How to Tell Your Port’s Story by Using Social Media:

What are the latest trends and techniques for managing your social media presence?
Storytelling on Social

- 2-way communication
- Digital is versatile
- ROI vs. Key Performance Indicators (KPIs)
- Transparency / Accountability
Port Corpus Christi

Watch this Austrian surfer explain voestalpine's major step towards a low-carbon economy.

Roxana recently liked this.

Adrian Garza
:

Port Corpus Christi

Learn what this North Carolina native loves about working along our Texas ship channel.

Holly recently liked this.

Port Corpus Christi

Watch & learn about our Port's connection with an award-winning conservation program.

Stephen recently liked this.

Michael Alanis with Emily Roldan and Felicia Alanis

41 mins - Corpus Christi, TX

mdradvertising.com mdr
Managing Presence

- Editorial calendar
- Ad goals that serve business objectives
- Keep it fresh
- Forget desktop right rail
- Adopt new features promptly
- Urchin tracking module (UTM) codes
- Be wary of focusing too much on reach
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Source: Hootsuite
Metrics

Ad Goals

- Boost your posts
- Promote your Page
- Send people to your website
- Increase conversions on your website
- Get installs of your app
- Increase engagement in your app
- Reach people near your business

UTM Codes

- Campaign Source (utm_source)
- Campaign Medium (utm_medium)
- Campaign Term (utm_term)
- Campaign Content (utm_content)
- Campaign Name (utm_campaign)
# Metrics

**Aquisition > Campaigns > All Campaigns**

![Google Analytics](mdradvertising.com)

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<thead>
<tr>
<th>Source / Medium</th>
<th>Sessions</th>
<th>% New Sessions</th>
<th>New Users</th>
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<tr>
<td>Facebook / LinkPreview</td>
<td>23</td>
<td>69.57%</td>
<td>16</td>
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- % of Total: 0.29% (8,038) Avg for View: 72.53% (-4.09%)
- % of Total: 0.27% (5,830)
Audience

Facebook
- 82% adults 18-29
- 79% adults 30-49
- 77% of online women
- 66% of online men

Twitter
- 32% adults 18-29
- 29% adults 30-49
- 21% of online women
- 25% of online men

Instagram
- 55% adults 18-29
- 28% adults 30-49
- 31% of online women
- 24% of online men
Telling Our Port’s Story
Goals and Challenges

Misconception
- Community Connectivity
- Economic Relevance
- Environmental Impact

Mobile Audience
- Swift Scrolling
- Shorter: Time on Screen & Screen Size
Strategies

• Cultivate local partnerships

• Admin *Summer Movie Series* on CCRIT FB

• Build campaign website

• Traffic flow: Social ➔ PMOP ➔ Port

• Change creative at least every two weeks
Catrina Wilson

Catrina Wilson joined the UnitedWay of the Coastal Bend in 2004 and has since contributed to the nonprofit organization's mission. Her dedication and leadership have been instrumental in enhancing the organization's impact on community needs. Wilson's work has yielded significant improvements in areas such as education, health, and economic stability.

She serves as the Vice Chair of the board of directors of the Coastal Bend Women's Foundation and is a member of the board of directors of the Coastal Bend United Way. Wilson has also been involved in the development and implementation of programs that address community needs.

Wilson's contributions to the UnitedWay of the Coastal Bend have been recognized through various awards and honors. She has been interviewed on local news programs and has been featured in articles in local newspapers.

In addition to her work with the UnitedWay, Wilson is involved in other community organizations and initiatives. She has served on the board of directors of the Coastal Bend Women's Foundation and has been involved in the development and implementation of programs that address community needs.

Wilson received her bachelor's degree in business administration from Texas A&M University in College Station. She started her career in the field of social services and has since worked in various capacities in the nonprofit sector.
Results

1,001% increase in page likes during campaign

2,589 average monthly website sessions for peoplemoveourport.com during campaign
Results

13% increase in monthly web traffic for portofcc.com, year over last

2,862% increase in people talking about Port Corpus Christi on Facebook, year over last

Hashtag adoption
# Hashtag Adoption

**FOXP2Go @LParadaValdes** 8/20/15
The Best Class Ever!!! LCC 43. #peoplemoveourport instagram.com/p/6m_zuZPVG7vD...

**Roxana Gomez @rovanego** 8/13/15
Port of Corpus Christi is participating in the SOS’s Event "Supply Our Students" @PoccaPort #peoplemoveourport

**Kailo Communications Studio at Congressman Solomon P. Ortiz International Center.**
August 19, 2015 - Corpus Christi -

#PeopleMoveOurPort presentation by Board Chair Judy Hawley at the Corpus Christi Hispanic Chamber of Commerce State of the Port. Thanks to sponsor, M&G, Chemicals, for lunch!

**Texas State Aquarium**
November 23 -

Students are having a shark-filled fun time at our Fall Break Shark Mini-Camp! In this video, campers are given a taste of what tagging sharks looks like. First, they had to carefully catch the hammerhead, weigh it, measure it, inspect its body condition, and more. From catch to release, their total time was 2 mins, 57 seconds - what do you think, OCEARCH? Do we have some future shark scientists here? Thanks to Port of Corpus Christi for sponsoring this great educational opportunity! #peoplemoveourport

**CC Regional Transit @CCPublicTra... 8/19/15**
Glad to see the Port of Corpus Christi doing so well in the State of the Port @OrtizCenter #peoplemoveourport
Example: Locals Love Port A

Goals = increase off-season traffic in Fall

KPI = microsite engagement

Initiated this campaign because, when people travel, they want to forego the “touristy” things and experience the destination as a local would

Prominent locals shared their stories and love for Port A – what they love about island life during the fall season

Result = 15,000+ engagements
Applications

Video
- Optimize for silent viewing on mobile for auto-play
- Host on branded YouTube channel

Snapchat
- For $5/day get a custom geofilter for your event
- Early phase, still ironing out

Instagram
- Cross-promotion through Facebook Ads Manager
- Carousel ads
Applications

- Facebook
  - Canvas
  - Custom audiences
  - New video insights
- Motion in images
- Twitter character limit

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