

AAPA COMMUNICATIONS AWARDS

2013 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

(Please copy and complete this form for each entry)

Check only **ONE** entry classification below:

- | | | | |
|--|-------|-----------------------------------|----------|
| 1. AAPA Awareness Initiative Messaging | _____ | 8. Overall Campaign | _____ |
| 2. Advertisements – Single | _____ | 9. Periodicals | _____ |
| 3. Advertisements – Series | _____ | 10. Promotional/Advocacy Material | _____ |
| 4. Annual Reports | _____ | 11. Social/Web-Based Media | <u>X</u> |
| 5. Audio-Only Presentations | _____ | 12. Special Events | _____ |
| 6. Directories/Handbooks | _____ | 13. Videos | _____ |
| 7. Miscellaneous | _____ | 14. Visual-Only Presentations | _____ |
| | | 15. Websites | _____ |

CATEGORY 1

CATEGORY 2

Entry Title Social Media Campaign - Facebook, Twitter, YouTube
 Port Name Port of Long Beach
 Port Address 925 Harbor Plaza, Long Beach, CA 90802
 Contact Name/Title Art Wong, Acting Director of Communications and Community Relations
 Telephone 562 283 7702 Email Address wong@polb.com

Please indicate precisely how your port's name should be listed on any award(s) it may win:

Name Port of Long Beach

Being as precise as possible, attach a separate entry statement, in English, that includes a descriptive summary of your entry and lists answers to each of the following four key questions:

1. What are/were the specific communications challenges or opportunities?

- Describe in specific & measurable terms the situation leading up to creation of this entry.
- Analyze the major internal and external factors needing to be addressed.

2. What were your communications planning and programming components?

- Describe your overall goals (desired results).
- Describe your objectives (identify specific, measurable milestones needed to reach your goals).
- Identify your target publics (list primary, secondary and tertiary audiences in order of importance).

3. What actions were taken and what communication outputs were used?

- Explain your strategies (e.g., identify media, timing & venue choices requiring tactics to complete).
- Specify your tactics (actions used to carry out

OFFICIAL ENTRY LABEL

AAPA 2013 Communications Awards

Port PORT OF LONG BEACH

Contact Person Art Wong

Entry Classification Social/Web-Based Media



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Category: Social/Web-Based Media

Title: Facebook, Twitter & YouTube

Port of Long Beach Facebook, Twitter & YouTube

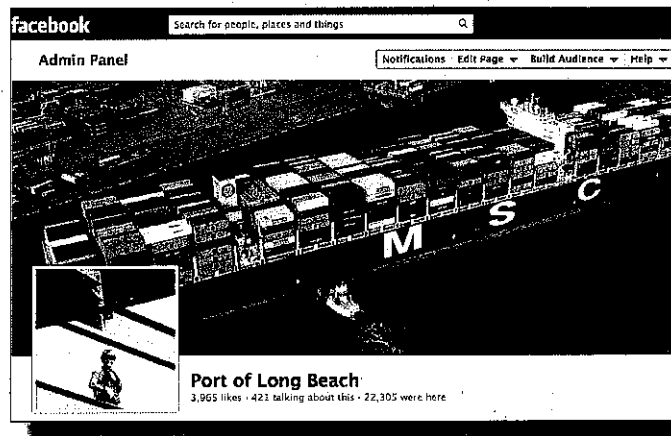
Communications Challenges and Opportunities

The Port of Long Beach is the premier U.S. gateway for trans-Pacific trade and it continues to lead the way in innovative goods movement, safety and environmental stewardship. In 2012, after years of investments in deep-water berths and high-capacity terminals, Long Beach welcomed a series of the biggest container ships ever to call at North American ports, including the arrival of the MSC Beatrice. At nearly 14,000-TEU capacity, the Beatrice would be too big to pass through the soon-to-be expanded Panama Canal.

As the second-busiest container terminal in the nation, the Port supports nearly 30,000 jobs, about 1 in every 8, in the City of Long Beach and more than 300,000 jobs in Southern California. The Port staff is recognized by industry as some of the top professionals in the field, garnering trust from marine and trade industry leaders across the globe.

The Port of Long Beach has an awesome responsibility as a steward of responsible economic growth, creating jobs for the region while improving the environment and the quality of life for nearby residents.

Bigger ships are more efficient, with a smaller environmental impact on a per-cargo-container basis. The Port of Long Beach became Big Ship ready by staying committed to first-class facilities, customer service and green and sustainable operations. The Port is investing \$4.5 billion



this decade to further modernize its facilities and meet evolving industry trends.

