

**The problem:** the opposition brands the industry with localized, targeted, and constant content online.

Voters seek out information online about our industry but who's talking to them?

The screenshot shows a Google search for "fracking". The search bar at the top contains the word "fracking". Below the search bar, the results are categorized by "All", "News", "Images", "Videos", "Books", and "More". The search results show "About 10,300,000 results (0.60 seconds)".

On the left, a dictionary entry for "frack·ing" is displayed. It includes the pronunciation "/ 'frakiNG/ <img alt='speaker icon' data-bbox='221 668 226 678'"/", the part of speech "noun", and the definition: "the process of injecting liquid at high pressure into subterranean rocks, boreholes, etc., so as to force open existing fissures and extract oil or gas." A quote is also present: "the governor has halted gas fracking until July". Below the definition, there is a link to "Translations, word origin, and more definitions".

On the right, a knowledge panel for "Hydraulic fracturing" is shown. It includes a diagram of the process, a "More Images" link, and a brief description: "Hydraulic fracturing is a well stimulation technique in which rock is fractured by a pressurized liquid." It also lists the inventor as "Floyd Farris, Joseph B. Clark (Standard Oil and Gas Corporation)", the main technologies or sub-processes as "Fluid pressure", the year of invention as "1947", and the industrial sector(s) as "Mining".

Below the dictionary entry, there are two search results. The first is a BBC News article titled "What is fracking and why is it controversial?" with the URL <https://www.bbc.com/news/uk-14432401>. The second is a Wikipedia article titled "Hydraulic fracturing - Wikipedia" with the URL [https://en.wikipedia.org/wiki/Hydraulic\\_fracturing](https://en.wikipedia.org/wiki/Hydraulic_fracturing). The Wikipedia snippet describes the process: "The process involves the high-pressure injection of 'fracking fluid' (primarily water, containing sand or other proppants suspended with the aid of thickening agents) into a wellbore to create cracks in the deep-rock formations through which natural gas, petroleum, and brine will flow more freely."

# Where are voters online?

- 1 Google
- 2 YouTube
- 3 Facebook
- 4 Reddit
- 5 Amazon
- 6 Wikipedia
- 7 Twitter
- 8 Yahoo
- 9 Ebay
- 10 Instagram
- 11 Netflix
- 12 LinkedIn

Source:  
Alexa

## Most used apps

- 1 Facebook
- 2 YouTube
- 3 Facebook Messenger
- 4 Google Search
- 5 Google Maps
- 6 Instagram
- 7 Snapchat
- 8 Google play
- 9 Gmail
- 10 Pandora

