



**WATERSHED**  
ANALYTICS

**INDUSTRY INSIGHTS:**

Who Are the Leading Energy CEOs on LinkedIn?

# The Top 3 Energy CEOs on LinkedIn

1



**TotalEnergies' Patrick Pouyanné** has the largest following among energy CEOs and the second-highest engagement on his posts. He primarily addressed employees and placed a strong emphasis on company culture, particularly in celebrating TotalEnergies' 100-year anniversary.

2



**Shell's Wael Sawan posted** eight times in 2024—the same as Pouyanné—and achieved the highest engagement. He was the CEO most focused on investors as his primary audience, with a strong emphasis on company news. Additionally, he was among the CEOs who incorporated the most sustainability messaging in his posts.

3



**Baker Hughes' Lorenzo Simonelli** was the most active, posting frequently and engaging with hundreds of LinkedIn posts. His content was primarily directed at investors and employees, with a strong focus on sustainability and company news.

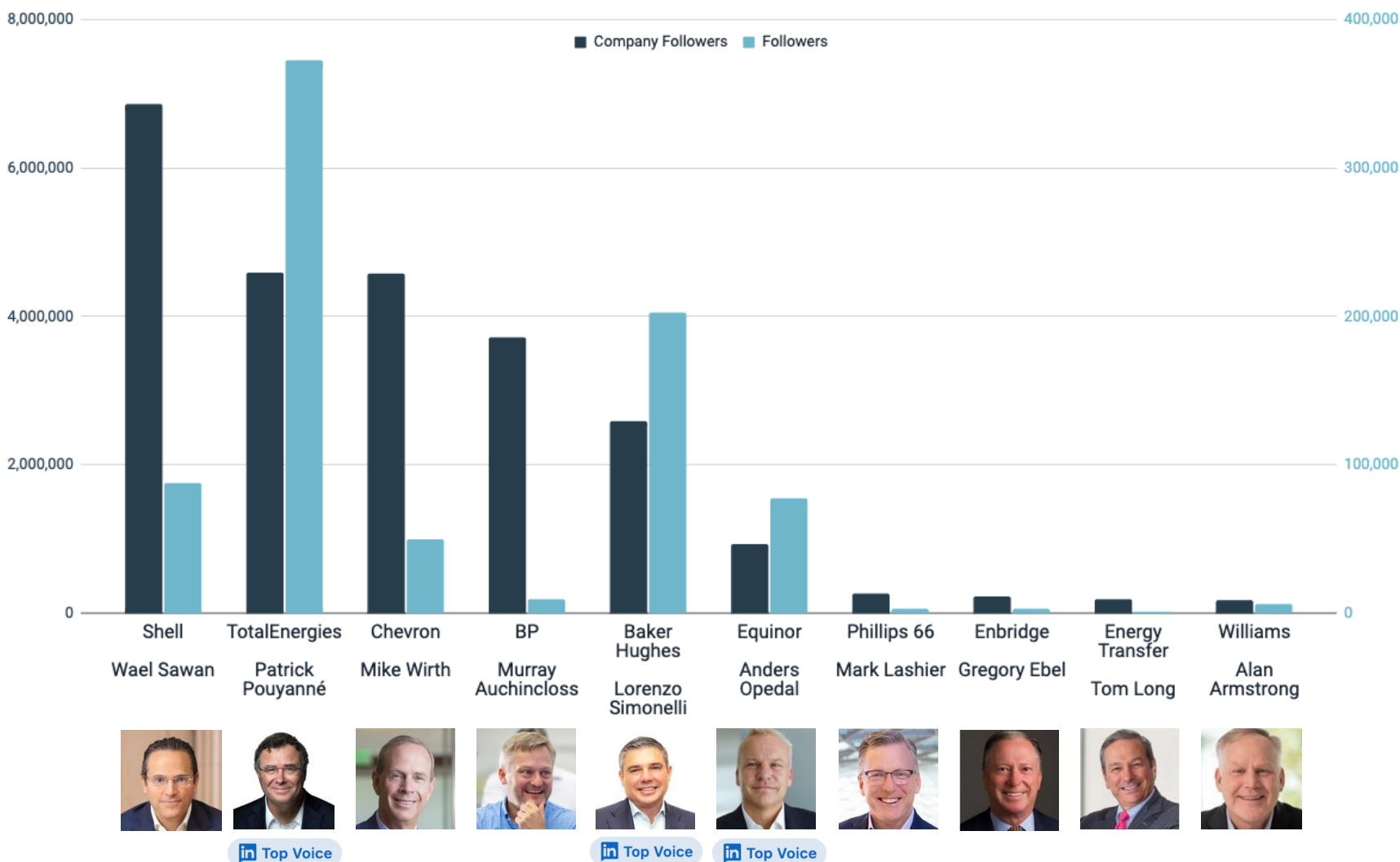
- Pouyanné and Simonelli have been recognized as “Top Voices” by LinkedIn, further enhancing their visibility.
- Pouyanné authored one of the three most popular industry posts of the year.
- All three CEOs prioritized sustainability and ESG messaging in at least 75% of their posts. While two focused primarily on investors, Pouyanné directed his messaging toward employees.

