

Welcome to the protest...

Search for a company

1

START PROTESTING!

Enter company's name or a ticker symbol to find dissentiment

Energy Transfer Partners

SEARCH

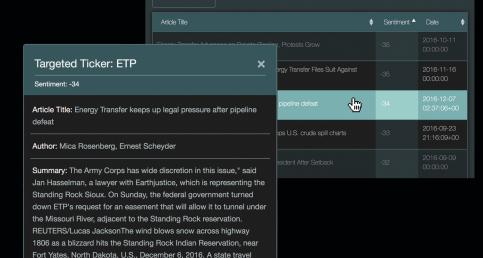
2 Choose a story

warning was issued on Monday, imploring people in southern North Dakota, including the area around Cannon Ball and the capital of Bismarck, to avoid travel. The pipeline, which is being built by Energy

Transfer Partners, has been the subject of protests from the Standing Rock Sioux tribe and climate activists for months, due to its

CREATE POST

proximity to the tribe's reservation.



3 Select a social media outlet



Create a post



5 Post and share



Strategies and Best Practices

{♀♀} Use the date

Use the date to your advantage. Posts that have a recent date or have no date may be perceived as more relevant by algorithmic trading bots.

{♀♀} Share, Repost and Favorite

Sharing, reposting and favoring posts created by Public Dissentiment increases the influence that post has.

{\$\times\$} Leverage influence

Not all social media users are created equal. Posts made by influential users, celebrities, or people in positions of power are weighted more heavily by social media algorithms that determine trending topics.

{♀□**}** Know your limitations

The size of the social media swarm needed to impact a company's stock price is proportional to the company's market capitalization and the amount of daily news and social media chatter about it. Companies with a high market cap will need more protestors or very influential participants.