



2011 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSIONS ENTRY FORM

(Please copy and complete this form for each entry)

5463

Check only ONE entry classification below:

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

X CATEGORY 1 [] CATEGORY 2

Entry Title Social Media Campaign
Port Name: Port of Long Beach
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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 Long Beach

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

- Defines the Communications Challenge or Opportunity
Summarizes Planning and Programming
Identifies Actions Taken and Communication Outputs
Summarizes Evaluation Methods and Communications Outcomes





Port of
LONG BEACH
The Green Port

2011 AAPA Communications Awards

Category: Social/Web-Based Media

Title: Social Media Campaign

Port of Long Beach Facebook, Twitter & YouTube Social Media

Communications Challenges and Opportunities

The Port of Long Beach is celebrating its Centennial in 2011. In 100 years the Port has grown from a small collection of docks at the mouth of the Los Angeles River into one of the world's leading full-service seaports, a vital transportation hub for more than \$150 billion a year in goods.

Today, Long Beach is a premier U.S. gateway for trans-Pacific trade and a recognized leader in the goods movement industry worldwide. Known for its innovation, customer service, environmental stewardship and safety, the Port of Long Beach offers state-of-the-art shipping facilities for all kinds of cargo and is served by 140 shipping lines with connections to 217 seaports.

The Port is a major economic engine for the area, supporting 30,000 jobs in Long Beach - one in every eight - 30,000 jobs in Southern California and nearly 1.5 million trade-related jobs across the nation.

In recent years, the Port has taken on an additional, critical mission: to be an industry leader in environmental stewardship and community engagement, utilizing both traditional and emerging avenues of communication, including social media.

The Port has done a creative and effective job utilizing traditional media, but social media has provided another powerful tool to deliver its message to key audiences.

Planning and Programming Components



The goal of the Port's presence on Facebook, Twitter and YouTube is to facilitate a two-way flow of information with new audiences that helps the Port of Long Beach Communications and Community Relations Division to accomplish its overall community outreach goals.

These networks have allowed Port of Long Beach constituents to not just receive information, but also to interact with the

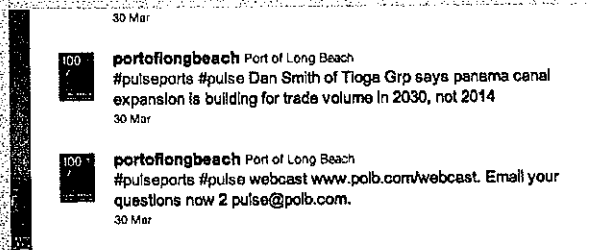
Port and receive immediate, personal feedback. With social media, the Port has a new line of instant communication with the community, the industry and the media.

The target audiences are subscribers to these social networking sites and others who have been referred to the sites from the Port's website, links in news releases and other communications. The potential audience is infinite.

Social media crosses many boundaries by unifying people with common interests. Social media is especially effective because all the users have voluntarily asked to join. Their interaction with the Port means their interest has been peaked. With that, the Port

has the opportunity to tell its story.

The primary objective is to continue to grow participation in each of these social media outlets and maximize their community outreach potential for the Port.





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Actions Taken and Communication Outputs

The strategies for the Communications and Community Relations team are to:

- Prepare appealing, consistent content, designed specifically for each outlet, to encourage participation and interaction;
- Time the length of the content to fit the requirements of the particular social media outlet;
- Post material in a timely manner to meet the fast pace of the medium;
- Respond in a timely manner;
- Increase Port transparency through the distribution of business information; and
- Use social media to not only to share Port information, but also to be a good neighbor and promote other community activities and events.

Although Port postings are relatively informal, one Communications and Community Relations team member focuses on news items for Facebook and Twitter, one on community activities, and a third regularly posts videos to the Port's YouTube account. Many times, Twitter and Facebook messages are sent directly from a conference or event.

The Port generally keeps its social media tone light. This year there is a special focus on the Port's Centennial celebration. Ongoing content includes the amazing new technology unfolding each day at the Port, construction of new infrastructure, news about people at the Port, opportunities for shared outings and trade or community events and breaking news.

Also, as a public agency, social media allows more transparency than ever before. The Port regularly posts cargo figures and other business news, whether it's good or not-so-good, allowing the community to clearly see the challenges the Port faces and have a better understanding.

More often than not, teasers and links are included in postings to direct viewers to additional

information such as the Port's websites, other websites or recent articles or publications.

Facebook

Profile: Members only at:

<http://www.facebook.com/PortofLongBeach>

- 2,283 Friends as of April 2011, up from 820 Friends in July 2009. Updates include inviting "friends" to attend Port-sponsored events, general releases and links to interesting news articles, publications, videos, etc.

Fan Page: Viewable to the public at:

<http://www.facebook.com/PortofLB>

- 1,330 Fans as of April 2011, up from 180 Fans in July 2009

Twitter

<http://twitter.com/portoflongbeach>

- 2,913 Followers as of April 2011, up from 914 Followers in July 2009. Tweets include video links, trade stats and live tweets from news conferences, events and technology intros.



YouTube

<http://www.youtube.com/portoflongbeach>

As of April, 2011:

- YouTube has registered 114,742 upload views, with tickers accumulating the number of visits on each individual posting.



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- 100, One-minute "Centennial Moments" videos about the Port's history are being posted throughout the Port's 2011 Centennial year; 312 is the highest number of views posted for a single video in this series through April 20, 2011.
- Two-minute "On the Go" news videos on a variety of subjects are posted weekly; 1,811 is the highest number of views posted for a single video in this series through April 20, 2011.
- Three-to-five-minute video segments from "Pulse of the Port," the Port's half-hour cable television series, are posted every few weeks; 11,054 is the highest number of views posted for a single video in this series through April 20, 2011.
- Twelve, two-minute "12 Days of Christmas Countdown" videos were posted during December 2010 highlighting the 12 biggest Port stories of the past year; 243 is the highest number of views posted for a single video in this series through April 20, 2011.

Social media has become a key part of the Port's overall communications efforts, which are evaluated through a periodic community survey to gauge Port awareness and favorable impressions. The most recent study, conducted by Encinitas-based True North Research in early 2011 (which updates data collected by True North in a similar 2009 study) reveals that general Port awareness in the Long Beach community has held steady at a high 97 percent, and favorable awareness has increased during the two-year period between studies, from 49 percent to 54 percent. The Port's social media program must be considered among the contributing factors to this favorable awareness.

Evaluation Methods and Communications Outcomes

The primary evaluation method for social media is the numbers of participants receiving information through our networks:

- Facebook friends increased from 820 in July 2009 to 2,283 in April, 2011;
- Facebook fans increased from 180 in July 2009 to 1,330 in April, 2011;
- Twitter followers increased from 914 in July 2009 to 2,913 in April, 2011.
- YouTube videos total 114,742 as of April 2011, with most segments averaging several hundred views.