

AAPA COMMUNICATIONS AWARDS

2012 COMMUNICATIONS AWARDS PROGRAM

5513

INDIVIDUAL SUBMISSION ENTRY FORM

(Please copy and complete this form for each entry)

Check only **ONE** entry classification below:

- | | |
|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____ |
| 2. Advertisements – Single _____ | 9. Periodicals _____ |
| 3. Advertisements – Series _____ | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____ | 11. Social/Web-Based Media <u> x </u> |
| 5. Audio-Only Presentations _____ | 12. Special Events _____ |
| 6. Directories/Handbooks _____ | 13. Videos _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

☒ CATEGORY 1

☐ CATEGORY 2

Your Name: Heather Morris

Title: Social Media Campaign - Facebook, Twitter & YouTube

Port: Port of Long Beach

Address: 925 Harbor Plaza Long Beach CA 90815

Telephone: 562 283 7711 Fax: 562 901 1735 E-mail: Morris@polb.com

Please indicate precisely how your port's name should be listed on any award(s) it may win:

Name: Port of Long Beach

Being as precise as possible, please attach a separate entry statement, in English, that:

- **Defines the Communications Challenge or Opportunity**
 - Situation Analysis (*assess major internal and external factors*)
 - Problem Statement (*briefly describe in specific & measurable terms*)
- **Summarizes Planning and Programming**
 - Goals (*summarize desired outcome or end result*)
 - Target Publics (*be specific; list primary and secondary audiences if appropriate*)
 - Objectives (*identify specific and measurable milestones needed to reach goal*)
- **Identifies Actions Taken and Communication Outputs**
 - Strategies (*identify media choices, etc., that require tactics to complete*)
 - Tactics (*specify actions used to carry out strategies*)
 - Implementation Plan (*include timelines, staffing and budget*)
- **Summarizes Evaluation Methods and Communications Outcomes**
 - Evaluation Methods (*describe either formal surveys or anecdotal audience feedback used*)



Port of
LONG BEACH
The Green Port

2012 AAPA Communications Awards

Category: Social/Web-Based Media Campaign

Title: Facebook, Twitter & YouTube

Port of Long Beach Facebook, Twitter & YouTube

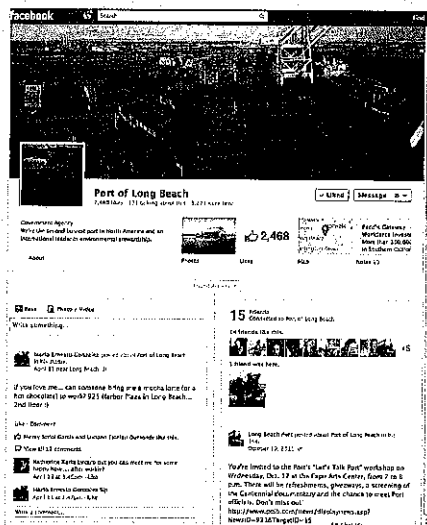
Communications Challenges and Opportunities

The Port of Long Beach began its second century of service in 2012 as the second busiest seaport in the United States. The Port is a primary gateway for U.S.-Asia trade and a trailblazer in innovative goods movement, safety and environmental stewardship. The Port welcomes 5,000 yearly vessel calls and is served by 140 shipping lines with connections to 217 seaports around the world. It covers 3,230 acres with 35 miles of waterfront, 10 piers with 80 berths and 66 gantry cranes offloading 6.3 million containers each year. Customer and community service is at the core of the Port's operations. Environmental agencies have acknowledged the Port for its landmark green initiatives, reducing overall diesel air pollution by 72 percent, and industry leaders have named the Port of Long Beach the World's Greenest Port as well as the Best Seaport in North America in 14 of the past 16 years.

A major economic engine for the region, each year the Port handles all kinds of cargo valued at more than \$150 billion. The Port is moving forward with nearly \$4.5 billion in planned capital improvements this decade to support growth and strengthen its ability to eclipse new competition, serve the goods-movement industry, Port clients and the community.

The Port supports one in every eight jobs in Long Beach, making it the city's largest employer. That translates to 30,000 Long Beach jobs and expands to more than 300,000 jobs in Southern California and nearly 1.4 million jobs nationwide.

