



 CLEAN ENERGY CANADA

## Facebook testing on climate communications

Lisa Wu and Trevor Melanson  
September 2019



# Contents

**3** Our approach

**4** What to post?

**5** Reach and engagement

**23** Gender analysis

**27** Age analysis

**28** Timing analysis

**29** Appendix



# Our approach

- This report is an analysis of a number of stories posted over a three-month period from January 18-April 16, 2019 and does not include A/B testing. For consistency, however, all of our advertising went to the same audience during the three-month study period.
- We measured **116 Facebook posts**.
- **All were boosted posts** from the Clean Energy Canada page.
- With paid promotion, we **targeted moderate Canadians via swing ridings** (Conservative or other).
- **4.4 million Canadians in 39 ridings** (189 postal codes in Facebook) were targeted. Quebec was excluded.

## We examined our results in two ways:



**Reach and engagement:** This gave us a holistic view of what really performed well and was consistent with what we've seen over the last two years. However, it includes our organic audience and therefore is a mix of friendlies and people from swing ridings (essentially, moderate Canadians).

*Good for determining “viral” stories.*

**See pages 5-22.**



**Cost-per-engagement:** By looking at how much it was costing us to advertise each story to our swing audience, we got a clearer sense of how certain stories performed with moderate Canadians; we broke this down further by gender and age.

*Good for determining preferred stories among moderate Canadians.*

**See pages 23-27.**

# What to post?

Each of our 116 tested stories supported one or more of these themes:

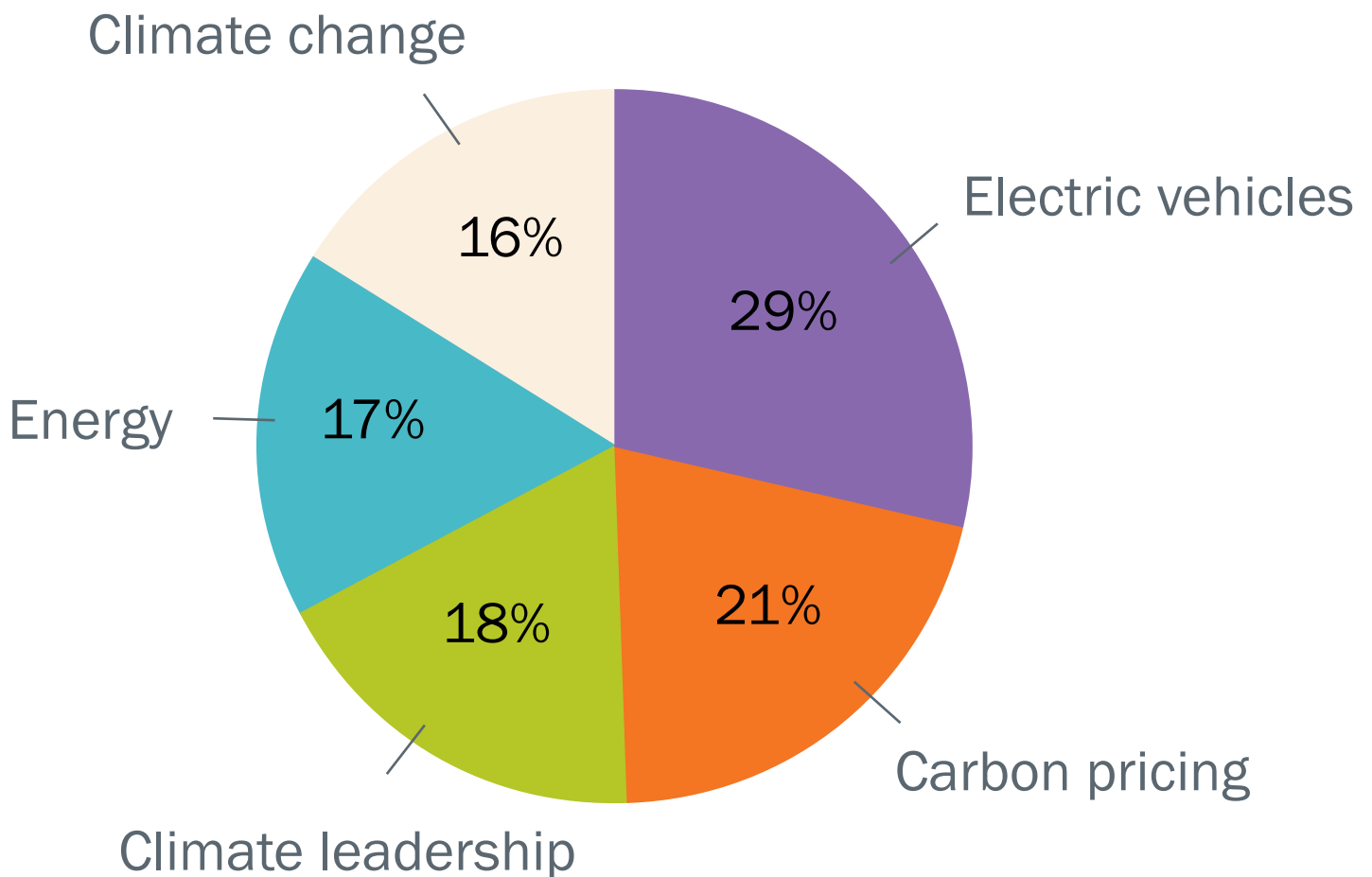
1. Climate solutions will help you upgrade your life to a better, affordable version.
2. It's actually the clean economy that's our best opportunity.
3. The federal government needs to lead on climate change and clean solutions.
4. Carbon pricing works.
5. Climate change is already costly—it will only get more so.

These themes were woven into stories falling into five main categories:

**Electric vehicles, climate change, climate leadership, energy, and carbon pricing.**

## Stories by category

\*See appendix of all stories on pages 26-48



# Reach and engagement



The following data includes reach and engagement from our organic audience of friendlies as well as moderate Canadians from the swing ridings we targeted. The results helped us to determine “viral” stories.

## There were 9 extremely high performers

50,000+ reach | 5,000+ engagements

## 10 high performers

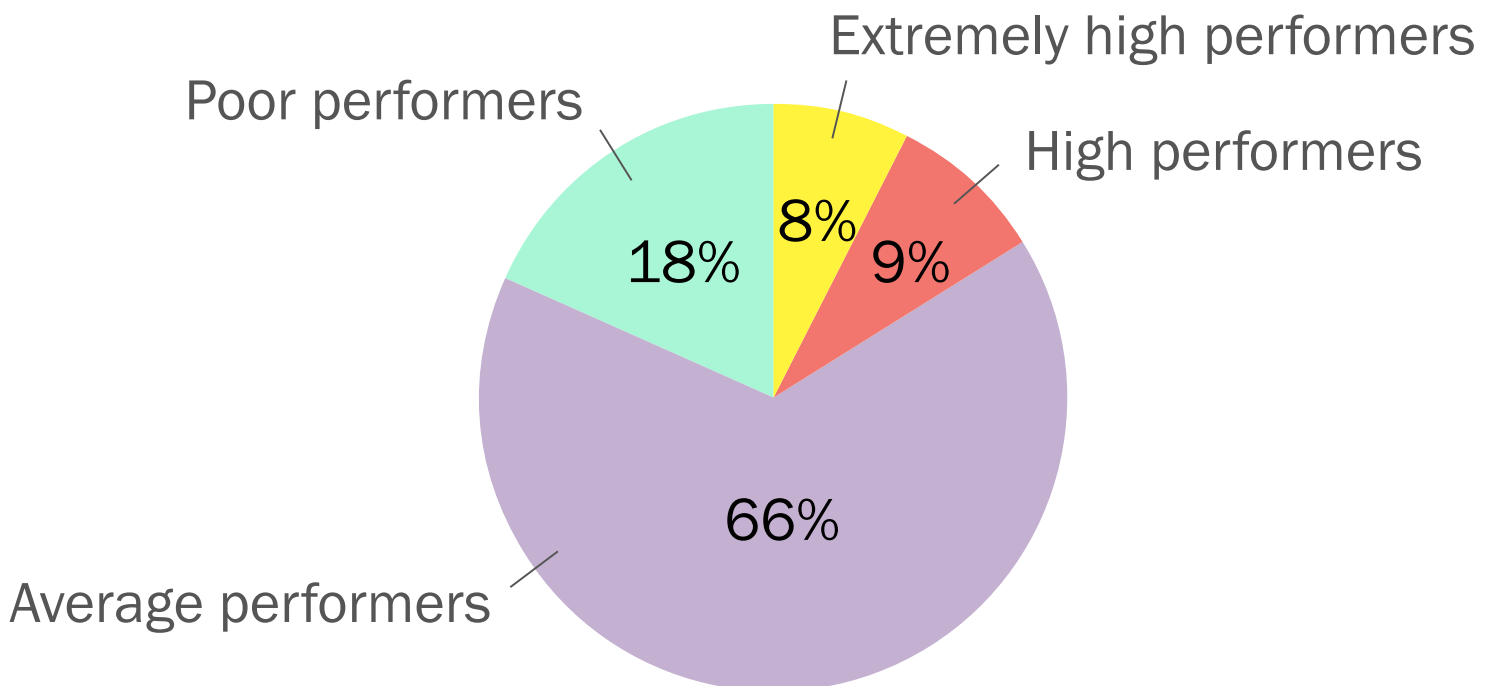
30,000+ reach | 3,000+ engagements

## 76 average performers

10,000 - 30,000 reach | Under 3,000 engagements

## And 21 poor performers

Under 10,000 reach | Under 1,000 engagements



# Extremely high performers


- **6 of the 9 top performers involved electric transportation.**
- Stories that did the best? **Motorcycles, excavators, and airplanes** (we've also seen this with electric ferries). Electric cars did well too.
- However, based on our swing audience data from the boosted posts, we saw that **engagement with electric transportation stories were heavily male (71% average)**. So while these types of stories do very well, we can assume that we're engaging a predominantly male audience.
- **Milestone stories were also very successful.** Especially when it's symbolic (ie. turning an oil tailings pond into Western Canada's biggest solar farm). With the two milestone stories that fell into this category, we saw better gender parity among the swing audience compared to the electric transportation stories. While men still had higher engagement, women were engaging more (42% average engagement for women).
- **Climate change being more expensive than the carbon tax was an effective message.** Framing carbon pricing in the context of climate change increased female engagement among the swing audience (44%) as well as engagement from younger women (18-44). Younger women, and women in general, are usually not very engaged in carbon pricing stories.
- **Stories that include Indigenous participation tend to do better.**

# #1 performer

Total reach and engagement from friendlies + moderates

**Clean Energy Canada**  
Published by Lisa Wu · February 2 ·

**Ducati is shifting gears and going electric.**  
Motorcycles, pick-up trucks, farm tractors, and mining and construction equipment have all joined the electric revolution. Cleaner technologies are increasingly being adopted over fossil fuels and Canada would be wise to get on board—or get left in the dust.



