

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6180

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. Advertisements – Single | _____ | 8. Overall Campaign | _____ |
| 2. Advertisements – Series | _____ | 9. Periodicals | _____ |
| 3. Annual Reports | _____ | 10. Promotional/Advocacy Material | _____ |
| 4. Audio-Only Presentations | _____ | 11. Social/Web-Based Media | <u> X </u> |
| 5. Awareness Messaging | _____ | 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 2016 Social Media Program

Name of Port Port of Los Angeles

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Port of Los Angeles

2016 Social Media
Program

Social/Web-Based Media



Port of Los Angeles
Social Media Program
- 2016 -



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2016 Social Media Program *Port of Los Angeles*

Overview

When it comes to social media, it's about quality as much as it is about quantity. With more than a dozen active social media platforms and nearly 65,000 combined followers on Facebook, Twitter, Instagram, YouTube, LinkedIn, Pinterest, Periscope, and Snapchat, the Port of Los Angeles has strongly positioned itself in the past year to educate and entertain an engaged, captive audience. As the #1 container port in the nation,



it's important for the Port of Los Angeles to have visibility on all platforms. However, managing multiple social media platforms isn't a one-size-fits-all approach. Each audience demands individual attention, so content must vary by platform. If you are following us on Facebook, you don't want to see the exact same post on Instagram, do you? And surely what's appropriate for Pinterest won't necessarily fly on Twitter. We have to mix it up. Several people follow us on multiple channels, each looking for unique and different content.

Port of Los Angeles vs. LA Waterfront

Our Port manages two distinct brands: Port of Los Angeles and LA Waterfront. The former is our "corporate" identification for our various lines of business, and the latter is a destination marketing tool for building awareness for the emerging LA Waterfront area on the Port's community adjacent properties. Dividing the Port of Los Angeles and LA Waterfront into two audiences might seem counterproductive, but there is enough content to satisfy both audiences and the separation is designed to establish the LA Waterfront brand and destination for years to come. As the billion-dollar



long-term redevelopment of the LA Waterfront continues and tourism in the area gains momentum, our goal is that the LA Waterfront will soon become synonymous with other L.A. tourist regions such as Santa Monica or Venice Beach.

The Port of Los Angeles partners with Discover LA, our greater LA tourism board (CV&B) with an audience of 1.5 million, to promote the LA Waterfront as an option for those visiting Los Angeles. By linking LA Waterfront-branded accounts back to the Port of Los Angeles, we simultaneously offer credibility as the source of the content and receive credit for funding public-access projects without using tax dollars.

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Communications Challenge/Opportunity

The challenge with social media remains the same: an ever-changing environment. What's popular today might not be popular tomorrow. However, if we are able to keep abreast of the trends, social media provides us with a great opportunity for our brands to create their own news and generate free publicity. The over-arching goal is to continue to promote our projects and events, inform, educate, and entertain, with the following several short-term goals and objectives:

Goals for 2016:

1. Increase brand awareness of LA Waterfront
Objective 1: Grow LA Waterfront Twitter audience by 10% by June 2017.
Objective 2: Grow LA Waterfront Instagram audience by 10% by June 2017.
2. Establish presence on newer channels:
Objective 1: Grow LA Port Police Twitter audience to 1000 followers by December 2017.
Objective 2: Grow El Puerto de LA Twitter audience to 500 followers by June 2017.

Nexus to the Port's Overall Mission

The following mission statement is displayed across all Port of Los Angeles branded channels: "America's Port®, the nation's #1 container port and global model for sustainability, security, and social responsibility." Tying into this statement, the content posted reflects the Port's environmental efforts, efficiency and modernization, and educational outreach. With a constant stream of "did you know..." type of posts, we are able to tell our story in a manner that's consistent and accurate. Also, one of the initiatives outlined in the Port of Los Angeles Strategic Plan is to attract visitors to the LA Waterfront. Social media supports this initiative with essentially free advertising to millions of people. By utilizing Facebook's event feature that notifies our 4300+ event subscribers, we have seen firsthand the power of social media. In fact, it has almost been overwhelming.

In September 2015, the Port of Los Angeles witnessed something it had never seen before at one of our events: too many people. Due to the popularity and shares of the 2015 Port of Los Angeles Lobster Festival event on Facebook, 2015 festival attendance TRIPLED. While we hate to admit that the festival, in its 16th year, attracted more patrons than the festival promoter could feed, we are proud to note our social media efforts directly paid off with increased ticket sales and more foot traffic into local eateries and other businesses. After the dust settled, our festival producer announced, "I am now a firm believer in the power of social media."



