

2018 COMMUNICATIONS AWARDS PROGRAM

2018 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 five active social media platforms and nearly 81,000 combined followers on Facebook, Twitter, Instagram, YouTube, and LinkedIn, the Port of Los Angeles has strongly positioned itself in the past years 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 LinkedIn 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.

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 ahead of the trends, social media provides us with a great opportunity for our brands to create their own news and generate free publicity. The overarching 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 2018:

1. Continue to grow and captivate our audiences
Objective 1: Grow Port of LA Instagram audience by 10% by June 2019.
Objective 2: Grow Port of LA YouTube audience by 20% by June 2019.
2. Engage with the local community of creators in the Los Angeles Harbor area:
Objective 1: Feature photos from local photographers.
Objective 2: Provide more opportunities for followers to visit the Port in person.

2018 COMMUNICATIONS AWARDS PROGRAM

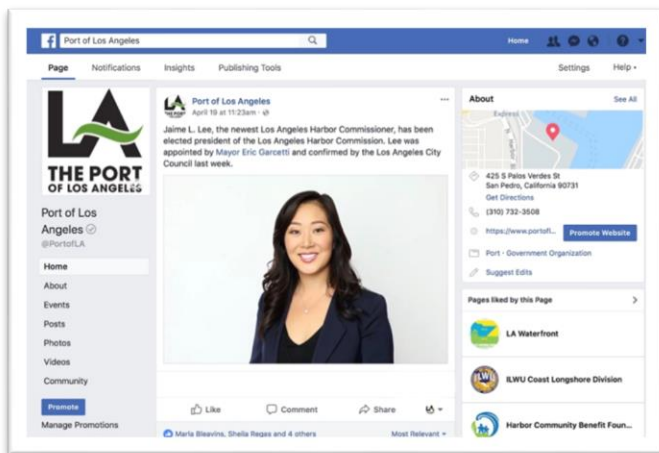
Nexus to the Port's Overall Mission

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.

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 and by five general sources:

1. News and announcements
2. Events and community engagement
3. Environmental initiatives
4. Time lapse videos (#TimelapseTuesday)
5. Historical photos and videos (#TBT, #MaritimeMinute)



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 will simply be ignored.

Twitter

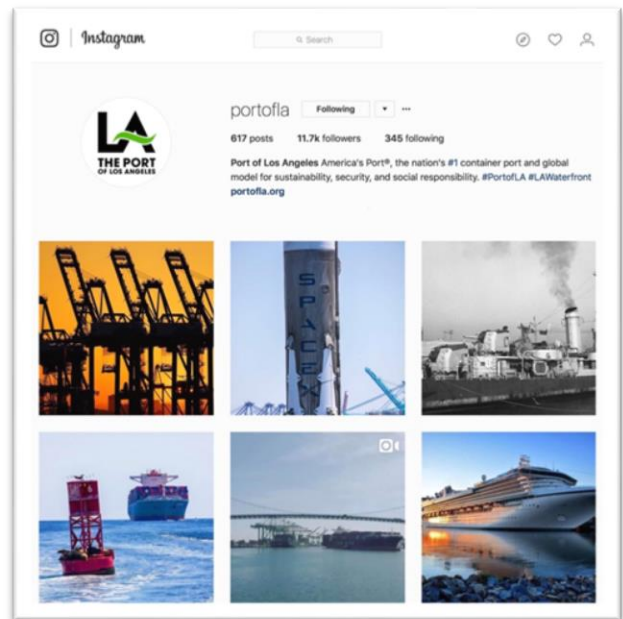
Where else can you promote your organization in fewer than 140 characters? (That’s a trick question because Twitter increased the character count to 280!) Twitter is where we get noticed by other ports, maritime organizations, government agencies and officials, media, celebrities...and everyone, really. Our established brand concentrates on cargo news, environmental developments, community engagement and other key interest areas. At times, we reserve content for Twitter that isn’t found anywhere else.



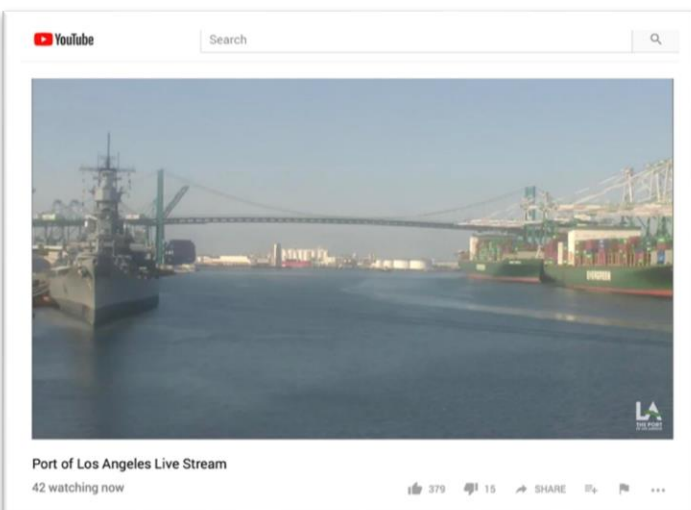
2018 COMMUNICATIONS AWARDS PROGRAM

Instagram

The Port has received 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 goals with these videos are: 1) to inspire people to visit the Port of Los Angeles and create their own content that we can in turn later feature, and 2) get more likes and shares than an average, everyday post, by engaging the audience with cool visual effects and music. 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.



