

THE UNIFIED VOICE OF THE SEAPORT INDUSTRY

AAPA
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Social Media Platforms, Strategies & Best Practices

Tuesday, Oct. 29, 2019

AAPA Communications and Marketing Seminar
Montreal, QB, Canada



PRESENTERS

Robert Morris – Focus Group Leader/Presenter

Senior Director, Corporate Communications
Georgia Ports Authority
Savannah, GA, USA



Stephanie Montuya-Morisky – Presenter

Asst. Director Communications & Community Relations
Port of Long Beach
Long Beach, CA, USA



Social Media at the Port of Long Beach

Stephanie Montuya-Morisky

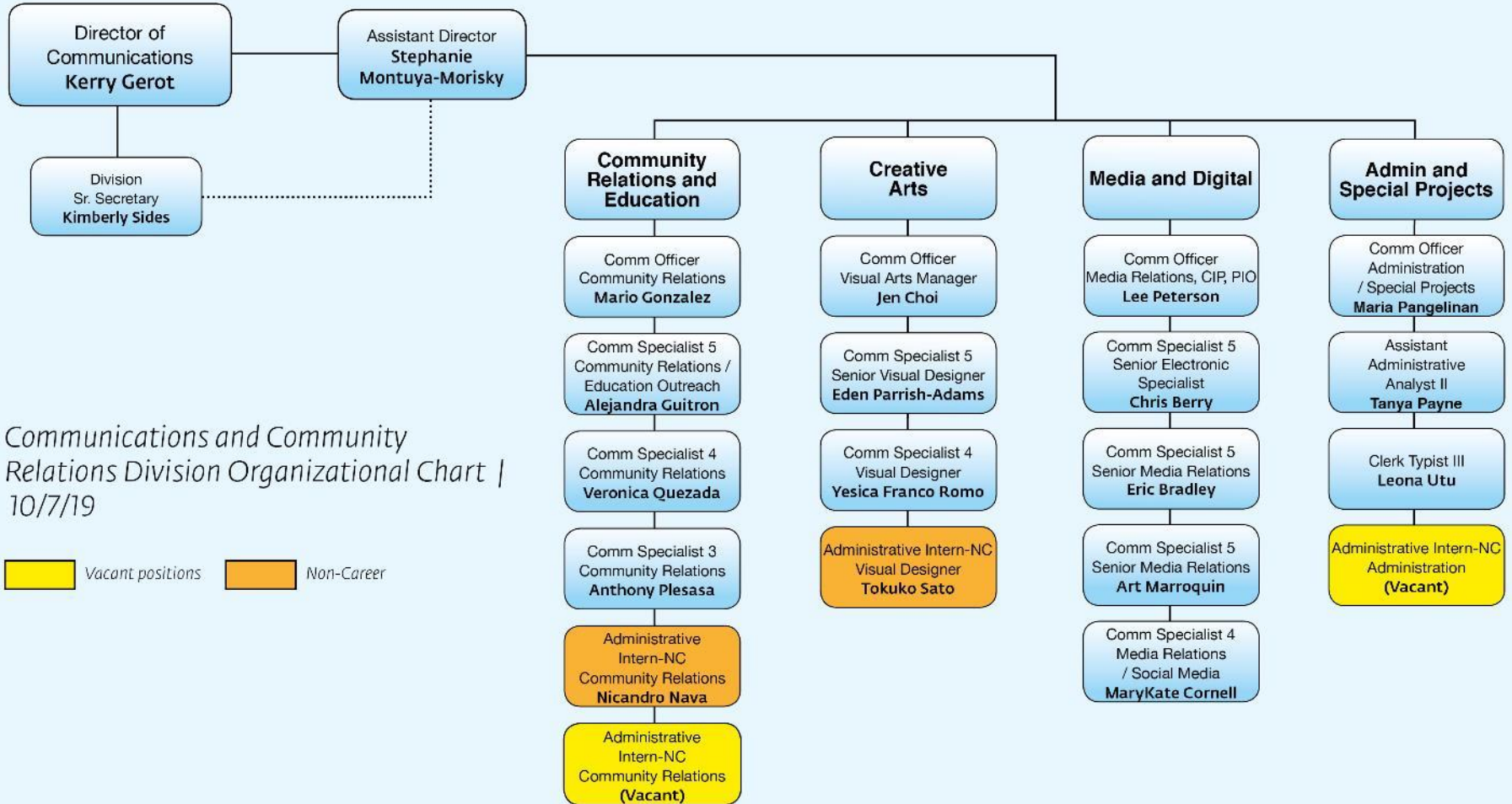
Assistant Director of Communications

October 2019





PORT OF LONG BEACH



Communications and Community Relations Division Organizational Chart | 10/7/19

ACTIVE PORT ACCOUNTS

[Facebook.com/PortofLB](https://www.facebook.com/PortofLB)

