

Gregory J. Edwards
*Director of
External Affairs*

NORFOLK, VA USA



Norfolk International Terminals . Newport News Marine Terminal . Portsmouth Marine Terminal . APM

New Connections: The Port of Virginia, Stakeholders & Social Media

AAPA Seminar
June 21, 2011

INITIATIVES

Factors contributing to the launch of
The Port of Virginia's social media initiatives:

- U.S. West Coast ports
- Norfolk Southern and CSX
- VDOT
- Support of senior management
- The Feedback Agency, Richmond, VA

DECEMBER 1, 2010 LAUNCH

- New Port of Virginia Facebook page
- New Twitter feed (@PortofVirginia)
- New focus for the Port of Virginia blog
- Four VPA External Affairs team members contributing

FACEBOOK

> 340 “Likes” in six months

Port of Virginia (46) - Windows Internet Explorer

http://www.facebook.com/portofvirginia?sk=wall

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Government Organization · Norfolk, Virginia · Edit Info

Wall
Hidden Posts
Info
Friend Activity
Welcome
Photos
Links
Events
Video
Welcome
Edit

6 check-ins
340 people like this
Likes See All
CSX

Wall Port of Virginia · Most Recent

Share: Status Photo Link Video Question

Write something...

Port of Virginia
Congrats to our operating company VIT, Inc. on winning significant recognition from the World's #2 container carrier - Mediterranean Shipping Company for being "Most Improved Productivity"

yfrog Photo : <http://yfrog.com/kij0bnj> Shared by PortofVirginia yfrog.com
yfrog free image and video hosting on your social networks

6 hours ago · Like · Comment · Share

2 people like this.
View the comment
Write a comment...

Admins (7) [?] See All

Use Facebook as Port of Virginia
Notifications 2
Promote with an Ad
View Insights
Suggest to Friends

Quick Tips
Get more people to like your Page with Facebook Ads today!

Sample Ad: Port of Virginia
Your ad text here.

Like · Gregory Edwards likes this.

Get More Likes Chat (0)

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FACEBOOK

Port of Virginia - Government Organization - Norfolk, VA - Wall | Facebook - Windows Internet Explorer

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Port of Virginia
Thank-you for the volunteers who helped with Clean The Bay Day!
June 6 at 9:44am · Like · Comment
Daniel Davis, Mary Rose Cruz and Vanessa Evans like this.
View the comment

Port of Virginia
30 years ago today, Virginia decided to take a step in the future of trade and commerce leading to the development of the operating company Virginia International Terminals (VIT). Happy Anniversary with many more to come!
Wall Photos
June 3 at 1:19pm · Like · Comment
Daniel Davis, Arthur Ellermann Jr, Timothy Jones and 2 others like this.

Port of Virginia added 22 new photos to the album National Maritime Day.

National Maritime Day

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FACEBOOK

Port of Virginia - Government Organization - Norfolk, VA - Wall | Facebook - Windows Internet Explorer

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Port of Virginia
CSX Commits Additional \$160 Million to National Gateway Project!
CSX Directs \$160 Million to National Gateway | Journal of Commerce
www.joc.com
CSX Transportation said it will invest an additional \$160 million over the next several years to complete the National Gateway between the mid-Atlantic and Midwest.
May 19 at 8:41am · Like · Comment
Jodie Fortner Love likes this.

Port of Virginia
The Port of Virginia is looking for an Economic Development Manager for interested applicants please go to <https://employment.portofvirginia.com/> for more information
Welcome to the Port of Virginia Online Employment System
employment.portofvirginia.com
May 18 at 2:44pm · Like · Comment
Erika Snow likes this.

Port of Virginia
Great News for VA- Gerdau Ameristeel based in Petersburg will play a major role in the expansion of the Panama Canal!
http://www.washingtonpost.com/national/steel-from-petersburg-part-of-panama-canal-upgrades/2011/05/17/AFJTG5G_story.html
Steel from Petersburg part of Panama Canal upgrades
www.washingtonpost.com
PETERSBURG, Va. — A Petersburg steel mill is playing a role in major upgrades to the Panama Canal.
May 17 at 12:04pm · Like · Comment
Kathu Kinn likes this.

FACEBOOK

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Port of Virginia
Alberto A. Zubieta, Administrator & CEO of the Panama Canal Authority tours the harbor with J. J. Keever, Sr. Deputy Executive Director, VPA, Captain Bill Cofer, President, Virginia Pilot Association, and Tom Capozzi, Vice President Global Sales & Customer Service, VIT.



913 Impressions · 0.22% Feedback
May 5 at 1:44pm · Like · Comment · Share

2 people like this.

Write a comment...

