

Earth Day Report: Bill McKibben, George Monbiot among the Top 100 Eco-Influencers on Twitter

TORONTO and BRIGHTON, UK, April 21, 2015 – Corporate Knights, the premier business and sustainability magazine in North America, and Brandwatch, the social media analytics company, today released the Top 100 Eco-Influencers on Twitter list. The ranking, which studied over 100,000 Tweeters actively posting about green issues, identifies the 100 most influential Twitter users in and around the environmental community, based on their influence in the green Twittersphere. Among the Top 10 are 350.org founder Bill McKibben, Guardian columnist George Monbiot, climate scientist Michael Mann, and Christiana Figueres, executive secretary of the UN Framework Convention on Climate Change (UNFCCC).

The ranking list includes mainstream individuals who have built a large following on Twitter within the global environmental audience as well as professionals who work with and tweet about environmental issues. The Influencers are awarded a “Green Score” on a scale of 1 to 100, calculated according to three different measurements: Authority, Audience and Activity.

- Authority measures the impact a person’s tweets have in the community. It is boosted when Twitter users (the more influential the better) like, comment and/or engage with the Influencer’s activity.
- Audience goes beyond a simple count of followers. It measures reach and the influence of the people who are reached.
- Activity measures a Twitter user’s activity compared to the rest of the population, including regularity of engagement with others.

“If you are curious about the environment, and you want to get the goods from the people with the greenest street cred on Twitter, this list of the Top 100 Eco-Influencers on Twitter makes it easy,” said Toby Heaps, CEO of Corporate Knights.

“Social activism is one of the most powerful ways to build awareness, educate and affect change,” said Benj Pettit, Brandwatch data scientist. “The Top 100 Eco-Influencers reflect those who understand the power of social to influence and build support.”

About Corporate Knights Inc.

Founded in 2002, Corporate Knights Inc. is a Toronto-based media, research and financial products company focused on clean capitalism. Corporate Knights, the company’s quarterly magazine, was named “Magazine of the Year” in 2013 by the National Magazine Awards Foundation. It is distributed in Canada as an insert inside the Globe and Mail and in the United States inside the Washington Post. With a circulation of more than 120,000, Corporate Knights is one of the most widely read publications devoted to business and sustainability issues. Corporate Knights Inc. is proud to be a certified B Corporation. Visit: www.corporateknights.com

About Brandwatch

Brandwatch is one of the world's leading social intelligence companies. Its social media listening and analytics technology platform gathers millions of online conversations every day and provides users with the tools to analyze them, empowering brands and agencies to make smarter, data-driven business decisions.

Acquiring social influencer analytics firm PeerIndex in December 2014, Brandwatch continues on its aggressive business trajectory following on its most recent round of venture funding to the tune of \$22 million. The Brandwatch platform is used by over 1000 brands and agencies, including Whole Foods, Whirlpool, Pepsico, British Airways, Papa John's, and Dell.

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