Twitter tells the reader about nuclear energy being not harmful for climate explaining it in a short video graphically using a comparison with wind power.<sup>121</sup> From the video, people learn that the nuclear energy emits 11g eq CO<sub>2</sub>/kWh and the nuclear energy - 12g eq CO<sub>2</sub>/kWh which means there is not a big difference.

In 2021, there was a #MetsTonPull hashtag created on Twitter which means ‘put your sweater on’ with a slogan ‘Join the movement because every action counts’. The energy supplier hopes, under the pretext that ‘the planet is no longer waiting’, to reduce the electricity consumption of the French.<sup>122</sup> It is therefore urgent to lower heating by at least 1 degree (or more, depending on the quality and thickness of sweater). This campaign is supposed to let people turn off their heating batteries and dress warmer. It is an action that would reduce overall electricity consumption by 7%, save money, and do something for the planet. Reactions to this communication campaign have been mixed. That was actually one of the most discussed tweet that got almost 200 replies. In response to EDF's tweet, many Internet users were annoyed. Users criticized the tone, explaining that the company has ‘no legitimacy to tell them how to dress’.

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<sup>118</sup> EDF Official Website, *Corporate social responsibility*, <https://www.edf.fr/en/the-edf-group/taking-action-as-a-responsible-company/our-six-corporate-responsibility-goals/doing-even-more-to-reduce-co2-emissions#a-unique-mix-of-nuclear-and-renewable-energy>, accessed 27.03.2021

<sup>119</sup> EDF Official Twitter Account, Post 18.02.2021, <https://twitter.com/EDFofficiel/status/1362353863190265859>, accessed 27.03.2021

<sup>120</sup> EDF Official Website, *Corporate social responsibility*, <https://www.edf.fr/en/the-edf-group/taking-action-as-a-responsible-company/our-six-corporate-responsibility-goals/doing-even-more-to-reduce-co2-emissions#a-unique-mix-of-nuclear-and-renewable-energy>, accessed 27.03.2021

<sup>121</sup> EDF Official Twitter Account, Post 02.03.2021, <https://twitter.com/EDFofficiel/status/1366681917639254017>, accessed 27.03.2021

<sup>122</sup> EDF Official Twitter Account, Post 08.01.2021, <https://twitter.com/EDFofficiel/status/1347437885532860419>, accessed 27.03.2021

Another popular response was as follows: ‘In a country with 10 million poor people who already cut off the heaters for lack of means, this kind of slogans is a shame’.<sup>123</sup> Only a minority of users agreed with the company’s new campaign.

On Twitter, there was a huge promotion of EDF Electric Days campaign done which took place on December 1, 2020 and was the fourth one in a row. In fact, during a week before that event took place, there were about 50 posts published devoted to the Electric Days project which means that the corporation paid a lot of attention to the event which was held in the digital format.

Electric Days project is an opportunity to discover the latest EDF green technologies and innovations that will change the world.<sup>124</sup> Thanks to interactive simulation modules, a complete immersive universe was created by EDF in order to discover innovations oriented towards the technologies of the future to build a CO<sub>2</sub>-neutral society.<sup>125</sup> As a result, the digital version of Electric Days 2020 was just as engaging and immersive as in previous years and even a lot more convenient for some people since there is an Internet based platform that allows everyone to go through and learn about new innovations. It is a ‘service of the future’ according to the Group.

Moreover, on Twitter, they posted the quote of Emmanuel Macron: “The #ElectricDays prove how innovative character is not an empty word. They show a Group of 2000 researchers at the cutting edge of technology in line with its times and the expectations of French society. Through nuclear, hydroelectricity, renewable energies, the most advanced technologies, it is a bunch of solutions brought to the French nation to meet the objectives of the fight against climate change.”<sup>126</sup>

Another important thing is that EDF also has an Environmental Defence Fund which works on solutions to address international aviation’s environmental impacts. EDF’s approach to international aviation involves market-based measures, stronger efficiency improvements and alternative fuels. If done correctly, these approaches can reduce the sector’s pollution levels.

