



# Social Media – the Power of Engagement



**PORT CORPUS CHRISTI**<sup>®</sup>

Moving America's Energy

# The Interns of Port Corpus Christi



connect with us:  
[portofcc.com](http://portofcc.com)



<http://portofcc.com/about/careers/internships/>


# The Interns of Port Corpus Christi

Post Details

Video **Post**

**Port Corpus Christi**  
Published by Jesse Samu (?) · July 24 at 4:30pm ·

Introducing The Interns of Port Corpus Christi - Michael Cross  
#feeltheENERGY



**The Interns of Port Corpus Christi - Michael Cross**  
01:43

5,176 people reached Boost Unavailable

42 4 Comments 13 Shares

Like Comment Share

**5,170** People Reached  
**1,474** Video Views  
**205** Reactions, Comments & Shares

148 Like	38 On Post	110 On Shares
19 Love	4 On Post	16 On Shares
1 Wow	0 On Post	1 On Shares
23 Comments	6 On Post	17 On Shares
15 Shares	13 On Post	2 On Shares

**516** Post Clicks  
62 Clicks to Play 0 Link Clicks 454 Other Clicks

**NEGATIVE FEEDBACK**  
1 Hide Post 1 Hide All Posts  
0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

These metrics may not be updated yet with the most recent data that appears on posts.


Create Post With Video Edit Post Boost Post

Post Details

Video **Post**

**Port Corpus Christi**  
Published by Jesse Samu (?) · July 14 at 4:39pm ·

Introducing The Interns of Port Corpus Christi - Veronica Ramos  
#feeltheENERGY



**Introducing The Interns of Port Corpus Christi - Veronica Ramos**  
01:46

4,425 people reached Boost Post

46 1 Comment 3 Shares

Like Comment Share

**4,425** People Reached  
**1,587** Video Views  
**326** Reactions, Comments & Shares

201 Like	39 On Post	162 On Shares
58 Love	5 On Post	53 On Shares
8 Wow	2 On Post	6 On Shares
48 Comments	1 On Post	47 On Shares
12 Shares	4 On Post	8 On Shares

**665** Post Clicks  
55 Clicks to Play 1 Link Clicks 609 Other Clicks

**NEGATIVE FEEDBACK**  
3 Hide Post 0 Hide All Posts  
0 Report as Spam 0 Unlike Page

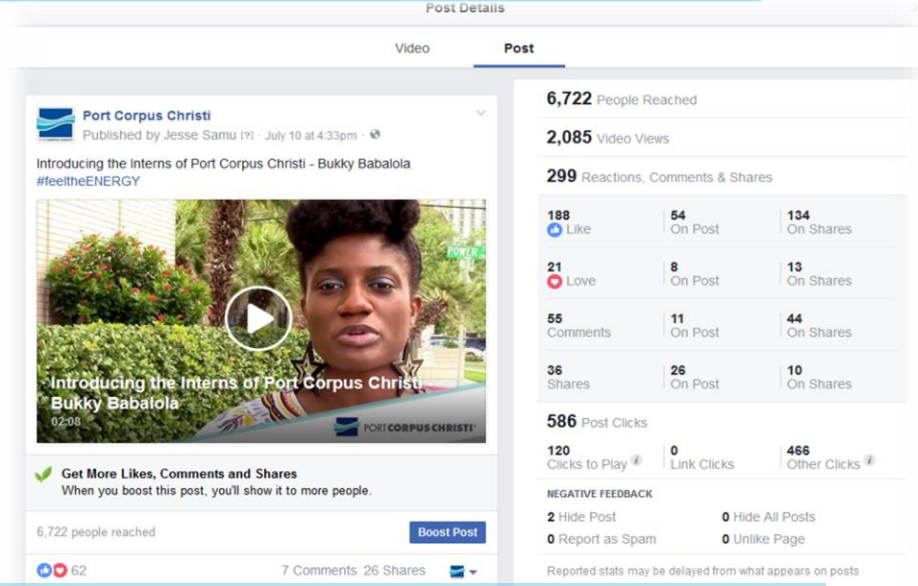
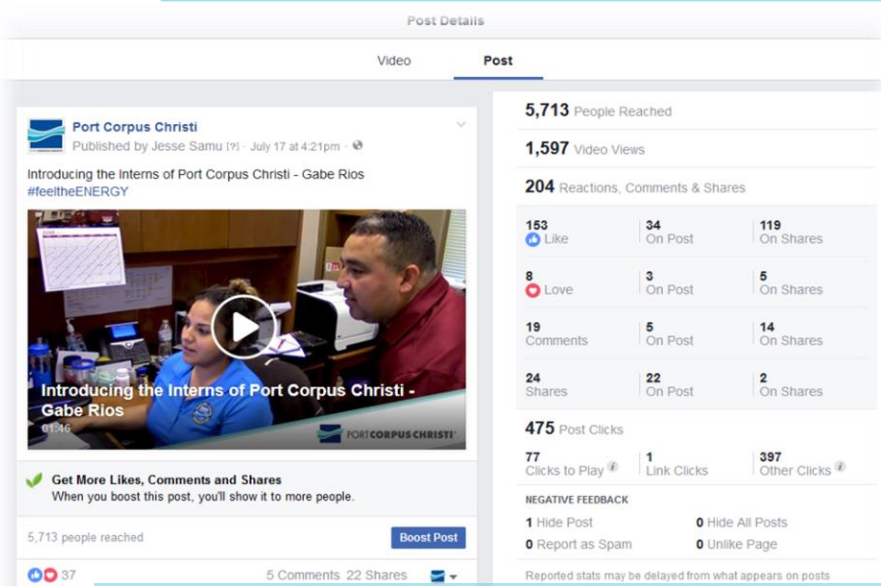
Reported stats may be delayed from what appears on posts