# Why are people online?

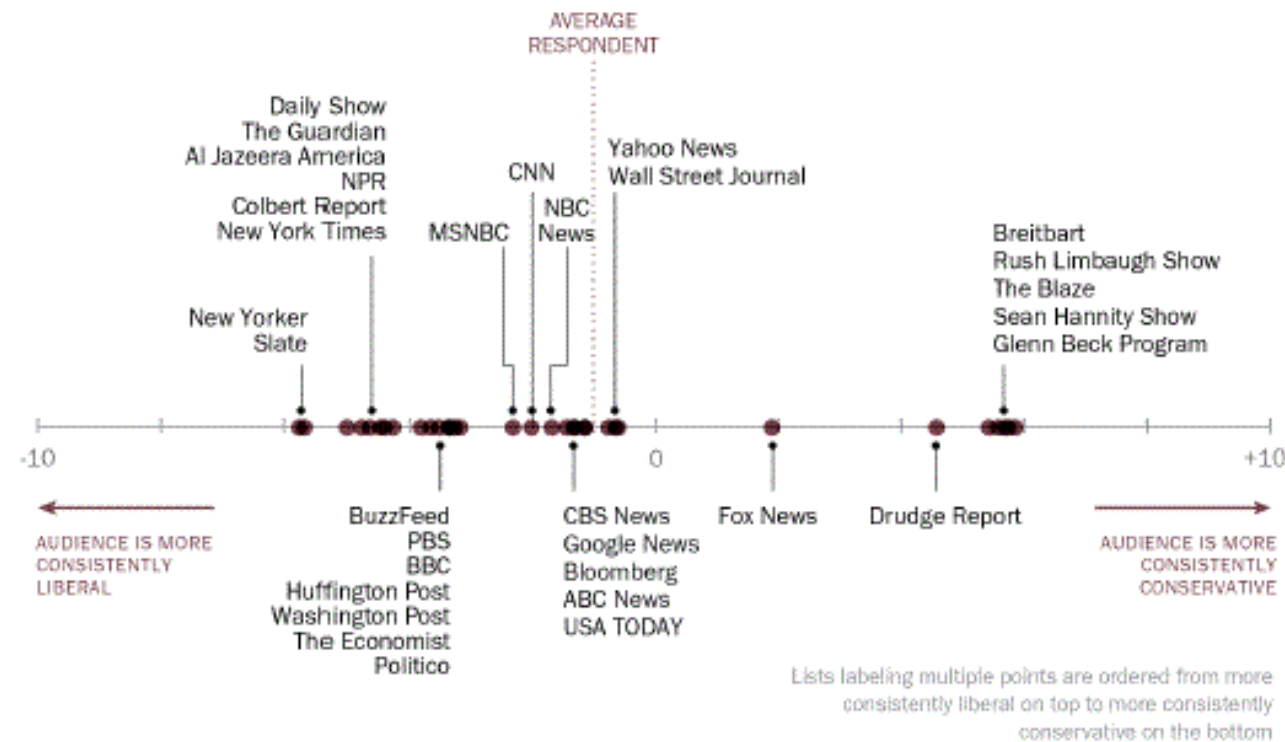


# Challenges

## Selective Exposure

### Ideological Placement of Each Source's Audience

*Average ideological placement on a 10-point scale of ideological consistency of those who got news from each source in the past week...*



American Trends Panel (wave 1). Survey conducted March 19-April 29, 2014. Q22. Based on all web respondents. Ideological consistency based on a scale of 10 political values questions (see About the Survey for more details.) ThinkProgress, DailyKos, Mother Jones, and The Ed Schultz Show are not included in this graphic because audience sample sizes are too small to analyze.

PEW RESEARCH CENTER

# Challenges

Table 2: Why do States Disconnect Their Digital Networks? Reasons by Regime Type

	Democracy	Emerging Democracy	Authoritarian	Fragile	Total
<b>Protecting Authority</b>					
Protecting Political Leaders and State Institutions	30	7	23	1	61
Election Crisis	4	3	9	0	16
Eliminating Propaganda	5	1	24	0	30
Mitigating Dissidence	8	5	11	3	27
National Security	29	6	34	0	69
<b>Preserving the Public Good</b>					
Preserving Cultural and Religious Morals	27	4	37	6	74
Preserving Racial Harmony	9	0	1	0	10
Protecting Children	30	0	2	0	32
Cultural Preservation	2	0	19	0	21
Protecting Individual's Privacy	3	0	2	0	5
Dissuading Criminal Activity	29	3	18	1	51
Alleged System Failure, Neither Denied Nor Admitted	4	4	9	0	17
Censorship Denied By State	3	1	11	0	15
Unknown, Other	40	4	90	4	138
<b>Total</b>	<b>223</b>	<b>38</b>	<b>290</b>	<b>15</b>	<b>566</b>

Note: Total N = 556. Reasons for intervention are mutually exclusive.

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# When Do States Disconnect Their Digital Networks? Regime Responses to The Political Uses of Social Media

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# Challenges

## Facebook's political archive


● Active  
Started running on Jun 22, 2018

Paid for by **Earthjustice**

 **Earthjustice**  
Sponsored • Paid for by Earthjustice

BREAKING NEWS: We just filed a lawsuit against the Trump administration for failing to account for the harms of oil and gas drilling on wildlife in the Gulf of Mexico. This is our 100th lawsuit against the administration.


"We seek to hold the Trump administration..."




Lawsuit Challenges Trump Administration for Failing to Protect Gulf of Mexico Wildlife from Offshore Drilling  
Earthjustice, on behalf of three conservation groups, sued the Trump administration today for failing to complete a legally...  
EARTHJUSTICE.ORG

● Active  
Started running on Jun 22, 2018

Paid for by **ClearPath Action, Inc. Not authorized by any candidate or candidate's committee.**

 **ClearPath Action Fund**  
Sponsored • Paid for by ClearPath Action, Inc. Not authorized by any candidate or candidate's...

Brian Mast Knows the importance of Florida's \$67 billion tourist industry. That's why he's been a lead opponent of offshore drilling off of Florida's coast which would endanger our pristine environment and the tourism it brings.




