

Social Risk Investigation: Chevron, Niger Delta



“What a corrupt country with no citizens’ interest. They only respond to militancy and bombings.” Commenter, PunchNG.com

Background

The Nigerian energy industry and its critical infrastructure in particular are vulnerable to a myriad of threats (e.g., political violence, community activism and agitation, criminality, and militarization) that pose risks to the safety of personnel, create production and disruption losses, and threaten Chevron’s reputation. Moreover, the absence of political will has enabled corruption, sabotage, and oil theft to become a natural fixture in the environment.

Overview

ENODO Global deployed its social listening tools in the Niger Delta to create a social snapshot that can be used to help Chevron identify potential challenges and design effective communication and engagement strategies to mitigate potential negative impacts. Although Chevron has implemented a series of CSR initiatives to address infrastructure [development](#), vocational [training](#), and [investment](#) in the free press (via the PIND Foundation) with varying degrees of success, it has been unable to effectively promote its accomplishments to citizens in the Niger Delta. This has exacerbated social tensions and enabled disgruntled citizens to influence broader public opinion and increase support for Niger Delta Militias (NDM), which empowers them to hold the national economy [hostage](#) until the federal government meets their political [demands](#), which often come at the [expense](#) of the petroleum industry.



Exceltownblog @exceltownblog · Sep 25

Trainees of **Chevron Nigeria** Limited, marched on the Lekki-Ajah Expressway, Lagos, alleged that Chevron wasted more than five years of their lives by promising them jobs which they never got.

exceltown.com.ng/first-class-gr...



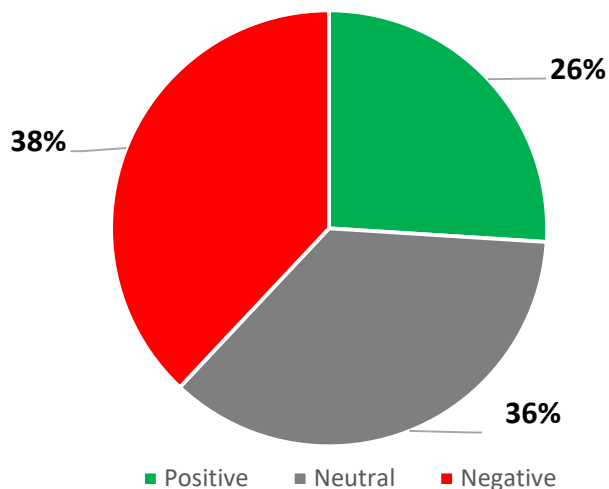
“You cannot fight Chevron in Nigeria and expect to win. Like Shell, Chevron is a co-owner of our Federal Government.” Commenter, PunchNG.com

Findings: Sentiment Analysis

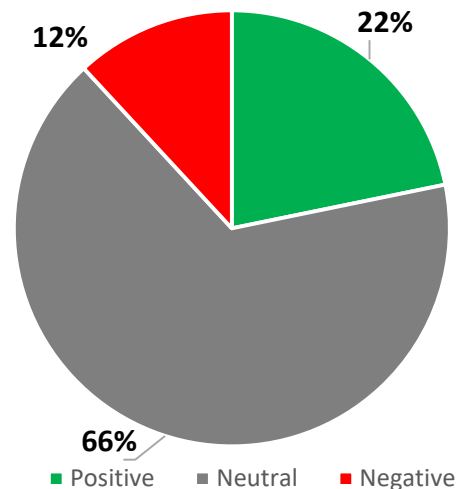
Results from measuring public sentiment of Chevron and NDM across the Niger Delta:

- Public sentiment of Chevron is 38% negative, 36% neutral, and 26% positive
 - Negative sentiment is associated with a training program, [VTP 5](#), which offered locals the opportunity to learn Chevron’s processes and fill employment gaps; at the end of training trainees did not receive a certificate or employment
 - ❑ Trainees, and Niger Delta residents more broadly, perceive the program at best as a scam or at worst as slavery
 - Neutral sentiment is comprised by undecided or ambivalent social media users
 - Positive sentiment is attributed to Chevron’s benefactors and employees
- Public sentiment of NDM is 66% neutral, 22% positive, and 12% negative
 - Neutral sentiment is comprised of media reports and individuals who express no clear opinion about the militias in the Niger Delta
 - Positive sentiment pertains to former Avengers in their [advocacy](#) for Buhari’s election and those who sympathize with their attacks on Chevron and Shell
 - Negative sentiment is formed by social media users who object to the destruction of the Nigerian economy and admonishment of groups like the [Musketeers](#) and [Agitators](#) who promise a return to violence