EDF Group also supports international atomic energy cooperation with global corporations. In April 2021 EDF Group and Rosatom have signed an agreement to jointly promote clean

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<sup>123</sup> Ibid.

<sup>124</sup> Electric Days Website, [https://www.electricdays.fr/fr/?utm\\_source=twitter&utm\\_medium=social&utm\\_campaign=electric-days-2020](https://www.electricdays.fr/fr/?utm_source=twitter&utm_medium=social&utm_campaign=electric-days-2020), accessed 27.03.2021

<sup>125</sup> EDF Official Twitter Account, Post 01.12.2020, <https://twitter.com/EDFofficiel/status/1333787949725409280>, accessed 27.03.2021

<sup>126</sup> EDF Official Twitter Account, Post 01.12.2020, <https://twitter.com/EDFofficiel/status/1333724416757407748>, accessed 27.03.2021

hydrogen projects in Russia and Europe. In particular, the EDF and Rosatom agreement aims to develop initiatives in the sectors of mobility and industrial complex decarbonisation, and anticipates research and development cooperation on new CO<sub>2</sub>-neutral hydrogen technologies that will help combat global warming.<sup>127</sup>“The agreement with Rosatom, our historic partner in Russia and one of the key players in the field of 'clean' hydrogen, clearly demonstrates EDF's commitment to developing a new energy model with the lowest CO<sub>2</sub> emissions in all countries and regions where it is present.”, said Beatrice Buffon, director of international development at EDF.<sup>128</sup>

Climate change issue is also a big concern of the group according to Twitter. There is an Excell Plan which aims to enable the French nuclear industry to regain the highest level of rigor, quality and excellence in order to meet nuclear projects. This is a major issue because nuclear, a low-carbon energy, must continue to play its full role in the fight against climate change.<sup>129</sup> On Twitter, one can find a video devoted to the plan, which presents its objective, stages and projects.

Preservation of biodiversity comes in second after climate change issue. As it was said on Twitter, EDF has joined two major biodiversity initiatives supported by France: “Entreprises Engagées pour la Nature – act4nature France” and “act4nature International”.<sup>130</sup> EDF commits to monitor and ultimately limit soil sealing when converting its former fossil-fired power plants in mainland France. The Group is also committed to strengthening biodiversity conservation measures on its own land or that managed under state concessions.<sup>131</sup>

On Instagram, there is a lot of information about Group’s environmental actions being posted. In their bio, Group claims that its energy is 90% CO<sub>2</sub>-free and puts the ICleanMyFeed hashtag in it. The Group tells the audience that most of the time we pile up the dark data which is forgotten content that generates digital pollution. Therefore there was ICleanMyFeed hashtag generated

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<sup>127</sup> EDF Official Website, Rosatom and EDF Group join forces to develop green hydrogen, <https://russia.edf.com/en/edf-in-russia/news/rosatom-and-edf-group-join-forces-to-develop-green-hydrogen>, accessed 30.05.2021

<sup>128</sup> WNN - World Nuclear News, *French, Russian hydrogen partnership announced* (April 2021), <https://world-nuclear-news.org/Articles/French-Russian-partnership-in-hydrogen-projects-an>, accessed 22.05.2021

<sup>129</sup> EDF Official Twitter Account, Post 15.10.2020, <https://twitter.com/EDFOfficiel/status/1316769610956374022>, accessed 27.03.2021

<sup>130</sup> EDF Official Twitter Account, Post 09.10.2020, <https://twitter.com/EDFOfficiel/status/1314541454979670018>, accessed 27.03.2021

<sup>131</sup> EDF Official Website, *Committed to the initiative act4nature in France* <https://www.edf.fr/en/the-edf-group/taking-action-as-a-responsible-company/our-six-corporate-responsibility-goals/a-positive-approach-to-biodiversity/act4nature-in-france/reduce-the-main-pressure-factors>, accessed 27.03.2021

which is supposed to call users to clean their feed as often as they can. The Group itself have already clean up Instagram and deleted more than 1000 photos from their feed.