People in the Instagram community will sometimes meet offline to connect, take photos together, and inspire one another in real-world meet-ups known as Instameets. Since the Port of Los Angeles is a photographer's dream, we have hosted several sunset boat tours to offer our followers access to some of the Port's most photogenic, yet hard-to-reach places. The idea behind hosting an Instameet was inspired by local Instagrammers. Many users already take captivating images of the Port using the hashtag #PortofLA, so there was clearly an established interest in photography with our location as the subject. Looking through these photos, we soon realized a small community of local users was taking these photos together. Why not introduce them to other like-minded photographers and give them a tour they'd never forget? And with that, the first Instameet was born.



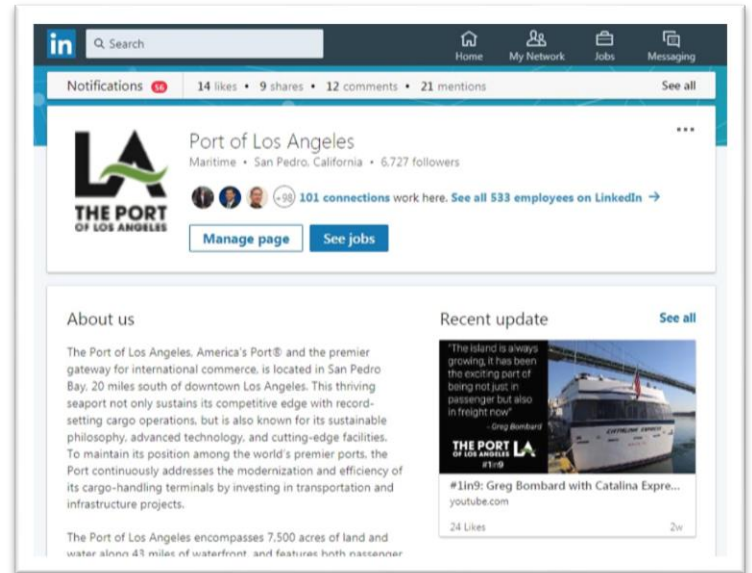
YouTube

A growing subscriber base of nearly 10,000 people provides the Port with an excellent opportunity to showcase a variety of video content as well as track the views and demographic for each video. The Port's YouTube channel features videos about its business community, and environmental initiatives, and has an incredibly popular live stream of the main channel that usually has at least 30-50 people watching at any given moment.

2018 COMMUNICATIONS AWARDS PROGRAM

LinkedIn

A more business- and employment-oriented networking site, we utilize LinkedIn to promote industry events and conferences, share local government announcements, advertise open requests for proposals, and give updates about projects. Everything posted on this platform should have a business slant to it.



Actions Taken and Outputs

Daily social media activities are managed by one full-time Media Relations team member, along with frequent contributions by Communications staff. Other team members serve as content contributors, editors, and photographers. Media Relations maintains a content calendar, with input from internal and external sources. Content is posted both manually and automatically via scheduled programming (Hootsuite) that oversees content management. We have a limited budget for social media advertising, but we only engage in paid content for specific events a few times a year. Daily growth in our audience numbers occurs organically. There is an unwritten rule of one post daily across all platforms, although on most days it averages out to several daily posts to Twitter, two to three posts weekly to Facebook, Instagram, and LinkedIn, and one video posted to YouTube each week.


Outcome and Evaluation

The Port of Los Angeles 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, 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 as the stage. This is a win-win for us, as we promote awareness of the Port of Los Angeles and populate our feed with original content that has been specially curated by our community of followers.

2018 COMMUNICATIONS AWARDS PROGRAM

Growth of established Port of Los Angeles:

In one year, our five established social media channels experienced an overall growth of 23.8%—more than doubling our established annual goal of 10%.

	March 2017	March 2018	Percentage
Facebook	27,496	24,504	12.8%
Twitter	17,388	19,706	13.3%
Instagram	9,141	11,576	26.6%
LinkedIn	5,711	6,666	16.7%
YouTube	3,514	9,338	165.7%
Total Followers	63,250	78,295	23.8% 

Social Media Accounts and Descriptions



Port of Los Angeles: facebook.com/PortofLA

Port · 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*



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

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 #1in9. *Launched in 2009*



Port of Los Angeles: [@portofla](https://instagram.com/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*



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*



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*