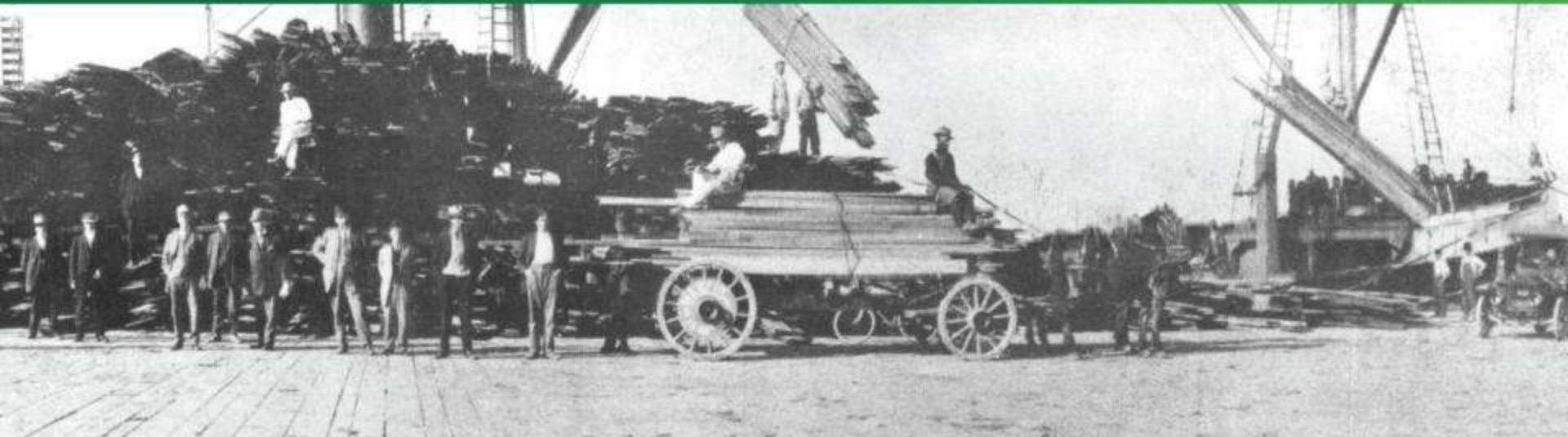




# The rise of Social Media

Art Wong

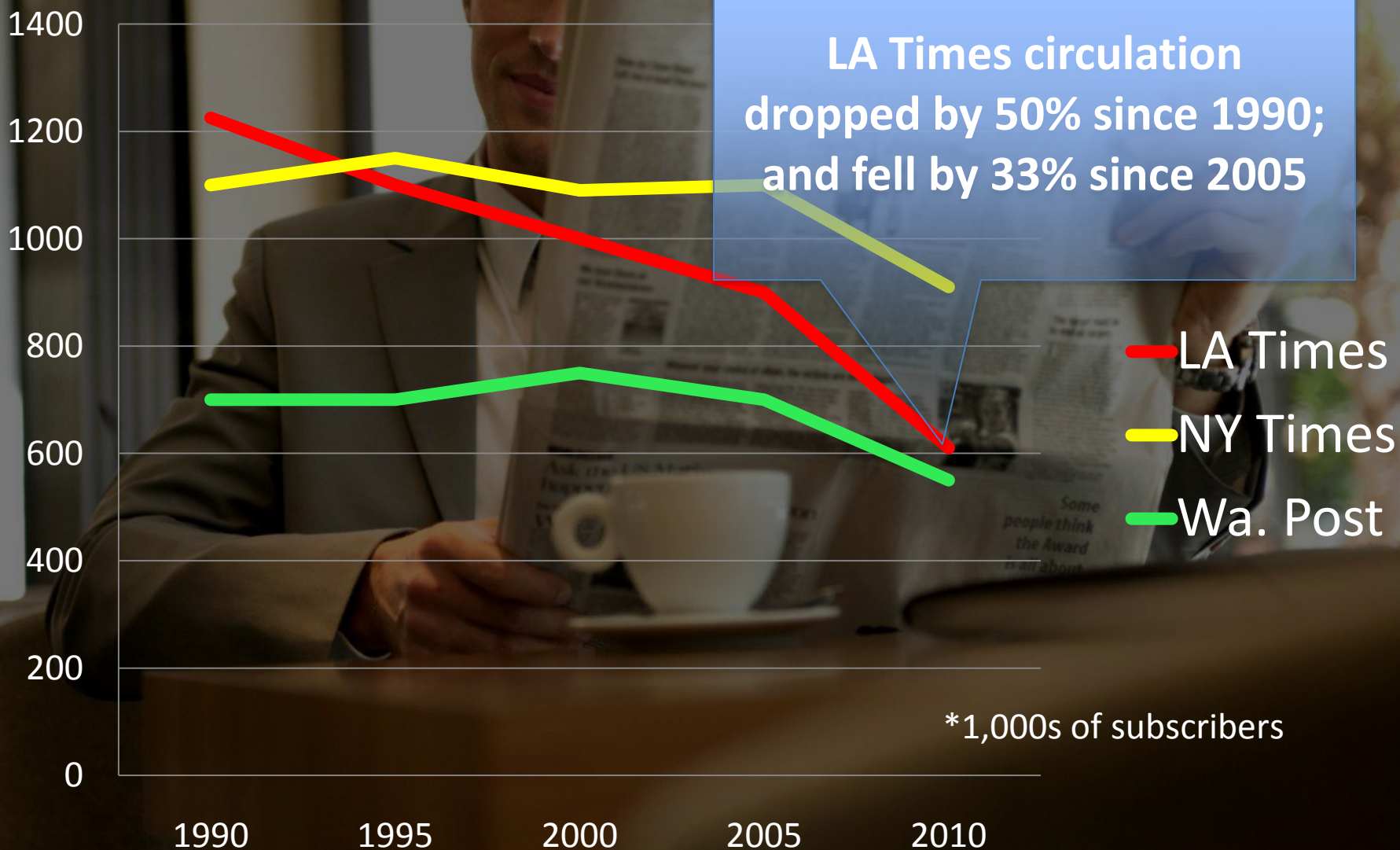
Asst. Director of Communications



# How do we connect?

100  
Centennial  
Celebration

Port of  
LONG BEACH  
The Green Port



# Talking to my kids

100  
Centennial  
Celebration



Port of  
**LONG BEACH**  
The Green Port



1913 1914 1915 1916 1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928 1929 1930 1931 1932 1933 1934 1935 1936 1937 1938 1939 1940 1941 1942 1943 1944 1945 1946 1947 1948 1949 1950 1951

# Keeping up from afar

100  
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Celebration

Port of  
**LONG BEACH**  
The Green Port

facebook



Search



## Hayley Wong

🏠 Architectural Design Intern at Project: Space 🎓 Studying Architecture at University of Pennsylvania 🏠 Lives in Philadelphia, Pennsylvania ❤️ In a relationship with Grant Saita 🌐 Knows German, Cantonese, Italian 🏠 From Temple City, California 📅 Born on July 21



Share: Post Photo Link Video

Write something...

Wall

Info

Photos (1,988)

Notes

Friends

In a relationship with



**Lindsay Wong**

where in ny are you?

Sunday at 11:40am · Like · Comment



**Hayley Wong**

Happy Father's Day to the most amazing dad ever (who works at The Long Beach Port)! => Thanks for everything Dad! Lindsay Wong