**Ducati CEO confirms 'The future is electric', says electric Ducati is coming**

**135,080** People Reached      **9,742** Engagements      [Boost Again](#)

Boosted on Feb 2, 2019 By Lisa Wu      Completed

People Reached	<b>29.4K</b>	Post Engagement	<b>2.4K</b>
----------------	--------------	-----------------	-------------

[View Results](#)

### Performance for Your Post

**135,080** People Reached

**5,918** Reactions, Comments & Shares

<b>3,430</b> Like	<b>1,521</b> On Post	<b>1,909</b> On Shares
<b>311</b> Love	<b>146</b> On Post	<b>165</b> On Shares
<b>46</b> Haha	<b>25</b> On Post	<b>21</b> On Shares
<b>261</b> Wow	<b>104</b> On Post	<b>157</b> On Shares
<b>18</b> Sad	<b>6</b> On Post	<b>12</b> On Shares
<b>11</b> Angry	<b>4</b> On Post	<b>7</b> On Shares
<b>896</b> Comments	<b>251</b> On Post	<b>645</b> On Shares
<b>949</b> Shares	<b>931</b> On Post	<b>18</b> On Shares

**3,824** Post Clicks

<b>3</b> Photo Views	<b>1,150</b> Link Clicks	<b>2,671</b> Other Clicks
----------------------	--------------------------	---------------------------

### NEGATIVE FEEDBACK

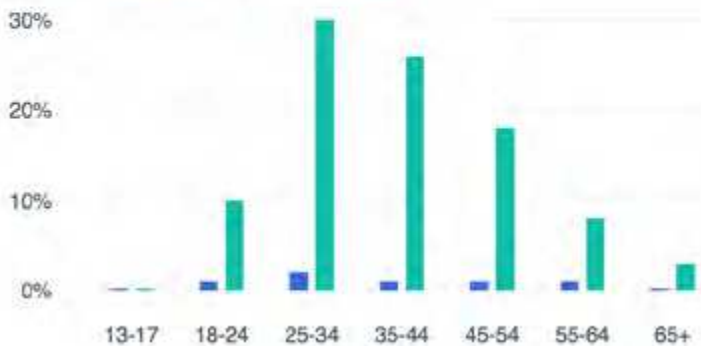
<b>36</b> Hide Post	<b>2</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

## People

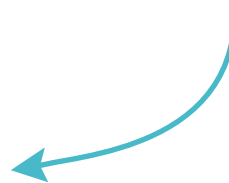
## Placements

## Locations

5.88% Women      94.1% Men



Engagement breakdown of moderates




# #5 performer

Total reach and engagement from friendlies + moderates

**Clean Energy Canada**  
Published by Lisa Wu · March 14

According to our latest poll, nearly three-quarters of Canadians believe that electric cars will make up the majority of car sales within 15 years—and 64% of people polled said they'd prefer to see electric cars overtake gas-powered cars in the future.

Support for electric cars is highest in B.C. where the provincial government has mandated that all new car sales will be zero-emission by 2040. The province is also boosting its incentive program for new buyers by \$20 million and doubling the number of charging stations, making it easier for British Columbians to cut both their fuel costs and pollution.



CBC.CA  
**Canadians want to see electric vehicles become mainstream over gasoline, poll finds | CBC News**

**55,235** People Reached      **13,631** Engagements      [Boost Again](#)

**Performance for Your Post**

**55,235** People Reached

**8,253** Reactions, Comments & Shares

<b>2,674</b> Like	<b>1,599</b> On Post	<b>1,075</b> On Shares
<b>301</b> Love	<b>218</b> On Post	<b>83</b> On Shares
<b>499</b> Haha	<b>463</b> On Post	<b>36</b> On Shares
<b>41</b> Wow	<b>32</b> On Post	<b>9</b> On Shares
<b>20</b> Sad	<b>18</b> On Post	<b>2</b> On Shares
<b>56</b> Angry	<b>53</b> On Post	<b>3</b> On Shares
<b>4,061</b> Comments	<b>2,958</b> On Post	<b>1,103</b> On Shares
<b>608</b> Shares	<b>607</b> On Post	<b>1</b> On Shares

**5,378** Post Clicks

<b>1</b> Photo Views	<b>427</b> Link Clicks	<b>4,950</b> Other Clicks
-------------------------	---------------------------	------------------------------

**NEGATIVE FEEDBACK**



Engagement breakdown of moderates



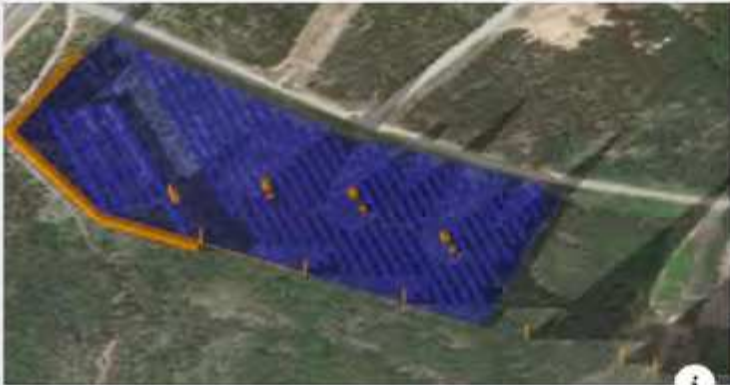


# #8 performer

Total reach and engagement from friendlies + moderates

**Clean Energy Canada**  
Published by Lisa Wu (7) · February 12 · 🌐

Thanks to revenue from the carbon tax, a First Nations energy company is building the largest off-grid solar and storage project in Canada. The solar farm is expected to supply Fort Chipewyan with 25% of its energy needs, reducing the community's reliance on noisy and polluting diesel generators. Climate solutions are enabling upgrades to a cleaner, better way of life. 🌞



CBC.CA  
**New solar farm will replace 25 per cent of diesel used in Fort Chipewyan | CBC News**

**52,271** People Reached      **6,260** Engagements      [Boost Again](#)

Boosted on Feb 12, 2019 By Lisa Wu      Completed

People Reached	<b>20.0K</b>	Post Engagement	<b>2.7K</b>
----------------	--------------	-----------------	-------------

**Performance for Your Post**

**52,271** People Reached

**4,449** Reactions, Comments & Shares 📈

<b>2,705</b> Like	<b>2,033</b> On Post	<b>672</b> On Shares
<b>348</b> Love	<b>280</b> On Post	<b>68</b> On Shares
<b>56</b> Haha	<b>38</b> On Post	<b>18</b> On Shares
<b>75</b> Wow	<b>61</b> On Post	<b>14</b> On Shares
<b>3</b> Sad	<b>3</b> On Post	<b>0</b> On Shares
<b>22</b> Angry	<b>18</b> On Post	<b>4</b> On Shares
<b>552</b> Comments	<b>373</b> On Post	<b>179</b> On Shares
<b>691</b> Shares	<b>691</b> On Post	<b>0</b> On Shares

**1,811** Post Clicks

<b>2</b> Photo Views	<b>336</b> Link Clicks 📈	<b>1,473</b> Other Clicks 📈
----------------------	--------------------------	-----------------------------

**NEGATIVE FEEDBACK**

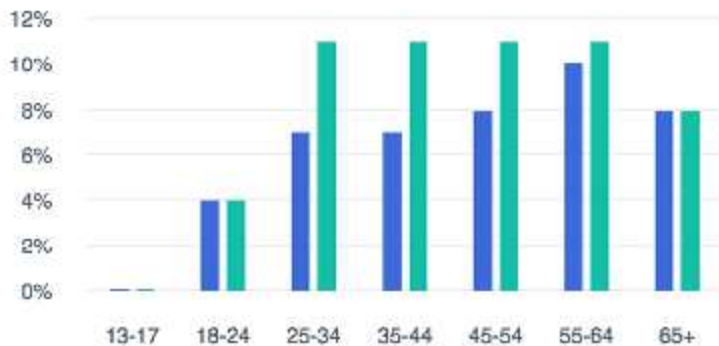
<b>24</b> Hide Post	<b>2</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

## People

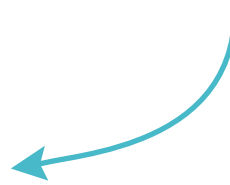
## Placements

## Locations

43.9% Women      56.1% Men



Engagement breakdown of moderates



# High performers

- **This performance tier saw more variation in the types of stories than the extremely high performers.**
- **5 out of 10 were about carbon pricing. In terms of messaging, the most successful carried the message “listen to the experts, not the politicians”.** The second most successful carried the same message, pitting Ontario Premier Doug Ford against economists.
- Other carbon pricing messages that were effective:
  - Revenue being invested in cool Canadian cleantech: “turning windows into transparent solar panels.”
  - Showing carbon pricing working elsewhere (Sweden).
  - Doctors backing pricing (again, “experts”).
- However, when we looked at the data from our boosted posts over the entire test period, we saw again that **engagement with carbon pricing stories skewed male**. On average, the ratio between male and female engagement on carbon pricing stories among the swing audience was 68% male / 32% female. So while these messages resulted in high reach and engagement, we can assume that the majority of engagement came from a male audience.
- Another important note to keep in mind about carbon pricing’s high performance is that during the test period, carbon pricing was saturating the news due to the Saskatchewan and Ontario court cases, the federal backstop coming into effect on April 1, and the implementation of the Climate Action Incentive rebate. Because topical stories tend to get higher engagement, there was more focus on carbon pricing stories and likely higher interest in the topic than usual.
- Other high performers included two EV stories, the story about Canada warming twice as fast as the rest of the world, and an Indigenous participation story about solar replacing coal.

# #10 performer

Total reach and engagement from friendlies + moderates

**Clean Energy Canada**  
Published by Trevor Melanson [?] · April 1 · 🌐

Canada is warming faster than rest of the world, with Northern Canada heating up at more than twice the global average.