## On the Rise: Chevron's Mike Wirth

- Sharing a CNBC interview from an offshore platform, Wirth authored the most engaging post of 2024 among Industry CEOs.
- His average engagement is the third highest of all CEOs despite ranking fifth in following.
- Despite a low post count, Wirth is bang on trend, including short video content to boost engagement.

# Top CEOs amplify company reach, help reinforce messaging

## Leading Energy Firms & CEOs on LinkedIn



- **TotalEnergies CEO** Patrick Pouyanné decisively leads the Energy industry on LinkedIn, with over 372,500 personal followers.
- Lorenzo Simonelli of **Baker Hughes** ranks second (202K), with **Shell's** Wael Sawan third (87.6K).
- The top CEOs add to their firms' overall LinkedIn presence – **as much as 8% in Pouyanné's case** – reinforcing company messages via their personal brands.
- While **BP** is among the top 5 most popular Energy firms on LinkedIn, CEO Murray Auchincloss has not posted anything on the platform in over a year, passing up an opportunity to grow brand engagement.
- **Phillips66's** CEO, Mark Lashier, is the least active of the monitored executives who do post on LinkedIn (just one post in 2024), perhaps missing a chance to boost his company's low profile.

# Top CEOs vary widely in output and repost levels

## Energy CEO Activity on LinkedIn 2024





	<b>Patrick Pouyanné</b>	<b>Lorenzo Simonelli</b>	<b>Wael Sawan</b>	<b>Anders Opedal</b>	<b>Mike Wirth</b>	<b>Alan Armstrong</b>	<b>Mark Lashier</b>	<b>Gregory Ebel</b>	<b>Tom Long</b>
<b>Post Count (YTD)</b>	8	75	8	38	9	10	1	25	6
<b>Reactions per Post</b>	2,868	1,116	3,587	1,198	1,824	308	151	264	128
<b>Comments per Post</b>	115	32	126	34	62	8	1	7	11
<b>Shares per Post</b>	105	25	92	22	84	15	2	7	2
<b>% Reposts</b>	0%	20%	25%	2.6%	0%	20%	100%	0%	100%
<b>% Videos</b>	12.5%	13.3%	12.5%	5.3%	100%	10%	0%	0%	0%
<b>Hashtags per Post</b>	7.3	6.4	1.4	0	4	0.2	1	0.1	0
<b>Standout Focus</b>	Company News/ (50%)	Media/ Event (41.3%)	Company News (87.5%)	Company News (42.1%)	Media/ Event (88.9%)	Media/ Event (60%)	Employees / Culture (100%)	Media/ Event (44%)	Company News (50%)
<b>Key Audience Targeted</b>	Employees (50%)	Investors (29.3%)	Investors (75%)	Employees (34.2%)	Investors (55.6%)	Investors (40%)	Employees (100%)	Policymakers (32%)	Employees (33.3%)

- **Baker Hughes CEO Lorenzo Simonelli** is highly active on LinkedIn, posting weekly or more, while his peers at top energy firms post far less frequently, with most posting less than once a month.
- **Shell CEO Wael Sawan** had the highest average engagement on LinkedIn among his peers, despite posting only a handful of times this year. His content was highly focused on company news and primarily targeted investors.
- **TotalEnergies' Patrick Pouyanné** also achieved high LinkedIn engagement, fueled by his extensive network and strategic use of hashtags.
- **Energy CEOs who used more than one hashtag per post averaged over 1,100 engagements per post**, suggesting a strong correlation between hashtag usage and higher engagement.
- **Short videos gained popularity in 2024**, yet energy CEOs underutilized them—potentially missing an opportunity to boost engagement and attract new audiences.
- Energy CEOs who relied heavily on reposted content saw little impact on their engagement levels.

# CEO top posts praise company culture, focus on sustainability

## 1. Mike Wirth in CNBC clip from floating platform

**Mike Wirth** • 3rd+  
Chairman of the Board and CEO at Chevron  
3mo • 

**Chevron** hosted **CNBC's** Jim Cramer and the Mad Money team last week at our Anchor floating production unit, located 140 miles off Louisiana's shoreline.

Jim spent the day at Anchor, where he met with the crew, toured the facility and broadcast Squawk on the Street and Mad Money, live from the platform.

The Gulf of Mexico is a cornerstone of Chevron's portfolio.

We are the second largest leaseholder, with six operated facilities producing approximately 200,000 barrels per day. Projects like Anchor will contribute to expected production growth to 300,000 barrels per day by 2026.

Anchor is an engineering and technology marvel.


Expected to produce up to 75,000 barrels per day, Anchor achieved first oil in August 2024. The project developed several industry-first high-pressure deepwater technologies that allow Chevron to unlock resources 35,000 feet below sea level.

To put it in perspective, Anchor's platform stands taller than the Statue of Liberty, and it reaches seafloor depths equivalent to the cruising altitude of a commercial jetliner. You can learn more here: [https://lnkd.in/gt\\_cDpVR](https://lnkd.in/gt_cDpVR)


I encourage you to watch the clip below and the full Mad Money interview here: <https://lnkd.in/gWghSnDU>

My thanks to Jim Cramer, the CNBC team and the talented Anchor crew for highlighting Chevron's role in delivering affordable, reliable energy from the Gulf of Mexico.


