2015
COMMUNICATIONS AWARDS PROGRAM

2015 COMMUNICATIONS AWARDS PROGRAM

#10

INDIVIDUAL SUBMISSION ENTRY FORM
Please copy and complete this form for each entry.
Create a separate document for answering the five questions below.

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 **X**
5. Audio-Only Presentations	_____	12. Special Events _____
6. Directories/Handbooks	_____	13. Videos _____
7. Miscellaneous	_____	14. Visual-Only Presentations _____
		15. Websites _____

==Please check the appropriate box:==   ☐ CATEGORY 1   ☐ CATEGORY 2   ☒ CATEGORY 3

Entry Title _____ **'Summer Beach Party' Social Media Campaign**

Name of Port _____ Port of Long Beach

Port Address _____ 4801 Airport Plaza Drive

Contact Name/Title _____ Michael Gold

Telephone _____ 562 283 7711   Email Address _____ michael.gold@polb.com

==On separate paper, **FIRST** write a short, descriptive summary of your entry, **THEN**, in as much detail as needed, specifically address each of the following five questions and number your answers. Your answers equal 50% of your score.==

1. **What are/were the entry's specific communications challenges or opportunities?**
   - *Describe in specific & measurable terms the situation leading up to creation of this entry.*
   - Analyze the major *internal and external factors* needing to be addressed.

2. **How does the communication used in this entry complement the organization's overall mission?**
   - *Explain the organization's overall mission and how it influenced creation of this entry.*

3. **What were the communications planning and programming components for this entry?**
   - *Describe your overall goals or desired results.*
   - *Describe your objectives and list specific, measurable milestones needed to reach your goals.*
   - *Identify your primary and secondary audiences in order of importance.*

4. **What actions were taken and what communication outputs were used in this entry?**
   - *Explain what strategies were developed to achieve success and why these strategies were chosen.*
   - *Specify the tactics used (i.e., actions used to carry out your strategies).*
   - *Detail the implementation plan by including timeline, staffing and outsourcing used.*

5. **What were the communications outcomes from this entry and what evaluation methods were used to assess them?**
   - *Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry.*
   - *If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.*

Summary

Title: 'Summer Beach Party' Social Media Campaign

Classification: Social/Web-Based Media

During the summer of 2014, the Port of Long Beach sponsored 48 days of community fun under the "Summer Beach Party" banner. A no-cost social media campaign on Twitter, Facebook and Instagram augmented the Port's overall communications campaign, creating interaction and participation and enhancing attendance. During a period of rapid growth and change at the Port, these community activities provided the perfect opportunity for the outreach team to share news about Port environmental initiatives, construction updates, jobs, scholarships, internships and much more. The activities included 14 Movies on the Beach, 20 Long Beach Municipal Band Concerts, and the Pirate Invasion of the Belmont Pier, Fourth of July Party on the Pier, Love Long Beach Festival, Kids Fishing Rodeo, Great Sand Sculpture Contest, Tiki Beach Festival, K9 Festival, and Buccaneer Daze Long Beach.

Port of
LONG BEACH
The Green Port

Port of Long Beach
Summer Beach Party Social Media Campaign

1. Communications Challenges and Opportunities

Although Long Beach is a big city with a population of nearly half a million, it is a tightly-knit, beachfront community. It is also home to America's second-busiest container seaport. More than 40 percent of U.S. imports arrive through the San Pedro Bay Ports of Long Beach and Los Angeles, and international trade supports hundreds of thousands of Southern California jobs and more than 30,000 in Long Beach alone. Unlike many port cities that are industrial and uninviting, Long Beach, adjacent to and overlooking the Port from many downtown locations, is a beautiful, thriving and vital city with a long history of beachfront activities during the summer months.

The Port of Long Beach was named the world's greenest seaport in 2014 and is in the midst of a $4-billion capital improvement construction program – the biggest infrastructure upgrade in the nation – and it is vital for the Port to keep the community informed about current successes on its behalf and receive community input for plans for future Port initiatives.

For many years, the City of Long Beach's Harbor Department, which oversees the Port and its Communications and Community Relations Division, has sponsored summertime family activities, recognizing the value of these events as friendly venues for telling the "Port Story" and communicating directly with our neighbors. Events have included Movies on the Beach, Long Beach Municipal Band concerts, and many others. For the summer of 2014, the goal was to reach more of the community at more events, in a way that made economic sense.