Since 1948, global average temperatures have increased by 0.8°C. In Northern Canada, the average temperature has increased by 2.3°C.

The effects of climate change are being felt by Canadians everywhere. From floods to wildfires to severe storms, the cost of inadequate action is adding up. We only have eleven years to prevent dangerous levels of warming. The time to act is now.

CBC.CA  
**Canada warming at twice the global rate, leaked report finds | CBC News**

**46,331** People Reached      **7,094** Engagements      [Boost Again](#)

### Performance for Your Post

**46,331** People Reached

**3,924** Reactions, Comments & Shares

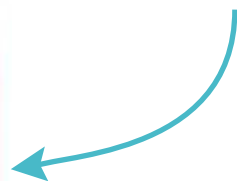
<b>576</b> Like	<b>406</b> On Post	<b>170</b> On Shares
<b>15</b> Love	<b>11</b> On Post	<b>4</b> On Shares
<b>376</b> Haha	<b>332</b> On Post	<b>44</b> On Shares
<b>225</b> Wow	<b>157</b> On Post	<b>68</b> On Shares
<b>472</b> Sad	<b>365</b> On Post	<b>107</b> On Shares
<b>116</b> Angry	<b>90</b> On Post	<b>26</b> On Shares
<b>1,509</b> Comments	<b>933</b> On Post	<b>576</b> On Shares
<b>642</b> Shares	<b>629</b> On Post	<b>13</b> On Shares

**3,170** Post Clicks

<b>1</b> Photo Views	<b>490</b> Link Clicks	<b>2,679</b> Other Clicks
-------------------------	---------------------------	------------------------------



Engagement breakdown of moderates




# #11 performer

Total reach and engagement from friendlies + moderates

**Clean Energy Canada**  
Published by Lisa Wu (🌐) · February 6 · 🌐

Just the facts, please. When it comes to the carbon tax, a lot of politicians are pandering to fear and misinformation, resulting in confusion and polarization when it comes to climate policy. Yet economists are virtually unanimous in the view that carbon pricing reduces emissions at the lowest possible cost to the economy.

"Those who oppose carbon pricing should either admit that they don't care about climate change or they should propose a serious alternative policy... It's long overdue that we stop the myths and the fear-mongering. Canadians deserve the truth when it comes to debating something as important as climate policy."



THEGLOBEANDMAIL.COM

**When we debate carbon pricing, can we at least stick to the facts?**

**44,441** People Reached      **6,984** Engagements      [Boost Again](#)

### Performance for Your Post

**44,441** People Reached

**3,667** Reactions, Comments & Shares

<b>1,295</b> Like	<b>788</b> On Post	<b>507</b> On Shares
<b>78</b> Love	<b>59</b> On Post	<b>19</b> On Shares
<b>43</b> Haha	<b>37</b> On Post	<b>6</b> On Shares
<b>9</b> Wow	<b>9</b> On Post	<b>0</b> On Shares
<b>10</b> Sad	<b>8</b> On Post	<b>2</b> On Shares
<b>95</b> Angry	<b>93</b> On Post	<b>2</b> On Shares
<b>1,476</b> Comments	<b>961</b> On Post	<b>515</b> On Shares
<b>664</b> Shares	<b>648</b> On Post	<b>16</b> On Shares

**3,317** Post Clicks

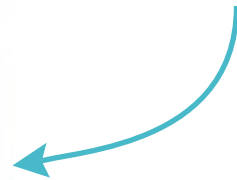
<b>1</b> Photo Views	<b>650</b> Link Clicks	<b>2,666</b> Other Clicks
-------------------------	---------------------------	------------------------------

**NEGATIVE FEEDBACK**

**29** Hide Post      **4** Hide All Posts



Engagement breakdown of moderates






# #13 performer

Total reach and engagement from friendlies + moderates

**Clean Energy Canada**  
Published by Lisa Wu | February 11

When Premier Ford made the unsubstantiated claim that “the risk of a carbon tax recession is very, very real,” he may have overestimated the influence it would have. Economists were quick to disagree with him—and it turns out a majority of Canadians do too. Climate change will be far worse for the economy than a carbon tax.

A carbon tax isn't the only policy solution to help reduce emissions, but it's a key tool to combat climate change and economists agree that it's an extremely efficient way to cut pollution. Fortunately, most Canadians recognize that evidence and expertise are essential—not optional—for good policy.



HUFFINGTONPOST.CA  
**Most Canadians Aren't Buying Ford's Warning Of Carbon Tax Recession: Poll**

**39,710** People Reached      **7,285** Engagements      [Boost Again](#)

### Performance for Your Post

**39,710** People Reached

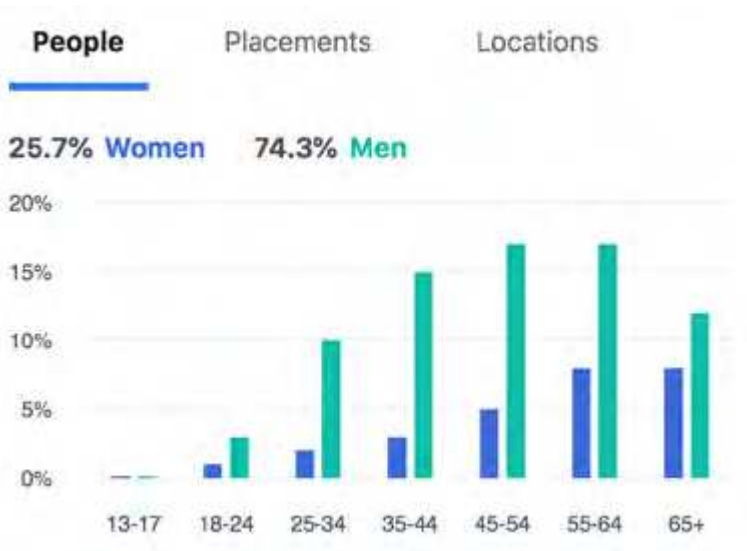
**4,073** Reactions, Comments & Shares

<b>943</b> Like	<b>798</b> On Post	<b>145</b> On Shares
<b>41</b> Love	<b>37</b> On Post	<b>4</b> On Shares
<b>290</b> Haha	<b>268</b> On Post	<b>22</b> On Shares
<b>21</b> Wow	<b>16</b> On Post	<b>5</b> On Shares
<b>19</b> Sad	<b>17</b> On Post	<b>2</b> On Shares
<b>150</b> Angry	<b>136</b> On Post	<b>14</b> On Shares
<b>2,233</b> Comments	<b>1,794</b> On Post	<b>439</b> On Shares
<b>377</b> Shares	<b>372</b> On Post	<b>5</b> On Shares

**3,212** Post Clicks

<b>0</b> Photo Views	<b>421</b> Link Clicks	<b>2,791</b> Other Clicks
----------------------	------------------------	---------------------------

**NEGATIVE FEEDBACK**



Engagement breakdown of moderates



# Poor performers

- **Stories about corporations purchasing renewable energy are poor performers.** All three stories that we posted of this type fell into the poor performing category. This is consistent with how we've seen corporate social responsibility stories do in the past.
- **Social postcards do worse than stories or video.** (They also run into boosting problems because of the amount of text on an image which Facebook penalizes.) All three postcards posted during the test period fell into the poor performing category. This is a very small sample size, and there are, of course, exceptions, but our experience in this test period as well as outside of it is that producing a postcard for the sake of producing a postcard often leads to poor results.
- **Climate action incentive posts are poor performers.** Two out of four of our climate action incentive posts fell into the poor performing category (one was a postcard). The other two were average performers (one was a video).
- **Climate change stories can be poor performers. (But not always.)** Unlike electric transportation stories which have a high predictability of performing well and resonating with a younger male audience, climate-change-related stories saw a high amount of variability in terms of performance as well as with which demographic would be the most engaged. Of the 19 climate change stories we posted, five were poor performers, 13 were average performers, and one was a high performer (Canada is warming at twice the global rate).

# #107 performer

Total reach and engagement from friendlies + moderates

**Clean Energy Canada**  
Published by Lisa Wu · January 18 ·

According to the World Economic Forum, the biggest global risks of 2019 are extreme weather and the failure to tackle climate change. In 2018, natural disasters fuelled by climate change killed over 10,000 people and cost \$160 billion.

BLOOMBERG.COM  
**Climate and Cyber Risks Top Concerns Facing the World in 2019**

**5,652** People Reached      **425** Engagements      [Boost Again](#)

Boosted on Jan 19, 2019      Completed

### Performance for Your Post

**5,652** People Reached

**293** Reactions, Comments & Shares

Reaction	On Post	On Shares
Like	116	9
Haha	8	0
Wow	20	0
Sad	38	1
Angry	8	0
Comments	30	5
Shares	57	1

**132** Post Clicks

Click Type	Count
Photo Views	0
Link Clicks	58
Other Clicks	74



Engagement breakdown of moderates



# #112 performer

Total reach and engagement from friendlies + moderates

**Clean Energy Canada**  
Published by Lisa Wu [?] · March 24 · 🌐

This tax season, if you live in Saskatchewan, Manitoba, Ontario, or New Brunswick, don't forget to claim your Climate Action Incentive. The average family of four will receive \$609 in Saskatchewan, \$339 in Manitoba, \$307 in Ontario, and \$256 in New Brunswick. The carbon tax rebate will give 70% of households more back than they pay.