#Chevron #CNBC #MadMoney #Anchor #Energy



**CHEVRON INVESTED \$700M IN TEXAS AND LOUISIANA DURING THE FACILITY'S CONSTRUCTION**



6,043



199 comments · 260 reposts




Company Culture

Innovation

Products



## 2. Anders Opedal with major JV news

**Anders Opedal**  • 3rd+  
President and CEO at Equinor  
2mo • 

**A new energy major in the United Kingdom**

Today we have announced that together with **Shell**, we will create a new oil and gas company in the UK. The new, independent operator will be jointly owned by Equinor (50%) and Shell (50%) and will be the largest oil and gas company on the British continental shelf.


Together, the new company will operate eight producing assets, with an expected combined production of over 140 000 barrels of oil equivalents per day in 2025.


The UK basin is maturing and production naturally declining, the combination of portfolios and expertise will allow continued economic recovery of this vital UK resource. The new company is well-positioned to make substantial investments over the coming years, reduce production decline on the UK Continental Shelf and support the UK economy.

I understand that this message brings uncertainty to some of our employees. We are committed to work on the integration with care and in the best interests of our employees. We believe this is the best way to ensure long term sustainability of the business.

I would like to thank Wael Sawan for our trusted dialogue in this process and look forward to starting a new chapter in the UK where we together continue to play a crucial role in securing the UK's energy supply also in the future.

Photo: The Mariner field in the UK North Sea (Jamie Baikie/Equinor)



 5,810

271 comments · 165 reposts

Company Culture



Company News

Industry Trends

Partnerships



## 3. Patrick Pouyanné on shares for employees

**Patrick Pouyanné**  • 3rd+  
Chairman and CEO at TotalEnergies  
6mo • 

**#TotalEnergies** shares for each and every one of our **#employees**, around the world! This initiative makes me particularly proud and happy because it honors and rewards the daily commitment of the men and women of our global Company.

Our story began with a handful of **#energy** pioneers, from Europe, then in the Middle East, and we quickly became international: today, there are 100,000 of us in nearly 130 countries!

A centenary is an exceptional event — and such allocation is also a first in the Company's history. Yet it is part of an employee shareholding dynamic that is deeply rooted in our corporate culture.


Before this announcement, 65% of TotalEnergies employees worldwide were already shareholders. I'm a great believer in employee share ownership; it is the best way of aligning the interest of those who make the company what it is and the interest of the shareholders.

As we celebrate our 100th **#anniversary**, it's also a reminder of how **TotalEnergies** got here: the commitment, resilience and collective strength of our predecessors who, starting from nothing, built this great global energy company.

We have inherited this exciting adventure, now it's up to us to continue writing our future together!

