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Gulfport**



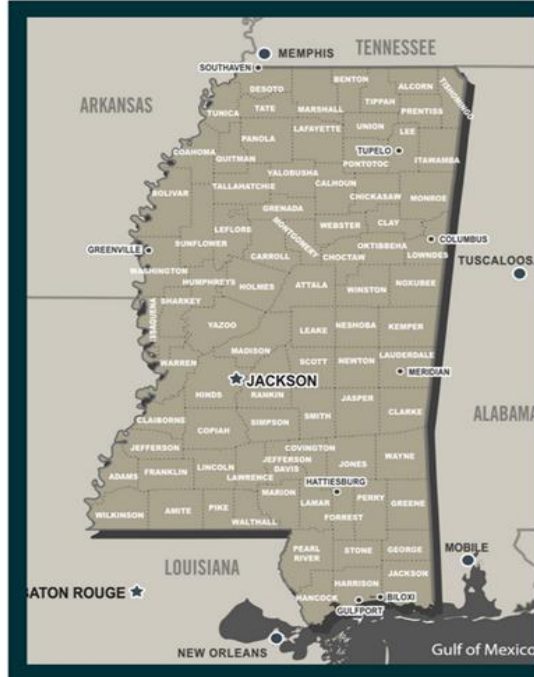
PORT OF —————  
**GULFPORT**  
————— MISSISSIPPI



PORT OF  
**GULFPORT**  
MISSISSIPPI



# QUICK FACTS ABOUT THE PORT OF GULFPORT



**Strategically  
Located On  
Gulf of Mexico**



**Diversified  
Tenant  
Base**



**\$570 Million  
Restoration  
Project**



# SELLING SOCIAL MEDIA TO YOUR STAKEHOLDERS

The conversation is happening with or without you. If you are already on it, great! If not, the price of inactivity is greater than the risks of anything you'd possibly do wrong on social media.





## WHY ARE SOME AVOIDING SOCIAL MEDIA?

- Fear of the unknown
- Executives not personally on Social Media
- Negative press some companies are receiving from having the wrong approach to social media



GAP  
OCTOBER 2012



All impacted by #Sandy, stay safe! We'll be doing lots of Gap.com shopping today. How about you? [4sq.com/QPVDT9](https://4sq.com/QPVDT9)

Yes, people might be likely to stay in during large-scale weather events like Hurricane Sandy, but that doesn't make it the perfect time for online shopping. During the storm, The Gap issued the tweet above, made extra tone-deaf by how many people lost power during and after the storm.

# WHERE WE STARTED...

Outsourced Social Media  
Only on Twitter

Scheduled for: 1:56pm • 25 Apr 14

#FridayFact: The @PortofGulfport has approx. 110 acres of open storage space. @mdaworks



Edit · Delete

Scheduled for: 2:46pm • 1 May 14

Hope to see you on June 7 for Port Community Tours, 9 am-noon. Catch the shuttle @pjscoffee in downtown Gulfport. @mdaworks



Edit · Delete

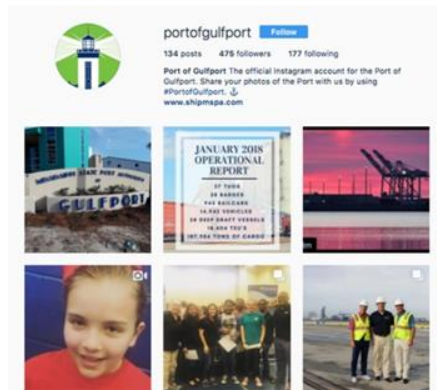
Scheduled for: 1:42pm • 2 May 14

#FridayFact: The @PortofGulfport has 400,000 square feet of covered warehouse space. @mdaworks



Edit · Delete

# WHERE WE ARE NOW...



# HOW TO BUILD YOUR SOCIAL MEDIA STRATEGY

**Step 1:** Create social media marketing objectives and goals

**Step 2:** Conduct a social media audit

**Step 3:** Create or improve your social media accounts

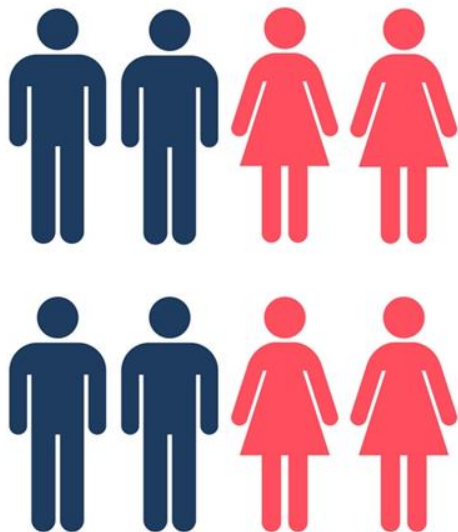
**Step 4:** Gather social media inspiration

