

# Belledune Port Authority

## Showcasing Leadership Through Social Media

### AAPA Communications Awards Program

#### Social/Web-Based Media

# 2020



## Showcasing Leadership Through Social Media - Summary

The Port of Belledune has increasingly become the regional leader for economic development in Northern New Brunswick. Innovation, partnerships, and dedicated team efforts have helped position the BPA as a rallying point for our communities and a catalyst for our economy. The Port has also adapted its communication tools to better reach its audiences in innovative new ways through social media. As such, awareness of the BPA's activity has seen significant growth on both online platforms, and through in person interactions. This submission outlines these efforts and the results.

### 1. What are/were the entry's specific communications challenges or opportunities?

The Belledune Port Authority had enjoyed years of steady growth and development leading into 2018. Fresh off our 50th year anniversary, we were eager to continue engaging with our community and stakeholders in innovative new ways that would be representative of our leadership role in our region. Our aim was to share the exciting developments across the many aspects of our corporate identity (Community involvement, Business development, Indigenous relationships, Environmental leadership) in a way that would grow our social media following while complimenting our strategic plans.

#### Internal and external challenges

- **External**
  - Drawing attention in a digitally saturated world
  - Adapting to new technology, keeping up with trends
  - Adapting to the current Covid situation (March 2020)
  
- **Internal**
  - Creating an internal workflow that streamlines information to BPA communication channels
  - Effectively showcasing the port's role as regional catalyst
  - Showcasing Port activity in a way that respects safety and access protocols
  - Communicating effectively to a wide variety of stakeholders (community, government, partners)

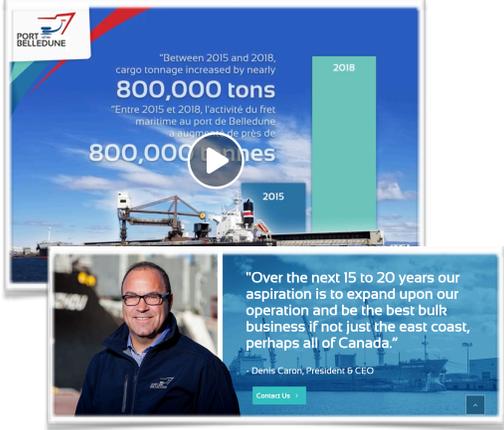
## 2. How does the communication used in this entry map back to the organization’s overall mission?

The BPA’s mission is to “Leverage commerce to drive prosperity in Northern New Brunswick.” Prosperity to the BPA encompasses a variety of community and economic factors that we feel we are able to impact in a positive way. Our social media efforts were aimed at highlighting the actions and the results of our activities.

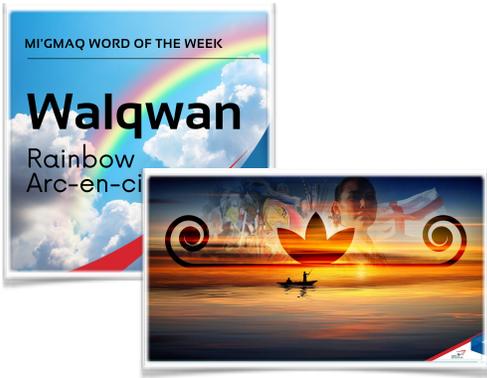
### Community involvement



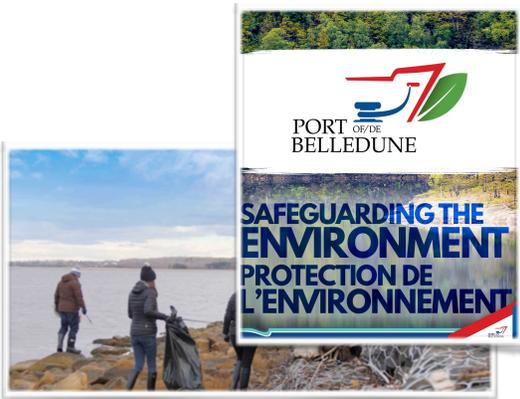
### Business development / Economic Impact



### Indigenous relationships



### Environmental leadership



### 3. What were the communications planning and programming components used for this entry?

#### Social media goals

- To create opportunities for business development and partnerships.
- To communicate the Port of Belledune's role as an economic catalyst and be synonymous with economic development in the region.
- To increase awareness of the Port's community involvement.
- To increase understanding and awareness of the Port's Relationship, Engagement & Consultation Protocol with regional indigenous communities.
- To communicate the Port's commitment to the environment, and its participation in the Green Marine program.