<https://lnkd.in/gwFTSnBp>

**Pioneers for 100 years**



 5,729

286 comments · 173 reposts

Company Culture

Company News

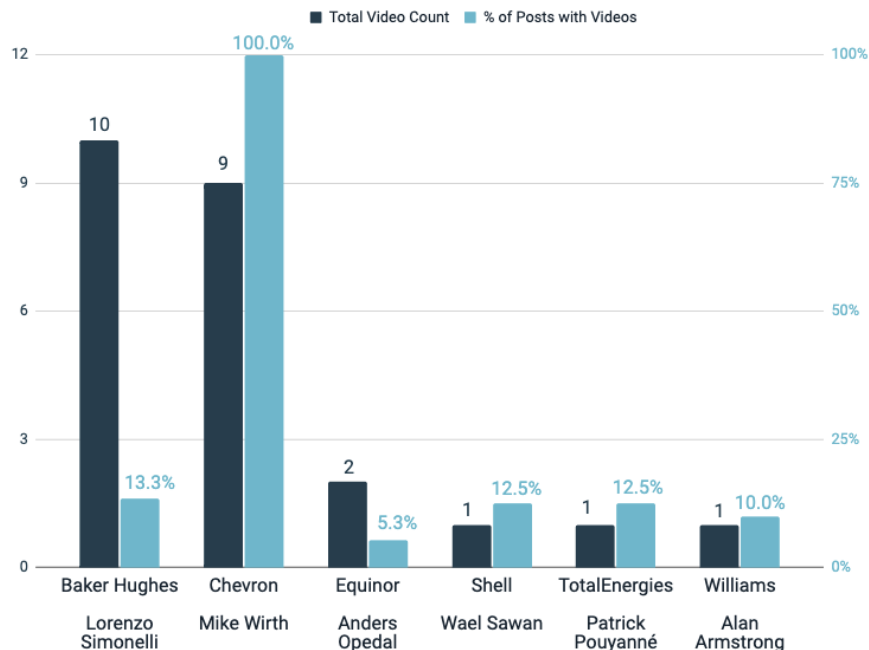
ESG

Innovation



# Videos remain underutilized medium despite growing popularity

## CEOs Incorporating Videos 2024



### 1. Chevron's Wirth shares CNBC Interview



### 2. Pouyanné draws attention to company history



### 3. Simonelli's most liked video produced by partner



### Why This Matters:

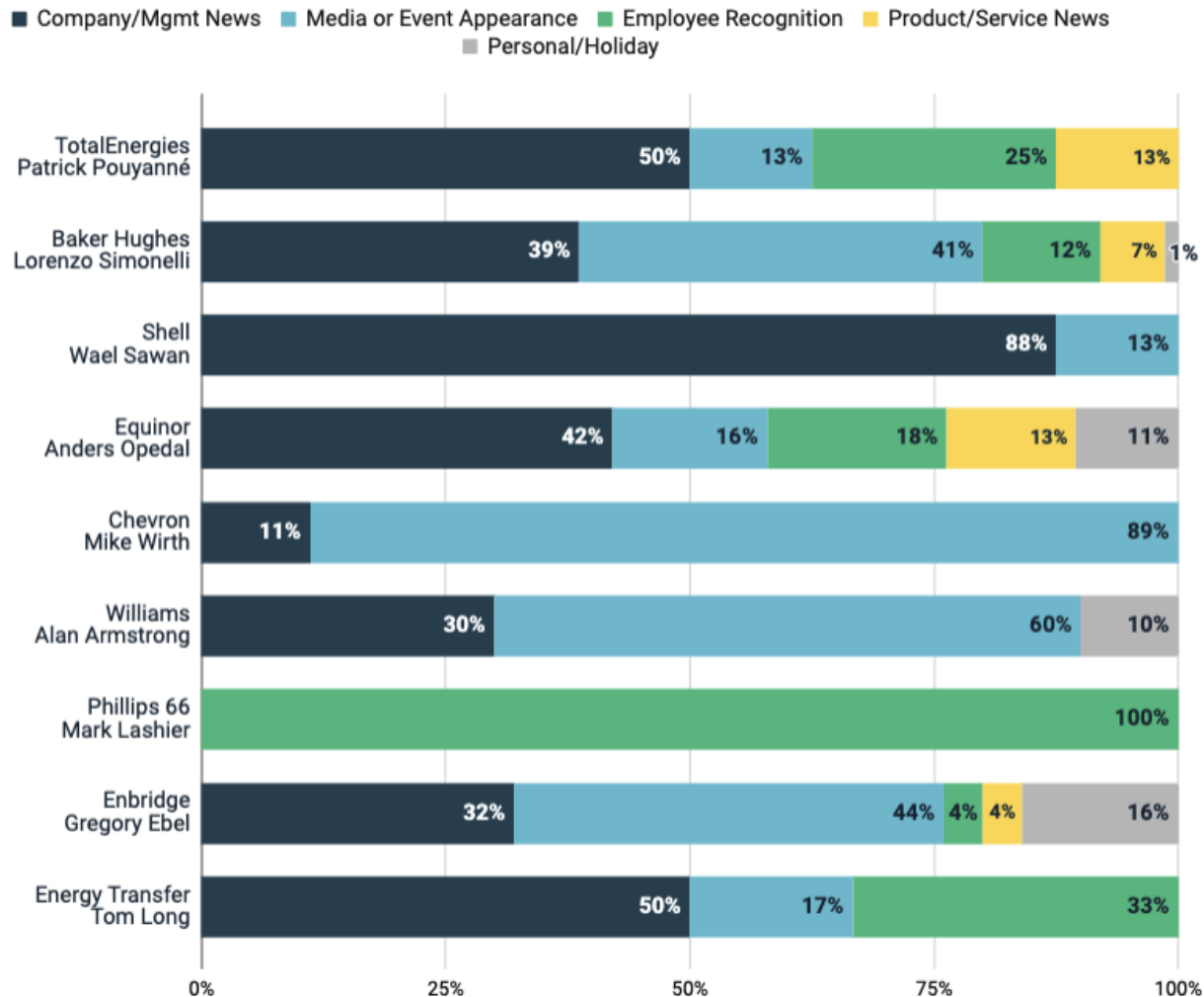
- LinkedIn, X (Twitter), and even B2B sites are pushing reels, stories, and under-60-second clips.
- **Short-form videos drive more views and better retention than text-heavy or long-form content.**
- Cross-Platform Success: Brands repurposing short-form content across Instagram, LinkedIn, and TikTok see higher reach and engagement.

### Where's the whitespace?:

- Videos are fairly neglected by this CEO set – **all execs but one included videos in less than 15% of their posts.**
- 63% of videos posted were longer than a minute, **short form videos are still not the norm.**
- More than half (54%) of videos were not produced by the respective CEO's company, leaving room for the brands themselves to push messaging.