Many Instagram posts are devoted to the Electric Days 2020 campaign and have videos of the EDF experts talking about the innovations that were presented during Electric Days on December 1st.

There are also results of the polls of the French were published in order for audience to learn about what citizens of France know about the modern environmental problems. For example, one of the Instagram posts tells the users that 57% of the French population believes that renewable energies make it possible to fight against global warming.

On the company's Facebook there were financial results of the work posted in a 3 minutes video, as well as many other interactive videos and solutions. In terms of engagement, Facebook is on the lead and has an average of 130 likes, 30 comments and 10 reposts under each post. That might be linked to the frequency of the EDF posts and the relevance of the content. The most discussed post (550 comments) is the video of EDF staff urging people to fight climate change together making December 31, 2020 a 'red' day, i.e. not to supply energy to houses in France for the second time in history in order to "fight climate change", to which the public reacted very violently and negatively: "this is disrespectful, .. it will not even be possible to prepare anything for New Year's Eve!"<sup>132</sup> At the same time, under this post there are also positive as well as neutral comments in which people thank for the steps that will only motivate people to do something useful for the planet or make some statements related to their work or not. It should also be noted that both positive as well negative posts promote the account, therefore, no matter what connotation those comments have, the fact is that the more comments it gets, the more trending this post and account would be.

To conclude, EDF Group is concerned with its public image and that's why there are a lot of environment-concerning projects being posted in its social media accounts. For example, the day before Electric Days project took place, 60 posts devoted to it were published. EDF calls it 'service of the future' which allows the audience to learn about new innovations oriented towards the technologies of the future to build a CO<sub>2</sub>-neutral society in digital mode. In order to convince the audience they posted the quote of Emmanuel Macron talking about how innovative this project is.

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<sup>132</sup> EDF Official Facebook Account, Post 30.12.2020, <https://www.facebook.com/edf/posts/3840791935984935>, accessed 27.03.2021

After analysing the company's social media, it can be concluded that EDF uses Twitter and Facebook most frequently. There is an evident focus on environment on Twitter. The main type of publications are brief videos or thematic pictures posted in order to attract the audience's eye on the post. The company tells the audience about its innovations, projects, solutions and campaigns. For example, there is a MetsTonPull (Put your sweater on) hashtag/campaign, which is supposed to let people turn off their heating batteries and dress warmer in order to to fight climate change together. However, there were mixed reactions to this campaign. But overall, most of EDF projects are being supported and implemented by the audience.



## **Chapter IV. Comparative analysis of the social media strategies of the Russian and French energy corporations**

The last chapter of the work is dedicated to the comparative analysis, which is going to help determine key differences and similarities between the Russian and French energy companies' policies on social media. Moreover, there would be a brief analysis of the main comparison and contrast features inside of the Russian as well as the French corporations groups. Since there were oil and nuclear energy companies' strategies analysed during the work, the author will also clarify whether there is a big difference in promoting a green image between those two groups of corporations or not.

The type of the comparative analysis is "binary comparison" since there are only two sides - the Russian companies and the French ones. The thesis of the analysis is also quite clear: it would be a comparative analysis of the methods of using social media in order to build a green image of the Russian and French energy companies: each group of companies has two oil and gas companies and an atomic energy one. Based on the data from the first and the second chapters of the thesis, the author will manage to specify the main similarities and differences those corporations' social media strategies have.

Having analysed the strategies of both Russian and French energy corporations, it can be assumed that there are differences as well as similarities between those companies that are crucial in perceiving those strategies but with the prevalence of differences between those two groups of the corporations. That is the hypothesis of this analysis which would be either confirmed or disproved as well as the answer on the main question of this comparative analysis would be provided in the end of the chapter.

The unit of comparison is a political process - digitalization of political marketing of the work of the Russian and French corporations. The instruments and methods that are used by those corporations are also going to be compared.

