



SOCIAL MEDIA AND NEWS ANALYTICS

Feb 1, 2023 through January 31, 2024



SOCIAL MEDIA

FOLLOWERS:

- Gained 895 followers from February 2023 to January 2024.
- Total followers as of January 31, 2024: 6,483.

AVERAGE MONTHLY IMPRESSIONS: 18,558


- On average, ILTA content is seen 18,558 times each month across all platforms.
- This is an increase of +3,000 monthly impressions since September 2023.

AVERAGE MONTHLY ENGAGEMENTS: 1,616

- On average, ILTA receives 1,616 likes, reactions, comments, shares, and/or clicks in a given month.
- Average monthly engagement rate: 6.88%



TOP PERFORMING POSTS



International Liquid Terminals Association (ILTA)
5,548 followers
2mo • 🌐


Chester J. Bullard Jr. began his career in the terminals industry back in 1998 at Valero Refinery in Corpus Christi, Texas. During that time, Bullard was able to gain valuable experience in both the pipeline and terminal business. Today, as Vice President of Operations and EH&S for **Howard Energy Partners** and as a member of the ILTA Board of Directors, Bullard says his favorite part of the job is his colleagues.

“Getting to work alongside so many talented individuals that make up a great team is what keeps me excited about our industry,” he said.

Hear more about his experience with technology changes, predictions for the years to come and tips for industry newcomers: <https://buff.ly/3NmfNaN>


Photo courtesy of Chester J. Bullard Jr.

MEMBER SPOTLIGHT:
Chester J. Bullard Jr.
Howard Energy Partners



“My current CEO, Mike Howard, uses this statement: ‘We are the energy that powers all other energy in the world.’ It takes the oil and gas industry to help drive all other businesses. What better way to help the human population thrive than being in the industry?”

Chester J. Bullard Jr.,
Vice President of Operations and EH&S



4,781 impressions
293 engagements



International Liquid Terminals Association (ILTA)
5,552 followers
9mo • 🌐

[+ Follow](#)

...

Cheers to an amazing and inspiring Day 1 and the first-ever Women in Terminals networking reception! Thank you to all who joined and participated today. We look forward to another incredible day tomorrow, beginning at 7:45AM with the Leadership Awards Breakfast. [#ILTA2023](#)
(More pics on our Facebook page. Enjoy!)



 97

6 comments • 2 reposts

3,885 impressions
2,978 engagements

TOP PERFORMING POSTS



International Liquid Terminals Association (IL...
5,552 followers
4mo • 

+ Follow ...

Introducing our October Member Feature: Dennis Mendenhall, CSP!

Dennis Mendenhall, CSP, began his journey with **Marathon Petroleum Corporation** back in 2006, where he worked as a safety professional in the Terminal, Transport, and Marine organization. Over the years since, he's transitioned through multiple experiences that have included all aspects of EHSS. In these roles, Mendenhall has supported domestic and international operations in downstream, midstream, and upstream business units.

Today, as Safety Manager of Logistics and Storage Terminals for Marathon, Mendenhall finds the best part of his job to be the people he works alongside each day.

Read more here: <https://buff.ly/3rGEYgE>





"I am afforded the opportunity to lead and collaborate with a great team of people. This team has become like family and truly makes each day a pleasure through the teamwork and collaboration exhibited, regardless of the issues and tasks in front of us. This team, coupled with Marathon Petroleum's culture... makes it a remarkable place to work."


-Dennis Mendenhall, CSP




68

3 comments

3,385 impressions
133 engagements



International Liquid Terminals Association (IL...
5,552 followers
1mo • 


+ Follow ...


CITGO Petroleum Corporation recently named Dennis Willig as the company's new Vice President of Refining!

Willig most recently served as vice president and general manager of the Corpus Christi Refinery, where he will be succeeded by Ryan Vining.

Hear more about Willig and Vining, the upcoming transition and more:
<https://buff.ly/3tJg5Ce>


Photo Courtesy of CITGO.





MEMBER NEWS

Dennis Willig Appointed Vice President of CITGO Refining



2,072 impressions
61 engagements



ENEWS

WEEKLY | FEB. 2023 TO JAN. 2024 | AVERAGES

- Send: 4,666
- Unique Open Rate: 20.46%
- Unique Clicks: 95.83

MONTHLY | FEB. 2023 TO JAN. 2024 | AVERAGES

- Delivery Rate: 97.85%
- Unique Open Rate: 34.97%
 - Highest in August 2023 at a Unique Open Rate of 45.49%.
- Unique Clicks: 564.17
 - Highest in March 2023 at 1,304 unique clicks.



ILTA