You updated your cover photo
July 14, 2014

Summer *#POLBBeachParty*
BEACH PARTY
presented by Port of **LONG BEACH**
www.POLB.com/beachparty

2 people reached   Boost Unavailable

Like Comment Share 👍 10

2. Complementing the Overall Mission

To ensure that that the city's residents are aware of the Port's progress with environmental and construction goals, the Communications and Community Relations Division has implemented extensive community outreach programs. During the past several years, the Port has revamped its branding, website and general transparency. It has also revitalized its industry and community newsletters, launched new advertising campaigns targeted at the community, and established a series of community meetings to invite the Port's neighbors to learn more about activities and jobs at the Port. Besides the Summer Beach Party activities, there is a program of free summer harbor cruises and an ongoing education outreach program complete with scholarships and internships. There are even externships for teachers. The Port showcases its environmental programs as a major sponsor of the Long Beach Grand Prix, supports the arts community with a photo workshop, and participates as a sponsor in many other community-based events and festivals, from local farmers markets to the annual Gay Pride Festival, in its effort to reach all segments of the Long Beach community.

The port industry is evolving rapidly with major infrastructure, environmental and operational improvements that affect the entire city. Programs like Summer Beach Party provide friendly venues for sharing exciting Port news while supporting community activities.

Communications is evolving rapidly, too, and a current Port study indicates that more people than ever get their information from the Internet and web-based media. Nearly half of the study respondents, all Long Beach residents, cited the Internet as their primary source of information.

3. Planning and Programming Components

The target audiences for Summer Beach Party were:

- Individuals and families in the local and regional general community
- The Long Beach business community;
- News media
- Port employees
- City of Long Beach employees
- Local groups and organizations

The Port's goals for the 2014 Summer Beach Party events were to:

- Reach more of the community at more events
- Create goodwill and increase communication with the community
- Continue to establish the Port of Long Beach as a community leader
- Help further distinguish Long Beach as a fun destination for family entertainment
- Create new and innovative forms of engaging the community
- Increase the entertainment value of the events with Port participation

The Communications and Community Relations team determined that the Port could reach more of the community at more events more economically by partnering with an operating company and marketing all the events under the banner of "Summer Beach Party – presented by Port of Long Beach." The Port teamed up with Beach Ventures (AKA Alfredo's Beach Club), which also operates seven beachfront snack shacks in Long Beach.

Ten free public programs, encompassing a total of 48 event days from June 21, 2014, through October 21, 2014, would be marketed under the "Summer Beach Party" umbrella. Inspiration for the name came from the iconic California summer beach parties of the 1960s.

Port of Long Beach
Posted by MaryKate McHardy [?] · July 28, 2014 · ☀

Summer is really heating up Long Beach. Capture all the summer fun and enter our Instagram contest! Follow @portoflongbeach on Instagram, snap a pic at any POLB beach party event, and tag @portoflongbeach and #POLBbeachparty to enter. We'll choose one winner each week to receive a POLB prize pack!

Summer Beach Party Instagram Contest
TO ENTER TAG
#POLBBEACHPARTY
&
@PORTOFLONGBEACH

The 10 events in the series were:

- Movies on the Beach at various beach locations (14 screenings from June 21, 2014, to September 9, 2014)

  The popular mix of movies included Monsters University, Gravity, Mary Poppins, Caddyshack, Pee-wee's Big Adventure, Sixteen Candles, The Wizard of Oz, Cloudy with a Chance of Meatballs 2, The Goonies, Harry Potter and the Prisoner of Azkaban, E.T. the Extra-Terrestrial, Spaceballs, Frozen and Jaws.

- Pirate Invasion of the Belmont Pier (June 28-29, 2014)

- Long Beach Municipal Band Concerts at local parks (20 concerts from July 1 to August 1, 2014) A Long Beach institution, the band has been performing to packed crowds for more than a century.

- Fourth of July Party on the Pier (July 4, 2014)
- Love Long Beach Festival (July 19-20, 2014)
- Kids Fishing Rodeo (August 1, 2014)
- Great Sand Sculpture Contest (August 16-17, 2014)
- Tiki Beach Festival (August 23-24, 2014)
- K9 Fest (September 13-14, 2014)
- Buccaneer Daze Long Beach (October 4-5, 2014)

By promoting the Port's newest sponsorship on its already well-established social media channels on Facebook, Twitter and Instagram, the Port hoped to reach a younger demographic, ranging from young families to college students.

4. Actions Taken and Communication Outputs Used

Communications staff designed Summer Beach Party posts for Twitter, Facebook and Instagram. The campaign was completed in-house and no additional cost was added to the overall Summer Beach Party budget of $280,000.