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Planning and Programming

We have learned that when it comes to content management, social media is a marathon, not a sprint. Relevance is key. The level of engagement among our users has increased tremendously and content is driven at their request (example: a loyal follower commented, "I want to see more photos of tugboats," so we posted more photos of tugboats.) and by five general sources:

1. News and announcements
2. Events
3. Trivia
4. Historical photos (Throwback Thursday, landmarks)
5. Employee recognition (Facebook cover art is usually photos taken by employees from the current Port of Los Angeles calendar)

Facebook

We've shifted our focus on Facebook, and have taken more of a "newsroom" approach toward managing our pages. Our posts now have shorter captions that are designed for a quick read on a mobile device. No one wants to read a novel on Facebook when there's so much on one's news feed to sift through. Posts with a photo and/or video by far receive the most interactions. These days, we rarely post any content without multimedia, because it'll simply be ignored.

Twitter Verification

An account with a blue verified badge next to the username is a verified account used to establish authenticity of identities of key individuals and brands on Twitter. Twitter verifies accounts on their own discretion by concentrating on highly sought users in music, acting, fashion, government, politics, religion, journalism, media, sports, business and other key interest areas. Twitter does not accept requests for verification. In December 2015, @PortofLA became verified, thus proving our ability to "Tweet effectively."

Port of Los Angeles

@PortofLA

America's Port®, the nation's #1 container port and global model for sustainability, security, and social responsibility. Home of @LAWaterfront.



Instagram

We get a lot of compliments both on and offline about having an awesome Instagram. We've stepped up our Instagram posts to include videos in addition to photos. The goal with these videos is to entice and inspire people to visit the Port of Los Angeles/LA Waterfront and create their own content that we can later feature. Our

primary audience is the younger demographic mostly on Instagram. Our secondary audience is geared to other social media users on Facebook, Twitter and Pinterest. The goal is to get more likes and shares than an average, everyday post, by engaging the audience with cool visual effects and a catchy tune. Again, when it comes to scrolling through scores of content on a mobile device, we aim to be the post where someone takes the time to view, click and comment.

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Actions Taken and Outputs

Daily social media activities are managed by one full-time Media Relations team member, along with frequent contributions by the senior communications director and media relations director. Two college student workers also serve as content contributors, and one full-time Communications staff member serves as a back-up editor. Media Relations maintains a content calendar, with input from internal and external sources. Content is posted both manually and automatically via scheduled programming, but there is no third-party system (such as Hoot Suite) in place that oversees content management. We have not set a budget for social media activities at this time, but we plan to explore the possibility in the future. In past years, we have undergone a few trial rounds of paid advertising on Twitter and Facebook, but the majority of growth in our audience numbers has occurred organically. There is an unwritten goal of one post daily across all platforms, although on most days it averages out to several daily posts to Twitter, two to three posts a week to Facebook and LinkedIn, three to five posts a week to Instagram, one or two posts to Pinterest, and one video posted to YouTube every other week.

Outcome and Evaluation

The Port of Los Angeles and LA Waterfront's social media presence has grown by leaps and bounds since the launch of our first account in 2009. Today, we are more engaged and creative than ever! Social media analytics have indicated our top age group is 25-34, and nearly 80% are using a mobile device. By increasing our output of short, 15-second mobile-friendly videos, likes and views have nearly doubled on all platforms. These videos have inspired some of our followers to recreate their own version and make their own memories with the Port of Los Angeles/LA Waterfront as the stage.

In October 2015, Spire, an independent data company, ranked the Port of Los Angeles second on a list of the "top 10 most social ports in the world." What that study didn't include, however, was the LA Waterfront. When the Port of Los Angeles and LA Waterfront brand social media audiences are combined, the Port of Los Angeles has the largest audiences across most social channels.

Growth of established Port of Los Angeles and LA Waterfront brand channels:

In one year, our eight established social media channels experienced an overall growth spurt of 44%— a remarkable jump directly due to our increased engagement and providing exciting content.