The strategy that is going to be used is sample-based comparison because it is a quite specific case with only two countries involved in the process. The analysis will be conducted on the basis of the following criteria (grounds for comparison): the range of methods used, feedback analysis, examination of the social media (style of the publications, frequency of the posts, posts categories), audience reach, engagement rates and the main message of the corporations.

Comparative analysis will allow the author to determine how much the methods used by the Russian and French companies differ, what features each company has, it would also allow to understand should there be a distinction between the oil and gas corporations and nuclear energy

ones. The main question that this comparative analysis poses is: Whose social media strategy can serve as a successful model of green image building strategy - the Russian one or the French one? Based on the grounds of comparison, the author will try answering this question as well as specifying the main distinctive features of the model in the end of the chapter.

The first and probably the main difference that the French and the Russian corporations have is that the French companies do not post the same information on all of their social media accounts, instead, they are focused on posting original content on all of the social media platforms used. Russian companies are also trying to do that but most of the time, the content posted is not original and is similar to another posts, especially on the Gazprom Neft' social media accounts. However, Gazprom Neft uses a Facebook feature that has not been used by the other companies analysed - 'Ask Gazprom Neft' feature which allows people to ask questions related to 4 most popular dimensions - employment, internship, education for schoolchildren and cooperation with Gazprom Neft. That is a big step towards building a dialogue with their followers and therefore getting some feedback related to their work which would also help understand the attitude of the audience regarding some issues.

The next difference is that the French corporations have a particular focus of each social media account (all of the 3 corporations use Twitter in order to tell about their environment-oriented activities) and the Russian ones don't. Most of the time, corporations analysed post little about everything on social media and so, have a lot of topics or focuses of their publications.

Worth noting the fact that the French corporations don't have any French social media accounts such as the Russian Vkontakte where they would be able to focus on the national projects and to post the news related to the domestic energy sector only.

What is really interesting is that Russian corporations are interacting with the audience more and are more feedback oriented than the French ones since Gazprom Neft and Lukoil pay a lot of attention to liking and replying to comments. Speaking of the feedback, it should be mentioned that both Russian and French energy companies have negative, positive as well as neutral comments under their posts. The prevailing part of the comments on the Russian social media accounts are thankful messages for the work, emojis and questions related to their work. The negative comments contain of the questions related to increasing oil prices, as well as a negative reaction to some of the posts or projects. The situation with the French companies is pretty much the same but they also got some questions related to heat energy prices, there are also comments regarding some suggestions for their work and further projects, messages from other countries' residents requesting assistance in connection with the current environmental situation, comments

related to the client service department issues and etc. Nevertheless, there are more positive comments than the negative ones. The French companies got a greater variety of feedback which is an indicator of a higher engagement rate. There is also a greater flow of feedback, to which French companies are not always able to respond.

Another dissimilarity consists in the use of social media platforms. Russian companies use Instagram more actively than the French ones which are focused mainly on Twitter and Facebook. Consequently, they have a bigger total number of followers on these two social media platforms.

The style of publications of the Russian companies on Twitter and Facebook is also distinct from the ones that are used by the French companies. Russian companies mainly use pictures and plain text when publishing new post. At the same time, French companies are more videos-oriented and usually post 30 seconds videos on each social media.

Moreover, the corporations have different target audience. The Russian corporations are posting all the information in Russian (with the exception of Rosatom and Lukoil which have Russian as well as English language accounts on Twitter, which are not sufficiently developed), i.e. they are nation-oriented when it comes to telling about their work and results. The French corporations are both national and world audience oriented since both Total Energies and ENGIE run their Instagram and Twitter accounts only in English, while Total Energies's Facebook is run in French. At the same time, EDF Group is using French on all of the 3 social media accounts analysed.