Port of Virginia
It's not too late to register for the VMA International Trade Symposium this Thursday May 5th at the Norfolk Waterside Marriott. Click the link for details, it's going to be a great program this year!!

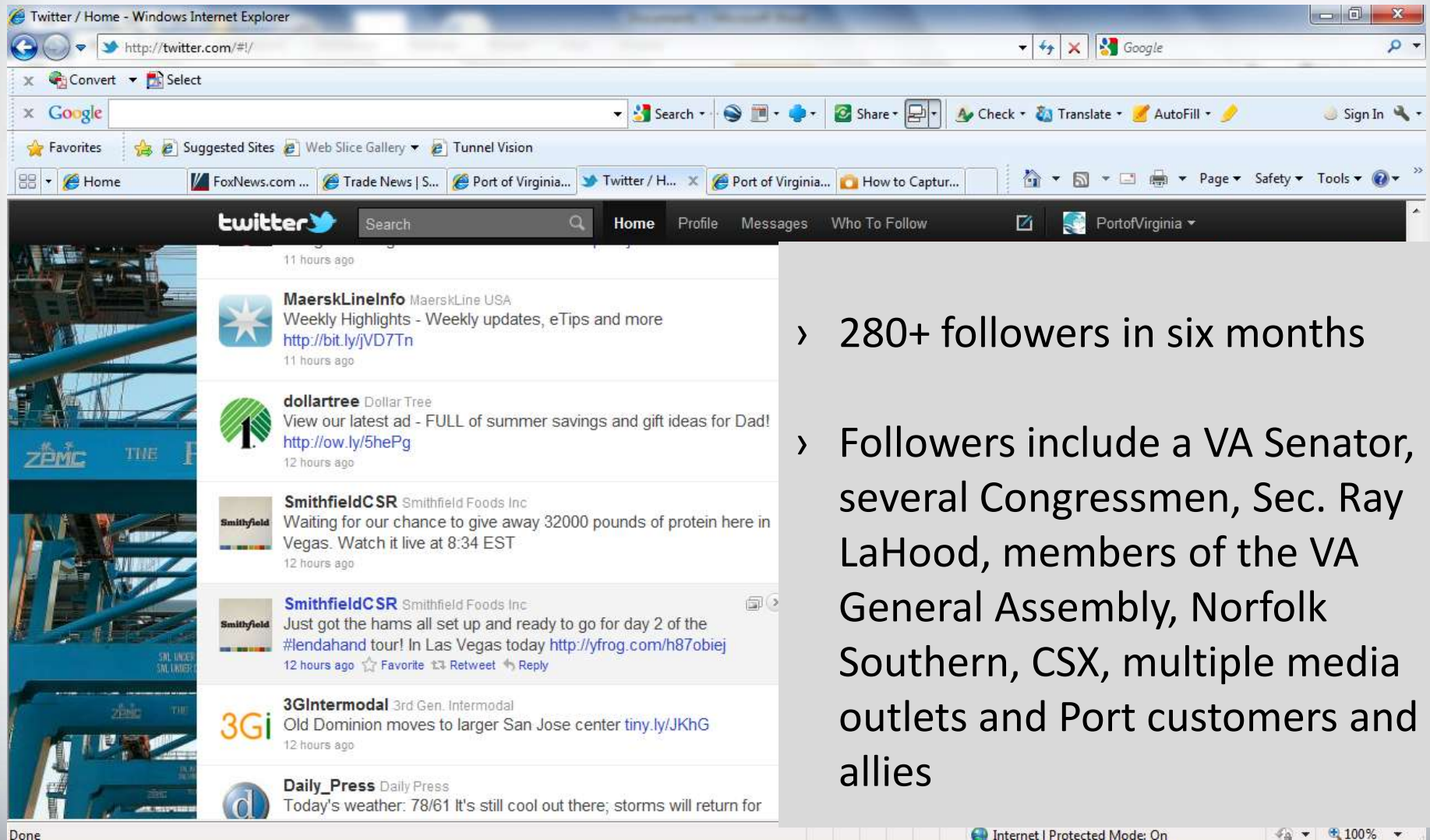


Symposium — Virginia Maritime Association
www.vamaritime.com
Morning Keynote - "An Economic Wakeup Call: Turbulence in the '10s" • Walter Kemmsies, Chief Economist, Moffatt & Nichol

955 Impressions · 0% Feedback
May 2 at 3:28pm · Like · Comment · Share

Chat (1)

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11 hours ago

MaerskLineInfo MaerskLine USA
Weekly Highlights - Weekly updates, eTips and more
<http://bit.ly/jVD7Tn>
11 hours ago

dollartree Dollar Tree
View our latest ad - FULL of summer savings and gift ideas for Dad!
<http://ow.ly/5hePg>
12 hours ago

