

How one incident escalated

Sat,
April 14



- An incident between BMW driver and petrol pump attendant happens at about 2pm.
- Facebook user Kelly Yeo, who witnessed the incident, later writes to Caltex Singapore in a post detailing what happened with a photo of the man's car and side profile. The post has since been taken down.

At night, another Facebook user, Willie Kok Heng Chua, shares Ms Yeo's post. It goes viral and within 12 hours, garners more than **24,000 shares** and **6,700 comments**

- That same night, several forum threads are created with comments from netizens flooding in.
- A thread on HardwareZone garners more than 7,800 comments within 24 hours. A large number of them call the driver derogatory names and lambaste him for his alleged actions.

Sun,
April 15

- Caltex Singapore says in a Facebook post that it is investigating the incident and urges the public to refrain from making personal or group comments against the driver.

[POTENTIAL SAGAT]BMW driver go caltex pump petrol pay only \$10 for \$135 Petrol



Lai, bump up, who can CSI this man out and where he works at?
Let him have a taste of his own medicine

- But by this time, netizens had already hunted him down online. His personal details, including photos of him and his young child, as well as his name card bearing his full name, mobile phone number and company, make their rounds on social media.



- A Facebook page is also created with the self-professed objective being to hunt him down and "teach him an evil lesson".

It garners more than



1,000 followers

SG Caltex Bully

- Some netizens track down the location of his car and take photos of it parked at a loading and unloading bay.
- They use his licence plate number to dig up his road tax details and also find where he purchased season parking.
- The man later tells ST that he received "many nuisance calls, SMSes and WhatsApp messages" (below).
- He lodges a police report as he fears for his family's safety.



Mon,
April 16

Police confirm that the man had been on his way to trade in his vehicle and did not require more fuel than necessary, and that the incident had been a miscommunication.

Tues,
April 17

In an interview with Shin Min Daily News, the pump attendant urges the public to stop harassing the man.