# Company news and event appearances take spotlight in CEO posts

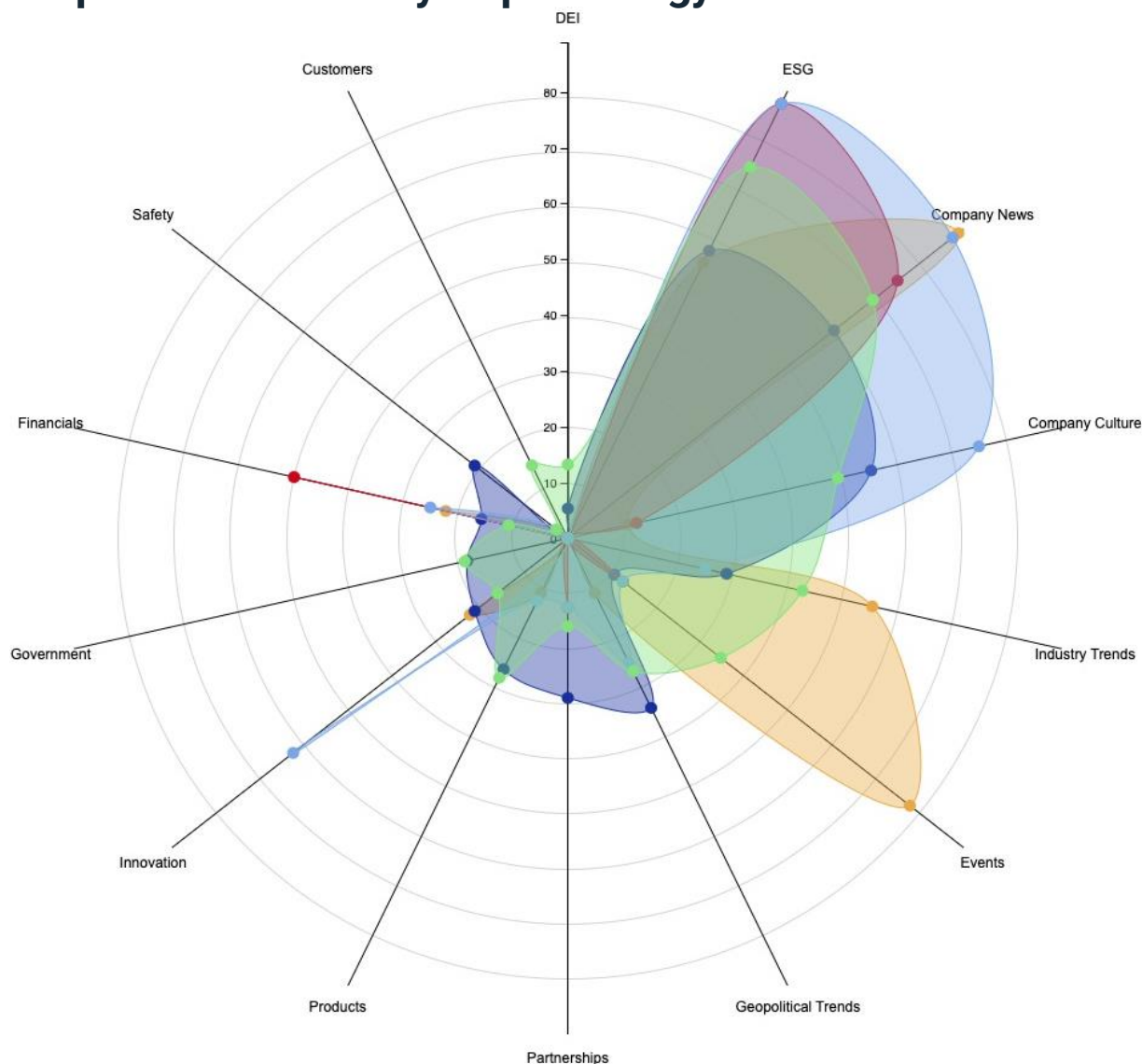
## Focus of Energy CEO Posts 2024



- **Company news** was the primary focus for two of the top three most-engaged CEOs—Shell’s Wael Sawan and TotalEnergies’ Patrick Pouyanné. These two also had the highest average engagement, suggesting that LinkedIn users are more likely to engage with posts that offer unique insights or inside information.
- The second most-engaged duo, Baker Hughes’ Lorenzo Simonelli and Chevron’s Mike Wirth, centered their content around media and event appearances— a common theme for half of the energy CEOs. Posts stemming from media interviews or conference appearances tend to attract higher engagement, as they are often reshared by media outlets or event organizers, expanding their reach.
- **Employee recognition** was not a major focus for most energy CEOs, with Phillips 66’s Mark Lashier being a rare exception—though he posted on the topic just once throughout the year. This presents an opportunity for CEOs to differentiate themselves by engaging more in employee recognition, particularly during the winter months when reflections on the past year are more common.

