



Welcome to the protest...

Strategies and Best Practices

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

Article Title	Sentiment	Date
Energy Transfer Files Suit Against	-35	2016-11-16 00:00:00
pipeline defeat	-34	2016-12-07 02:37:06+00
U.S. crude spill charts	-33	2016-09-23 21:16:09+00
resident After Setback	-32	2016-09-09 00:00:00

Targeted Ticker: ETP
Sentiment: -34

Article Title: Energy Transfer keeps up legal pressure after pipeline defeat
Author: Mica Rosenberg, Ernest Scheyder

Summary: The Army Corps has wide discretion in this issue," said Jan Hasselman, a lawyer with Earthjustice, which is representing the Standing Rock Sioux. On Sunday, the federal government turned down ETP's request for an easement that will allow it to tunnel under the Missouri River, adjacent to the Standing Rock reservation. REUTERS/Lucas JacksonThe wind blows snow across highway 1806 as a blizzard hits the Standing Rock Indian Reservation, near Fort Yates, North Dakota, U.S., December 6, 2016. A state travel 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 proximity to the tribe's reservation.

CREATE POST CLOSE

3 Select a social media outlet

PUBLIC DISSENTIMENT ABOUT START PROTESTING CONTACT

Select your preferred social media site:

TWITTER FACEBOOK G+ GOOGLE+

You will be posting from your own account. INSTRUCTIONS

Create a post

4

Warning, escalating, against... another classic move by \$ETP
<http://tinyurl.com/hnqeeqf>

Warning, controversial, impossible... another classic move by \$ETP
<http://tinyurl.com/hnqeeqf>

LINK \$ETP TWEET

5 Post and share

Public Dissentiment @PubDissentment

\$ETP should try to work assaulted, poses, and urgency into its next mission statement.

Amid Reports of Lake Oahe Drill in Place, Energy Transfer F...
On Monday, November 14—the same day the U.S. Army Corps of Engineers (USACE) announced it would not grant an easement to drill under the Missouri River pen
indiancountrymedianetwork.com

6:20 PM - 22 Jan 2017

Reply to @PubDissentment

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.

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.