

Pulling It All Together: **A Practical Approach to Maximizing Social Media** **Engagement**

Tuesday, Oct. 29, 2019

AAPA Communications and Marketing Seminar
Montreal, QC, Canada



Presenter

Manon Lanthier – Presenter

Communications Manager

Green Marine

Quebec City, QC, Canada





COMMUNICATING SUSTAINABILITY

Limited resources vs effective social media presence

www.green-marine.org

SESSION OUTLINE

- Green Marine 1-0-1
- Our communication plan
- Tools
- Now... you get to work!



GREEN MARINE IS...

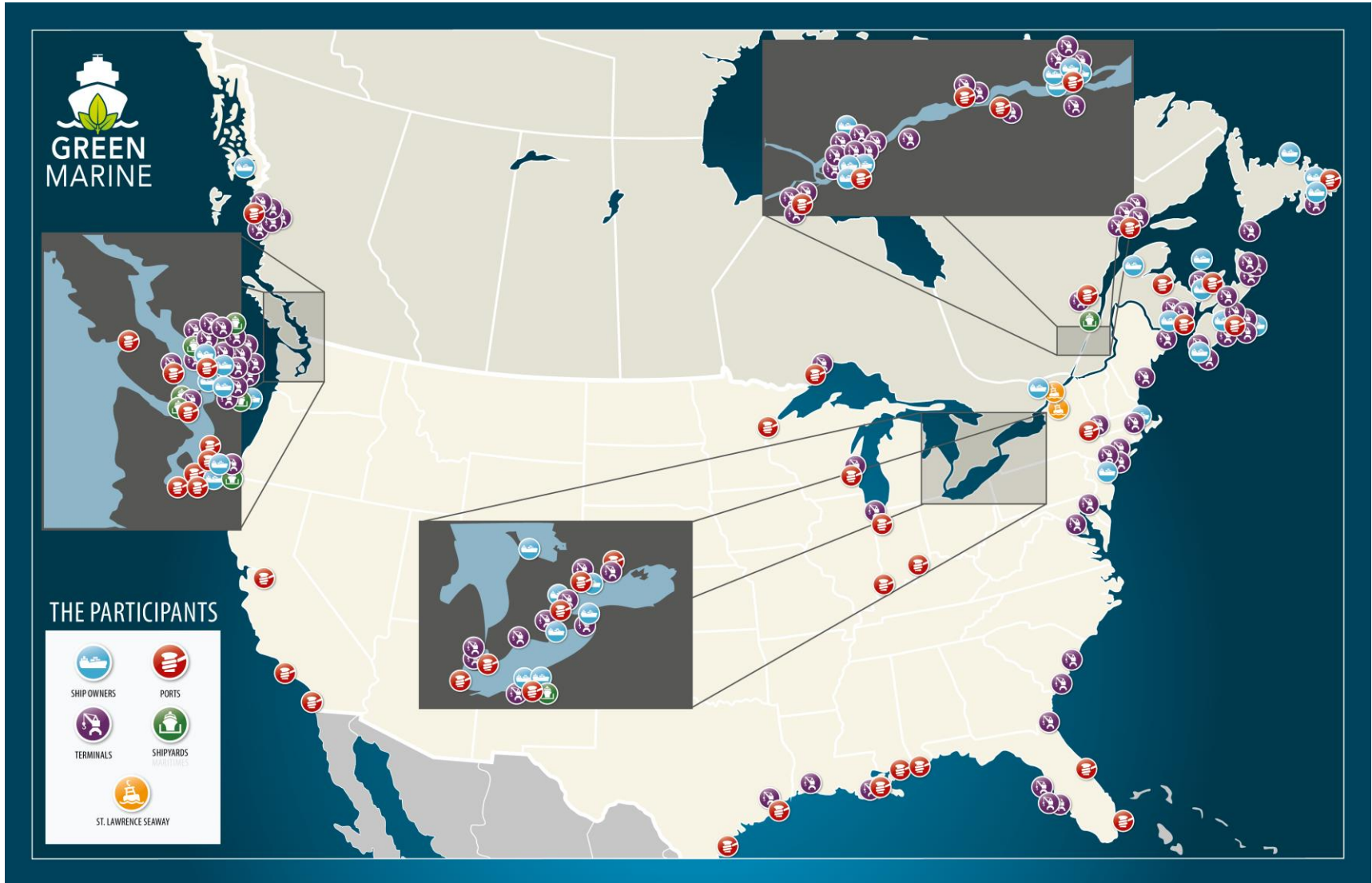
A **voluntary certification program** to reduce environmental footprint of marine operations by