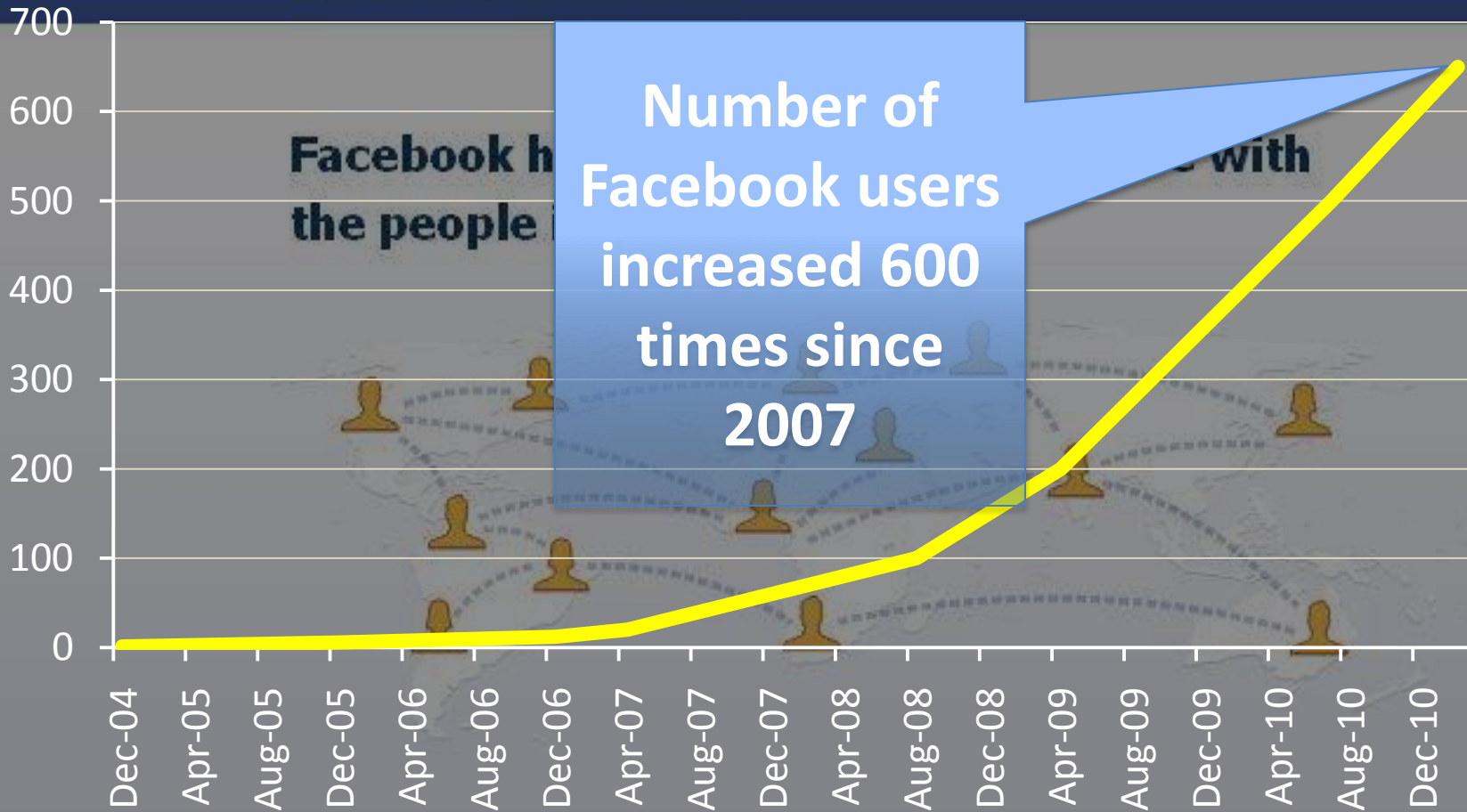
# Rise of Social Media

100  
Centennial  
Celebration



## facebook

\*Millions of users



1913 1914 1915 1916 1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928 1929 1930 1931 1932 1933 1934 1935 1936 1937 1938 1939 1940 1941 1942 1943 1944 1945 1946 1947 1948 1949 1950 1951 1952

# How to tell our story

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Celebration



2<sup>nd</sup> busiest U.S. container cargo seaport; part of the world's 6<sup>th</sup> busiest port complex

# Adding Social Media

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Celebration



1913 1914 1915 1916 1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928 1929 1930 1931 1932 1933 1934 1935 1936 1937 1938 1939 1940 1941 1942 1943 1944 1945 1946 1947 1948 1949 1950 1951 1952