# ESG, Company News, and Culture are leading topics for energy CEOs

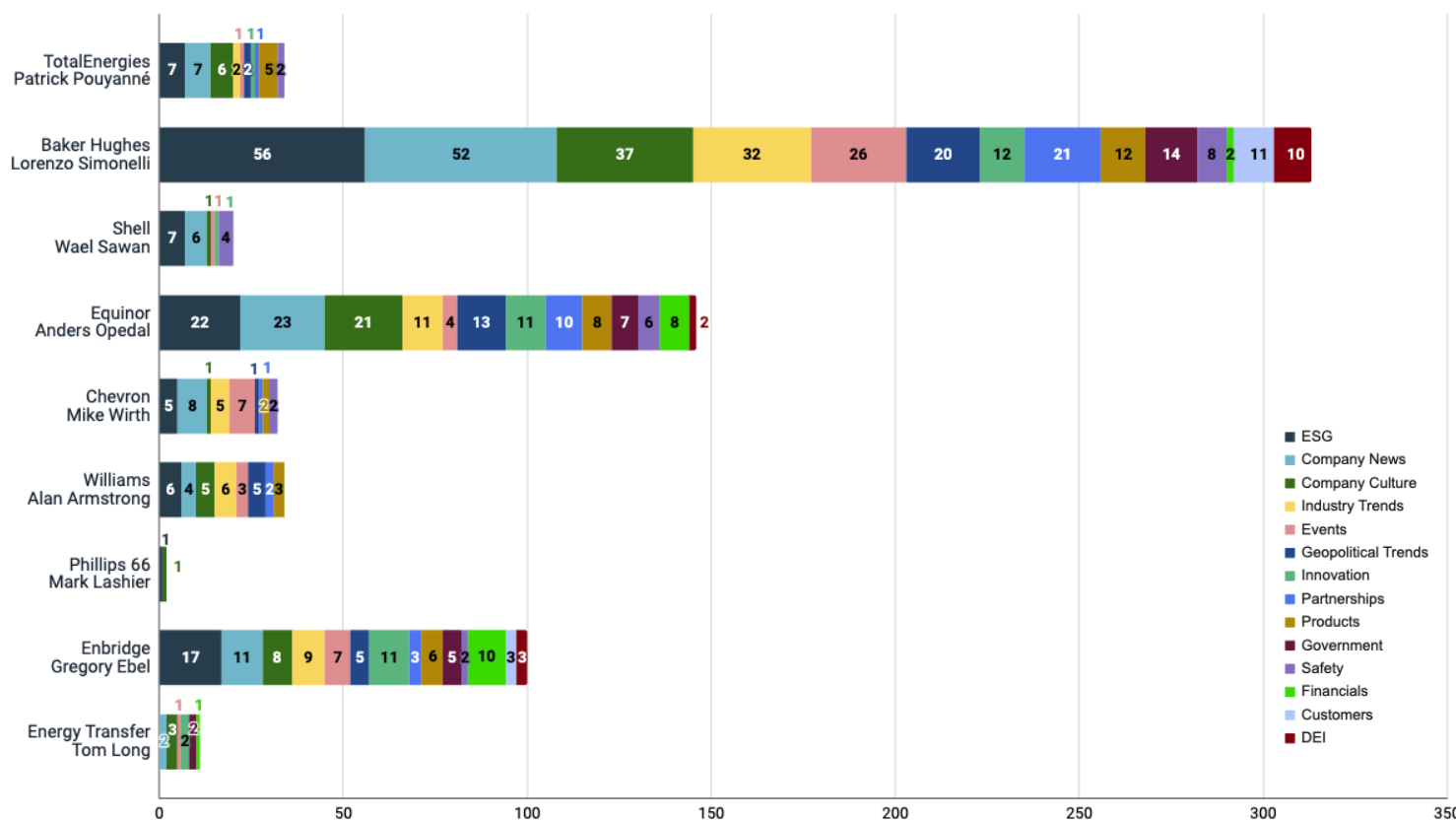
## Topics Discussed by Top 5 Energy CEOs on LinkedIn 2024



- **ESG and sustainability remained a key focus for the top five energy CEOs**, with over 60% addressing the topic. TotalEnergies' Patrick Pouyanné and Shell's Wael Sawan incorporated ESG into nearly every post (7 out of 8 each). Both linked ESG with company news, but while Shell's CEO emphasized financials the most, *TotalEnergies' CEO stood out with the highest share of innovation-related posts (62.5%)*.
- **Baker Hughes' Lorenzo Simonelli emphasized sustainability in 56 of his posts (76.5%)**, frequently linking it to industry insights and geopolitical trends. With environmental initiatives no longer a priority for the U.S. administration, companies have a unique opportunity to stand out by showcasing their commitment to sustainability, even in the absence of regulatory pressure.
- **Equinor's CEO was the only one among the top five to emphasize safety in more than 5% of his posts**, dedicating 21% to the topic. Most CEOs overlooked safety, **potentially missing opportunities to spotlight company-wide initiatives**.
- Chevron's Mike Wirth took a distinct approach, prioritizing company news, events, and industry trends significantly more than his peers.