Consequently, on Twitter and Facebook, French companies' engagement rates are higher than those of the Russian ones. On Twitter, each post gets around 150 likes and 20 reposts and around 400 likes on Facebook. Russian posts on those 2 social media get around 30-50 likes despite the fact that Lukoil and Rosatom also have English version accounts. That might be linked exactly to the engagement of wider audience by the French corporations which would be interested in the company's activities directed towards fighting climate change and the projects which are directed towards ameliorating not only the national environmental situation but also the world one. Russian Rosatom and Lukoil also have an English language version of twitter but those pages are not sufficiently promoted and that's why they do not have that much followers. Another possible reason of getting higher engagement rates is the fact that Total Energies, EDF and ENGIE's social media accounts have particular focuses that allow people to follow the account that has the concern which is interesting for this particular person.

Taking into account the fact that Instagram is more popular than Twitter and Facebook among the Russians, Russian companies' Instagram accounts engagement rates higher than those of the French ones - each post gets around 2000 likes, when the French ones get only around 500 likes.

There is another distinctive feature of the French corporations which lies in the fact that they are using another methods when it comes to building a strong green image on social media. One of the main method differences is the use of hashtags by ENGIE Group and EDF. ENGIE can serve as a perfect example. On each social media account, the Group uses its own hashtag #ActWithEngie which helps organizing the information posted and helps finding the posts published by people to see some feedback regarding its initiatives. It should be noted that this hashtag is ENGIE's successful campaign, since following the hashtag on Twitter, Facebook and Instagram, people can see many posts united on one page, which contain information about specific environmental steps of the company. By seeing them, people would see all of the projects united on one page and therefore learn more about the Group's environment oriented activities. It is also a good way of promotion.

French corporations also apply the method of using catchy headlines on their Twitter and Facebook' banners. On both, Twitter and Facebook, there can be found banners with flashy titles like Total Energies's 'Net Zero by 2020', 'ActWithEngie' by ENGIE and 'Nous construisons un avenir énergétique neutre en CO<sub>2</sub>' by EDF Group which means that they are building a CO<sub>2</sub> neutral energy future. This is the best way for followers to learn about their main goals. Every time one goes to the official accounts of them, they would see the main commitments of those 3 corporations. By putting ENGIE's hashtag in the banner, they make the hashtag even more popular.

Each social media platform of the French energy companies has a particular focus. Twitter is the social media devoted only to the environment where all of the 3 corporations post new environmental solutions, innovations, results or some other types of publications like public polls but using only the environmental aspect. At the same time, the Russian companies post little about everything on each social media copying information on each social media account most of the time.

The fact that none of the Russian companies have CEO's official account on social media is of great importance because all of the 3 French corporations use that method in order to build an image of transparency-oriented energy companies because seeing some insights (results of negotiations or new projects that were created for instance) posted on the head of the corporation's account, the audience would constantly think that this company's strategy is

directed towards telling their followers about all of their projects and results and that they have nothing to hide.

At the same time, there are methods that are used by both Russian and French corporations. All of them post some interesting public polls and videos in order to engage the audience, there is also a lot of attention paid to educational factor by both sides. It should also be mentioned that Russian corporations are the most active in terms of this method because they are trying their best to reply to all the comments, especially on Instagram.

Both, Russian and French corporations post the content that their audience likes to see using their account statistics and analytics which allows them to understand their audience's preferences of what they would like to see on their pages. All of the energy corporations analysed post results of their work regularly because they know that this is what their subscribers like to see the most (these posts get more likes than the other ones).

The last methods similarity is the fact that both Russian and French corporations have particular style on Instagram: they adhere to one color pattern and type of the posts (such as videos or pictures of nature).

At the same time, there are general similarities that are also worth noting. One of the main ones is the use of the same 3 social media platforms the most - Twitter, Facebook and Instagram. Moreover, both Russian and French corporations make climate change issue their top priority telling their audience that all of their projects are environment-concerned and are made towards achieving carbon neutrality (at least this is what their social media's main message is).

Despite the fact that the Russian and French corporations have overall different styles of publications on Twitter and Facebook, on Instagram, both Russian and French corporations adhere to a similar style since they both post either beautiful pictures of nature with either promising text or plain text on the neutral-coloured picture calling for some action or asking questions and giving answers in the caption under the picture.