Brian Mast Fights to Protect Florida's Natural Beauty  
BRIANFORCLEANENERGY.COM [Learn More](#)

[See Ad Performance](#)


● Active  
Started running on Jun 22, 2018

Paid for by **Stabenow for U.S. Senate**

 **Debbie Stabenow**  
Sponsored • Paid for by Stabenow for U.S. Senate

Donald Trump is trying to dismantle Great Lakes protections and possibly open up Michigan's Great Lakes to offshore drilling. Trump's executive order violates the very first law Debbie Stabenow passed to protect our lakes for future generations.

If President Trump thinks he can open up the Grea...



Sign up to show your support  
No Great Lakes Drilling!  
STABENOW.BSD.NET

[See Ad Performance](#)

Regime Responses to The Political Uses of Social Media

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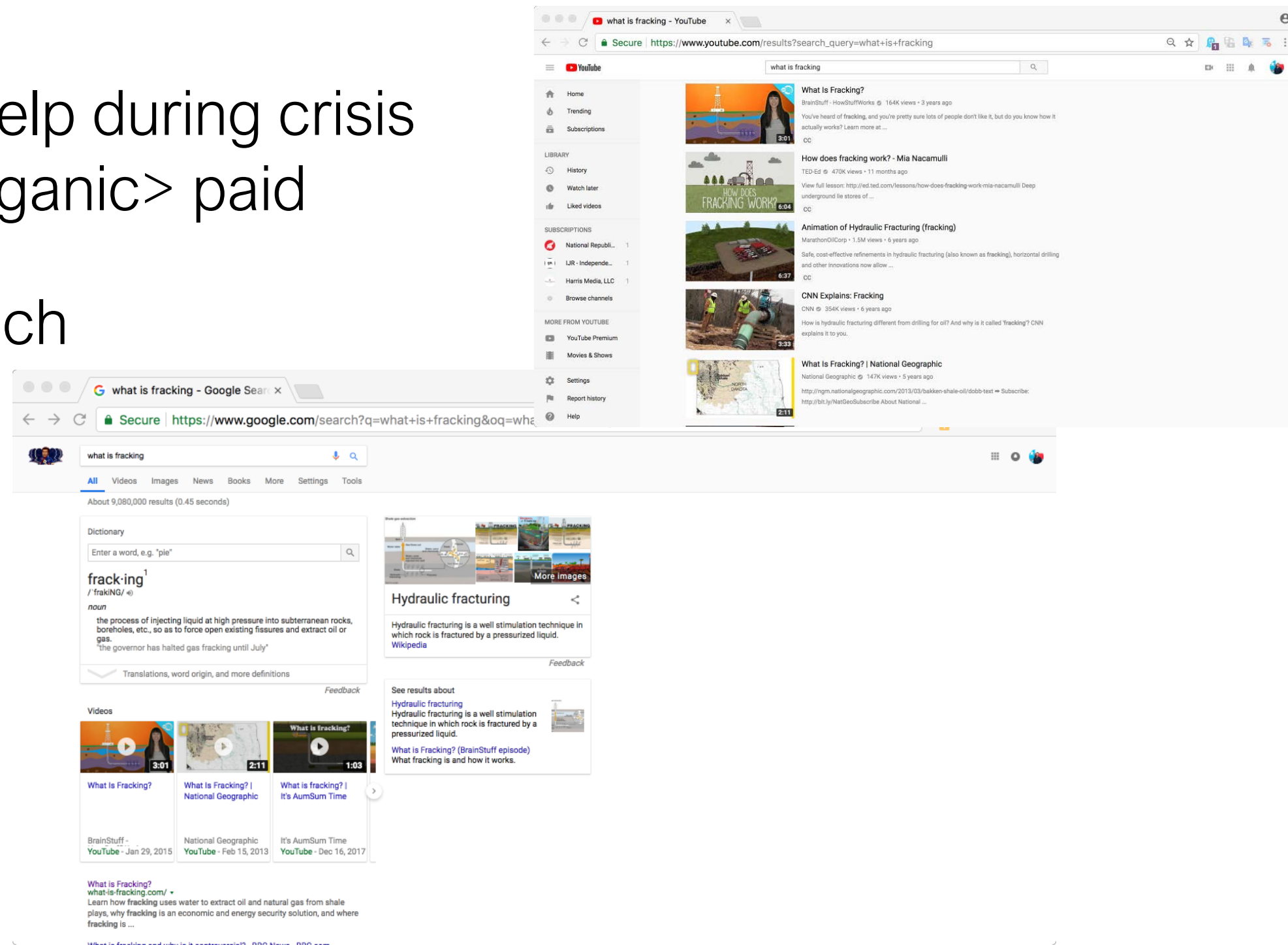
# Before an issue arises