Graphics that matched the Summer Beach Party's established branding were created specifically for each social media channel. Images that invoked the idea of summer fun and life at the beach were also chosen to accompany the graphics, and copy was written to accompany the images. Everything had an inviting, fun and casual tone meant to invite people to engage with the Port, both digitally and in-person, when attending an event. Facebook posts went up once or twice per week, Instagram posts went up two to three times per week, and one tweet was sent every day. Live posts from events were also crafted as needed.

During the planning process, a specific Summer Beach Party hashtag was developed as part of the branding. Instead of using a general Port of Long Beach hashtag (#POLB or #PortofLongBeach), #POLBbeachparty was chosen as the official campaign hashtag and was used in every Summer Beach Party social media post. The use of the specific hashtag was imperative to track and record metrics for the campaign and also played a role in social media contests that were run throughout the summer. After three months, event attendees began to use the hashtag without prompting.
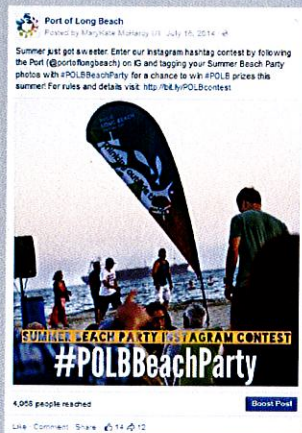
#POLBbeachparty was also used to promote contests on Instagram that ran throughout the summer, increasing engagement and promoting the Summer Beach Party branding. Two contests were run weekly.

The first was a live contest in which event goers could "like" an Instagram photo posted by Communications staff for a chance to win a prize at the event. One or two winners were picked each time the contest ran. Engagement during these contests skyrocketed, as did the number of new followers. On average, a picture would receive between 60 and 80 likes. With multiple comments, the Port would gain from 30 to 50 new followers.

The second contest asked for user-generated content. The rules of the contest were simple: Snap a photo at a Summer Beach Party Event, tag @portoflongbeach and #POLBBeachParty, and follow the Port of Long Beach Instagram account. Each week for "Fan Friday," a picture tagged with #POLBbeachparty would be randomly selected as a winner and shared on the Port's Instagram account. The user would be mailed a prize pack from the Port of Long Beach. By the end of the summer, this contest helped generate close to 700 Instagram images with the #POLBbeachparty hashtag.

The Port also used social media software Tint to increase on-site engagement at our Movies on the Beach events. Tint is a visual social media aggregator software that pulls content from various social media channels from a specific hashtag (in our case, #POLBbeachparty on Twitter, Instagram and Facebook) and puts it together in one feed. During the Movies at the Beach series, after previewing items tagged with #POLBbeachparty (to make sure content was family-friendly), Communications staff would project the Tint feed onto the giant inflatable movie screen for all event attendees to see. Once people saw the content they created being shared in real time on the big screen, it caused a domino effect for others to share.

5. Communications Outcomes and Evaluation Methods

The Summer Beach Party social media campaign was live on the Port's social media channels from June 1, 2014, to September 16, 2014, and a total of 124,000 attended the events. During that time, Port reach and engagement numbers increased across all three social media platforms.

The number of Facebook fans increased 10.2 percent, Instagram followers grew by 77 percent, and Twitter followers increased 10.8 percent. Facebook posts had an average reach of 831 per post and a total reach of 127.1k. The engagement rate (people clicking, commenting, liking, or sharing our content) on Facebook during this time was 12 percent. During the campaign, the Port's Facebook page had 1.9 million impressions (people who potentially saw the Port's page).

The new report indicates that the trend away from newspapers continues, with just one in four voters (24 percent) citing newspapers as their primary source of information about news and events in Long Beach. The Internet was cited by nearly half (46 percent) as their primary information source. The trend toward mobile access of the Internet also continues, with nearly half of respondents indicating that they most often use a smart phone (36 percent) or tablet (10 percent) to get information online.

Emails captured at the various events totaled 1,189, exceeding the goal of 1,000, and the number of times #POLBBeachParty was used on Instagram reached 686.

A research study released in March 2015, conducted by Encinitas-based True North Research, updating data collected annually since 2007 (with a break in 2010) and titled Public Communications & Perceptions, supports the importance of social media in Port communications programs. The phone survey was conducted with 1,000 registered voters in Long Beach with a thoroughly representative range of demographic profiles.

Project URL:
polb.com/SummerBeachParty
Facebook: www.facebook.com/PortofLB
Instagram: @PortofLongBeach
Twitter: @PortofLongBeach