[Twitter.com/portoflongbeach](https://twitter.com/portoflongbeach)

[Instagram.com/portoflongbeach](https://www.instagram.com/portoflongbeach)

[Youtube.com/portoflongbeach](https://www.youtube.com/portoflongbeach)

[Linkedin.com/company/port-of-long-beach](https://www.linkedin.com/company/port-of-long-beach)





Social Media Followers

21,244 Twitter Followers

16,014 Instagram Followers

27,428 Facebook Fans

7,435 LinkedIn Followers

Social sites explained

(with donuts)

INSTAGRAM

Here's a photo
of my donut



FACEBOOK

I like donuts



LINKEDIN

My skills include
donut eating



TWITTER

I'm eating
a #donut





Ryan Wallman

@Dr_Draper



A simple guide to social media...

Facebook: Arguing with friends

Twitter: Arguing with strangers

LinkedIn: Arguing with self-proclaimed
thought leaders and semi-literate
entrepreneurs

Instagram: Arguing with your own
insecurities

12:44 AM · 10/9/19 · [Twitter for iPhone](#)

546 Retweets 2,332 Likes





Goals and Expectations



Content Creation



VOICE
TONE
POST OWNERSHIP
POSITIVITY AND TRANSPARENCY

EACH POST SHOULD TELL A STORY

- Twitter: Breaking News Events
- Facebook: Events, promotions, weather, good news ships
- Instagram: Weather, operations ships,
- LinkedIn: Showcase ways that Ports are leaders through executive interviews, comments, meetings, studies, new technology, etc.



Best Practices

Operations focused:

[#containers](#), [#maritime](#), [#freight](#),
[#marine](#), [#cargo](#), [#cranes](#),
[#sustainability](#), [#sustainable](#),
[#storage](#), [#rail](#), [#supplychain](#),
[#bridge](#), [#construction](#), [#freight](#),
[#tugboats](#), [#harbor](#), [#environment](#),
[#sea](#)



Port of Long Beach @portoflongbeach · 34m

It's almost October and that means **#OctoberisArtsMonth!** This year we're hosting the PHOTOProgram exhibit in the lobby of our new headquarters! Beginning Oct. 4 stop by weekdays from from 7:30 a.m. to 5:30 p.m. to view the photos.

For more info visit ow.ly/wi0w50wp5tV



portoflongbeach
Port of Long Beach



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Liked by [chrisvallephoto](#) and 272 others

portoflongbeach The photographers have submitted their photos and the judges have picked their winners. Now it's your turn! Vote for your fan favorite image from the 2019 PHOTO Program. You could win just by voting. Link in bio to vote.

Visit the gallery in person at the Port's admin building in downtown Long Beach weekdays 7:30 a.m. - 5:30 p.m. through Nov. 1. **#OctoberisArtsMonth**

[View all 6 comments](#)



An aerial photograph of a city at sunset. The sky is a mix of orange, pink, and purple. In the foreground, there is a large industrial port area with several piers, cranes, and a large ship. The city lights are visible in the background, and a large body of water is in the foreground.

