

# THEY SHOWED UP. NOW SO DO WE.

USE: MARCH 18, 2026 — MARCH 25, 2026 | WESTERN ARCTIC LEASE SALE SERIES

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## // THE SITUATION

### ON MARCH 18, THE WESTERN ARCTIC WAS AUCTIONED OFF. HERE'S WHAT HAPPENED.

Wednesday morning, the Bureau of Land Management held the first oil and gas lease sale in Alaska's National Petroleum Reserve—Alaska (Western Arctic) since 2019. The auction offered millions of acres of Western Arctic public lands — land that belongs to all Americans, that sustains Indigenous communities, that supports globally significant wildlife, and that the planet cannot afford to sacrifice to the fossil fuel industry's bottom line.

The industry showed up in force. The damage is already done. But the fight is far from over — leases take years to develop, and every one of those years is an opportunity to make drilling in the Western Arctic too costly, too controversial, and too reputationally toxic to pursue.

**430**

**BIDS PLACED  
ON 187 TRACTS**

**1.3M+**

**ACRES OF DRILLING  
RIGHTS ON PUBLIC  
LANDS SOLD OFF**

**\$163M**

**IN BIDS — A PRICE  
TAG ON CARIBOU  
CALVING GROUNDS**

## // THE CAMPAIGN: #NOARCTICLICENSE

### CONGRESS WON'T STOP THEM (YET). BUT THEIR REPUTATION CAN.

A path to victory in Congress is blocked this year. The lease sale happened. So what can actually move corporations? **Reputation, investor confidence, and the mounting cost of public opposition.**

Every comment you leave on ConocoPhillips' posts, every question you ask, every share that puts their Arctic expansion in front of a new set of eyes — **that's a withdrawal from their social capital account.** And we're here to drain it.

Each week, this toolkit tells you who to target, where to find them, and exactly what to say. Your job is to show up in their mentions and remind their audiences that the Western Arctic isn't a resource deposit. It's alive. And it has a community of advocates that will fight for it.

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// THIS WEEK'S TARGET

## **CONOCOPHILLIPS HAD A WEEK OF YOUR COMMENTS TELLING THEM TO STAY OUT. THEY SHOWED UP ANYWAY.**

**ConocoPhillips is already the dominant industrial force in the Western Arctic, with nearly one million acres under lease before this week's sale.**

They showed up Wednesday morning and wasted no time — winning the auction's very first parcel before the room had even settled. The bids they placed weren't random: they targeted tracts immediately adjacent to the Willow Project infrastructure, filling in the map around an operation already under construction.

**Most notably, ConocoPhillips bid on parcels that include acreage the company itself voluntarily relinquished when they agreed to downsize the Willow Project approval in 2024.**

That commitment lasted less than two years. The ink wasn't dry. Now they want those acres back, and they just paid for them. If you were wondering whether their promises mean anything, this week answered that question.

TARGET

### **CONOCOPHILLIPS**

HEADQUARTERS: HOUSTON, TX

Track their posts and show up with your feedback on whether or not they should bid on more projects in the Western Arctic.

[X](#) | [LinkedIn](#) | [Instagram](#) | [Facebook](#) | [YouTube](#)

## // WHAT TO SAY: TALKING POINTS

**KNOW YOUR FACTS. HIT THEIR VULNERABILITIES.**

You don't need to be an expert. You need to ask questions they don't want to answer publicly.

**1. They made a promise. They broke it in under two years.**

When ConocoPhillips secured federal approval for the Willow Project in 2023, they committed to a smaller project, voluntarily relinquishing approximately 68,000 acres of existing leases — including around 60,000 acres in the ecologically critical Teshekpuk Lake Special Area.. Today, they bid to reclaim many of those acres. The "smaller footprint" commitment existed around the time of Willow approval, and not much longer. Ask them: why did you shrink the Willow project in 2024, but decided to buy back those leases this week?

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**2. They're not just expanding around Willow. They're surrounding a community.**

Nuiqsut is a village of approximately 500 Iñupiat people whose subsistence culture — hunting, fishing, the patterns of life built over thousands of years — depends on the land and wildlife ConocoPhillips is steadily encircling. The company has proposed drilling at a new site just two miles from the village, drawing some opposition, and the new Western Arctic leases push the industrial footprint deeper still into prime subsistence grounds and high-density caribou habitat.

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**3. Their contracted rig collapsed. They grabbed a replacement and kept drilling.**

In January 2026, Doyon Rig 26 — nicknamed "The Beast," and the largest mobile land drilling rig in North America — tipped over and caught fire while being transported near Nuiqsut, spilling roughly 4,000 gallons of diesel onto the Arctic tundra. The rig was under contract to ConocoPhillips. The company's response was to source a replacement rig and announce that their exploration work plan would remain on schedule — before cleanup had occurred, and before anyone had determined the cause of the collapse.