	March 2015	Mar 2016	Percentage
Facebook/PortofLA	20,441	24,504	19.9%
Facebook/LAWaterfront	6,731	11,528	71.3%
Twitter/PortofLA	10,494	14,336	36.6%
Twitter/LAWaterfront	473	1,234	160.9%
Instagram/PortofLA	1,213	4,943	307.5%
Instagram/LAWaterfront	987	2,116	114.4%
LinkedIn	4,311	5,012	16.2%
YouTube	349	952	172.8%
Total Followers	44,999	64,625	43.6% ↑

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Social Media Accounts and Descriptions



Port of Los Angeles: [facebook.com/PortofLA](https://www.facebook.com/PortofLA)

Port · Public Places & Attractions · Government Organization

With the Port's largest social media audience, the Port of Los Angeles brand on Facebook is reserved for business news and the maritime industry.

Launched in 2009

LA Waterfront: [facebook.com/lawaterfront](https://www.facebook.com/lawaterfront)

Event Venue · Tours & Sightseeing · Public Places & Attractions

The LA Waterfront brand on Facebook promotes public festivals and events, community updates, and travel resources of interest to day trippers on Facebook.

Launched in 2012



Port of Los Angeles: [@PortofLA](https://twitter.com/PortofLA)

One of few ports with a verified account on Twitter, the Port of Los Angeles uses its namesake brand to share business and environmental news with media and industry influencers. Official hashtags to build brand awareness include #PortofLA, #AmericasPort, and #BigShipActive.

Launched in 2009

LA Waterfront: [@LAWaterfront](https://twitter.com/LAWaterfront)

The Port of Los Angeles uses its LA Waterfront brand to promote events, development and activities on the LA Waterfront. Official hashtags to build brand awareness include #PortofLA and #LAWaterfront.

Launched in 2009

Los Angeles Port Police: [@LAPortPolice](https://twitter.com/LAPortPolice)

A new Twitter account for Los Angeles Port Police, one of few law enforcement agencies dedicated exclusively to maritime activities. Content includes road closures, history and fun facts about the Port Police and Los Angeles Pilot Service (Port Pilots).

New: *Launched in 2015*

El Puerto de LA: [@elPuertodeLA](https://twitter.com/elPuertodeLA)

The Spanish-only Twitter account designed to promote existing translated materials, including newsletters, event fliers and announcements. Prior to the creation of this account, printed versions of these materials were mostly distributed by hand, with little electronic sharing. Tweets are only in Spanish.

New: *Launched in 2016*

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Port of Los Angeles: [@PortofLA](#)

The Port of Los Angeles uses Instagram to connect with a younger, captive audience. Users are part of a highly engaged audience who enjoy taking and seeing high quality photos, and thrive on their photos being featured. Photos, on average, receive 150-200 likes.

Launched in 2012

LA Waterfront: [@LAWaterfront](#)

Since Instagram is a mobile, social media platform that enables users to take photos and videos directly from their smartphones, it's a great way to feature snapshots of LA Waterfront that promote the beauty of the area and educate with a simple caption.

Launched in 2013



Port of Los Angeles: youtube.com/user/theportoflosangeles

An excellent opportunity for the Port of Los Angeles to showcase a variety of video content and track views, the Port's YouTube channel features business and cargo-related videos.

Launched in 2010

LA Waterfront: youtube.com/user/lawaterfront

The LA Waterfront channel links back to the Port of Los Angeles channel, utilizing event playlists that features event highlights and stories about waterfront development.

Launched in 2014



Port of Los Angeles: linkedin.com/company/port-of-los-angeles

A professional networking tool to help discover inside connections from job candidates to industry experts, the Port uses LinkedIn to promote news and releases, by sharing links from customers and partners.

Launched in 2011



LA Waterfront: pinterest.com/lawaterfront

A social website for sharing and categorizing images found online, Pinterest lends itself more to the LA Waterfront brand. Used more for evergreen content, LA Waterfront Pinterest boards highlight museums, attractions, events and historical photos.

Launched in 2014

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LA Waterfront: @LAWaterfront

Synched with Twitter, Periscope allows users to live stream what's happening around them for anyone to watch. This account is reserved for authentic, live event coverage recorded on mobile devices only.

New: Launched in 2016



LA Waterfront: lawaterfront

Snapchat is a mobile app that allows users to send and receive "self-destructing" photos and videos. Popular with Millennials, Snapchat is the natural choice to reach a younger demographic. This account is reserved for live event coverage.

New: Launched in 2016