HRBLOCK.CA  
**What is the Climate Action Incentive? Here's how it affects your taxes. | H&R Block**

**4,399** People Reached      **485** Engagements      [Boost Again](#)

Boosted on Mar 25, 2019      Completed

### Performance for Your Post

**4,399** People Reached

**310** Reactions, Comments & Shares

<b>76</b> Like	<b>73</b> On Post	<b>3</b> On Shares
<b>7</b> Love	<b>7</b> On Post	<b>0</b> On Shares
<b>23</b> Haha	<b>23</b> On Post	<b>0</b> On Shares
<b>9</b> Angry	<b>9</b> On Post	<b>0</b> On Shares
<b>145</b> Comments	<b>123</b> On Post	<b>22</b> On Shares
<b>51</b> Shares	<b>50</b> On Post	<b>1</b> On Shares

**175** Post Clicks

<b>0</b> Photo Views	<b>69</b> Link Clicks	<b>106</b> Other Clicks
----------------------	-----------------------	-------------------------

**NEGATIVE FEEDBACK**

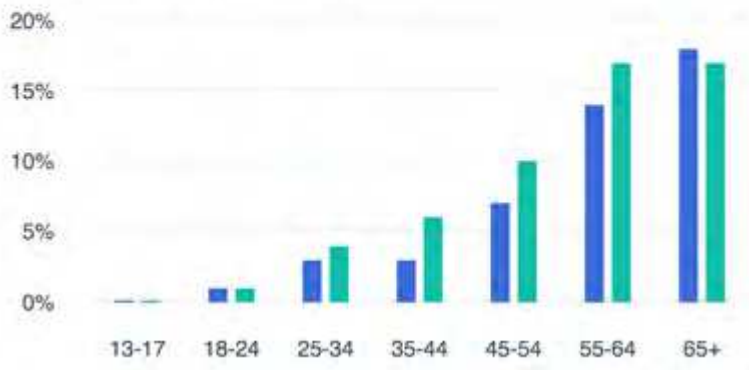
<b>3</b> Hide Post	<b>1</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

## People

## Placements

## Locations

45.3% Women      54.7% Men



Engagement breakdown of moderates





# #113 performer

Total reach and engagement from friendlies + moderates

**Clean Energy Canada**  
Published by Lisa Wu | April 16 at 9:57 AM

Starbucks is one of the top purchasers of renewable energy in the U.S. Their latest investment in two solar farms will power the equivalent of 360 Starbucks stores. We like that a latte.

BLOOMBERG.COM  
**Starbucks Is Investing in Solar Farms and Buying Power From Others**

**4,082** People Reached      **607** Engagements      [Boost Again](#)

Boosted on Apr 16, 2019 By Lisa Wu      Completed

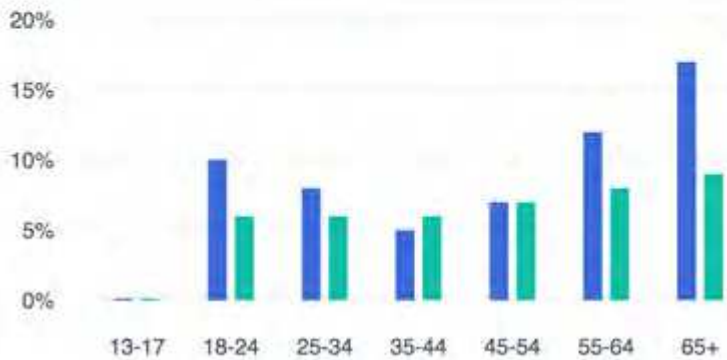
<b>4,082</b> People Reached		
<b>541</b> Reactions, Comments & Shares		
<b>394</b> Like	<b>385</b> On Post	<b>9</b> On Shares
<b>41</b> Love	<b>36</b> On Post	<b>5</b> On Shares
<b>16</b> Haha	<b>16</b> On Post	<b>0</b> On Shares
<b>7</b> Wow	<b>7</b> On Post	<b>0</b> On Shares
<b>2</b> Angry	<b>2</b> On Post	<b>0</b> On Shares
<b>27</b> Comments	<b>24</b> On Post	<b>3</b> On Shares
<b>55</b> Shares	<b>55</b> On Post	<b>0</b> On Shares
<b>66</b> Post Clicks		
<b>0</b> Photo Views	<b>31</b> Link Clicks	<b>35</b> Other Clicks

## People

## Placements

## Locations

58.6% Women      41.4% Men



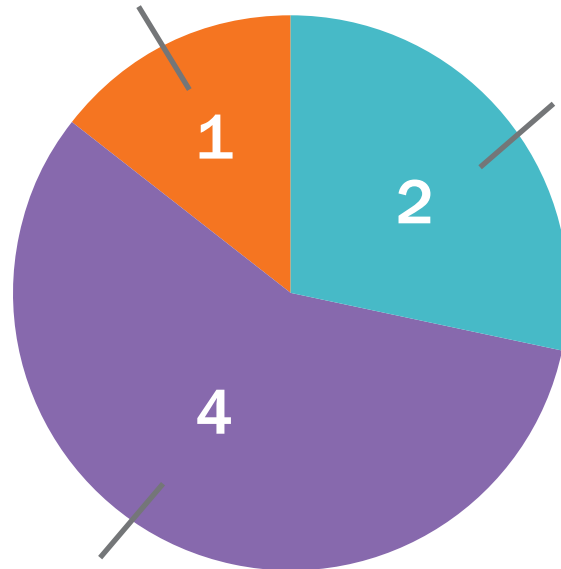
Engagement breakdown of moderates

# Video

- Unlike regular posts, we **boosted for 10-second views, not engagement.**
- **Audience retention drops after 10 seconds so get your message across in 10 seconds.**
- The top two videos both had text making a **compelling point within the first 10 seconds.**
- **Talking heads perform poorly.**

# REACH

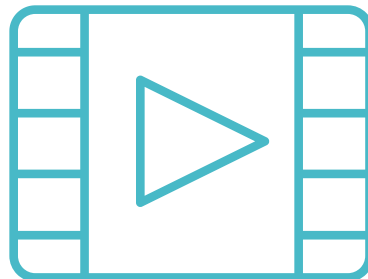
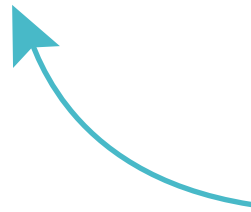
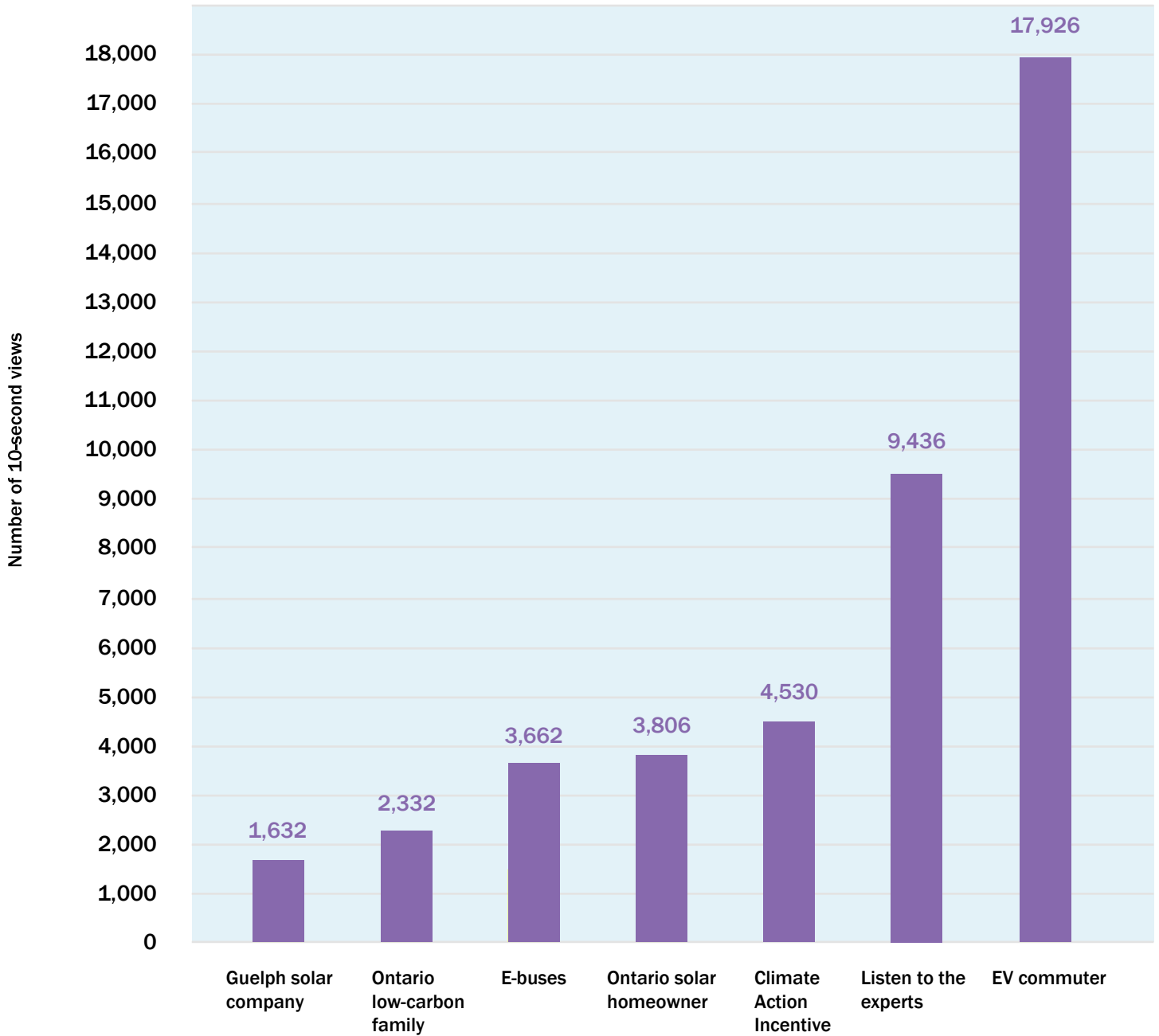
Poor performers



High performers

Average performers

# 10-SECOND VIEWS



Click to watch videos

# #1 video performer

Total reach and engagement from friendlies + moderates

**Clean Energy Canada**  
Published by Lisa Wu · 1 · March 14

Amelia commutes 140km/day to get to work and used to spend \$370-\$400/month on gas. Now that she drives an electric car, she spends just \$20/month on fuel.  
\*Castrolise. It's just not comparable! http://bit.ly/2W1Rf5D

**40,993** People Reached      **1,661** Engagements      [Boost Again](#)

Created on Mar 14, 2019      Completed  
By Lisa Wu

People Reached	<b>35.7K</b>	20-Second Video Views	<b>15.8K</b>
----------------	--------------	-----------------------	--------------

**Performance for Your Post**

**40,993** People Reached

**29,803** 7-Second Video Views

**388** Reactions, Comments & Shares

<b>199</b> Like	<b>137</b> On Post	<b>62</b> On Shares
<b>19</b> Love	<b>13</b> On Post	<b>6</b> On Shares
<b>2</b> Haha	<b>3</b> On Post	<b>0</b> On Shares
<b>3</b> Wow	<b>1</b> On Post	<b>2</b> On Shares
<b>56</b> Comments	<b>33</b> On Post	<b>13</b> On Shares
<b>70</b> Shares	<b>67</b> On Post	<b>3</b> On Shares