# ESG is key topic as CEOs post company news and comment on trends

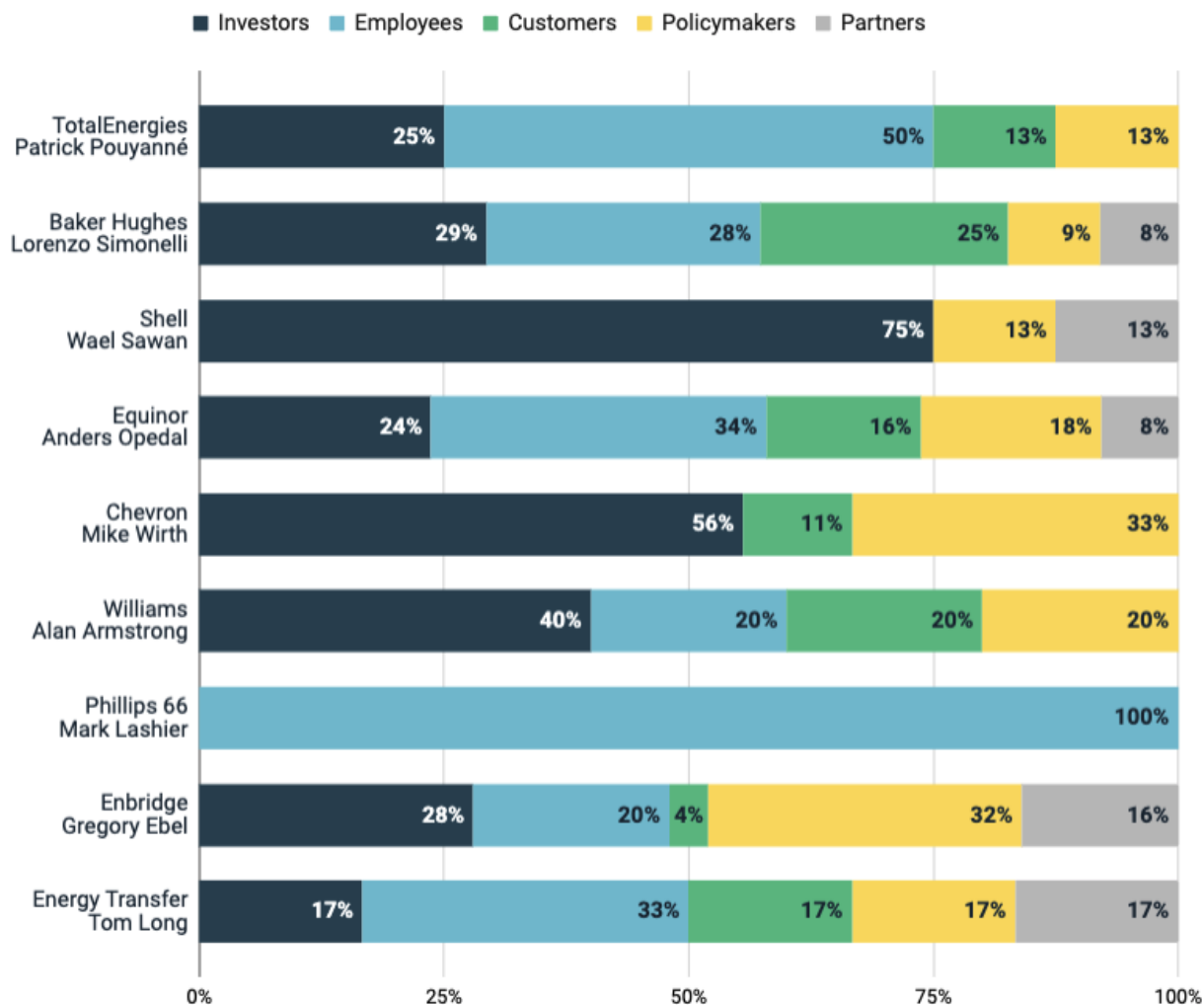
## Topics of Energy CEO Posts 2024



- Two-thirds of energy CEOs favored long-form posts (over 100 words), with half covering an average of four or more topics per post. **This approach allowed them to blend company news with sustainability and company culture messaging, appealing to diverse audiences.** The longer format also helped establish these CEOs as thought leaders, particularly when incorporating insights on industry and geopolitical trends.
- Baker Hughes' Lorenzo Simonelli and Equinor's Anders Opedal were the most vocal about government policies, often engaging with local government representatives. **Simonelli, however, stood out by openly expressing his company's disappointment with the Biden Administration's decisions on LNG exports.**
- Reflecting the growing demand for authenticity in 2025 B2B content, **some energy CEOs infused personal experiences into their posts.** From childhood memories of building with Lego and growing up in a small Norwegian town (Equinor) to having children working in the industry (Williams) and experiencing power outages at home (Baker Hughes), these authentic narratives generally drove higher engagement.