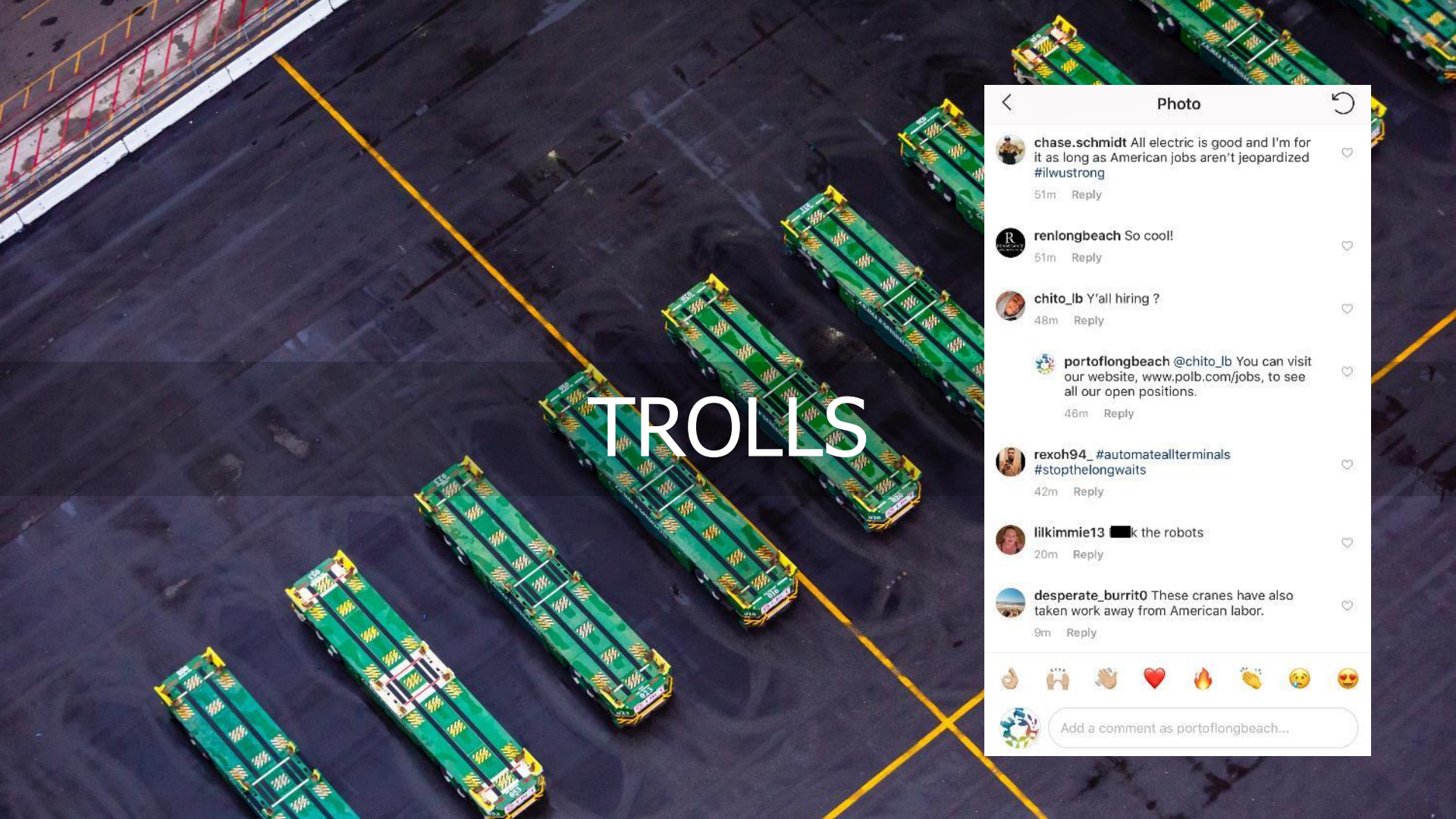
SOCIAL MEDIA ETIQUETTE

NOT GREAT:

Thanks to Mayor Robert Garcia for attending the #SOTP2016 this morning!
We are proud to be partners with the City of Long Beach. @RobertGarciaLB

BETTER:

Thanks to Mayor @RobertGarciaLB for attending the #SOTP2016 this morning!
We are proud to be partners with @LongBeachCity



TROLLS

Photo

 **chase.schmidt** All electric is good and I'm for it as long as American jobs aren't jeopardized #ilwustrong
51m Reply

 **renlongbeach** So cool!
51m Reply

 **chito_lb** Y'all hiring ?
48m Reply

 **portoflongbeach** @chito_lb You can visit our website, www.polb.com/jobs, to see all our open positions.
46m Reply

 **rexoh94** #automateallterminals #stopthelongwaits
42m Reply

 **lilimmie13** ███ the robots
20m Reply

 **desperate_burrito** These cranes have also taken work away from American labor.
9m Reply



 Add a comment as portoflongbeach...



WE'RE A TEAM

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LONG BEACH

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LONG BEACH
The Gateway

THANK YOU



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LONG BEACH
The Green Port