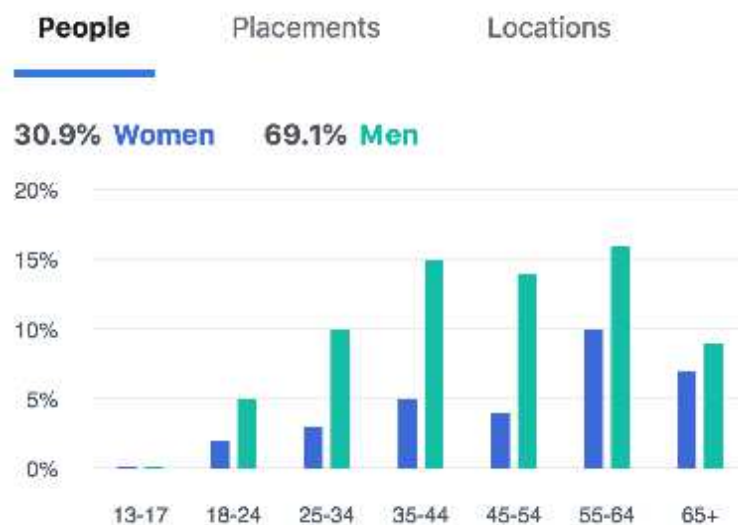
**1,273** Post Clicks

<b>436</b> Clicks in Play	<b>33</b> Link Clicks	<b>804</b> Other Clicks
---------------------------	-----------------------	-------------------------

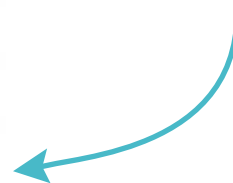
**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>1</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Click to watch video



Engagement breakdown of moderates





# #2 video performer

Total reach and engagement from friendlies + moderates

**Clean Energy Canada**  
Published by Tracey Melanson on February 10, 2018

87% of scientists agree that humans are causing climate change.  
81% of economists agree that pricing pollution is the best answer.  
Ignoring human-caused climate change and the solutions to address it have gotten us into the predicament we're in today. When it comes to acting on climate, it's time to listen to the experts, not the politicians.

**Listen to Science**  
00:48

**Performance for Your Post**

**38,573** People Reached

**22,611** 3-Second Video Views

**558** Reactions, Comments & Shares

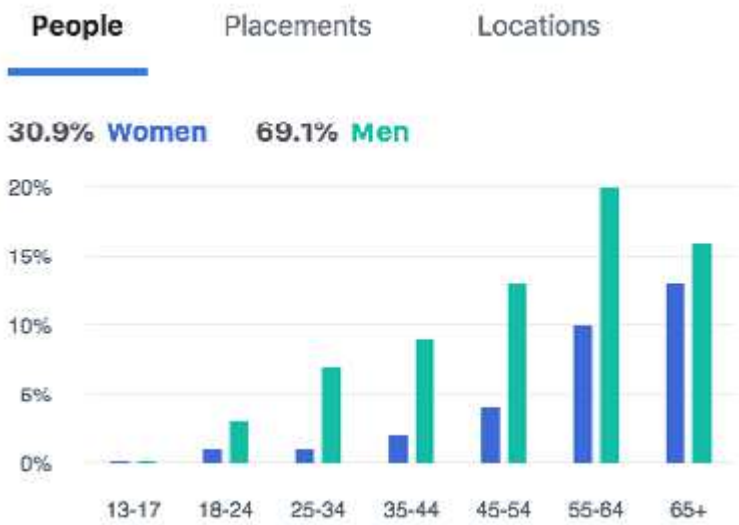
191	124	67
Like	On Post	On Shares
7	6	2
Love	On Post	On Shares
5	4	1
Haha	On Post	On Shares
1	1	0
Wow	On Post	On Shares
17	16	1
Angry	On Post	On Shares
242	201	41
Comments	On Post	On Shares
95	95	0
Shares	On Post	On Shares
<b>936</b>	Post Clicks	
311	0	626
Clicks to Play	From Clicks	Other Clicks

38,573 People Reached | 1,494 Engagement | [Boost Again](#)

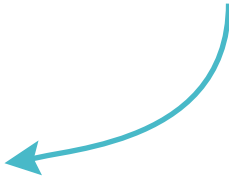
Reached on Feb 10, 2018 | Completed

People Reached: **32.2K** | 3-Second Video Views: **8.6K**

Click to watch video



Engagement breakdown of moderates





## Reach and engagement takeaways

- **Electric vehicles—especially non-cars—are king for reaching a younger male audience (25-34).** This does not necessarily imply that EV stories perform poorly with women, just that they perform comparatively better with men. We're currently exploring targeting EV stories exclusively to women.
- **Symbolic milestone stories usually see high engagement** (ie. “the first ever,” “the largest X in Canada,” or when renewables replace fossil fuels.)
- **Indigenous participation tends to help a story** (ie. A First Nations energy company is building the largest off-grid solar and storage project in Canada.)
- **On carbon pricing messaging: Invoke expert consensus, Doug Ford as the figurehead for the anti-carbon tax movement, the cost of climate change being higher, and real-world examples.** That being said, our swing riding data showed that men are much more engaged when it comes to carbon pricing than women (68% male engagement vs. 32% female engagement).
- Ultimately, Facebook is a story medium. **In terms of performance, the story matters more than the message. Strap your message to a good story.**



The following analyses are based on the swing riding audience we targeted. The results helped us to determine preferred stories among moderate Canadians.

## Gender analysis



**Male engagement in general was much higher than female engagement.** Many stories had male engagement in the 70%-90% range whereas when the balance of female engagement was higher, the percentage was just 50%-70%. This can be seen in the following data, where the highest engagement of the best-performing stories with men were in the 90%-95% range, whereas the highest engagement with women were in the 60%-70% range.

**EV stories saw the highest engagement from men**, with ages 25-34 the most engaged, followed by ages 35-44. **Other stories that performed better with men were stories about carbon pricing, the clean economy, corporate leadership, and energy.** On average, the ratio between male and female engagement on carbon pricing was 68/32. When it came to the clean economy, men engaged at an average ratio of 65/35. Stories about corporate leadership had an average of 61/39. It's interesting to note though that the companies profiled may have an impact on gender engagement. For example, a story about Google and GM purchasing renewable energy received 63% male engagement, whereas a story about Starbucks doing the same received higher engagement with women (59%). Energy-related stories—such as the cost of renewables falling or stories about the energy transition—leaned male with an average ratio of 59/41.

**With women, climate stories and the #FridaysForFuture climate strikes saw the highest engagement.** Ages 65+ are the most engaged, followed by ages 55-64. Climate emergency stories leaned female with an average ratio of 56/44. Women also tended to react favourably toward stories about the health risks of climate change, with an average ratio of 54/46. Based on the stories we tested, when it came to the key political demographic of women aged 35-44, we saw overall low engagement. A [2017 study](#) on increasing civic engagement in the U.S. through Facebook found that women between ages 20 and 60 were less likely than comparable male users to engage in political conversations on Facebook. This finding may help to explain why we saw overall low engagement from younger women.

**Framing issues that tend to perform better with men through a climate lens resulted in higher engagement with women.** For example, you can help a message like carbon pricing (which skews old/male) do better with younger women by making it about climate change as

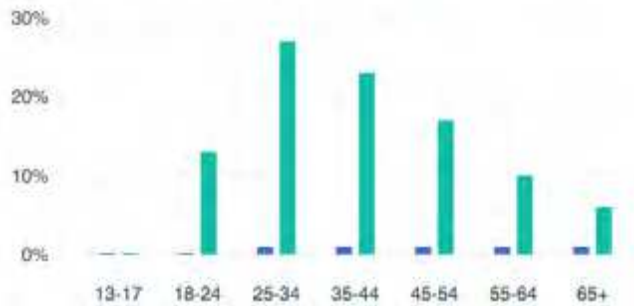
well. A post with the headline [“Climate change is more expensive than the carbon tax”](#) saw female engagement rise to 44%, which is notably higher than the average of 32% on other carbon pricing stories. Another example was a post on how [“Denying solutions is the new climate change denial.”](#) This post received 53% female engagement. The post took climate policies like carbon pricing then pulled it into the climate change denier frame. This is a good example of how framing can help you reach a slightly different audience.



# Stories with the highest male engagement

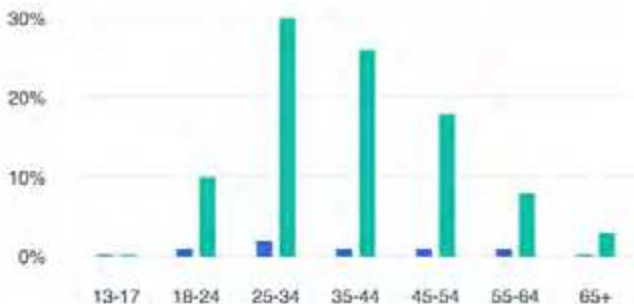
[Ford is electrifying its F-series.](#)

4.51% Women 95.5% Men



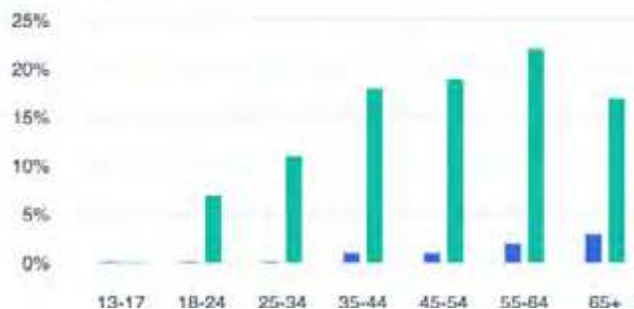
[Ducati is shifting gears and going electric.](#)

5.88% Women 94.1% Men



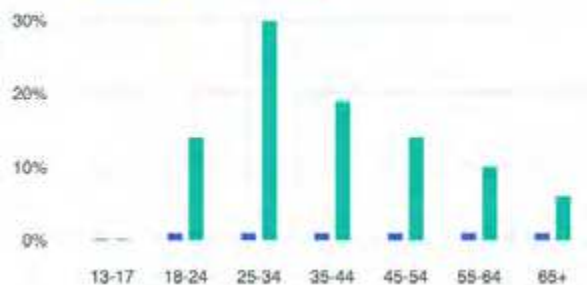
[Five misconceptions about driving an EV in winter](#)