In recent years, the Port has taken on an additional, critical mission — to be an industry



leader in communications and community engagement, using traditional and emerging avenues of communication, including social media.

The Port has done a creative and effective job utilizing traditional media, but social media has provided another powerful tool.

Planning and Programming Components

The goal of the Port's presence on Facebook, Twitter and YouTube is to facilitate a two-way flow of information with new audiences that helps the Port of Long Beach Communications and Community Relations Division accomplish its overall community outreach goals.

These networks have allowed Port of Long Beach constituents to not just receive information — but to interact with the Port and receive immediate, personal feedback. With social media, the Port has a new line of instant communication with the community, the industry and the media.

The target audiences are subscribers to social networking sites and others who have been referred to the sites from the Port's website, links in advertisements, news releases and other communications. The potential audience is infinite. Social media crosses many boundaries by unifying people with common interests. Social media is especially effective because all the users have voluntarily asked to join. Their interaction with the Port means their interest has been peaked. With that, the Port has the opportunity to tell its story. The primary objective is to continue to grow participation in each of these social media outlets and maximize their community outreach potential for the Port.



Port of
LONG BEACH
The Green Port

2012 AAPA Communications Awards

Category: Social/Web-Based Media Campaign

Title: Facebook, Twitter & YouTube

Actions Taken and Communication Outputs

The strategies for the Communications and Community Relations team are to:

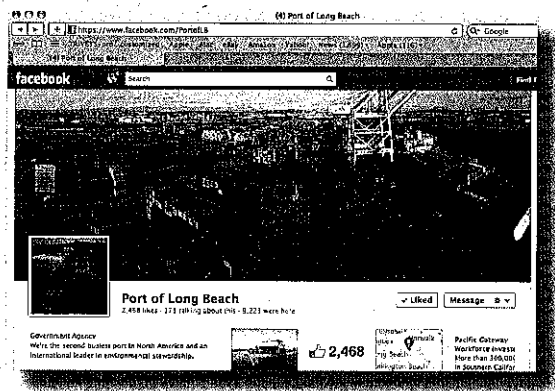
- Prepare appealing, consistent content, designed specifically for each outlet, to encourage participation and interaction;
- Time the length of the content to fit the requirements of the particular social media outlet;
- Post material in a timely manner to meet the fast pace of the medium;
- Respond in a timely manner;
- Increase Port transparency through the distribution of business information;
- Use social media to not only share Port information, but also to be a good neighbor and promote other community activities and events;
- Continually modify message format for compatibility with new technology;

Although Port postings are relatively informal, one Communications and Community Relations team member focuses on news items for Facebook and Twitter, one on community activities and a third regularly posts videos to the Port's YouTube account. Many times, Twitter and Facebook messages are sent directly from a conference or event.

The Port generally keeps its social media tone light, with a special 2012 focus on the Port's capital improvement projects and related jobs. Ongoing content includes the amazing new technology unfolding each day at the Port, construction of new infrastructure, news about people at the Port, opportunities for shared outings and trade or community events and breaking news.

Also, as a public agency, social media allows more transparency than ever before. The Port regularly posts cargo figures and other business news, whether it's good or not-so-good, allowing the community to clearly see the challenges the Port faces and have a better understanding.

More often than not, teasers and links are included in postings to direct viewers to additional information such as the Port's websites, other websites, recent articles or publications.



Facebook

- Public Page: www.facebook.com/PortofLB
2,375 "likes" as of April 2012, up from 1330 "likes" in April 2011

Page features all the latest news, articles, videos, photos and events from the Port, alerting people to news coverage and community events.

- Member Page:
www.facebook.com/PortofLongBeach
4,100 friends as of April 2012 up from 2,280 Friends in April 2011.

Up-to-the-minute photos from in and around the Port such as the arrival of the largest container ship ever to call at a U.S. port (the first Facebook photo posted of the ship received 58 "likes" and 15 comments) and from the Port's presence at community events such as concerts in the park, movies on the beach and much more. The Port posted live photos and updates from its 100th Birthday Party on June 25, 2011, encouraging more to attend and for other to post as well. Updates include inviting "friends" to attend Port-sponsored events, general releases and links to interesting news articles, publications, videos, etc.

