

This analysis looks at the Pembina Institute, a Canadian environmental nonprofit organization, which focuses on climate change and renewable energy policy. This paper will look at the Pembina Institute's stakeholders, both external, internal, and how they impact their social media strategy. A SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis will discuss what trends the Pembina Institute will need to navigate to the next two year period while discussing how social media's impact on the organization's goals.

### Intro

The Pembina Institute is one of Canada's top environmental non-profit organizations. Founded in 1984 after an incident in 1982 where an Amoco owned gas well in Lodgepole, Alberta lost control and released 200 million cubic feet daily for two months (Pembina Institute, 2016). Its purpose, according to the website is in assisting to cut the impact of fossil fuels while moving towards a clean energy economy (Pembina Institute, 2016b) The Pembina Institute has offices across Canada, including Calgary, Edmonton, Toronto, Vancouver, and Yellowknife (Pembina Institute, 2016a). The organization specializes in energy issues and sustainable development issues (Pembina Institute 2016b).

### Analysis of Stakeholders

The Pembina Institute has various stakeholders both internal and external which affects their social media efforts.

Internal stakeholders involve those employed with Pembina Institute include employees, managers, and founders. These groups have a role in promoting the Pembina Institute's brand. They are responsible for ensuring they represent a smart, positive image towards an external audience. The Pembina Institute's various social media outlets include Facebook, Twitter, and their blog. Its content ranges from reports on renewable energy in Alberta, daily tweets showcasing the organization's content, and [greenenergyfutures.ca](http://greenenergyfutures.ca) (2016) weekly podcast relating to renewable energy. The Pembina Institute has written policy papers, including a carbon pricing report, which was featured on [CBC.ca](http://CBC.ca) (Zimonjic, P, 2016), and had a social media reach of 595 shares, plus 952 comments as of December 3, 2016. The Pembina Institute's social media platform is overseen by Holly Thomson, the digital communications specialist. She is responsible for content over the organization's digital platforms. Her work also involves making sure employees are working together to work on an obvious strategy of getting their content out to the outside public. (Pembina Institute, 2016c). At the time of this final draft on December 5th, we did request to speak to Ms. Thompson. However, with no reply sent back in time.

Overall as seen by current efforts internally, the Pembina Institute employees role does an adequate job in producing content to maximize social media potential for an audience to engage on clean energy issues.

On the flip side, the Pembina Institute's external audience includes other environmental groups, economists, public policy analysts, media outlets, and people who are looking for detailed analysis related to Canadian renewable energy issues. These groups, unlike those internally within the Pembina Institute, are content consumers, and are seeking to engage in dialogue with the organization, and current issues at hand and will use social media outlets to pursue discussion

further. This makes the Pembina Institute target content which allows for high engagement on all social media outlets, including Facebook, Twitter, and their blog (Pembina Institute, 2016e)

### SWOT analysis

Over the next two years, social media offers great opportunities to promote its brand as a leader in Canadian sustainable development/renewable energy analysis.

Strengths: Currently, The Pembina Institute has many strengths. Its focus on developing content and reports about Canadian renewable energy makes it the go-to source on this subject. Its use of social media on the main networks, including Facebook, Twitter, allows for maximum engagement within its constituency of followers. On Facebook (2016), The Pembina Institute has 5,437 likes, while on Twitter (2016) it's got 19,600 followers as of December 3, 2016. On average, the Pembina Institute provides enough engagement to post 1-3 times a day on Facebook and 5-10 times on Twitter.

Weaknesses: If there is one weakness for The Pembina Institute is its lack of in providing content outside of Alberta, Ontario, and British Columbia. Most of its reports focus on these three provinces, with three of the four largest populations in Canada, with a combined 63.3% (Statistics Canada, 2016). While it makes sense for the Pembina Institute focusing on Ontario/Alberta/BC because they represent a large portion of Canada's population, it does not concentrate on smaller provinces. This may give the perception of The Pembina Institute being more of a regional think tank, rather than at a national level.

Opportunities: In the near term, the Pembina Institute has many excellent opportunities to strengthen its brand on social media. One idea would be to leverage new social media tools in live broadcasting. More social media managers are looking to implement both videos, and live social media broadcasts within the social media plan in the next year. Facebook now has Facebook Live, while Twitter has Periscope. The Pembina Institute could use these new platforms in raising their brand by creating new ideas. Some ideas include Q & A with staff, broadcasting press conferences, conventions, etc.

Further social media opportunities include improving its LinkedIn (2016) Page to have more content, as well as having "career days", discussing future career opportunities within the Canadian renewable energy sector.

Concerning content opportunities, The Pembina Institute has a chance to increase its content by developing reports about provincial environmental policy outside of Alberta, Ontario, and British Columbia.

Threats: While there are good opportunities, there are possible warnings for the Pembina Institute. These include being complacent with their social media strategy, through Facebook, LinkedIn, and Twitter. With Donald Trump winning the US presidential campaign, who ran on an anti-clean energy campaign, there is an increased risk of the US leaving the Paris climate accord, causing for decreasing in renewable energy investment globally, leaving a ripple effect around the globe. This could impact the Pembina Institute's social media strategy, leaving them to strategize more to entice more public support for renewable energy policy in Canada to counteract Trump.

## Overall Marketing Objectives

The Pembina Institute's marketing objectives involve getting their message out on sustainable development, renewable energy, and climate policy to a broad audience as possible. The Pembina Institute strives to promote practices and policies which go past managing the effects of energy development (Pembina Institute, 2016d).

Overall, the Pembina is using social media very well to reach this objective. They have active Facebook, and Twitter accounts, which post the organizations work frequently. They provide updates often daily to their Facebook account, including the aftermath of Donald Trump's US election victory (Stone, 2016). What is even more impressive with The Pembina Institute's social media strategy is its use of multimedia. They use a mix of videos and infographics all over their social media accounts. They post interesting infographics (which are photographs mixed with tidbits of information) related to the costs of climate change and benefits of renewable energy on their Facebook and Twitter accounts. Greenenergyfutures.ca weekly podcasts uploaded to its website, but also on Soundcloud, a social media site, which allows for audio sharing (Soundcloud.com, 2016). Overall, this has helped to attract 5,345 likes on Facebook (2016) and having 19,600 followers on Twitter (2016).

## Conclusion

The Pembina Institute is one of Canada's top nonprofit organizations who develop policy on renewable energy, and sustainable development. They have a strong presence on Facebook, and Twitter, with fresh posts daily, along with a blog that provides fresh content. Its strengths are developing content on policy, while utilizing social media. Its weakness is they focus too often

on Alberta, Ontario, and British Columbia climate policy, with limited research on other provinces. Opportunities for The Pembina Institute involve utilizing more live video on social media outlets, including Periscope, and making more use of LinkedIn to develop more candidates for future job openings. Threats involve the organization being too complacent just using Facebook, & Twitter, while understanding the risk of a Donald Trump US presidency may bring to global climate policy, which may affect the organization.

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