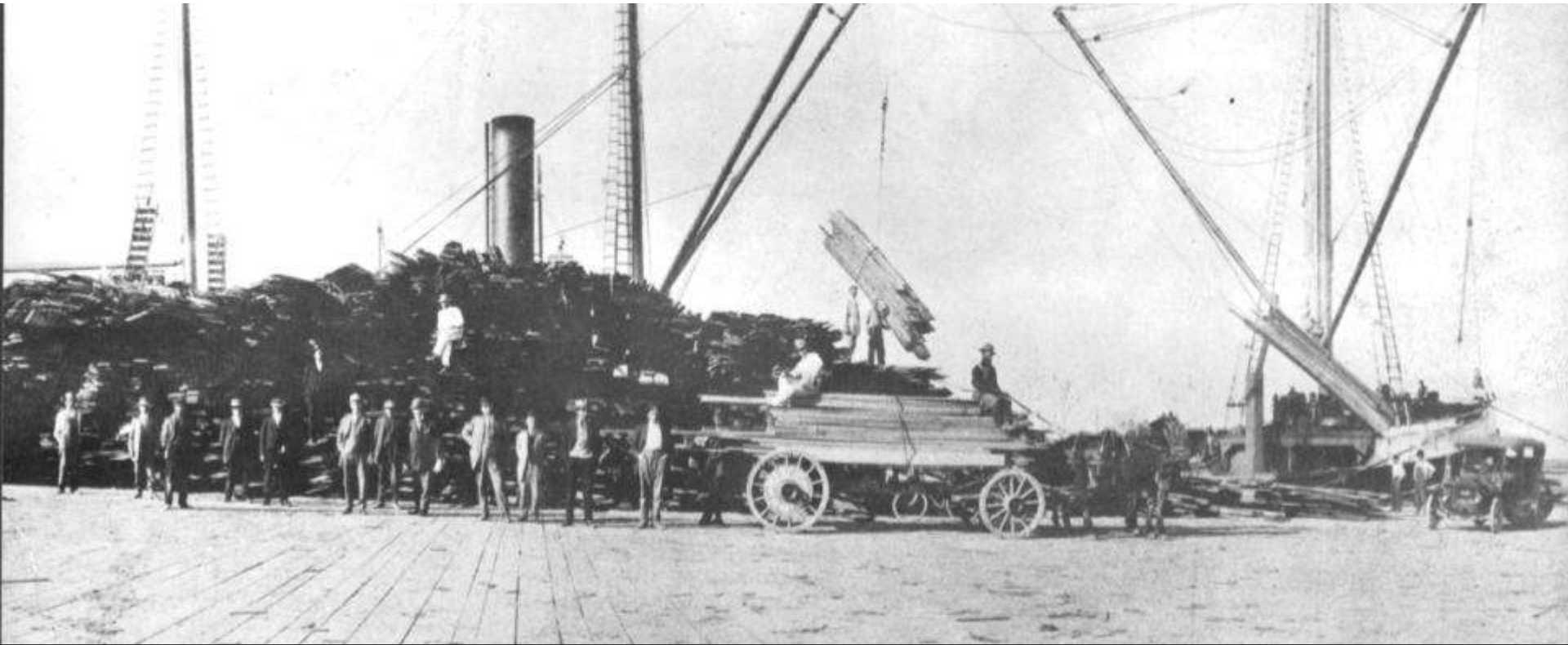
Enlist young interns to help launch and seed (populate) Facebook page.

# 100<sup>th</sup> Anniversary

100  
Centennial  
Celebration



1913 1914 1915 1916 1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928 1929 1930 1931 1932 1933 1934 1935 1936 1937 1938 1939 1940 1941 1942 1943 1944 1945 1946 1947 1948 1949 1950 1951 1952



Celebrating the Port's Anniversary by remembering, reminiscing and reconnecting

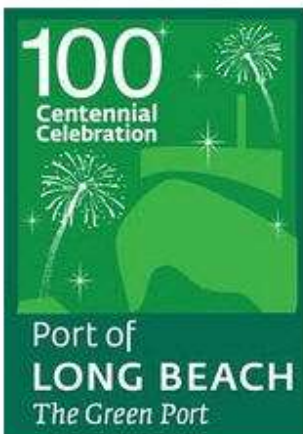
1913 1914 1915 1916 1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928 1929 1930 1931 1932 1933 1934 1935 1936 1937 1938 1939 1940 1941 1942 1943 1944 1945 1946 1947 1948 1949 1950 1951 1952



# PORT OF LONG BEACH CENTENNIAL FORUM



SHARE YOUR STORIES



THURSDAY, JUNE 9, 2011

## Making 100 years of history

At our 100th Birthday Party on June 25, our Centennial documentary, *Faces of the Port: Remembering 100 Years*, will premiere in two screenings, at 3 p.m. and 4:15 p.m.

The documentary, which took about a year to assemble, features interviews with two dozen people about the history of the Port, as well as historic photographs and rare film footage unearthed by the team at Media 360, who made the film. The story is narrated by actor Robert Wagner.

We want to hear from you! For

[You can read all about the making of \*Faces of the Port\* here.](#)

# Reminiscing

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The Green Port

## Wedding bells at Harbor Plaza



The wedding of Jo and David Murray, November 19, 1983.