Tell your narrative and story BEFORE they do  
Don't let the opposition brand you online

Paid can help during crisis  
but organic > paid

3 screen approach

TV  
Phone in hand  
Laptop



# Before an issue arises

Find OUR people, recruit OUR people, and educate them



Using a bot to  
get physical  
address

<<



# Before an issue arises

Activate your folks with tangible advocacy actions to sort and segment the database ahead of an issue

**Texans for Natural Gas**  
Published by Harris Media, LLC [?] · June 10 at 8:56 PM · 🌐

🚧 Last chance to make your voice heard! 🚧  
Environment Texas wants you to believe that Texas oil and gas operations are polluting the earth, but the facts show a much different story.



*Take Action*  
TO PROTECT EDUCATION FUNDING

P2A.CO  
**Sign the petition and protect the Texas economy!**  
Sign the petition!

*Reports*  


REVOLUTION TO RENAISSANCE:  
HOW FRACKING HAS  
SPURRED A  
RESURGENCE IN  
TEXAS  
MANUFACTURING

Texas' shale revolution has stimulated a revival in the manufacturing sector, helping to create thousands of jobs and injecting billions of dollars into the Texas economy.

PROTECTING  
ENDANGERED  
SPECIES IN TEXAS

The Permian Basin and the Eagle Ford Shale are among the most prolific oil and natural gas producing regions in the country, yet these regions are under threat from restrictions related to a federal law known as the Endangered Species Act.

TEXAS PIPELINES:  
KEEPING THE  
ECONOMY PUMPING

If oil and natural gas are the lifeblood of the Texas economy, the almost 440,000 miles of pipelines are the critical veins and arteries that keep the Lone Star State's economy pumping.