SmithfieldCSR Smithfield Foods Inc
Waiting for our chance to give away 32000 pounds of protein here in Vegas. Watch it live at 8:34 EST
12 hours ago

SmithfieldCSR Smithfield Foods Inc
Just got the hams all set up and ready to go for day 2 of the #lendahand tour! In Las Vegas today <http://yfrog.com/h87obie>
12 hours ago Favorite Retweet Reply

3GIntermodal 3rd Gen. Intermodal
Old Dominion moves to larger San Jose center tiny.ly/JKhG
12 hours ago

Daily_Press Daily Press
Today's weather: 78/61 It's still cool out there; storms will return for

Done

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- › 280+ followers in six months
- › Followers include a VA Senator, several Congressmen, Sec. Ray LaHood, members of the VA General Assembly, Norfolk Southern, CSX, multiple media outlets and Port customers and allies

TWITTER

VPA External Affairs (PortofVirginia) on Twitter - Windows Internet Explorer

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PortofVirginia VPA External Affairs
Congrats to our operating company VIT, Inc. on winning significant recognition from the World's #2 container... <http://fb.me/AWVu5ODi>
3 hours ago

PortofVirginia VPA External Affairs
MSC recognizes VIT for "Most Improved Productivity" - 1Q '11. More than 15 U.S. Ports measured on vessel moves per hr. yfrog.com/kij0bnj
5 hours ago ☆ Favorite ↻ Reply 🗑 Delete

PortofVirginia VPA External Affairs
Our operating co.- VIT, Inc. (www.vit.org)- wins significant recognition from the world's #2 container carrier - Mediterranean Shipping Co.
5 hours ago

bobmcdonnell Bob McDonnell ↻ by PortofVirginia
Please read Gov. McDonnell's Flag Day proclamation! -staff 1.usa.gov/ITcikn
6 hours ago

ElizRiverProj Elizabeth River Proj ↻ by PortofVirginia
Great things come in small packages! Our team of Learning Barge

@PortofVirginia VPA External Affairs
MSC recognizes VIT for "Most Improved Productivity" - 1Q '11. More than 15 U.S. Ports measured on vessel moves per hr. yfrog.com/kij0bnj

CERTIFICATE OF ACHIEVEMENT
AWARDED TO
Virginia International Terminals
Most Improved Productivity
JULY 3, 2011 CHARLESTON, SC
2011 MARINE OPERATIONS CONFERENCE
CHRISTOPHER J. PARKIN
VICE PRESIDENT
MARINE OPERATIONS

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http://twitter.com/#!/PortofVirginia

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PortofVirginia

<http://bit.ly/mhz9IM>

8 Jun

**Cornerstone Sys** Cornerstone Systems by PortofVirginia

AAR: Intermodal traffic increased for 18th straight mth & weekly average of 233,239 units ranked as second-highest May average on record

8 Jun

**PortofVirginia** VPA External AffairsGov @bobmcdonnell Announces Trade Agreement Between VA's @SmithfieldCSR Foods & China's Dandong Port Group - Trade=Jobs 1.usa.gov/lfF4m4

8 Jun Favorite Reply Delete

**PortofVirginia** VPA External AffairsNo, it's not a tent city. It's time for the 35th annual Harborfest! June 9 - 12 - Proud to sponsor- festevents.org yfrog.com/h71d6bphj

8 Jun

**LGBillBolling** Bill Bolling by PortofVirginia

I will be in Chesapeake and VA Beach today to speak to the Tidewater Builders Association and attend a couple other meetings.

8 Jun

**PortofVirginia** VPA External Affairs

So are we! RT@CAGTC Had a great time at the @aapa_seaports #CHOW2011 panel on 6/6. Looking fwd to the conference in SAV

**@PortofVirginia**

VPA External Affairs

Gov @bobmcdonnell Announces Trade Agreement Between VA's @SmithfieldCSR Foods & China's Dandong Port Group - Trade=Jobs 1.usa.gov/lfF4m4

8 Jun via Twitter for iPhone

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Mentioned in this Tweet

**bobmcdonnell** Bob McDonnell

Governor of the Commonwealth of Virginia

**SmithfieldCSR** Smithfield Foods Inc

Smithfield Foods is a global company committed to high-quality food, environmental leadership, employee



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PORT OF VIRGINIA BLOG

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Name: Port of Virginia

Status: Don't forget to come out this weekend with...

Fans: 339

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Community Servants

06/10/2011

VPA-Led Clean the Bay Day Effort Yields Tons of Garbage

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