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#### **4. This isn't the first time Nuiqsut has been left exposed.**

In March 2022, a natural gas leak at ConocoPhillips' CD1 drill site — just eight miles from Nuiqsut — continued for more than three weeks before it was brought under control. As the situation escalated, ConocoPhillips evacuated approximately 300 nonessential employees from the nearby Alpine facility — the same facility that supplies Nuiqsut with the natural gas that heats its homes in the middle of an Arctic winter. The mayor warned that if production had to be shut down, the community would have four to seven days of heating gas remaining. By the time the leak was fully contained, an estimated 7.2 million cubic feet of natural gas had been released with unknown health consequences placed on the community. ConocoPhillips called it "unprecedented." Now they want to expand further into the same region.

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#### **5. Willow alone is already a massive, unmet climate liability — and they want more.**

The Willow Project is projected to produce approximately 600 million barrels of oil over its lifetime at a peak rate of 180,000 barrels per day — a carbon commitment that dwarfs anything ConocoPhillips has pledged to offset or reduce. And remember: the company removed its 2050 net-zero deadline and explicitly excludes end user emissions — where roughly 90% of their actual climate impact lives — from all climate targets. In 2023 alone, their end user emissions were equivalent to putting 47 million additional cars on the road. The Western Arctic leases they acquired today are on top of all of that. Ask them: how many hundreds of millions of barrels constitute "responsible energy"?

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// READY-TO-POST COMMENT TEMPLATES

## **COPY, CUSTOMIZE, AND DEPLOY.**

Use these as starting points. Personalize when you can — authentic voices land harder than identical copy-paste. But even copy-paste, in volume, creates a signal.



## **DOWNLOADABLE ASSETS**

### **TEMPLATE A:**

*"Hey @ConocoPhillips — you relinquished 68,000 Arctic acres to show your commitment to a smaller Willow footprint. You just bid to buy those same acres back at the Western Arctic lease sale. That promise lasted less than two years. So what exactly was it worth? #NoArcticLicense #StopWillow"*

### **TEMPLATE B:**

*"For a week, thousands of people showed up in your comments telling you to stay out of the Western Arctic. You read every one. Then you walked into the lease sale this week and won the very first bid. Let that sink in. #NoArcticLicense"*

### **TEMPLATE C:**

*"Quick @ConocoPhillips timeline: January — their contracted rig 'The Beast' collapses, catches fire, spills 4,000 gallons of diesel on the Arctic tundra. Also January — they grab a replacement rig and announce drilling will stay on schedule, cause of collapse TBD. March — they show up to the Western Arctic lease sale and buy more Arctic acreage. Such responsible energy! #NoArcticLicense"*

### **TEMPLATE D:**

*"@ConocoPhillips your comments have been full of people asking you not to drill the Western Arctic for a week straight. Your response was to secure the opening bid at this week's lease sale. We see you. We're not going anywhere. #NoArcticLicense"*

### TEMPLATE E:

"Notice how @ConocoPhillips never once responded to the thousands of people telling them not to drill the Western Arctic this past week? They didn't have to. They just went and did it anyway."

### TEMPLATE F:

"@ConocoPhillips just bought back the same Arctic acres they relinquished when they received approval for a smaller Willow project. They are back to going big in under two years. The Western Arctic noticed. #NoArcticLicense #StopWillow"

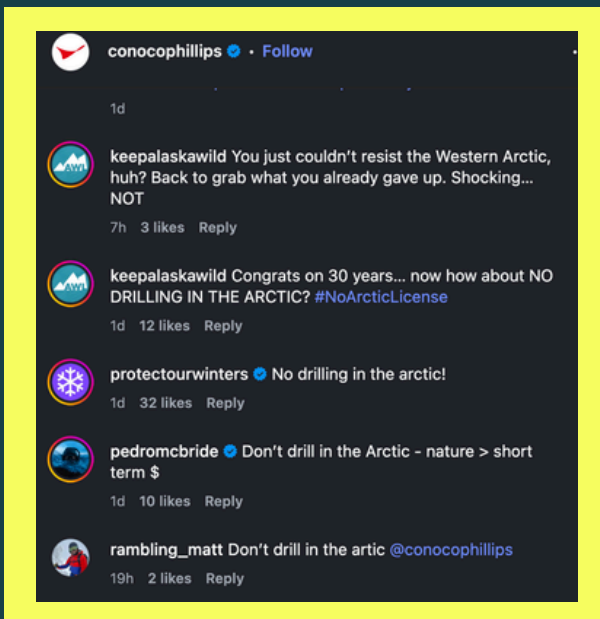
### TEMPLATE G:

"Love this content, @ConocoPhillips 😞. Quick follow-up: you relinquished Arctic acreage when Willow was approved, then bought it back. Right now you are trying to drill 2 miles from a community in the Arctic. Please keep us posted on this supposed sustainability journey, is any place too sacred for you to drill? #NoArcticLicense #StopWillow"

### TEMPLATE H:

"@ConocoPhillips thought a week of public pressure was all we'd bring. It wasn't the end, it was the beginning. We'll be watching earnings calls, every "sustainability" post, and every 'responsible energy' press release. #NoArcticLicense"

## SOME EXAMPLES:



conocophillips • Follow

1d

keepalaskawild You just couldn't resist the Western Arctic, huh? Back to grab what you already gave up. Shocking... NOT

7h 3 likes Reply

keepalaskawild Congrats on 30 years... now how about NO DRILLING IN THE ARCTIC? #NoArcticLicense

1d 12 likes Reply

protectourwinters • No drilling in the arctic!