The types of the publications are also pretty much the same. Both Russian and French corporations tell the audience about their innovations, solutions, projects, results, a lot of attention is also paid to the educational factor and interactive posts. The last similarity is that they have the same message and goal of their work - being environment-friendly and fighting climate change issue.

Having analysed the French and the Russian corporations strategies' distinctions and likenesses, it should be mentioned that in both groups of the companies there are their own contrast features that should be emphasised. Among the main resemblance features of the French

companies is the use of the same social media platforms, style of the publications (short videos), posts categories, frequency of the posts (all of them post regularly, using Twitter and Facebook most of the time). Moreover, Total Energies, ENGIE and EDF Group have a focus of each social media: Twitter - environment, Facebook - covering all the areas of the work, Instagram - covering all the areas of the work but slightly more focusing on environment. CEOs of the corporations use social media in the same style posting results of the work most of the time. All of the 3 corporations post on Facebook in French.

At the same time, there are some distinctions in the French companies' social media approaches. The first one is the use of languages - EDF Group is definitely a nation-oriented company since they post all the information on all of the social media accounts only in French when the other 2 companies are more foreign audience oriented and run their Twitter and Instagram accounts in English (with the exception of Facebook and LinkedIn where they publish in French). Moreover, they have different style on Instagram: Total Energies is posting some pictures of nature, but the other two companies use bright headings on pictures in order to engage the reader. Both of the tactics are good but it's hard to determine which one is more effective since Total Energies has 4 times more followers on Instagram than ENGIE and EDF, and got more user reactions on their posts; but these 2 corporations are using Instagram in order to tell the audience about their activities and results but Total is using it in order to share some facts sometimes not even related to their work using beautiful pictures of photographers.

Another dissimilarity is that Total Energies pays more attention to the interactive posts and engagement of the audience posting more public polls and entertaining videos (not only environment-oriented). It should also be noted that EDF Group is more creative when it comes to short videos on their accounts than the other two companies. And the last difference is that although most of the methods used by the corporations are the same, there is one exception of hashtags use by Total. Specifically, Total posts some of their posts with hashtags, but doesn't make it their 'project' or 'campaign' as the other 2 corporations do (example of the MetsTonPull and ActWithEngie projects).

It should also be mentioned that there is no distinction in the social media strategies between the oil and gas companies and the nuclear energy ones. As the comparative analysis has shown, the methods, social media platforms as well as types of the posts are the same.

As for the Russian corporations, there are also some distinctions and resemblances between them. Among the main likenesses of the Russian energy corporations is the posts categories, frequency of the posts (all of them post regularly, using Instagram and Facebook most of the

time). The most frequently used social media platform is Instagram. A lot of attention is paid to the interactive posts and engagement of the followers. Another similarity is that all of the 3 corporations have their own style on Instagram having such features as color pattern and short captions under the posts.

At the same time, there are some dissimilarities between Russian corporations' social media strategies. First of all, one of the main ones is the fact that most of the posts of Gazprom Neft are being copy and pasted on all of the accounts in contradiction to the strategy of Lukoil and Rosatom which also publish similar content on all of their social media accounts but not duplicating all the posts. Another difference is that Gazprom Neft doesn't have Twitter account when the other 2 corporations do. Despite the fact that all of the 3 corporations have their own distinctive style on Instagram, it is quite different. Rosatom's style is more chaotic and doesn't have any flashy subheadings and titles on the pictures. At the same time, Gazprom Neft and Lukoil's Instagram styles are more visually structured. Moreover, Gazprom Neft's publications are more technically advanced which can be seen on their videos specifically.

It is worth noting the fact that Gazprom Neft uses specialised agency that runs their social media accounts, and the other two corporations don't. The last difference is that all of the corporations use Russian language except for Lukoil and Rosatom which also have English language Twitter and Facebook accounts.