These metrics may not be updated yet with the most recent data that appears on posts.

Create Post With Video Edit Post Boost Post

We see a high amount of engagement when we use a human topic for posts.

# The Interns of Port Corpus Christi



Notice the right column "On Shares". While the original post picked up "Likes, Loves, and Wows," It's evident that a majority of these were through social sharing.



# Typical Posts

Post Details

**Port Corpus Christi** added 3 new photos — with John LaRue ···  
Published by Maria Patricia Sorzano Cardenas [P] · September 22 at 4:27pm

Nice to see a familiar face at Midland Airport. Great visit with Senator Cruz #feeltheenergy



1,394 People Reached

36 Reactions, Comments & Shares

29	15	14
Like	On Post	On Shares
1	1	0
Love	On Post	On Shares
0	0	0
Comments	On Post	On Shares
6	4	2
Shares	On Post	On Shares

168 Post Clicks

112	0	56
Photo Views	Link Clicks	Other Clicks

**NEGATIVE FEEDBACK**

0	0
Hide Post	Hide All Posts
0	0
Report as Spam	Unlike Page

Reported stats may be delayed from what appears on posts

1,394 people reached

Boost Unavailable


16 Likes · 3 Shares

Like Comment Share

Post Details

**Port Corpus Christi** ···  
Published by Jesse Samu [P] · September 21 at 7:12am

The Texas Monthly feature focuses on \$50 billion in industrial investment from domestic and international companies in the region, and the ripple effects on the region's burgeoning economy. #feeltheENERGY



Texas Monthly Magazine Features: The Port of Corpus Christi's Boom

Texas Monthly magazine featured Port Corpus Christi with the article, "Oil and Water" in the September 2017 edition. Now available online as, "The Port of..." PORTOFCC.COM

Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 6,200 people.

2,118 people reached

Boost Post

Kimberly Zahn, Gilda E. Ramirez and 37 others · 1 Comment · 23 Shares

Like Comment Share

2,118 People Reached

87 Reactions, Comments & Shares

62	39	23
Like	On Post	On Shares
1	0	1
Love	On Post	On Shares
1	1	0
Comments	On Post	On Shares
23	23	0
Shares	On Post	On Shares

107 Post Clicks

0	53	54
Photo Views	Link Clicks	Other Clicks

**NEGATIVE FEEDBACK**

0	0
Hide Post	Hide All Posts
0	0
Report as Spam	Unlike Page

Reported stats may be delayed from what appears on posts

These types of posts are fairly typical of our regular content style and reach.