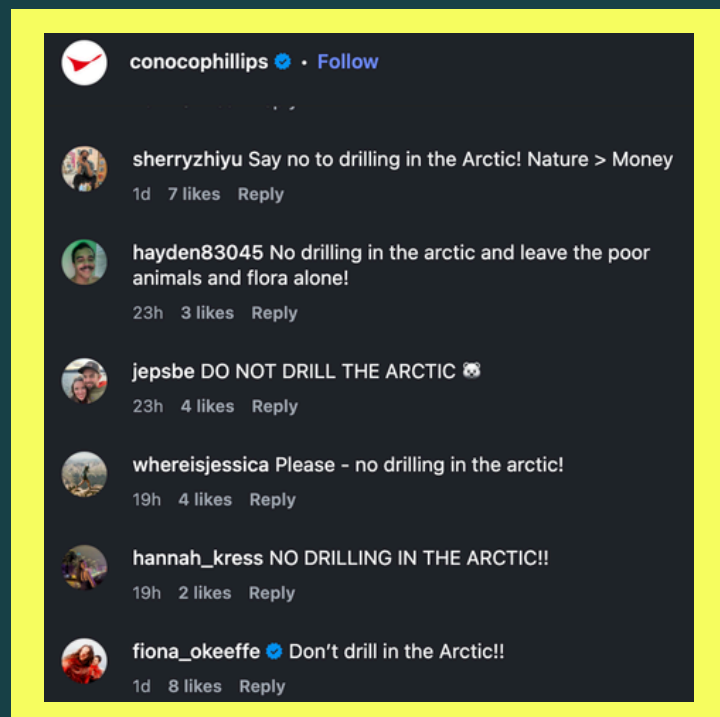
1d 32 likes Reply

pedromcbride • Don't drill in the Arctic - nature > short term \$

1d 10 likes Reply

rambling\_matt Don't drill in the arctic @conocophillips

19h 2 likes Reply



conocophillips • Follow

sherryzhiyu Say no to drilling in the Arctic! Nature > Money

1d 7 likes Reply

hayden83045 No drilling in the arctic and leave the poor animals and flora alone!

23h 3 likes Reply

jepsbe DO NOT DRILL THE ARCTIC 🚫

23h 4 likes Reply

whereisjessica Please - no drilling in the arctic!

19h 4 likes Reply

hannah\_kress NO DRILLING IN THE ARCTIC!!

19h 2 likes Reply

fiona\_okeeffe • Don't drill in the Arctic!!

1d 8 likes Reply

## // RULES OF ENGAGEMENT

**BE RELENTLESS. BE CREDIBLE.  
DON'T GIVE THEM AN EASY OUT.** **DO:**

- Ask specific, factual questions they can't easily dismiss
- Tag relevant journalists, ESG investors, and climate orgs in replies
- Show up on their "good news" posts — that's where audiences are
- Use your own voice when possible — personalize the templates
- Take screenshots of your comments (for the community feed)
- Engage with others who are also commenting — build momentum
- Be persistent — repeat across multiple posts over the week

 **DON'T:**

- Use threats, slurs, or personal attacks on employees
- Post anything that could be flagged as harassment
- Engage with obvious trolls who are trying to exhaust you
- Share unverified claims — stick to documented facts
- Get baited into off-topic arguments by PR responses
- Post identically worded comments back-to-back (platforms flag it)



// COMING UP: TOOLKIT #3

## NOW, THE REAL WORK BEGINS.

ConocoPhillips is the anchor, but they weren't alone today. ExxonMobil, Shell, and Repsol also placed bids at the Western Arctic lease sale — and they all have significant public-facing sustainability commitments that their Arctic bids directly contradict. **Toolkit #3 will deploy more targets, more vulnerabilities, and fresh comment templates next week.**

The campaign doesn't end when the gavel falls. Leases take years to develop. Every one of those years brings earnings calls, investor days, sustainability reports, and carefully managed social media feeds — every one of them an opportunity to remind the world who these companies really are, and what they chose to do in the Western Arctic.

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## SHARE THIS TOOLKIT

*The more voices show up in their feeds, the louder the signal. Forward to your networks, post the hashtag, and report back to Alaska Wilderness League with screenshots of your comments.*

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