

ACP SITING + PERMITTING 2026



The Invisible Network

How Facebook Groups Are Reshaping
Advocacy Campaigns

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Community Forum

Garfield County Washington wind & solar development Community forum

Public group · 205 members

[Join group](#) [Share](#)



Stop Lava Ridge

Public group · 8.7K members

[Join group](#) [Share](#)



NO Industrial/Utility Solar in Iberia Parish

Private group · 1.2K members

[Join group](#) [Share](#)



Clinton & Jackson County Iowa Residents Against Wind Turbines

Private group · 2.1K members

[Join group](#) [Share](#)



Concerned Citizens of Boone, Howard, and Cooper Counties, MO

Public group · 620 members · AI enabled

[Join group](#) [Share](#)



Erath County - Stop Solar Farms Here

Public group · 1.3K members · AI enabled

[Join group](#) [Share](#)

Working to stop unreliable & destructive wind, solar, and battery facilities since 2018

Save Van Zandt County

Public group · 4.0K members

[Join group](#) [Share](#)



Irwin County Citizens Against Solar Farms on Agriculture Land

Public group · 1.2K members

[Join group](#) [Share](#)



Protect Orange VA

Private group · 139 members

[Join group](#) [Share](#)



Residents for the Preservation of the Mohawk Valley

Private group · 721 members

[Join group](#) [Share](#)

The Scale of What You're Missing

49

states where local
opposition has delayed
renewable projects

Source: Columbia Law School / Sabin Center

~30%

of projects facing
delays or cancellations
from community input

Source: MIT Research

**5 or
more**

groups half of users are
active participants in.

Source: Facebook

The Two-Tier Opposition Structure

TIER 1

Direct Opposition Groups

"Stop [Project X]"
"Citizens Against [Technology]"

Project-specific. Angry. Visible.
This is where messaging gets crafted and talking points are tested before going public.

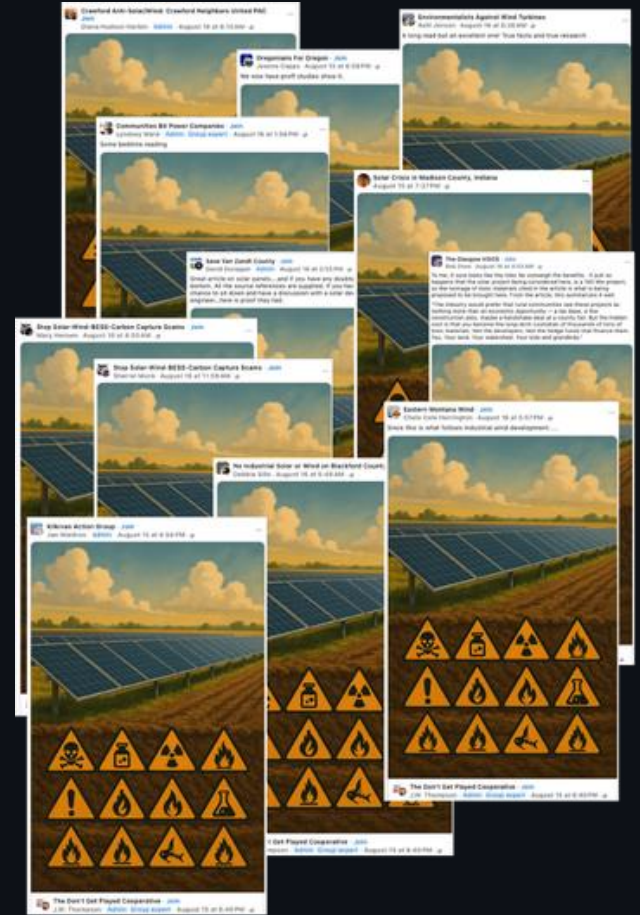
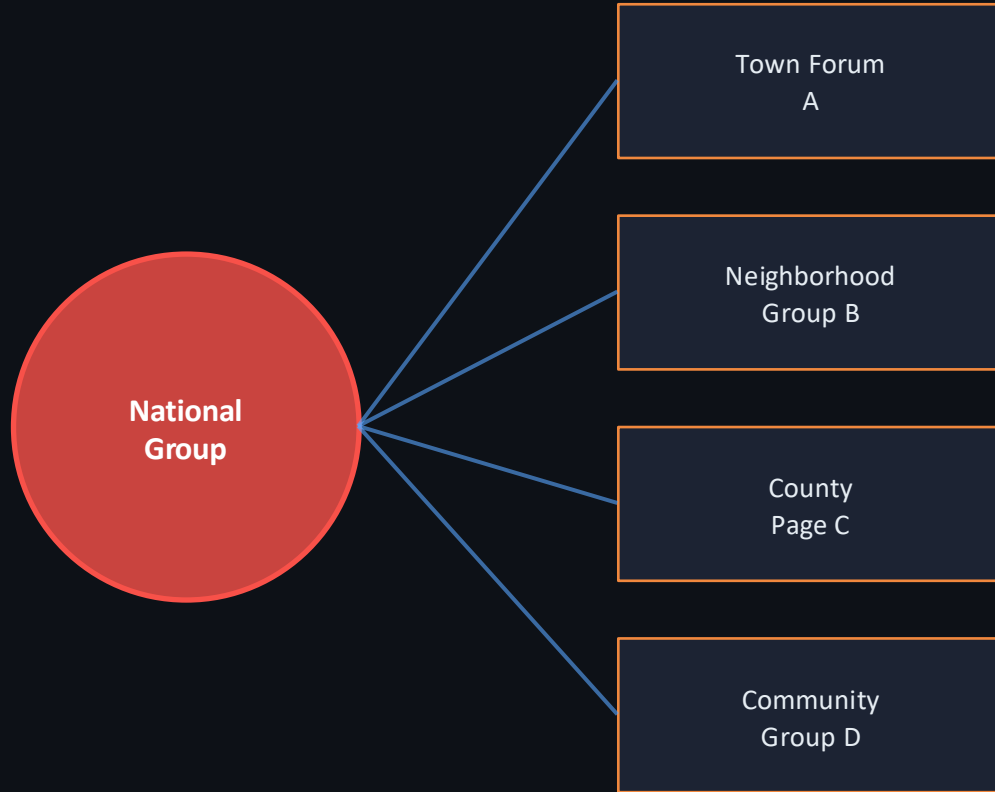
TIER 2

Community-Disguised Groups

"[Town Name] Community Forum"
"[County] Neighbors"

Functions as a neighborhood page, but can be overtaken by opposition messaging and used as an amplification channel.

How Messages Propagate



Patterns from the Field

Speed

Groups form within hours of project announcements. Membership surges follow local media coverage.

Misinformation Themes

Health effects, property values, water contamination, wildlife. Same narratives across different states and groups.

Power Users

A small number of highly active members cross-post between groups, sharing their playbook and motivating new counties.

Coordination Signals

Identical language appearing in multiple groups simultaneously. Shared talking points for public comment letters.

What You Can Do

01 Monitoring and Intelligence

Identify relevant Facebook Groups, establish a systemic monitoring (requires a significant amount of manual labor), and map connections between communities.

02 Message Adaptation

Use observations to refine talking points and communication strategy to address concerns that are repeatedly brought up. This includes countering misinformation early before it reaches mainstream media.

03 Strategic Engagement

Engage through authentic and transparent community voices, including first-hand from the company, as appropriate.

04 Content Seeding

Use the community as an amplification tool for existing content that helps to shape the narrative or activate members to help the cause.



**This network exists around
your projects right now.**

The question is whether you're watching it.

Let's Connect

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