One of the Port's primary goals is to carry the message of its mission and commitment to its various audiences. The Port strives to provide a variety of open channels of communication. Social

media provides a powerful tool to touch a broader audience and to keep all audiences more engaged. Social media allows the Port to tell its story in a more immediate, interactive and fun way.

Planning and Programming Components

Social media platforms like Facebook, Twitter and YouTube help the Port of Long Beach's Communications and Community Relations division engage audiences in a conversation where participants are encouraged to give feedback and be agents of information for the Port.

These networks have allowed the Port of Long Beach to not only push information, but to get immediate feedback on how that information is being received and shared by its audiences. With social media, the Port has a new line of instant communication with its community, the industry and the news media on a global scale. The popularity of smartphones broadens the reach of social media even further.

Port followers are recruited to social media via the Port's website, links in advertisements, news releases and other communications. The potential audience is virtually infinite.



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Category: Social/Web-Based Media

Title: Facebook, Twitter & YouTube



Social media unifies people around common interests. It is especially effective because all the users have voluntarily joined the Port's network. Their interaction with the Port means their interest has been peaked. With that, the Port has the opportunity to tell its story.

The primary objective is to continue to grow participation in each of these social media outlets and maximize their outreach potential for the Port.

Actions Taken and Communication Outputs Used

The strategies for the Communications and Community Relations team are to:

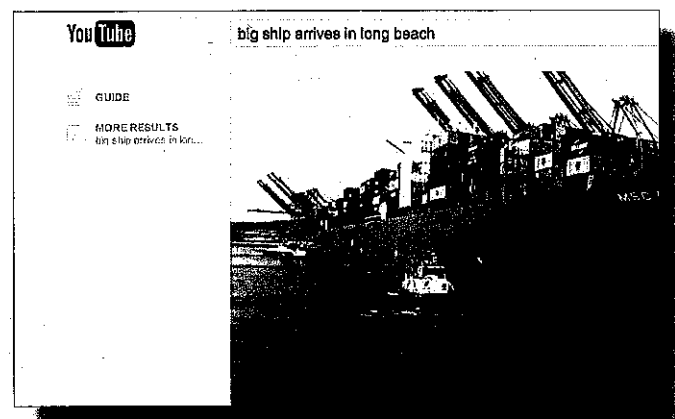
- Design content that encourages audience participation;
- Post material in a timely manner to meet the fast pace of the medium;
- Respond in a timely manner;
- Increase Port transparency through the distribution of business information;
- Use social media to not only share Port information, but to be a good neighbor and offer a forum for other community activities and events;
- Continually modify message format for compatibility with new technology;
- Make the interaction accessible, modern and fun.

Although Port postings are relatively informal, one Communications and Community Relations team member focuses on news items for Facebook and Twitter, one on community activities and a third regularly posts videos to the Port's YouTube account. Many times, Twitter and Facebook messages are sent directly from an event.

The Port generally keeps its social media tone light, with special focus in 2012-2013 on the Port's capital improvement projects and related jobs. Ongoing content includes coverage of the record-breaking Big Ships calling at the Port, amazing new technology unfolding each day at the Port, construction of new infrastructure, news about people at the Port, opportunities for shared outings, trade or community events and breaking news.

Also, social media allows the Port, as a public agency, more transparency than ever before. It enables the community to clearly see, and have a better understanding of, the successes and challenges the Port faces.

More often than not, teasers and links are included in postings to direct viewers to additional information such as the Port's websites, other websites or recent articles or publications.



The Port employs a full-time electronic communications specialist in the Communications and Community Relations division whose job is to execute and monitor the Port's digital media program, including websites



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and social media. Social media is not a separate task, but is ingrained into the overall communications strategy and the entire team engages in social media to share the Port's messages. Therefore, staff time and cost are hard to measure. Overhead costs are negligible given that the tools, such as computers and BlackBerrys, are among everyday equipment.

Facebook

Fan Page:

www.facebook.com/PortofLB

3,977 likes as of April 2013, up from 2,245 in April 2012

Profile Page:

4,874 likes as of April 2013, up from 4,100 in April 2012

This page was instituted before Facebook had "fan" pages, and updates to the page were discontinued by the Port in March 2013, except for occasional reminders to "like" our "fan" page.

Engagement was the main focus of the Port's Facebook effort in 2012-13. In addition to posting news, photos and videos, special emphasis was put on posts that led to interaction with Port followers. Most of this was done in a fairly light vein, urging people to "like" or share scenic or other interesting photos posted by the Port, and asking questions about the Port. The Port also integrated social media into its tour events in a new way.