#### Measurable Milestones

10% growth across in followers across all platforms

#### Audiences

- *Stakeholders, potential and existing*
  - Includes any person or business entity that would have the potential to add value at the port.
- *Provincial and federal government officials*
  - Includes an elected or appointed official in office within the government who is involved or could potentially influence final decision makers in the distribution of government awarded grants.
- *Municipal officials*
  - Includes mayors, councillors, and regional service commissions who hold power to influence and support infrastructure projects.
- *Community members*
  - Includes residents of the region who have the potential to act as advocates for the port.
  - Includes members from all groups and communities who the port is able to reciprocate support.
- *Media* - Includes all outlets that have the ability to spread the word about the port.

## 4. What actions were taken and what communication outputs were employed in this entry?

Strategies / Tactics / Implementation

### a) Sub branding campaigns with graphics and slogans

- **#Seatheworld**

A hashtag campaign designed to gather an audience around the Port and its global reach. Promos encouraged communities from near and far to grab a pair of Port of Belledune sunglasses and show us their world by posting a “selfie” wearing the sunglasses . Three of the contestants were lucky winners of iPad’s. The contest attracted entries from all over Canada, the United States, and into Europe.



- **Adirondack Contest**

In celebration of the Port of Belledune’s 50th Anniversary we invited Artists and Artisans from the region to participate in a unique competition. 22 Artists participated and painted an Adirondack Chair with their interpretation of the Port of Belledune.

The public was then invited to vote for their favorite chair for a chance to win. The chairs were placed in various locations throughout Northern New Brunswick, and we encouraged our followers to take photos and enjoy the scenery of our region.





• **Anchored in the Community** - This anchor statement was used to highlight our commitment and involvement to our community. Campaigns focused on our local communities, and raised awareness about our contributions to local initiatives including:



## Anchored in the Community

Proud to be part of the Chaleur and Restigouche regions!

► **Donations motion graphic campaign:** <https://www.facebook.com/519158768236312/videos/220600205935508/>



SPORTS TEAMS AND TOURNAMENTS



EDUCATIONAL INITIATIVES



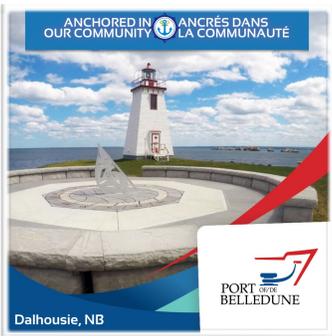
LOCAL BUSINESS ORGANIZATIONS



CULTURAL ORGANIZATIONS AND FESTIVALS

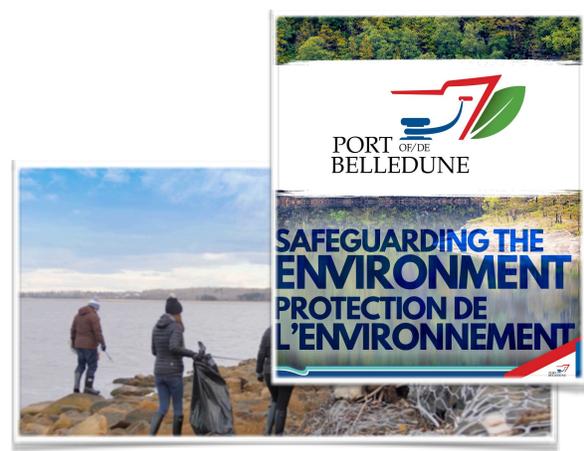


LOCAL HEALTHCARE FUNDRAISERS



• **Environmental**  
Social media was key in promoting our environmental activities and Green Marine participation.