- exceeding regulatory compliance
- promoting a culture of continuous improvement

A **benchmarking tool** to measure performance

A **partnership** initiative involving stakeholders

136 PARTICIPANTS IN U.S. AND CANADA



PROGRAM CRITERIA



Shipowners



Ports and seaway



Terminals and shipyards



AQUATIC
INVASIVE SPECIES



CARGO RESIDUES



COMMUNITY
IMPACTS



DRY BULK HANDLING
AND STORAGE



ENVIRONMENTAL
LEADERSHIP



GARBAGE AND WASTE
MANAGEMENT



GREENHOUSE
GAS EMISSIONS



OILY WATER



POLLUTANT AIR
EMISSIONS NOX



POLLUTANT AIR
EMISSIONS SOX & PM



PREVENTION OF SPILLS
AND LEAKAGES



UNDERWATER
NOISE

BENCHMARKING PERFORMANCE



For each environmental issue, performance is evaluated from Level 1 to Level 5:



Green Marine certification process' steps:



ANNUAL CONFERENCE



- 2008 ➡ Montreal
- 2009 ➡ Toronto
- 2010 ➡ Montreal
- 2011 ➡ Chicago
- 2012 ➡ Quebec City
- 2013 ➡ Vancouver
- 2014 ➡ Saint-John
- 2015 ➡ Seattle
- 2016 ➡ Quebec City
- 2017 ➡ Fort Lauderdale
- 2018 ➡ Vancouver, B.C.
- 2019 ➡ Cleveland

GreenTech 2020:

Montreal, QC

June 2 – 4, 2020



COMMUNICATIONS OVERVIEW

www.green-marine.org

COMMUNICATION PLAN



Main objective: Support Green Marine's strategic action plan (3-year rolling plan)

1. VALUE	Ensure Green Marine continues to offer a service that provides value to participants and the industry at large.
2. RECOGNITION	Increase level of recognition from governments and environmental community for the marine industry's positive environmental features and sustainability efforts
3. FUTURE GROWTH	Continue to expand membership and ensure Green Marine is the preferred choice amongst competing sustainability programs

GOALS & AUDIENCES

- Maintain strong **internal communications**
 - Our members: participants, partners, associations, supporters
 - Green Marine team (staff & contractors)

- Increase **external communications**
 - Marine industry
 - NGOs & environmental groups
 - Governments
 - Trade media



KEY MESSAGING

Showcasing the marine industry's commitment to environmental excellence

- Communicate marine industry's overall **positive environmental features**
- Publicize tangible **program results**
- Highlight our participants' **concrete actions** towards greater environmental performance
- Showcase current **partnerships**
- Explain how Green Marine works as a **collaborative approach**

MEDIUM IS THE MESSAGE



INDUSTRY SUCCESS STORIES

OCTOBER 15, 2019

COAST TO COAST SHORELINE CLEANUP EFFORTS

Many of Green Marine participants actively took part in The Great Canadian Shoreline Cleanup by organizing initiatives on International Shoreline Cleanup Day, or by supporting other local events with neighboring partners during the months of September and October. Words on a banner of the various efforts by our members to reduce and sustain cleaner waterfronts... the ones we [...]



All news



October 11, 2019

CSL Takes First Steps Towards Biofuel Powered Shipping on the Great Lakes

In August 2019, CSL won its first bid of a marine biofuel on Canada's Great Lakes. The bid was for a 50% biocontent fuel made from waste agricultural products. Biofuel has several environmental benefits when compared to petroleum-based fuels including reducing lifecycle carbon emissions by 85% and lowering [...]



October 10, 2019

PortaToronto launches Phase II of Seabin Pilot Program at Toronto's Inner Harbour

Following the success of this past summer's Seabin Pilot Program at Toronto's Outer Harbour, Marina PortaToronto announced October 10 a second phase that includes the deployment of two additional Seabins in this time within Toronto's Inner Harbour. Secured to a floating dock positioned in the northeast corner of the York Street Slip, the new Seabins [...]



October 9, 2019

A new format for Port of Montreal's port days

The Montreal Port Authority (MVA) completely changed the format of its annual Port in the City event. Instead of a guided cruise on the river, the port event is now held at many diverse spaces in the neighbourhoods bordering the facilities. Visitors interested with the port's ambassadors at its mission is consider a temporary booth specially designed to bring [...]

CATEGORIES

Associations news

Events

Green Marine News

GreenTech

Industry success stories

News releases

Slider

Spotlight on Partners

Supporters' corner

Tips, tools, studies...

Unclassified



THE GREEN WAVE

Green Marine's newsletter is released every two months and provides relevant information regarding the environmental program. It also showcases best practices and green initiatives.