6.88% Women 93.1% Men



[This 26-ton excavator is fully electric.](#)

7.07% Women 92.9% Men



# Stories with the highest female engagement

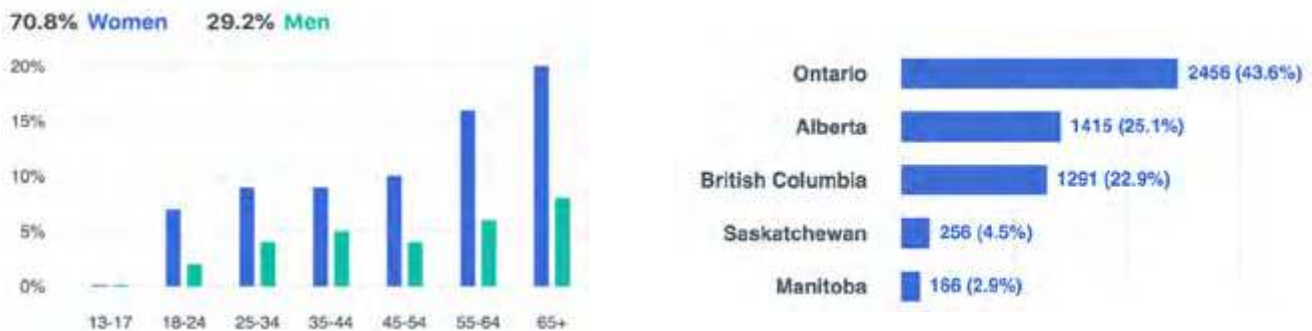
[A new study has found that global warming has contributed to increased pollen levels on three continents, resulting in longer and more severe allergy seasons.](#)



[Netflix's new nature documentary series has a clear message: It's bad. It's urgent. It's our fault. We can still fix it. Our Planet is a eulogy, a confession, a slap on the wrist, a call to arms.](#)



[How Greta Thunberg's strike against climate change became a global movement](#)



[More than 1.5 million students participated in Friday's global climate strike](#)



# Age analysis



**Women aged 65+ were our most engaged female audience demographic. Generally, for women, the older the age segment, the more engaged they were.**

For men, the age segments varied more depending on the post. As we saw above, the **EV stories performed best with a younger male audience (25-34 and 35-44). But beyond EV stories, generally the older 55-65+ segments were more engaged.**

When it came to carbon pricing, younger women were not engaged. Female engagement came mostly from the 55-65+ age segments. However, younger women engaged more when climate change was included in the framing of the message. For men, engagement was more varied on carbon pricing, but generally, the older the age segment, the more engaged they were. That being said, men aged 25-65+ all had significant engagement.

With Doug Ford stories, we saw the same patterns: men were much more engaged than women, engagement from women came primarily from the 55-65+ segments, and male engagement generally skewed older, but a much wider demographic was captured (35-65+).

## POST STORIES FROM CREDIBLE SITES



To prevent the spread of misinformation, Facebook's new algorithm prioritizes trustworthy sites.<sup>1</sup> People are also more likely to click, read, and share stories from sources they trust.

---

<sup>1</sup> <https://www.forbes.com/sites/kathleenchaykowski/2018/01/19/facebook-to-prioritize-trustworthy-publishers-in-news-feed/#217c510b28de>

# Timing analysis



“With the growing complexity of Facebook’s ever-changing algorithm, finding the best times to post to Facebook has never been more difficult.”<sup>1</sup>

Moreover, timing is becoming less relevant:

“Facebook introduced an update to its EdgeRank algorithm that relies more on individual user’s affinities and less on the timing of content published. This means that as a marketer, your posts are more likely to be seen by those who have interacted with your brand on a consistent basis rather than by those who are online at the perfect moment. Someone may see your post from 3 days ago in their feed this morning if they’ve recently shown interest in your brand.”<sup>2</sup>

General wisdom<sup>1</sup> says that early afternoons are the best time to post to Facebook. We post once in the morning and once in the afternoon. That being said, the best time to post to Facebook depends on each specific brand’s audience. Here’s when our followers are online:



**In terms of the day of the week, all days are comparable. In terms of time of day, 9am-7pm PST is when most of our followers are online.**

<sup>1</sup> <https://adespresso.com/blog/best-time-to-post-on-facebook/>

<sup>2</sup> <https://www.customermagnetism.com/timing-social-media-posts-matter/>



# Appendix: Stories by cost-per-engagement

Budget: \$25 (10 stories)

1) 0.07 – [Ford government increasing energy bills and pollution](#) #energy



2) 0.08 – [Halifax and Vancouver city councils have both unanimously declared climate emergencies and are ramping up efforts to tackle climate change.](#) #climateleadership



3) 0.09 – [The Bank of Canada is committing to investigate and be more transparent about how climate change will affect the country's economy](#) #climateleadership



4) 0.10 – [Corporations bought a record amount of clean power last year, with tech giants like Facebook and Google leading the pack.](#) #climateleadership



5) 0.10 – [World's lake cover shrinking as global temperatures climb](#) #climatechange



6) 0.11 - [According to the World Economic Forum, the biggest global risks of 2019 are extreme weather and the failure to tackle climate change. #climatechange](#)



7) 0.12 - [Volkswagen is supercharging its investment in electric cars, expanding its portfolio to include the manufacture of batteries and charging stations. #EVs](#)



8) 0.12 - [Google, GM launch group focused on expanding renewable energy purchasing #climateleadership](#)



9) 0.13 - [Climate Action Incentive explainer from H&R Block #carbonpricing](#)



10) 0.19 - [12 Canadian companies made this year's Global Cleantech 100 \(POSTCARD\) #climateleadership](#)



**Budget: \$50 (19 stories)**

1) 0.04 - [Germany, one of the world's biggest consumers of coal, will shut down all 84 of its coal plants by 2038 #climateleadership](#)



2) 0.04 - [Thanks to a grant of carbon tax revenues, this Edmonton company is one step closer to turning windows into transparent solar panels. #climateleadership](#)



3) 0.06 - [Five misconceptions about driving an EV in winter #EVs](#)



4) 0.06 - [A NASA-led study has made an alarming discovery: a gigantic cavity is growing under an Antarctic glacier and human-induced global warming could cause it to collapse within the next 50-100 years. This would cause sea levels to rise by two feet, flooding coastal cities around the world. #climatechange](#)



5) 0.07 - [As the carbon tax debate heats up in Ottawa, Canada should look to B.C. #carbonpricing](#)



6) 0.07 - [The latest carbon tax proponent? One of the world's biggest oil companies, Shell #carbonpricing](#)



7) 0.08 - [Black & Decker is bringing low-cost, solar-powered water pumps to farmers in rural India.](#) #climateleadership



8) 0.09 - [75% of renewable power generation is now cheaper than coal production in the U.S. And by 2025, the entire U.S. coal system will be out-competed on cost by wind and solar.](#) #energy



9) 0.09 - [Don't forget to claim your Climate Action Incentive. 70% of households will get more back than they pay.](#) #carbonpricing



10) 0.09 - [Climate change threatens to wipe out most wild coffee species](#) #climatechange



11) 0.10 - [Winter sports may be the latest casualty of climate change.](#) #climatechange



12) 0.11 - [Starbucks is one of the top purchasers of renewable energy in the U.S.](#) #climateleadership

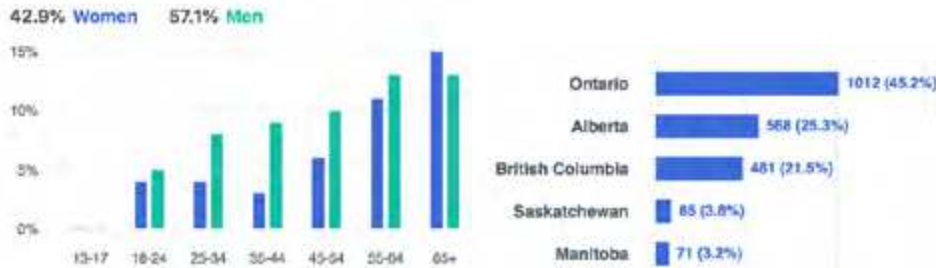




13) 0.12 - [Sales of electric vehicles are up 125%, and there are now 93,091 EVs cruising Canada's roads—90% more than a year ago. #EVs](#)



14) 0.12 - [Car2Go is electrifying its fleet in Paris. #EVs](#)



15) 0.12 - [In 2015, air pollution caused 8.8 million deaths, compared to smoking which is estimated at 7 million deaths per year. #climatechange](#)



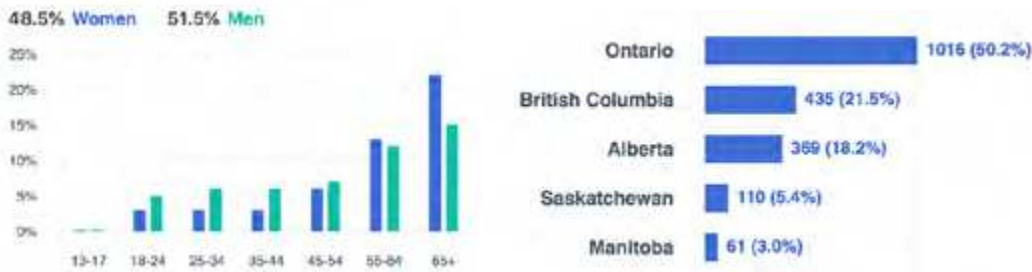
16) 0.13 - [Carbon tax rebate will give 70% of households more back than they pay \(POSTCARD\) #carbonpricing](#)



17) 0.13 - [Mitsubishi is going to start selling a home solar system that's compatible with Mitsubishi's electric and hybrid cars. #EVs](#)



18) 0.15 - [30% of Guelph's city council are electric car owners.](#) #EVs



19) 0.16 - [The 2018 Boat of the Year was a 600-passenger hybrid tour vessel equipped with batteries from BC-based Corvus Energy.](#) #EVs



**Budget: \$75 (1 story)**

1) 0.08 - [The cost of wind energy has fallen 70% in the last nine years. In the last decade, more wind energy has been built than any other form of electricity.](#) #energy



