

AAPA Communications & Marketing Seminar Team Responses

October 28-29, 2019 • Montreal, Canada

Pulling It All Together – A Practical Approach to Maximizing Social Media Engagement

Theme – Our Port: Open for Business and Recreation

	TEAM 1	TEAM 2	TEAM 3	TEAM 4
Audience	Port Partners (tenants, business)	Employees and Workforce	Area school programs & families	Local communities & enviro groups
Goal(s)	Introduce/educate public on port customers/tenants	Employee engagement, Brand ambassadors, Recruitment, Good shares, Find higher qualified employees, Develop partnerships	Educate on who we are and what we do	To engage and educate our neighbors & enviro groups and convert them to pro-port.
Key Performance Indicators	Attendance/ Qualitative data interviews	Employee participation; increase applications	Attendance at Port Day – increase followers	Social reach, event attendance, registration survey (How'd you hear about it?)
Channels/ Platforms Used	Traditional/Local newspaper/FB/Twitter Engage local reporters Paid; Earned (Press Release); Shared (report); Owned: own newsletter	Linked-In, Facebook, Twitter, YouTube, Instagram Targeted email	Facebook Live	Facebook, Twitter, email from CEO. Ask employees to share, email signature banner with hyperlink.
Central Message/ Strategy	"See Behind the Scenes"	We are thriving. This is a great place to work. We are here for you. You are our Port. Our Port is fun.	Daily posts. Throwback Thursday. Tours every Friday. Special welcome to students. Events leading up to Port Day. Picnic Strategy. Create events that bring awareness to children & families. Post real-time video contest.	Free family activities: - Live demos - Interactive educational booths
Campaign Posts Examples	#Gettoknowyourport 1-min. videos of each port partner/customer blasted on social media. Theme: "What your mom thinks we do. Come see what we actually do."	#WeMakethePortWork #We'reLookingforYou Mary loves her job testimonial Tom climbed the ladder	Post readings from the book. Quotes from children. Follow port timeline update. Around the Port in One Day.	"Be the first to try the latest zero emissions electric cars." / "Follow the recycling supply chain" / #greenmarine #greenpledge #greengoals #greentech #greenproud
Frequency/ Calendar	Maritime Month TBT Highlight each customer Tag & Share	Port Career Development Fair	Once a year – daily posts.	Start 6 weeks out. Start twice a week and more frequent
Comments/ Notes	Every day Local media day Newspaper	Research how do employees find the port. What is the best outreach method.	Offer incentives. Assist w/ curriculum. / Coloring book. / Logo drawing contest. /Event: Port Picnic next to building (Fishing pole, tackle box)	