

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 <input checked="" type="checkbox"/> _____ |
| 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 Port Saint John Social Media Engagement Strategy

Port Name Port Saint John

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

Name Port Saint John

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 your strategies).
- Map out your implementation plan (include timelines, staffing and budget).

4. What were your your evaluation methods and communications outcomes?

- Describe formal or informal surveys, or anecdotal audience feedback, used to evaluate success.
- Determine communications outcomes by assessing changed opinions, behaviors and attitudes.



AAPA 2013 Communications Awards Program – Social Media Engagement Strategy

1. Defining the Opportunity

Port Saint John's Board of Directors has given management a strategic direction priority to enhance two-way dialogue with the community. As one part of the fulfilment of this direction, we have strengthened our presence and voice in social media. Saint John has a business and neighbourhood community which is extremely engaged, especially in certain platforms.

While Saint John is an historic port city with the highest volume tonnage in Eastern Canada, we recognize that the relationship with our community gives us 'social license' to operate and it is therefore essential to nurture this relationship.

Port Saint John has been an active participant in social media since 2010 with Facebook and Twitter, however, this year we developed an engagement strategy and invested more time and effort into key social media platforms as follows, the first 3 of the list are put forth for consideration in this submission and their URLs are provided:

- a. A newly established Wordpress blog called #portcity, <http://portcitysj.wordpress.com/>
- b. An extremely successful Twitter account with close to 1,450 followers, which has been in place since 2010 (twitter.com/portssaintjohn).
- c. An active Port Saint John Facebook page (facebook.com/PortSaintJohn)
- d. A new Pinterest page focused on venues and tourism,
- e. A YouTube account with all of our videos
- f. An Instagram account with photos of Port activity, and
- g. A LinkedIn account for networking purposes.

Social media is a crucial component in our communications plan, for promoting positive news and responding to users. These platforms are a key way in which we interact with people outside of Port Saint John in the community. Each platform has been selected for a specific reason in which tie to the following goals: 1) community engagement to elevate profile of the Port; 2) promotion the cruise destination; or 3) promotion of event rental capabilities in the 2 new cruise terminals.

At the start of the project a set of social media guidelines and a social media engagement strategy were developed internally. Those documents were shared with staff through social media training sessions in which team members learned how to use social media and learned how Port Saint John intends to use social media to build community engagement.



Externally, we have made social media a front line measure for communication for two-way dialogue about Port Saint John.

2. How the strategy complements overall communications

Our overall goals are to make Port Saint John's social media outlets a place to access information and engage with our organization. We want to make Port Saint John a more integrated part of the community and a reputation as a key player in community and cultural development.

Internally, two staffers maintain our social media networks. We follow the analytics and see how successful our posts are. For example, a post promoting our Facebook page with the promise of \$500 to a children's charity once we achieve 500 additional likes has reached close to 13,000 people based on shares and likes. We want to continue to accumulate that number of page likes so more people are linked to our updates and initiatives. The promotion is ongoing and within days has added close to 200 likes to our page.

Our target audience is locals who will engage with other community members and promote Port Saint John in a positive way. On our sister page, Cruise Saint John, the Port is promoted as a tourism destination to over 4,000 past and potential visitors. Both pages serve separate purposes, but are unified in their positive promotion and community engagement goals.

3. Planning and Implementation

When Port Saint John developed a concrete social media strategy earlier this year, staff members were educated on how Port Saint John intends to use social media. Staff were also shown how to use social media to promote the Port. We selected six key platforms from which to share our message.

- Twitter because of its role in community discussion in Saint John,
- Facebook because it is a measurable social hub,
- YouTube for video capabilities,
- Instagram for photo capabilities,
- Pinterest to promote our terminals as venues and Saint John as a tourism destination, and
- LinkedIn to build the profile of the Port and its employees in the business world.

We developed the hashtag #portcity to track dialogue happening in Saint John, both in the community and surrounding the Port. The hashtag has already been successful, with



hundreds of mentions locally. The hashtag campaign was officially launched at our #portcity event (separate entry in competition).

We keep our followers updated on a regular basis with news releases, information about community events and mentions of Port Saint John in local media.

We're also an active participant in the #PayitForward campaign which has active participation in our community in the social media realm.

We respond quickly to people engaging with us online and retweet information when positive and pertinent to our followers.



Port Saint John also designed social media calling cards listing our various social networks. These cards have already had great success at trade shows, conferences and events. The cost of the cards was \$325 and that was the only cost associated with our social media campaign.

4. Measurement/Evaluation Methods

Already, our social media campaign has been successful, since April when we officially went live with the strategy in a visible way:

- We've accumulated an additional 200 likes on our Facebook page,
- Increased engagement on our Twitter page with more retweets, replies and followers and #portcity is becoming a part of local dialogue,
- Close to 100 photos have been shared of our venue and view under that hashtag,
- We are using #portcity as a way to track our success and we've already noticed people incorporating it into their tweets.

We wanted to make Port Saint John a key player in the community, an effort that has already been successful. People are seeing us as both a community player and a key part of the transportation infrastructure and the economy.

5. Budget: \$325