- Fan Page: www.facebook.com/PortofLB
1,330 fans as of April 2011, up from 180 fans in July 2009

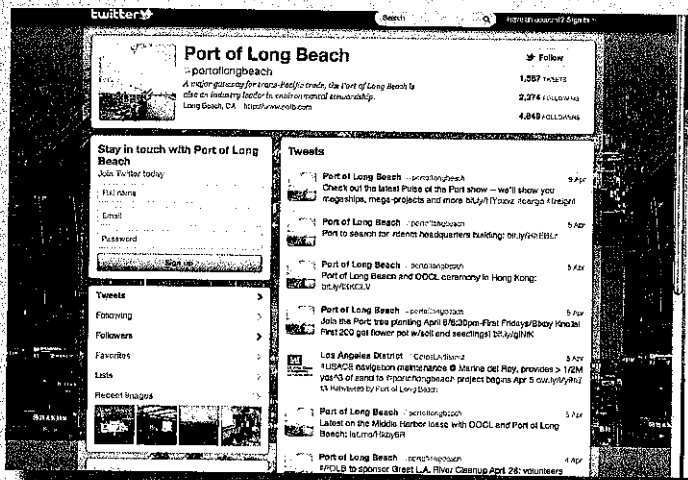


Port of
LONG BEACH
The Green Port

2012 AAPA Communications Awards

Category: Social/Web-Based Media Campaign

Title: Facebook, Twitter & YouTube



Twitter

- <http://twitter.com/portoflongbeach>
4,914 followers as of April 2012, up from 2,913 Followers in April 2011.

Tweets cover the news, press releases, conversations, community events and invitations to Port events. Port employees routinely “live tweet” from Port events such as the annual “Pulse of the Ports: Peak Season Forecast.” On March 28, 2012, the Port sent more than 25 live tweets from the conference, joined by several more tweets from conference participants.

The Port is on Twitter to help tell the Port’s story in 140 characters or fewer. Tweets include video links, trade stats and live tweets from news conferences, events and technology intros.

YouTube

- <http://www.youtube.com/portoflongbeach>

As of April, 2012, YouTube has registered 180,000 upload views, up from 114,742 in April 2011, with tickers accumulating the number of visits on each individual posting.

- Dozens of one-minute “Centennial Moments” videos about the Port’s history were added throughout the Port’s Centennial year of 2011. 602 is the highest number of views posted for a single video in the series through April 20, 2012.

- One to one-and-a-half-minute “Port Notes” videos on a variety of subjects began airing on the Port’s YouTube channel in a special effort to create a video both informative and short enough for easy viewing on mobile devices. A video on the Port being “Big Ship Ready” received 232 views. Port Notes is also providing regular updates on a major Port redevelopment project.
- Two-minute “On the Go” news videos on a variety of subjects are posted weekly. The highest number of views posted for a single video in this series through April 2012 was 1,811.
- Three-to-five-minute video segments from “Pulse of the Port,” the Port’s half-hour cable television series, are posted every several weeks. The highest number of views posted for a single video in this series through April 20, 2012 was 11,054.
- Twelve, two-minute “12 Days of Christmas Countdown” videos were posted during December 2010 highlighting the 12 biggest Port stories of the past year. The highest number of views posted for one segment through April 20, 2011 was 243.

On the Go: Teacher workshop at the Port





Port of
LONG BEACH
The Green Port

2012 AAPA Communications Awards

Category: Social/Web-Based Media Campaign

Title: Facebook, Twitter & YouTube

Evaluation Methods and Communications Outcomes

The primary evaluation method for social media is the number of participants receiving information through our networks:

- Facebook "likes" increased from 1330 in April 2011 to 2,375 in April 2012;
- Facebook friends increased from 2,280 in April 2011 to 4,100 in April 2012;
- Twitter followers increased from 2,913 in April 2011 to 4,700 in April 2012.

Total YouTube video views went from 114,742 as of April 2011 to 180,000 in April 2012, with most segments averaging several hundred views.

Social media has become a key part of the Port's overall communications efforts, which are evaluated through a periodic community survey to gauge Port awareness and favorable impressions.

The most recent study, conducted by Encinitas-based True North Research in 2011 (which updates data collected by True North in a similar 2009 study) reveals that Port awareness in the Long Beach community has held steady at a high 97 percent, and favorable awareness has increased during the two-year period between studies, from 49 to 54 percent. The Port's social media program must be considered among the contributing factors to this favorable awareness.