

# 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 Facebook: Port of Palm Beach District

Port Name Port of Palm Beach

Port Address One East 11<sup>th</sup> Street, Suite 600 Riviera Beach, FL 33404

Contact Name/Title Julie Houston Trieste, Public Relations Specialist

Telephone 561-383-4138 Email Address jtreste@portofpalmbeach.com

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

Name Port of Palm 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:

**9. 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.

**10. 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).

**11. 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).

**12. 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.

## 2013 COMMUNICATIONS AWARDS PROGRAM



Category: Social/Web-Based Media

URL: <http://www.Facebook.com/PortofPalmBeachDistrict>

The Port of Palm Beach is the 4th busiest container port of Florida's 14 deep-water ports, and it is the 22nd busiest container port in the United States. Over \$7 billion worth of commodities moves through the port each year.

The Port of Palm Beach and its tenants combine to be one of the larger employers in Palm Beach County and is an economic engine for the County. Approximately 2,850 people are employed directly and indirectly because of the Port. The Port and its tenants contribute \$260 million in business revenue, and its tenants contribute \$12 million in State and Federal taxes.

Not only does the Port of Palm Beach and its Districts' citizens, benefit from its cargo business the Port's cruise business welcomes more than 340,000 cruise passengers annually. The Port of Palm Beach is the home port for the Bahamas Celebration, which sails from the Port of Palm Beach to Freeport, Bahamas every other day. Additionally, its day-cruise-casino operator sails twice daily from the Port into international waters offering full casino gaming a sports book, entertainment and dining.

However, despite nearly 100 years in the community serving as an economic engine and jobs creator, the message of the Port of Palm Beach was not reaching the public, our visitors and industry using a social media platform.

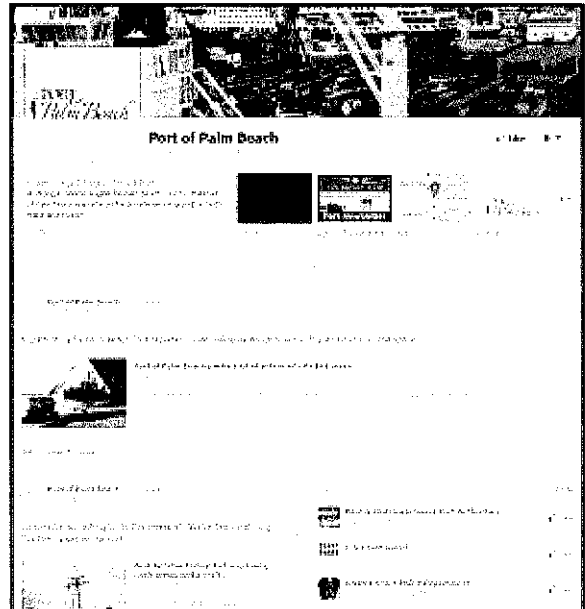
With the upturn of the economy, the long-vacant public relations position at the Port was once again filled and with that an increase in public relations, media coverage and a new commitment to community outreach has been realized.

The most immediate and cost-effective way to share this information was the implementation of a Facebook page.

The goal of the Port of Palm Beach's Facebook page is to get the current news, as well as community outreach, industry and tenant news and historical information out to the public in a new, interactive way. We didn't want to use Facebook as merely a tool to announce our cruise or ship schedules and public meetings, but as a way to connect with our community and industry online.

By targeting users of social media, specifically, Facebook, the Port has been able to share its ever-increasing press coverage, photo galleries, historical timeline, community events, both at the Port and in our community and up-to-date news with the thousands of users it has reached since it was launched in June of 2012.

Facebook's Timeline feature was an excellent way to share historical photos back to 1915, and notable events in the Port's history to give a perspective of how long we have been part of our community.



## 2013 COMMUNICATIONS AWARDS PROGRAM



Category: Social/Web-Based Media

URL: <http://www.Facebook.com/PortofPalmBeachDistrict>

We are able to post real-time photos of notable vessels, public events, security training, hurricane updates, news from our tenants and our day cruise operator's launch, offers and business updates. We even included photos and updates from one the Port's staff member's sailing on The Bahamas Celebration.

The Facebook page has been kept informal and a way reach the public that our Web site, which is being completely redesigned for re-launch in the fall, has been unable to accomplish due to its restrictions. The new Web site, will include our Facebook campaign as well as other social media campaigns we are working to launch in the near future.

As of April 29, 2013, the Port of Palm Beach has 175 "Likes" with an organic reach of more than 5,000 users most weeks. The graph above represents 2013 traffic.

The Facebook campaign was launched, and is managed and updated by one member of staff with no cost to the Port. All of our traffic is organic. We have not spent any funds promoting the page or posts.