# Before an issue arises

Using the web as average people do

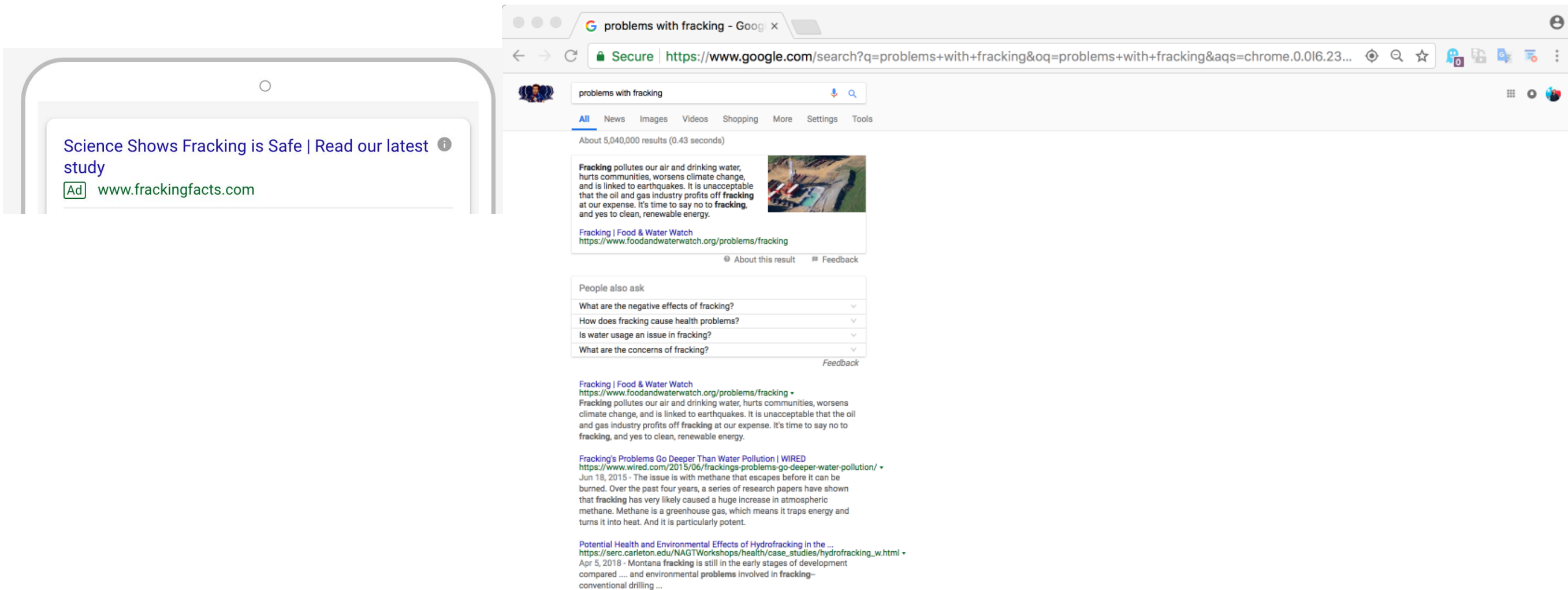


When fracktivists run out of gas on their way to a protest





Pull those seeking who might be swayed





# During a crisis or issue

Search Advertising  
(Google + Bing/Yahoo)

Organic content to rally your base  
across  
supportive platforms



**Dan Patrick** ✓  
@DanPatrick

Follow

Isaiah 54:17 No weapon formed against you  
will prevail, and you will refute every tongue  
that accuses you.

[facebook.com/dan.patrick.te...](https://facebook.com/dan.patrick.te...)



Millions of Texans have had an episode of depression or know of a family member who has. One reason I have talked about this issue on the radio over the years is to let people know there is no shame in asking for help or seeking treatment for depression. We must remove the stigma of seeking help for mental health. In most cases depression can be cured.

I have gone on to have a very productive and successful life for the last 30 years. My recently released medical exam shows I am in excellent physical and mental health as I have been for decades.

This has also been a test of my Christian faith. I open every speech with I'm a Christian first and conservative second. It's now time to live my faith through actions and not just words. There are two verses close to my heart that have kept me strong.

Isaiah 54:15 If anyone does attack you, it will not be my doing, whoever attacks you will surrender to you

Isaiah 54:17 No weapon formed against you will prevail, and you will refute every tongue that accuses you

My campaign has been focused on the issues, namely cutting property taxes and securing the border. Meanwhile Dewhurst has spent millions attacking me and to date not one single dollar on why he should be re-elected or on any issue. It's time to put an end to the dirty political tricks of David Dewhurst. It's the only way he knows how to campaign. We've seen it before.

I am the best candidate for Lt Governor. I am ready to serve and I ask for you vote. Early Voting begins Monday and election day is May 27th. You can get involved at <http://www.danpatrick.org/>

513,536 people reached

Like · Comment · Share

Cindy Barnett, Louise Toole and 11,912 others like this. [Top Comments ·](#)

2,253 shares

dan patrick name change



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About 45,700,000 results (0.52 seconds)

**Dan Patrick** of Houston walked away from hundreds of thousands of dollars in debt and, according to his opponent in a May 27, 2014, Republican lieutenant governor primary runoff, "changed his **name** from Danny Goeb to hide from the debts." ... **Patrick's** past bankruptcy and **name change** have drawn news coverage before. Apr 18, 2014

[David Dewhurst lofts ridiculous unsupported claim about Dan Patrick ...](http://www.politifact.com/texas/.../apr/.../david-dewhurst-lofts-ridiculous-unsupported-claim-/)  
[www.politifact.com/texas/.../apr/.../david-dewhurst-lofts-ridiculous-unsupported-claim-/](http://www.politifact.com/texas/.../apr/.../david-dewhurst-lofts-ridiculous-unsupported-claim-/)

About this result Feedback

People also ask

What was Dan Patrick's real name?

Is Dan Patrick a Republican or Democrat?

What district does Dan Patrick represent?

Where did Dan Patrick go to high school?

