

# 2011 COMMUNICATIONS AWARDS PROGRAM

## INDIVIDUAL SUBMISSIONS ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- |  |   |
|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____               |
| 2. Advertisements – Single _____             | 9. Periodicals _____                    |
| 3. Advertisements – Series _____             | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____                      | 11. Social/Web-Based Media _____        |
| 5. Audio-Only Presentations _____            | 12. Special Events _____                |
| 6. Directories/Handbooks _____               | 13. Videos _____                        |
| 7. Miscellaneous _____                       | 14. Visual-Only Presentations _____     |
|  | 15. Websites _____                      |

x CATEGORY 2

Entry Title ~~Port of Galveston Website~~ *Mobile Site Facebook & Twitter*

Port Name Port of Galveston

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Please indicate precisely how your port's name should be listed on any award(s) it may win:

Name \_ PORT OF GALVESTON

Being as precise as possible, please attach a separate entry statement, in English, that:

- **Defines the Communications Challenge or Opportunity**
  - Situation Analysis (*assess major internal and external factors*)
  - Problem Statement (*briefly describe in specific & measurable terms*)
- **Summarizes Planning and Programming**
  - Goals (*summarize desired outcome or end result*)
  - Target Publics (*be specific; list primary and secondary audiences if appropriate*)
  - Objectives (*identify specific and measurable milestones needed to reach goal*)
- **Identifies Actions Taken and Communication Outputs**
  - Strategies (*identify media choices, etc., that require tactics to complete*)
  - Tactics (*specify actions used to carry out strategies*)
  - Implementation Plan (*include timelines, staffing and budget*)
- **Summarizes Evaluation Methods and Communications Outcomes**
  - Evaluation Methods (*describe either formal surveys or anecdotal audience feedback used*)
  - Communications Outcomes (*isolate PR impacts to assess changed opinions, attitudes, behaviors*)

# Port of Galveston Social/Web-Based Media Entry Statement

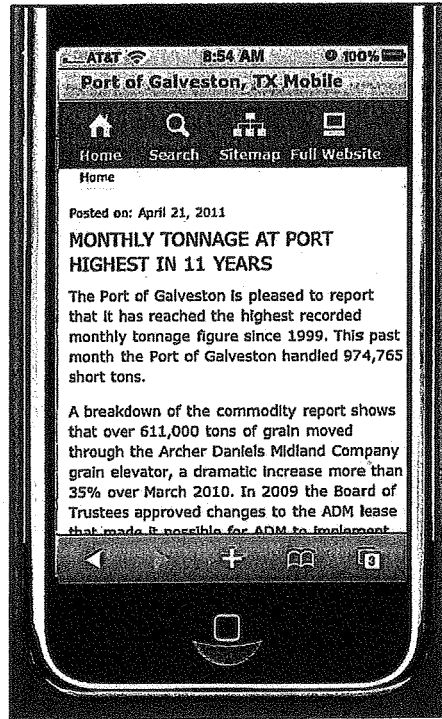
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## Communications Challenge / Opportunities

**Situation Analysis:** We feel that one of the most effective ways to reach people today is through the use of social media and mobile devices. With the development of our new website, [www.portofgalveston.com](http://www.portofgalveston.com), we now have the opportunity to reach our community and target audience more effectively using these popular communication channels.

## Planning and Programming Summary

**Goals:** Our goals for using social and web-based media are to get information out to our audience in a method that is convenient for them and also to drive traffic back to our new website, which we hope to establish as a central resource for Port information, services and communication.

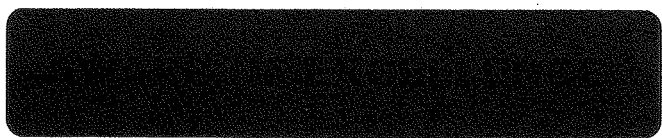


**Target Audiences:** The target we are trying to reach is a diverse audience including the local community and general public as well as Port service providers, including engineering and construction firms, security firms, equipment providers and related companies.

**Objectives:** In order to get information out to such a wide audience, we need to measure which communication platforms are the most efficient. With so many members of our target audience on social media sites, keeping track of "followers" of these pages can help measure our success in reaching our audience. Effective milestones will be the number of social media followers and mobile site users.

## Actions and Communication Outputs

**Strategies:** To effectively reach our audience when they are not on our Port's website we have decided to use social media sites Facebook and Twitter. For our audience that regularly uses mobile devices to get information, we have decided to implement a mobile version of our Port's website.



**Tactics:** After launching our new website with the help of CivicPlus, our Public Relations Department began working with CivicPlus to set up the mobile site and integrate our website with our Facebook and Twitter pages.

**Implementation Plan:** The cost of setting up the mobile site and social media site integration was included in the new website's one-time project development fee of \$22,257 and annual recurring fees of \$3,905 for support, maintenance and hosting service.

## **Evaluation Methods and Communications Outcomes**

**Communications Outcomes:** Since our new website was launched in January, we have received positive feedback from the community regarding the mobile site. Passengers driving to the Port and truck drivers love it. It provides easy access to the Port's website for people who want access on the go and all of the information is presented in a format that is easy for browsing on mobile devices. Users can search for content and view a sitemap as well for easy access to what they're looking for. Mobile users also have an option to view the full website for those who wish to browse the site in its regular format.

Activity on our Facebook and Twitter pages has also increased since the launch of our new website. Many news updates are automatically sent to our Facebook and Twitter pages making it easier to reach a wide target audience through different channels of communication.

**Evaluation Methods:** Evaluating our social and web-based media efforts will be an ongoing process based on community feedback and the amount of active users or followers we have. Thus far we have received nothing but positive feedback via e mail and phone.