# Shell targets investors, TotalEnergies speak the most to employees

## Audience Targeted by Energy CEOs on LinkedIn 2024

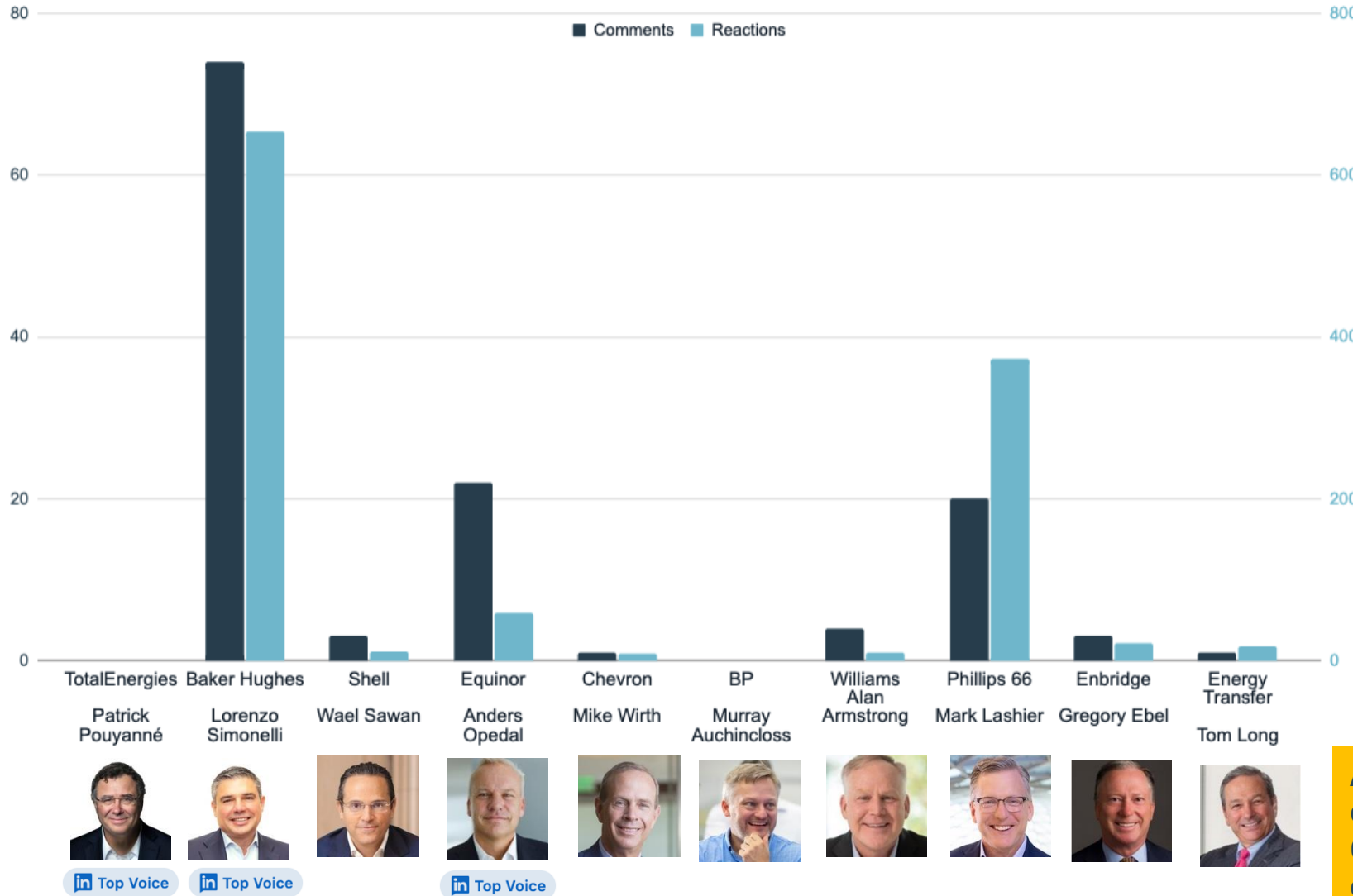


- Investors and employees were the primary audience groups for most energy CEOs, collectively making up at least 50% of their addressed audiences. The one exception was Enbridge, where policymakers received the most attention.
- Given LinkedIn's role as a recruitment and employment platform, the fact that five out of nine CEOs prioritized investors as their key audience is particularly notable. This may be partly due to the high volume of posts driven by event appearances and company news, such as earnings reports.
- Policymakers were also a frequent audience for nearly all CEOs, largely due to the prominence of ESG-related posts that touched on geopolitical and industry trends
- This suggests an opportunity for CEOs to differentiate themselves by engaging more directly with customers and partners, amplifying their company's messaging with revenue-generating audiences.

**Action Item:** Audiences are increasingly interested in the day-to-day experiences of a CEO. Sharing a few authentic posts about interactions with employees can boost engagement and strengthen retention.

# Baker Hughes' Simonelli engages more often than all peers combined

## LinkedIn Engagements by Energy CEOs 2024



- Top Voice **Lorenzo Simonelli** from Baker Hughes was by far the most engaged Energy CEO with over 1.7 LinkedIn reactions a day, not counting reactions to comments on his own posts.
- Simonelli commented on and reacted to posts by Baker Hughes employees the most. He engaged with peer and partner posts more than he did with posts by his company.
- Despite being a top voice, Patrick Pouyanné did not engage with any LinkedIn content, perhaps missing an opportunity to further grow his base.
- While he only posted once, Phillips 66's CEO Mark Lashier engaged with over 370 posts, mostly from employees, and commented on 20, with a focus on peer posts.
- Equinor's Anders Opedal engaged with employee posts, often encouraging new hires.

**Action Item:** Engaging in industry discussions and contributing meaningful insights can increase a CEO's visibility and enhance their chances of earning a LinkedIn Top Voice recognition.