[Feedback](#)

[The Truth - Name Change - Dan Patrick, Lieutenant Governor](https://www.danpatrick.org/truth/)  
<https://www.danpatrick.org/truth/> ▼

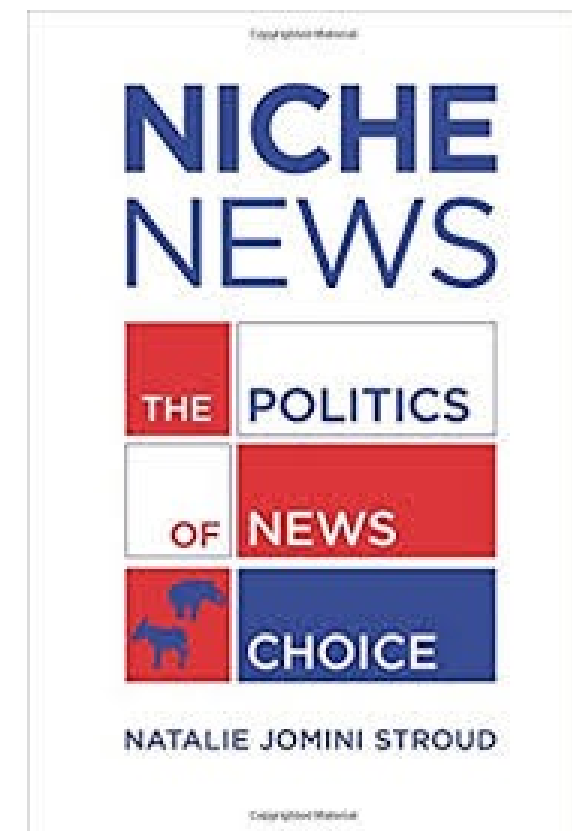
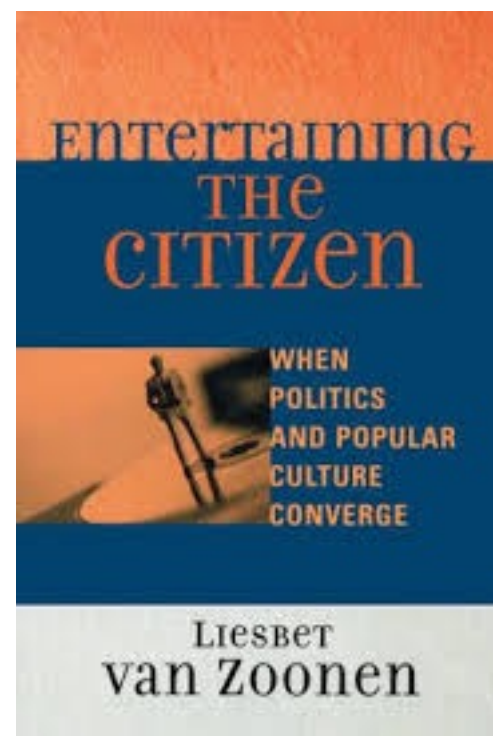
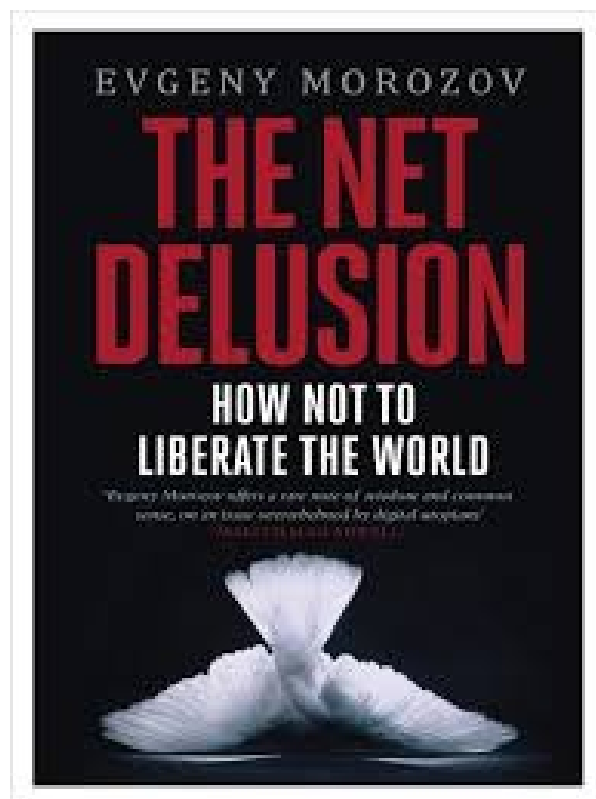
The Truth – **Name Change**. "I hired **Dan** to his first TV job in Scranton, PA in 1977. I asked him to **change his name to Dan Patrick**. **Dan Patrick** was created 8 years before **Dan's** business bankruptcy during the Texas economic collapse of the 1980s" – Elden Hale.

# During a crisis or issue

Paid Media (Contextual around the issue)



# Read More





# Thank You



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