**Step 5:** Create a content marketing plan and a social media content calendar

**Step 6:** Test, evaluate, and adjust your social media marketing plan



# VIDEO IS ON A DRAMATIC RISE & THE DATA DOESN'T LIE



**81 %** OF BUSINESSES USE  
VIDEO

**76%** OF MARKETERS SAID THAT  
VIDEO HELPED THEM INCREASE  
SALES

**85%** OF PEOPLE WOULD LIKE  
TO SEE MORE VIDEO FROM  
BRANDS

Data from Wyzowl's  
"State of Video Marketing Survey"




FOR  
EXAMPLE:




**Post Details** ✕

Video **Post** See metrics for all videos

**Port of Gulfport**  
Published by Kimberly Aguillard [?] · July 1, 2016 · 🌐

Wishing you all a safe and wonderful 4th of July weekend! Thank you to our Crane Department for helping us show our American pride.  
[#GodBlessTheUSA](#)



01:09

👍 **Get More Likes, Comments and Shares**  
Boost this post for \$10 to reach up to 2,200 people.

📍 Your video is popular in [Mississippi](#) Boost Post

👍❤️👏 5.2K 346 Comments 6.5K Shares

👍 Like 💬 Comment ➦ Share 🌐

**Performance for Your Post**

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**1,443,740** People Reached

---

**288,302** Video Views

---

**38,903** Reactions, Comments & Shares ⓘ

<b>27,000</b> 👍 Like	<b>4,746</b> On Post	<b>22,254</b> On Shares
<b>2,772</b> ❤️ Love	<b>409</b> On Post	<b>2,363</b> On Shares
<b>16</b> 😂 Haha	<b>1</b> On Post	<b>15</b> On Shares
<b>305</b> 😲 Wow	<b>54</b> On Post	<b>251</b> On Shares
<b>7</b> 😞 Sad	<b>0</b> On Post	<b>7</b> On Shares
<b>8</b> 😡 Angry	<b>1</b> On Post	<b>7</b> On Shares
<b>1,946</b> Comments	<b>368</b> On Post	<b>1,578</b> On Shares
<b>6,717</b> Shares	<b>6,528</b> On Post	<b>189</b> On Shares

**48,803** Post Clicks

<b>5,985</b> Clicks to Play ⓘ	<b>48</b> Link Clicks	<b>42,770</b> Other Clicks ⓘ
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**NEGATIVE FEEDBACK**

<b>132</b> Hide Post	<b>24</b> Hide All Posts
<b>0</b> Report as Spam	<b>1</b> Unlike Page

Reported stats may be delayed from what appears on posts

# THE BENEFITS OF CREATING AN OPEN DIALOGUE WITH YOUR AUDIENCE



- Helps you connect on a human level
  - 80% of your posts should be adding value & brand building
- Shows your brand's personality
  - highlight your company culture
- Gain valuable insights
  - monitor your social media accounts

FOR  
EXAMPLE:



Port of Gulfport

Published by Kimberly Aguillard · 17 · October 17, 2017 · 🌐

Steven Puccio, who is the Bulk Operations Manager at SSA Marine, explains how an ore vessel is unloaded at the Port of Gulfport. The ore is imported by Chemours and supports their facility in DeLisle, MS.



Get More Likes, Comments and Shares

When you boost this post, you'll show it to more people.



20,201 people reached

Boost Post



77

10 Comments 61 Shares



Like



Comment



Share



Leave a comment

### Performance for Your Post

20,201 People Reached

6,386 Video Views

462 Reactions, Comments & Shares

353



Like

72

On Post

281

On Shares

12



Love

4

On Post

8

On Shares

2



Haha

0

On Post

2

On Shares

2



Wow

1

On Post

1

On Shares

32

Comments

16

On Post

16

On Shares

62

Shares

61

On Post

1

On Shares

1,657 Post Clicks

225

Clicks to Play

0

Link Clicks

1,432

Other Clicks

#### NEGATIVE FEEDBACK

8 Hide Post

1 Hide All Posts

0 Report as Spam

0 Unlike Page

Reported stats may be delayed from what appears on posts

**Social media is here.  
It's not a passing fad.**

**Be where your audience is!**