**Budget: \$100 (56 stories)**

1) 0.06 - [Carbon pricing works in Sweden](#) #carbonpricing



2) 0.07 - [Poll: Most Canadians aren't buying Ford's warning of a carbon tax recession](#) #carbonpricing



3) 0.08 – [Yukoners to get first carbon tax rebates this fall](#) #carbonpricing



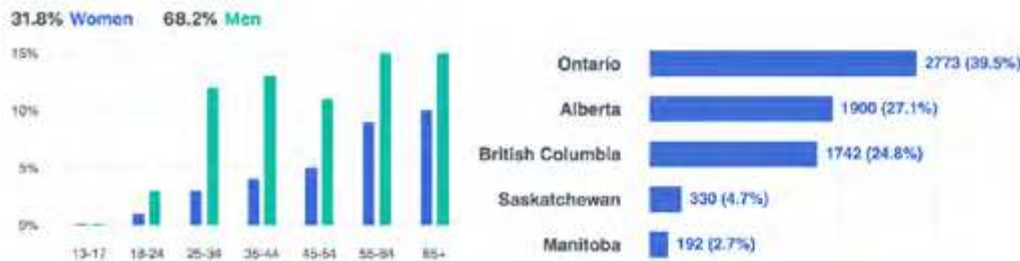
4) 0.08 – [New hydrogen train unveiled in the UK](#) #EVs



5) 0.09 – [Our op-ed: Denying solutions is the new climate change denial. Carbon pricing is a proven and effective way to cut pollution. Yet some politicians continue to attack solutions that address climate change while offering no solutions of their own.](#) #carbonpricing



6) 0.09 - [Hundreds of emissions-reductions projects have been funded by the Albertan carbon tax in the last two years.](#) #carbonpricing



7) 0.09 – [Kingston declares climate emergency](#) #climateleadership



8) 0.09 - [Alberta has set records for the lowest prices in Canada for subsidy-free renewable power.](#) #energy



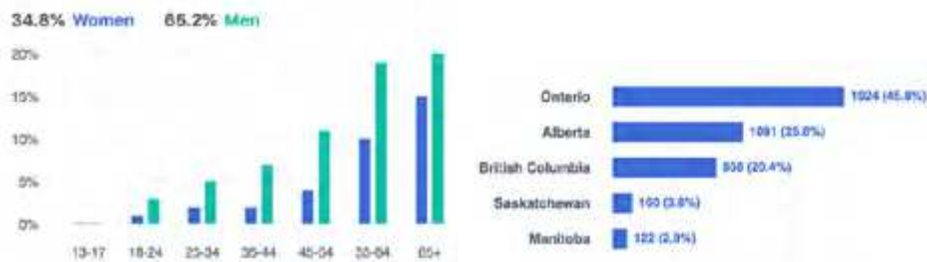
9) 0.09 - [It is imperative that the party elected in 2019 treat climate change like the public health crisis it is.](#) #climatechange



10) 0.09 - [BC budget funds nearly \\$1billion for climate action](#) #climateleadership



11) 0.09 - [Rising emissions puts the future of younger Canadians at risk. An Intergenerational Climate Coalition is intervening in the Saskatchewan and Ontario carbon tax court cases arguing that Canada has an obligation to protect future generations from climate ch](#) #carbonpricing



12) 0.09 - [The past five years have been the hottest years on record](#) #climatechange



13) 0.09 - [Ford is electrifying its F-series.](#) #EVs





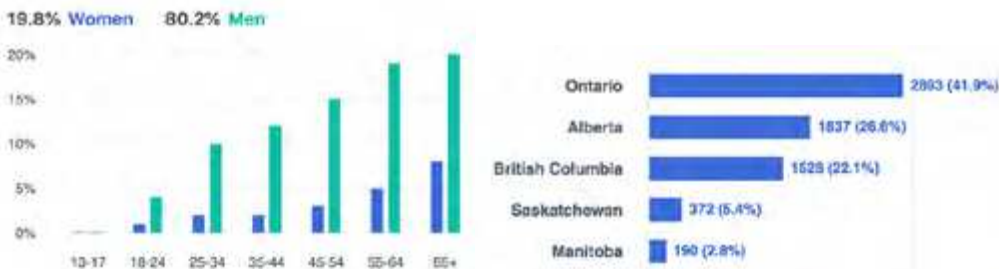
14) 0.09 – [Construction equipment is going electric #EVs](#)



15) 0.09 - [This Calgary-based company is positioning itself as the first large builder in Alberta to include solar on every new single family home it builds. #climateleadership](#)



16) 0.10 – [Carbon pricing is a cost-effective option for dealing with externalities #carbonpricing](#)



17) 0.10 - [These eighteen countries have reduced their carbon emissions by implementing a strong framework of policies. #climateleadership](#)



18) 0.10 – [How Greta Thunberg’s strike against climate change became a global movement #climatechange](#)



19) 0.10 - [Toronto is the latest Canadian city to consider taking oil companies to court to help shoulder the costs related to climate change.](#) #climateleadership



20) 0.10 - [More than 1.5 million students participated in Friday's climate strike in cities around the world.](#) #climatechange



21) 0.10 - [B.C.'s Corvus Energy is the leading global manufacturer of batteries for electric ferries and has just been awarded another contract to power five more electric ferries in Norway.](#) #EVs



22) 0.11 - [Love these photos of the huge #FridaysForFuture climate strike turnout in cities around the world.](#) #climatechange



23) 0.11 - [Upgrading to more energy-efficient systems not only cuts your carbon footprint, but also your energy bills.](#) #energy



24) 0.11 - [Florida to build world's largest solar-powered battery system](#) #climateleadership



25) 0.11 - [Canada's electricity sector is facing a shortfall of 20,000 workers.](#) #energy



26) 0.11 - [In a businesses-as-usual scenario, climate-change-related damage to infrastructure is expected to cost \\$300 billion over the next decade.](#) #climatechange



27) 0.11 - [Based on a high emission scenario, a study by Environment and Climate Change Canada has projected that the Atlantic coast will see a sea level rise of 75 centimetres to one metre by the end of the century.](#) #climatechange



28) 0.11 - [Netflix's new nature documentary series has a clear message: It's bad. It's urgent. It's our fault. We can still fix it. Our Planet is a eulogy, a confession, a slap on the wrist, a call to arms.](#) #climatechange



29) 0.11 - [Abacus poll: nine million Canadians will make climate change a top-two question they vote on in the upcoming](#)

[election. #climatechange](#)



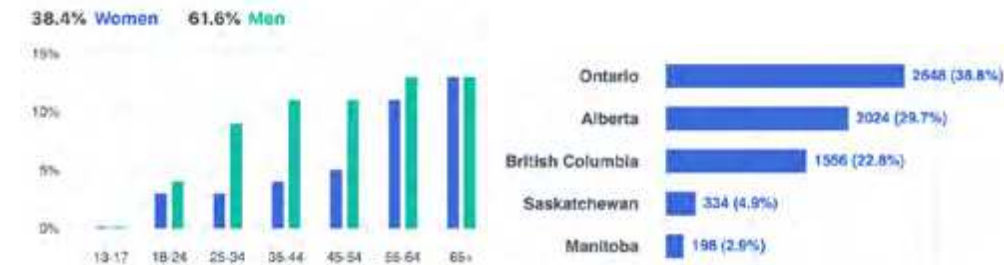
30) 0.11 – [Renewable energy now accounts for a third of global power capacity #energy](#)



31) 0.11 – [Volvo delivers its first electric trucks #EVs](#)



32) 0.11 - [In the last three weeks, six new solar projects have been green-lighted in sunshine-rich southeastern Alberta. #energy](#)

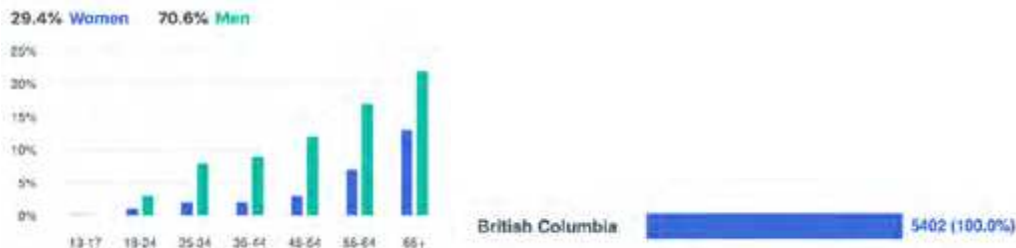


33) 0.11 – [Poll: Most people disagree with Ford on whether carbon tax will cause a recession #carbonpricing](#)



34) 0.12 - [Putting a price on carbon pollution is fair, highly effective, and essential policy to combat climate change and it's widely endorsed by economists and environmentalists alike. #carbonpricing](#)





35) 0.12 - [B.C.-based Corvus Energy is providing the world's largest battery system for hybrid-powered cruise vessels in Norway.](#) #EVs



36) 0.12 - [This nine-passenger all-electric airplane may be taking off as early as 2021.](#) #EVs



37) 0.12 - [Norway's giant oil fund dives into renewables](#) #climateleadership



38) 0.12 - [Paris is planning on buying up to 800 electric buses to replace diesel ones. The city has pledged to buy only all-electric buses starting in 2025.](#) #EVs



39) 0.13 - [Energy analysts forecast the end of coal in Asia as Japanese investors back renewables](#) #energy





40) 0.13 - [Inside Tesla's 100% renewable design for the Gigafactory](#) #climateleadership



41) 0.13 - [Quebec-based heavy-duty electric vehicle manufacturer Lion Electric has just unveiled their latest offering: a class 8 urban delivery truck.](#) #EVs



42) 0.13 - [Rising temps could melt most Himalayan glaciers by 2100](#) #climatechange



43) 0.14 - [Food giants are lobbying U.S. Congress for climate action and a price on carbon](#) #carbonpricing



44) 0.14 - [A new study has found that global warming has contributed to increased pollen levels on three continents, resulting in longer and more severe allergy seasons.](#) #climatechange