[View it in your browser](#)

[Version française](#)



OCTOBER | 2019

NEW MEMBERS



Green Marine welcomes 2 new participants...



Coastal Shipping Limited

Coastal Shipping Limited, a fleet of oil tankers primarily dedicated to providing fuel supply service to the Canadian Arctic and Labrador coastal ports...

[Read more](#)



GALVESTON WHARVES

One of the major seaports in the State of Texas, the Port of Galveston is a self-supporting enterprise that does not rely on any local tax dollars for its operations. In 2018, the port generated \$43.5 million in revenues... [Read more](#)

... 3 new associations...



International Windship Association

The International Windship Association is a growing, member driven association that is encouraging, advising and advocating for the use of wind propulsion technologies in the shipping industry... [Read more](#)

green-marine.org

SOCIAL MEDIA



Green Marine
@GMarine_AVerte

We look forward to seeing you next week
[@AAPA_Seaports'](#) Annual Convention in Norfolk! Stop
by Green Marine Booth #210 to learn more about our
certification program for ports! [#AAPA2019](#) [#ports](#)
[#sustainability](#)

green-marine.org/2019/08/09/gre...

JOIN US

@AAPA 2019

Norfolk, VA
October 13-16

AAPA 2019
VIRGINIA
REDEFINING AMERICA'S FIRST PORT
October 13-16



Learn how we can help your port achieve greater sustainability
@ **Booth #210**



Green Marine
132 followers
5d

We're proud to count 130+ ports, terminals, shipyards, seaway corporation and ship
owners, such as [Canformav Inc.](#), as certified participants, all willing to go beyond
compliance and committed to continual improvement.
<https://lnkd.in/gK4kQg4>



Canformav Inc.
691 followers
5d

At [#Canformav](#) we take measures to go beyond the laws and regulations
regarding the environment and minimize the impact of our operations on the
local [#environment](#) and [#community](#).
One such effort is our involvement in the [#GreenMarine](#) initiative, a voluntary
environmental certification program that encourages the reduction of our
environmental footprint by taking concrete actions.



SPREADING THE WORD

- **Engage Associations as ambassadors:**
 - Take part in associations' events
 - Quarterly reports on Green Marine activities
 - Provide targeted communications / ready-to-use tools
 - Assist with their advocacy efforts

- **Encourage Participants support in building a stronger brand:**
 - Publicize company's results & certification
 - Share success stories (Twitter, LinkedIn, website, newsletter, 5 for 5 feature in the Magazine)
 - Encourage/showcase logo usages (#BragAboutIt)
 - Tailored messages / Ready-to-use tools



CHALLENGES

- Membership growth = growth in communications needs
- Diversity of audiences
 - Canada – USA / East Coast, West Coast, Gulf
- Limited staff resources:
 - Full-time communications manager
 - Added Project Coordinator position (75% communications support)
- Limited financial resources
- Bilingualism requirements
- Keeping up with new technology
- Measuring results



TOOLS



They're the extended part of our communication team!



WORKSHOP

GOAL:

- Build a social media campaign

OBJECT:

- Upcoming Port Days

THEME:

- *“Our Port: Open for Business and Recreation”*

HOW:

- 4 teams, each with a specific audience



WORKSHOP

AAPA Communications Seminar

Pulling It All Together	
A Practical Approach to Maximizing Social Media Engagement	
WORKSHEET	
Theme	<i>Our Port: Open For Business And Recreation</i>
Audience	
Goal(s)	
Key Performance Indicators	
Channels/Platforms used	
Central message/strategy	
Campaign posts examples	
Frequency/Calendar	
Comments/Notes	

DELIVERABLES:

- Overview of your social media strategy
- two examples of social media posts that could support that strategy

TIMELINE:

- 30 minutes of brainstorming
- 5 min/group presentation

WORKSHOP

Time to hear some results!

TEAM 1:

- Port partners (area businesses)/industry stakeholders/governmental agencies

TEAM 2:

- Port employees and/or workforce recruitment

TEAM 3:

- Area school programs & families

TEAM 4:

- Local communities & environmental groups



STAY IN TOUCH



Green Marine Magazine (Published twice a year)

<https://www.green-marine.org/news/magazines/>



Follow us on Twitter:

[@Gmarine Averte](https://twitter.com/Gmarine_Averte)

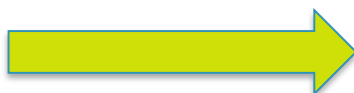


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info@green-marine.org



www.green-marine.org

MANON LANTHIER
Communications Manager
418-649-6004 / 418-569-5110
manon.lanthier@green-marine.org