**PORT CORPUS CHRISTI**® Moving America's Energy

connect with us: [portofcc.com](http://portofcc.com)



# Viral Reach

Post Details

**Port Corpus Christi**  
Published by Jesse Samu (?) · September 1 at 1:14pm

#feeltheENERGY

Post Hurricane Harvey First Vessel 8 31 2017

**Vessels Arriving - Corpus Christi Currently Largest Refining Center Fully Operational on Texas Gulf Coast**  
With sign off by the US Coast Guard Captain of the Port, the Corpus Christi Ship Channel opened up. The first vessel to arrive since closure of the channel for...

PORTOFCC.COM

**Get More Likes, Comments and Shares**  
Boost this post for \$20 to reach up to 6,200 people.

11,575 people reached Boost Post

87 4 Comments 82 Shares

Like Comment Share

**11,575** People Reached

**514** Reactions, Comments & Shares

392 Like	83 On Post	309 On Shares
17 Love	4 On Post	13 On Shares
9 Wow	0 On Post	9 On Shares
14 Comments	6 On Post	8 On Shares
82 Shares	82 On Post	0 On Shares

**848** Post Clicks

3 Photo Views	531 Link Clicks	314 Other Clicks
---------------	-----------------	------------------

**NEGATIVE FEEDBACK**

6 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Post Details

**Port Corpus Christi**  
Published by Maria Patricia Sorzano Cardenas (?) · August 31 at 6:14pm

Excited to see our first vessel crossing the Harbor Bridge post recovery #HurricaneHarvey

00:21

**Get More Likes, Comments and Shares**  
Boost this post for \$20 to reach up to 6,200 people.

43,350 people reached Boost Post

445 10 Comments 558 Shares

Like Comment Share

**Performance for Your Post**

**43,350** People Reached

**24,212** Video Views

**4,176** Reactions, Comments & Shares

3,136 Like	386 On Post	2,750 On Shares
311 Love	56 On Post	255 On Shares
4 Haha	0 On Post	4 On Shares
21 Wow	3 On Post	18 On Shares
2 Sad	0 On Post	2 On Shares
150 Comments	13 On Post	137 On Shares
558 Shares	558 On Post	0 On Shares

**2,853** Post Clicks

390 Clicks to Play	1 Link Clicks	2,462 Other Clicks
--------------------	---------------	--------------------

**NEGATIVE FEEDBACK**

4 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



**PORT CORPUS CHRISTI**® Moving America's Energy

connect with us: [portofcc.com](http://portofcc.com)




# Ultra Viral Reach

Post Details

Video **Post** See metrics for all videos

**Port Corpus Christi**  
Published by Jesse Samu [?] · May 26 · 🌐

The largest vessel ever to call on a Gulf of Mexico port, the Very Large Crude Carrier (VLCC) Euronav Anne, sailed the Corpus Christi Ship Channel today to the Oxy Ingeside Energy Center.  
#feeltheENERGY



**VLCC Anne sails the Corpus Christi Ship Channel**  
01:27

👍 **Get More Likes, Comments and Shares**  
Boost this post for \$20 to reach up to 6,200 people.

71,038 people reached [Boost Post](#)

👍👎👏 326 37 Comments 299 Shares

👍 Like 🗨 Comment ➦ Share

### Performance for Your Post

**71,038** People Reached

**22,751** Video Views

**1,933** Reactions, Comments & Shares

<b>1,190</b> 👍 Like	<b>282</b> On Post	<b>908</b> On Shares
<b>33</b> ❤️ Love	<b>8</b> On Post	<b>25</b> On Shares
<b>5</b> 😂 Haha	<b>0</b> On Post	<b>5</b> On Shares
<b>169</b> 😮 Wow	<b>36</b> On Post	<b>133</b> On Shares
<b>2</b> 😞 Sad	<b>0</b> On Post	<b>2</b> On Shares

**233** Comments    **52** On Post    **181** On Shares

**303** Shares    **299** On Post    **4** On Shares

**8,616** Post Clicks

<b>1,027</b> Clicks to Play 📺	<b>3</b> Link Clicks	<b>7,586</b> Other Clicks 📄
----------------------------------	-------------------------	--------------------------------

**NEGATIVE FEEDBACK**

<b>15</b> Hide Post	<b>6</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts



# Thank You!

QUESTIONS?



**PORTCORPUS CHRISTI**<sup>®</sup>

Moving America's Energy



connect with us: [portofcc.com](http://portofcc.com)