45) 0.14 - [In the race to electric aviation, B.C.-based Harbour Air Seaplanes is aiming to be the first to take off.](#) The company

expects its first passenger flights to be operational in 2021. #EVs



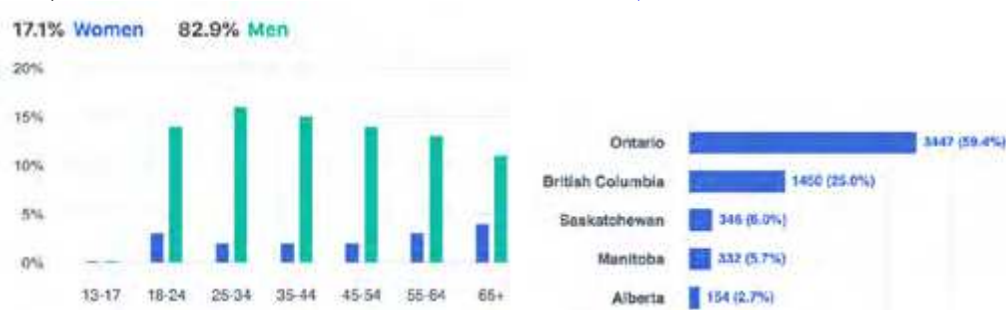
46) 0.15 - [Highlighting record sea level rise and temperature increases, the World Meteorological Organization has reported that the physical and economic impacts of global warming are accelerating.](#) #climatechange



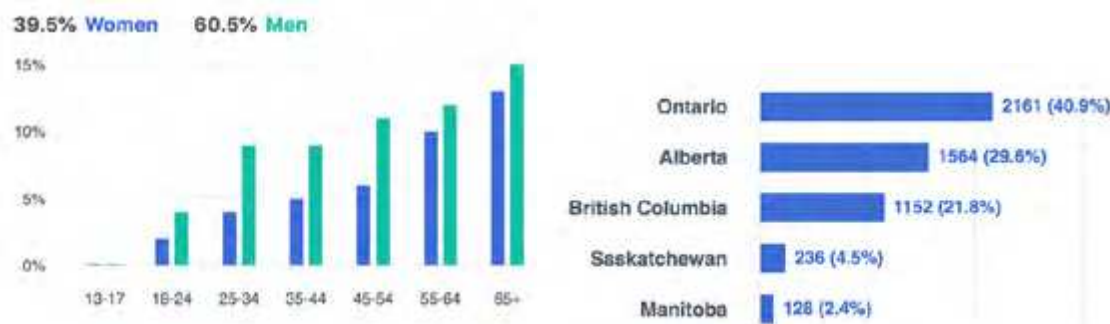
47) 0.15 - [Canada has some world-leading climate policies](#) #climateleadership



48) 0.16 - [Nissan Leaf the first EV to break 400,000 in sales](#) #EVs



49) 0.16 - [With one of the cleanest grids in the world, Canada is well-positioned to seize the massive, growing global opportunities in the clean economy.](#) #energy



50) 0.16 - [Experts support carbon tax](#) #carbonpricing

28.6% Women 71.4% Men



51) 0.17 - [These businesses in provinces that already have a price on carbon say that the policy has actually helped them lower their operation costs, rather than create a financial burden. #carbonpricing](#)

29.3% Women 70.7% Men



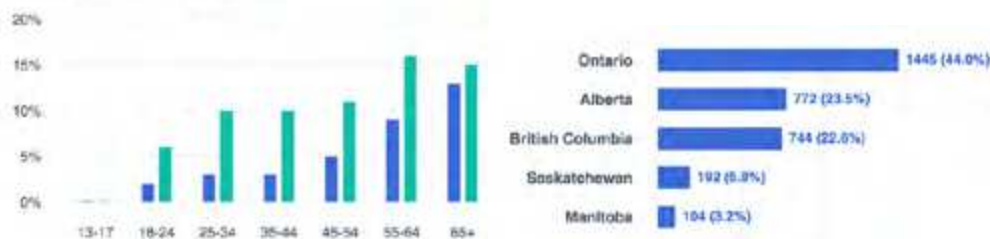
52) 0.17 - [Canadian cities missing the bus on electric transit, report finds #EVs](#)

40.2% Women 59.8% Men



53) 0.17 - [The green building industry is a \\$3.3 billion market opportunity that could deliver up to 1,700 jobs for BC. #energy](#)

33.4% Women 66.6% Men



54) 0.19 - [For a country that's home to leading electric bus makers, Canada is slow to adopt them. #EVs](#)

45% Women 55% Men



55) 0.19 - [Intergenerational Climate Coalition speaking for younger and future generations in support of carbon pricing in](#)

[the Saskatchewan and Ontario court cases.](#) #carbonpricing



56) 0.21 – [Did you know: Canada is home to four leading electric bus makers?](#) (POSTCARD) #EVs



**Budget: \$150 (3 stories)**

1) 0.10 – [A proposed solar farm just outside of Calgary could be Canada’s largest.](#) #energy



2) 0.11 - [Harley-Davidson is shifting gears and going electric.](#) #EVs



3) 0.11 - [Oslo will become the first city in the world to install wireless charging systems for electric taxis. By 2023, all taxis in the city will be zero-emission and by 2025, all new cars sold in Norway will be zero-emission.](#) #EVs





**Budget: \$175 (1 story)**

1) 0.05 - [This 26-ton excavator is fully electric](#) #EVs



**Budget: \$200 (17 stories)**

1) 0.08 - [Ducati is shifting gears and going electric](#) #EVs



2) 0.08 - [Thanks to revenue from the carbon tax, a First Nations energy company is building the largest off-grid solar and storage project in Canada](#) #energy



3) 0.08 - [Petro-Canada is building Canada's first coast-to-coast fast charging network](#) #EVs



4) 0.09 - [Canada is warming faster than rest of the world, with Northern Canada heating up at more than twice the global average](#) #climatechange





5) 0.09 - [An old tailings pond that has been capped may soon be the site of Western Canada's largest solar farm.](#) #energy



6) 0.09 - [When Premier Ford made the unsubstantiated claim that “the risk of a carbon tax recession is very, very real,” he may have overestimated the influence it would have. Economists were quick to disagree with him—and it turns out a majority of Canadians do too](#) #carbonpricing



7) 0.10 - [Climate change is a public health crisis and Canadian doctors are prescribing putting a price on carbon pollution as the best remedy.](#) #carbonpricing



8) 0.10 - [Three new solar facilities in Alberta contracted at lower cost than natural gas](#) #energy



9) 0.10 - [Kudos to Alexandria Ocasio-Cortez and Ed Markey for having the bold and ambitious vision to tackle the climate](#)

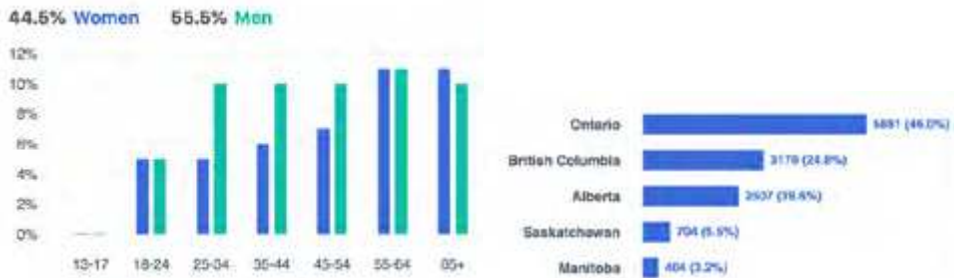
[crisis with the action it requires. #climateleadership](#)



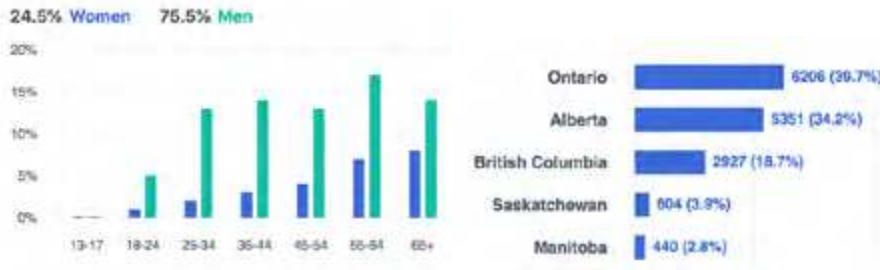
10) 0.10 - [BC-based Harbour Air is looking to become the first all-electric fleet of commercial planes in Canada. #EVs](#)



11) 0.10 - [New Mexico has just passed a bill that will require all electricity from public utilities to come from carbon-free sources by 2045. #climateleadership](#)



12) 0.11 - [When we debate carbon pricing, can we at least stick to the facts? Listen to experts, not politicians. #carbonpricing](#)



13) 0.11 - [Climate change is more expensive than the carbon tax #carbonpricing](#)



14) 0.11 - [Ontario Power Generation has partnered with First Nations to transform what was once the largest coal-fired power plant](#)

in North America to a solar facility. #energy



15) 0.12 - [With the help of funding from carbon tax revenues, motorists will soon be able to take a road trip through Southern Alberta—without having to fill the gas tank. #EVs](#)



16) 0.12 - [B.C. is phasing out gas cars with new legislation that will require all new vehicle sales to be zero-emission by 2040. #EVs](#)



17) 0.13 - [The U.K. is giving gas the boot. By 2025, heat pumps will replace fossil-fuel-powered heating in all new homes. #climate-leadership](#)



**Budget: \$250 (1 story)**

1) 0.11 - [In a historic first, more electric cars were sold in Norway than fossil-fuel-powered ones. #EVs](#)



**Budget: \$300 (1 story)**

- 1) 0.11 - According to our latest poll, nearly three-quarters of Canadians believe that electric cars will make up the majority of car sales within 15 years. #EVs



**VIDEO (Note this is cost-per-10-second view, not cost-per-engagement)**

- 1) 0.01 – Budget: \$200 - [Going electric has made a world of difference in fuelling costs for this Ontario commuter](#) #EVs



- 2) 0.03 - Budget: \$50 - [Steve Dyck of Guelph Solar is helping Ontarians produce their own energy so they can say goodbye to their hydro bills](#) #energy



- 3) 0.03 – Budget: \$100 - [Will Canada miss the bus? E-bus report video](#) #EVs



4) 0.03 – Budget: \$100 - [Climate Action Incentive video](#) #carbonpricing



5) 0.03 – Budget: \$100 - [This Ontario solar home owner shares how investing in green upgrades has paid off](#) #energy



6) 0.04 – Budget: \$300 - [Carbon pricing animated video](#) #carbonpricing



7) 0.05 – Budget: \$100 - [Low-carbon family video](#) #energy