The Port of Long Beach Administration Building has been the backdrop for a variety of unique events, from international trade festivals to beauty contests and more. One of the most memorable was the wedding of David and Jo Murray back in 1983. Jo Murray sent us some photos and her memories of this unique occasion:

"My husband, David, and I were married in front of 925 Harbor Plaza Drive on November 19, 1983.



Danny Thomas and Elvis Presley aboard the Potomac for handover ceremonies at the Port of Long Beach, February 3, 1964. This was the only time Elvis set foot on the yacht. Photo courtesy of the USS Potomac Museum, <http://www.usspotomac.org>.

facebook

Search



## Port of Long Beach

Like

Government Organization · Long Beach, California



Wall

Port of Long Beach · Most Recent



### Port of Long Beach

A quick video look back to the days of warehouses on the docks, before containerization ...

**More than a warehouse** « Port of Long Beach Centennial

polb100.com

Centennial Moment video ...

about an hour ago · Share

3 people like this.



**Cory Mushakian** Yep, that old school. Looking around today, its hard to believe freight used to move in any other way, lol.

about an hour ago

Wall

Info

Friend Activity

Notes

Photos

About

We're celebrating our Centennial!

# Video connections

100  
Centennial  
Celebration



Port of  
**LONG BEACH**  
The Green Port



Search

Browse

Movies

Upload

artandjennifer1

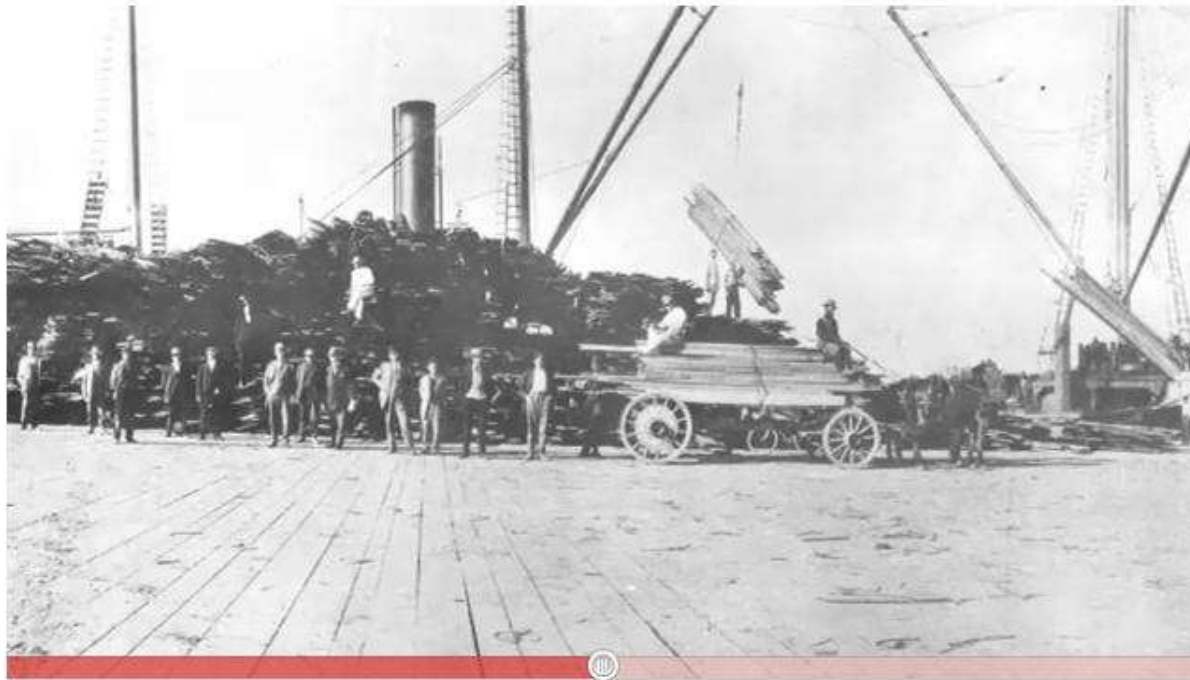
Sign Out

## Centennial Moment: First ship at the Port

portoflongbeach

238 videos

Subscribe



0:15 / 0:32 360p

Like Add to Share

280 views

Uploaded by portoflongbeach on Jan 3, 2011

The Port of Long Beach's first shipment was a load of redwood from the

0 likes, 0 dislikes

### Suggestions



GoPro HD Underwater Video

by GoProCamera

784,202 views

Promoted Video



Centennial Moment: Getting into deep water

by portoflongbeach

304 views



Centennial Moment: Building the first pier

by portoflongbeach

192 views



Centennial Moment: From Naval Station to cargo ...