Public Sentiment of Chevron



Public Sentiment of Niger Delta Militants



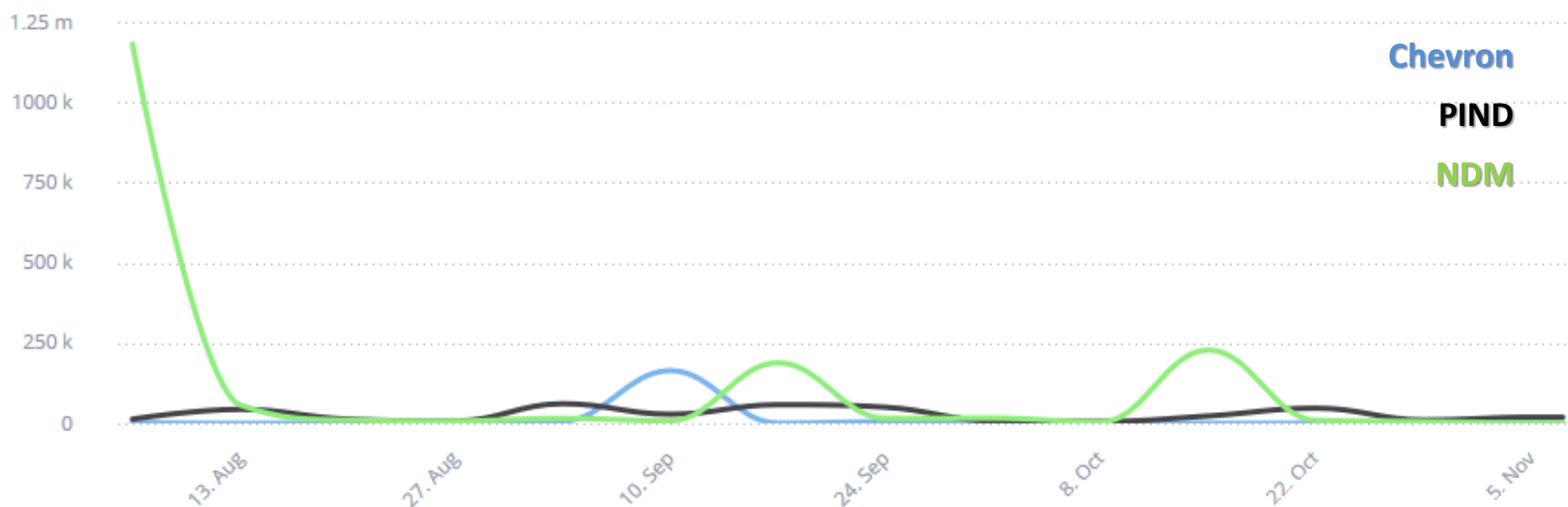
“This is really sad indeed. A duplicitous, subterranean, neo colonial trick being employed by some of these foreign companies to continue to enslave and sap our young brains.” Commenter, PunchNG.com

Findings: Social Media Analysis

Social Media Analysis reveals the penetration and saturation of online communities in the Niger Delta by observing the frequency, reach, and influence of social media discussions about Chevron, NDM, and the Partnership Initiatives in the Niger Delta (PIND) Foundation

- 56% of social media discussions regarding the above topics were concerned with Niger Delta Avengers, Niger Delta Musketeers, Coalition of Niger Delta Agitators, and Forest Soldiers
- 31% of the conversation pertained to PIND
 - 79% of comments were made by PIND Foundation social media accounts
 - 5% of comments were posted by [Niger Delta Reports](#)
 - PIND Foundation social media accounts have not penetrated beyond employees and maintain an extremely small base of supporters
- 13% of social media conversations discussed Chevron
 - 65% of those comments were made on news sites such as PunchNG.com
- The graph below illustrates the volume of social media user (y-axis) conversations about NDM, Chevron, and PIND over a 90-day period (x-axis)
 - Online discussions about NDM reached ~2 million people
 - Conversations about Chevron only reach 9% of the audience that discusses NDM
 - PIND does not exert influence in online communications

Social Media Reach in Niger Delta



***“If VTP was in South Africa, Chevron would be burning by now.” Commenter,
PunchNG.com***

Key Findings:

- Chevron has not effectively penetrated or saturated online communications, positively framed its social projects, or significantly shaped public perceptions about the company through its investments in the PIND Foundation and its [financing](#) of news journals.
- The inability to capitalize on investments in corporate social responsibility programs enables disgruntled participants and militia sympathizers to define Chevron’s role in the Niger Delta and amplify greater support for militants among social media users

Recommendations

Adopt a population-centric approach and apply real-time Social Media Exploitation to create a [Social Media Analysis](#) or [Social Risk Action Plan](#), which are designed to mitigate existing threats and identify potential threats.

- Create a targeted communication strategy and engagement activities that capture the narrative from NDM and promote Chevron’s positive impact on Niger Delta communities
- Continuously monitor online and social media for opportunities to map opposition networks and identify possible threats
- Introduce a third-party mediator to establish and maintain unilateral relationships between Chevron and local communities through continuous [stakeholder](#) engagement
 - Leverage existing, and develop new relationships to create early warning networks and provide actionable threat indicators
- Better understand and address underlying Social Risk factors within the Niger Delta and develop CSR programs that address the needs of Niger Delta communities

Data Analytics

ENODO’s social media exploitation examined 1,574 Twitter posts, 793 online news portals, 682 Facebook posts, 237 YouTube videos and comments, 214 Google+ entries, 159 Instagram posts, and 15 forums to measure public sentiment of Chevron and NDM and assess social media effectiveness.



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