Having analysed the main differences and similarities between the French and the Russian energy corporations' social media strategies, as well as internal distinctive features of each of the group, it can be concluded that the main difference is that the French corporations post original content and the Russian ones post similar content on all of their social media accounts. What is also very important is that the French corporations have a particular focus of each social media account (all of the 3 corporation use Twitter in order to tell about their environment-oriented activities) and the Russian ones don't. They also have different target audiences - Total Energies and ENGIE Group are focused both on the national and the world audience, consequently getting higher engagement rates and the Russian companies are focused mainly on the national audience not developing and promoting its English-version accounts. The methods used by the corporations also differ. The feature that distinguishes French corporations is the use of hashtags as a method of promotion of their brand as well as catchy banners.

It should also be mentioned that Russian corporations are more feedback oriented than the French ones since Gazprom Neft and Lukoil pay a lot of attention to liking and replying to

comments. Russian companies use Instagram more actively than the French ones which are focused mainly on Twitter and Facebook and have different style of publications.

Among the main similar features of the French and the Russian social media strategies are the same types of publications, frequency of the posts, the use of the same 3 social media platforms the most (Twitter, Instagram and Facebook) and the same goal - pursuing environment-friendly policy and fighting climate change.

Thus, it can be concluded that there are more differences than similarities between those groups of corporations therefore confirming the hypothesis set in the beginning of this chapter. Answering the question posed by the author in the beginning of the Comparative analysis, it can be said that between the two groups of energy companies, the French one's strategy can serve as a successful model of building a green image through social media. The author came to this conclusion based on the following indicators: audience orientation (the global and the national one), engagement rates (coupled with the amount of followers) and the feedback of the audience. That can be explained by the fact that the more people (nationally and globally) interested in their activities, the higher engagement rates they would have therefore getting more consumers globally. Since their main goal is to promote their business by building a green image, they are using all of the methods mentioned in order to get more consumers of their products.

Among the distinctive features of the French corporations' model are the style of the publications (short environment-oriented videos), focus of each social media account on particular direction of their work, the use of such methods as hashtags directed towards engaging more people, banners telling about their main goals and running their CEOs's social media accounts in order to share more information and results with their followers and make their work look more transparent.

Based on the constantly growing amount of followers and positive feedback under the French companies (especially Total Energies's) publications, it can be concluded that their strategy is working and is quite successful and therefore can be called a working model of building a strong green image of energy corporation through their social media policy.



## Conclusion

Nowadays, energy corporations under question are increasing their presence on social media since it is an excellent place for people to learn about their policy towards environmental safety, sustainability, and their action towards combatting environmental issues, thereby promoting their brand. It should also be noted that the energy corporations under question are spreading green propaganda on Facebook, Instagram and Twitter aimed at creating their green image as well as initiating image-making processes of the corporations. Using public statements, advertisements, annual results reports, profit statistics and production statistics posted on social media, corporations are trying to influence the minds of the audience and build a green image on the basis of the digitalisation of social media. Moreover, the corporations pursue private profit-oriented goals since the main goal of any brand is to get more consumers of their goods.<sup>133</sup>

Answering the research question set out in the beginning of the work, it can be said that both Russian and French corporations use social media in order to build an image of environmentally friendly companies that meet the needs of consumers and the environment at the same time. And in order to achieve this goal, both Russian and French corporations use particular methods revealed by the author. Among the main methods used by the Russian corporations are interactive posts, educational posts, innovations, videos devoted to showing the audience the vision of a particular corporation of the environment concerned actions and how that company is implementing the actions in order to fight climate change or some other issues in their work, videos of the CEOs of corporations, challenges directed towards getting higher engagement rates and publications devoted to telling about the achieved results.

As for the French corporations, they publish similar content but directed more on practical methods like hashtags used in order for more people to know about their environmental campaigns and projects, and in order to be more educated on the climate change issue and on what they can do in order to help solve environmental issues. Another specifics that French corporations have is banners that each of their social media account has. Catchy banners can serve as a call for some action or as a statement of the goals of a company. A good example is Total Energies's banner on social media which states their goal - 'Nous construisons un avenir énergétique neutre en CO<sub>2</sub> which means that they are building a CO<sub>2</sub> neutral energy future. This

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<sup>133</sup> Maarten de Kadt (1983) *Energy Corporation Propaganda: a weapon against public policy*, <https://journals.sagepub.com/doi/10.1177/048661348301500305>, accessed 21.05.2021

is the best way for followers to learn about their main objective. Moreover, another distinguishing feature of the French corporations is the fact that the CEOs of the companies have their own social media accounts in order to tell the audience about some insights of the work, its process and some new projects.