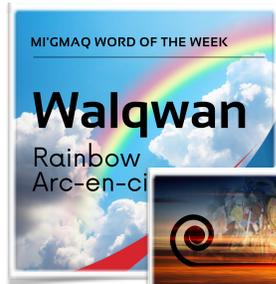
► **Sample link:** <https://www.facebook.com/BelledunePort/videos/660596301170077/>





• **Indigenous Relationship, Engagement & Consultation Protocol**

To highlight our historic Indigenous Relationship, Engagement & Consultation Protocol, we produced a video featuring leadership from the indigenous communities and the BPA. We also launched a “Migmaq Word of the Week” feature across our social platforms to bring awareness to the protocol.



▶ **First Nations protocol campaign:** <https://vimeo.com/375456878>

**b) Identifying opportunities where audience overlap occurs**

Indicators were showing us that there was and engagement overlap occurring between members of different audiences.

**Example:** Economic impact posts resulted in positive engagement amongst community, business and governmental audiences alike. Additional opportunities for this type of posting are being explored.

▶ **Sample Motion graphic:** <https://www.facebook.com/BelledunePort/videos/1332031203662782/>



**c) Using opportunities to extract messaging from existing media**

Our leadership was participating in a number of interviews and public speaking engagements that resulted in many pieces of messaging that we were able to highlight through posts and infographics.



**Implementation** - A detailed schedule of posts and content were used to coordinate staff activities and facilitate photography, video, and writing needs. Connecting designers, sharing templates, organizing photo banks, and setting publishing schedules were key in keeping a consistent stream of information.

## 5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?

Overall, internal and external feedback, coupled with data showing growth in followers, engagement, and website analytics indicated that the social media activity was helping to gather an audience. Of particular interest was the growth on the business development platform LinkedIn, where we saw 42% increase in followers.

### Social analytics

Overall on social our activities resulted in increases in followers on key platforms. Awareness across all campaigns was steady, as reach and engagement data showed increases as well.



**27%**  
+ increase



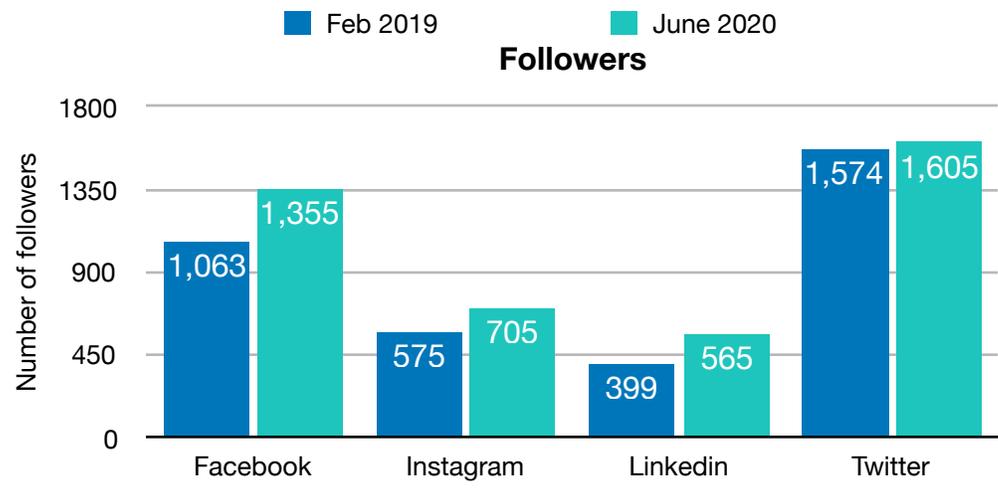
**23%**  
+ increase



**42%**  
+ increase



**2%**  
+ increase



## In person feedback

Port leadership shared the feedback that they felt the “buzz” being created by marketing efforts was aiding them in person. They felt a change in the way they were approached in business development settings, where prospects, government contacts, and others within the Port circle were approaching Port officials to talk about the positive activities they were seeing online. In this sense it was helping as a conversation starter, and in gathering an audience.

## Accounts



<https://www.facebook.com/BelledunePort>

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<https://www.instagram.com/portofbelledune/>

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<https://www.linkedin.com/company/946006/>

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<https://twitter.com/PortofBelledune>