Port of Los Angeles
Social Media Campaign by Platform
June 2016
Port of Los Angeles Brand

The nation’s #1 container port and global model for sustainability, security, and social responsibility.

Business Audience

- Maritime Industry
- Cargo
- Terminal Development
- Infrastructure
- Environment
- Finance
LA Waterfront Brand

400+ acres of waterfront development and public access projects, funded and maintained by the Port of Los Angeles.

Community Audience

- Waterfront Development
- Events
- Cruises
- Travel
- Entertainment
- Museums & Attractions
Social Media Platforms

Port of Los Angeles | LA Waterfront
## Audience Growth

<table>
<thead>
<tr>
<th>Platform</th>
<th>May 2015</th>
<th>May 2016</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook/PortofLA</td>
<td>20,028</td>
<td>24,933</td>
<td>25%</td>
</tr>
<tr>
<td>Facebook/LAWaterfront</td>
<td>6,947</td>
<td>11,778</td>
<td>70%</td>
</tr>
<tr>
<td>Twitter/PortofLA</td>
<td>11,256</td>
<td>14,884</td>
<td>32%</td>
</tr>
<tr>
<td>Twitter/LAWaterfront</td>
<td>601</td>
<td>1,310</td>
<td>118%</td>
</tr>
<tr>
<td>Instagram/PortofLA</td>
<td>1,638</td>
<td>5,642</td>
<td>244%</td>
</tr>
<tr>
<td>Instagram/LAWaterfront</td>
<td>1041</td>
<td>2,369</td>
<td>127%</td>
</tr>
<tr>
<td>YouTube</td>
<td>349</td>
<td>1,080</td>
<td>209%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>5</td>
<td>11</td>
<td>120%</td>
</tr>
<tr>
<td><strong>Total Followers</strong></td>
<td>41,865</td>
<td>62,007</td>
<td><strong>48%</strong></td>
</tr>
</tbody>
</table>
Target Audiences
Trending Topics
Thank you! #PortsUnited