In May 2012, the Port held its first Social Media Sunset Tour, the first free Harbor Tour held in the evening and one that was open exclusively to Port followers on Facebook and Twitter. After a "tease" campaign over a couple of weeks, followers had to post on the Port of Long Beach's timeline or Twitter feed to secure a spot on the tour. On the tour itself, the narrator asked trivia questions and attendees answered via Facebook and Twitter to receive prizes. People were also encouraged to take photos and tag the Port. This was so successful that the Port is repeating the Social Media Tour in 2013, and the quiz and prizes have been added to all Port tours.

In October 2012, the community was invited to two days of free Train Tours of the Port. Because the narrators for the tours were on a car separate from

many of the guests, participants used Facebook and Twitter to send questions, allowing the narrators to interact with people they couldn't even see during the tour. At all of these events, the Port also posted photos and other information to its news feeds.

Twitter

<http://twitter.com/portoflongbeach>

7,247 followers as of April 2013, up from 4,914 followers in April 2012

The Port routinely uses Twitter to "live tweet" from Port events such as the annual State of the Port Address and the groundbreaking ceremony for the Gerald Desmond Bridge Replacement Project. In addition, Twitter is used as an interactive tool at events for members of the public (who may be watching a webcast of the event somewhere on the other side of the world) to ask questions. As the Port's infrastructure expansion gains momentum, a new emphasis for the Port's Twitter feed has been traffic alerts. Using the hashtag #polbtraffic, staff can update followers quickly on the changing traffic situation at the Port.

YouTube

<http://www.youtube.com/portoflongbeach>

263,052 views as of April 2013, up from 180,000 in April 2012

On the Go videos:

Two-minute "On the Go" news videos on a variety of subjects are posted weekly.

The highest number of views through April 2013 for a single video in this series was 5,881 (announcing Big Ship arrivals), up from 1,811 as of April 2012.

Pulse of the Port videos:

Three-to-five-minute video segments from "Pulse of the Port," the Port's half-hour cable television series, are posted every several weeks. The highest number of views in the series through April 2013 was 21,157, up from 11,054 through April 2012.



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Evaluation Methods and Communications Outcomes

The primary evaluation method for social media is the number of participants receiving information through our networks:

Facebook: 3,977 likes as of April 2013, up from 2,245 in April 2012

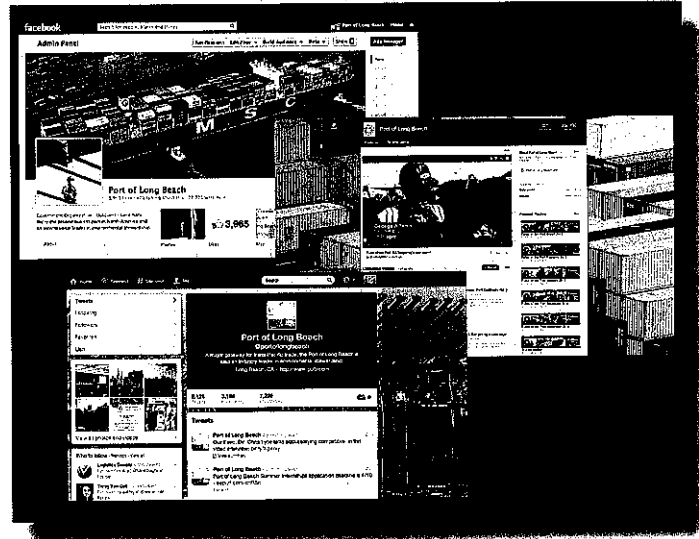
Twitter: 7,247 followers as of April 2013, up from 4,914 followers in April 2012

YouTube: 263,052 views, up from 180,000 in April 2012

Another evaluation tool is a 2012 study conducted by Encinitas-based True North Research, updating data collected annually since 2007 (with a break in 2010), titled Public Communications & Perceptions Survey Research Report.

The survey is conducted with 1,000 registered voters in Long Beach and includes respondents from all City Council Districts, with a thoroughly representative range of demographic profiles.

- 97 percent were aware of the Port prior to the survey.
- 68 percent of respondents indicated that they were satisfied with the Port's efforts to communicate with residents through newsletters, television, the Internet and other means, with 31 percent indicating that they were very satisfied.



- 34 percent said that they rely on the Internet as their primary source of Port news.
- 56 percent said social media was an effective way to communicate with them.
- 46 percent felt that YouTube was an effective means of communication.

Nearly two-thirds (64 percent) of the respondents indicated that they most often use a home computer or laptop to access online information, followed by 17 percent who use a smartphone and 8 percent who primarily use a tablet. Two percent weren't sure and only 8 percent did not have Internet access.