by portoflongbeach

357 views



Centennial Moment: Pier A

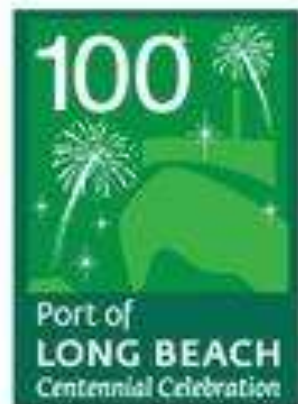
by portoflongbeach

297 views



Willis B. Boyer Museum Ship - Toledo, Ohio

by yoshi2560



# Port of Long Beach

**@portoflongbeach** Long Beach, CA

*A major gateway for trans-Pacific trade, the Port of Long Beach is also an industry leader in environmental stewardship.*

<http://www.polb.com>

Edit your profile →

Tweets

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**portoflongbeach** Port of Long Beach

Find out all about our Centennial events, facts and more at <http://polb100.com/> #polb100

9 hours ago  Favorite  Reply  Delete



# Sharing photos

100  
Centennial  
Celebration



Port of  
**LONG BEACH**  
The Green Port

facebook



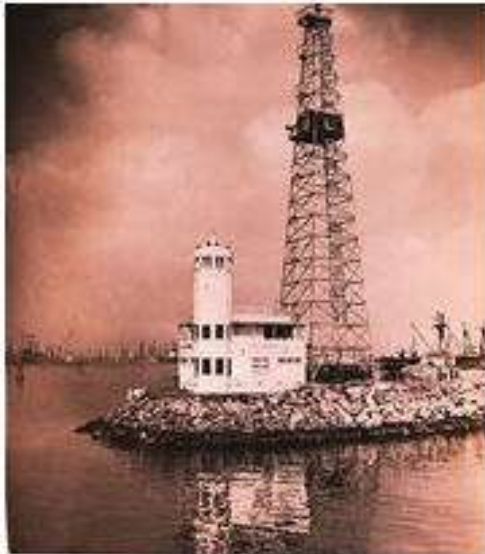
Search



## Long Beach Port ▶ Photos

Long Beach's Photos

See All: Photos · Videos



Mobile Uploads

22 photos



Shaping A Vibrant  
Community..

3 photos



Educational Outreach

9 photos



Centennial

6 photos



Industry

1 photo



Wall Photos

7 photos

Wall

Info

Photos (77)

Notes

Friends

Friends (2440)



Sara Mijares

# Facebook invite

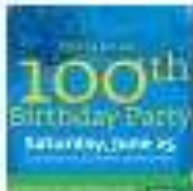
100  
Centennial  
Celebration

Port of  
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1913 1914 1915 1916 1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928 1929 1930 1931 1932 1933 1934 1935 1936 1937 1938 1939 1940 1941 1942 1943 1944 1945 1946 1947 1948 1949 1950 1951 1952



**Long Beach Port** created an event.



## The Port's 100th Birthday Party

Saturday, June 25, 2011 at 2:30pm

Pier E, Ocean Boulevard and Pico Avenue, Long Beach



May 18 at 2:49pm · Like · Comment · Share · RSVP to this event



2 people like this.

Write a comment...

1913 1914 1915 1916 1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928 1929 1930 1931 1932 1933 1934 1935 1936 1937 1938 1939 1940 1941 1942 1943 1944 1945 1946 1947 1948 1949 1950 1951 1952

Evite

100  
Centennial  
Celebration



1913 1914 1915 1916 1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928 1929 1930 1931 1932 1933 1934 1935 1936 1937 1938 1939 1940 1941 1942 1943 1944 1945 1946 1947 1948 1949 1950 1951 1952

Save the Date

Port of Long Beach 100th Birthday  
Party

HOST  
Port of Long Beach

WHEN  
Saturday, June 25 from 2:30 PM  
to 8:00 PM

WHERE  
Pier E, Ocean Boulevard and Pico Avenue  
Long Beach, CA 90802

Join us for our  
**100<sup>th</sup>**  
Birthday  
Party!



Join us for our

# 100<sup>th</sup> Birthday Party!

**Saturday, June 25, 2:30 to 8 p.m.**

Live entertainment, family friendly activities and more.

Social media is good, but face-to-face  
communications is still the best.