The comparative analysis conducted in the last chapter allowed the author to compare the two strategies of building a green image through social media by identifying the main commonalities and differences they have. The main result of the analysis was the answer on the posed in the beginning of the analysis question - which country's social media strategy can serve as a successful model of green image building strategy - the Russian one or the French one? After the comparison of the methods used by the corporations, the author came to the conclusion that the French corporations' strategy can serve as a successful model of building a green image through social media based on the following indicators: engagement rates which were analysed throughout the second and third chapters, the global as well as the national audience orientation of the French companies and the feedback of the audience. That can be explained by the fact that the more people (nationally and globally) interested in their activities, the higher engagement rates they would have therefore getting more consumers globally. Taking into account the fact that the main goal of these corporations is to promote their business by building a green image, they are using all of the methods mentioned in order to get more consumers of their products.

Based on the conducted throughout the whole work analysis, a model of building a green image through social media can be established. That model is primarily based on the French strategy methods since the author has recognised it as the most successful one among the two strategies analysed.

First of all, the unified model implies using social media platforms that are relevant and popular both nationally and globally. In order to attract world audience, companies should post information not only in their national language but also in English. That would make these companies both national and global audience oriented therefore getting more people interested in their policy as well as providing higher engagement rates. Each social media account should also be focused on a particular dimension of work of a company which would allow to structure information better and would make it easier for people to find information they're interested in. A good strategy also implies having distinguishing features which can be expressed in a form of hashtags, style of publications, slogans or banners that are telling about green ambitions and goals of companies. The publications should have a particular schedule and frequency - up to 2/3 publications is enough and won't be too intrusive. In order to show how transparent companies

work is, their CEOs should also be active on their social media accounts publishing some insights of their work process and paying a lot of attention to communication with their followers. Another big step towards transparency is publication of the results in a form of environment concerning reports showing how a particular company is dealing with such problems.

To conclude, it can be stated that a proper use of social media can be a significant advantage in building a green image. The established model can be useful for both groups of companies under question and other companies who are interested in building an environmentally friendly image.

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## Appendix A.

### *Carbon Disclosure Project Rating (2020)*

	<i>French energy corporations</i>			<i>Russian energy corporations</i>		
	Total Energies	Engie	EDF	Gazprom Neft	Lukoil	Rosatom
Climate change	A	A	A	B	C	N/A
Water security	A	A	B	F	F	N/A
Forest security	F	N/A	N/A	N/A	N/A	N/A

URL: <https://www.cdp.net/en/companies/companies-scores#446647786929955804cc9a3a08ef1eb4>

The *Carbon Disclosure Project* is an international organisation that helps companies and cities disclose their environmental impact and aims to make environmental reporting and risk management a business norm. There are three main indicators of corporate harm according to CDP - climate change, water and forest security. Each year CDP publishes world rating with scores from A to F where A is the highest score.

CDP's climate change indicator data aims to encourage corporations to reduce their greenhouse gas emissions and mitigate climate change risk. As we can see from the table, all of the three French corporations managed to receive an A score while Russian Gazprom Neft and Lukoil obtained B and C respectively. Rosatom's data was not registered for the examination as well as the other companies (except for Total) were not registered for the forest security examination.

Overall, both French as well as Russian corporations obtained the scores that show the transparency of their work. At the same time, there is a leader in both groups - Total and Gazprom Neft. Despite the fact that Total received a F score in the forest security section, it was the only company that shared its forest security indicators proving that its policy is the most transparent among the French as well as the Russian companies under question and that it is directed towards minimising the harmful impact of their work.