

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





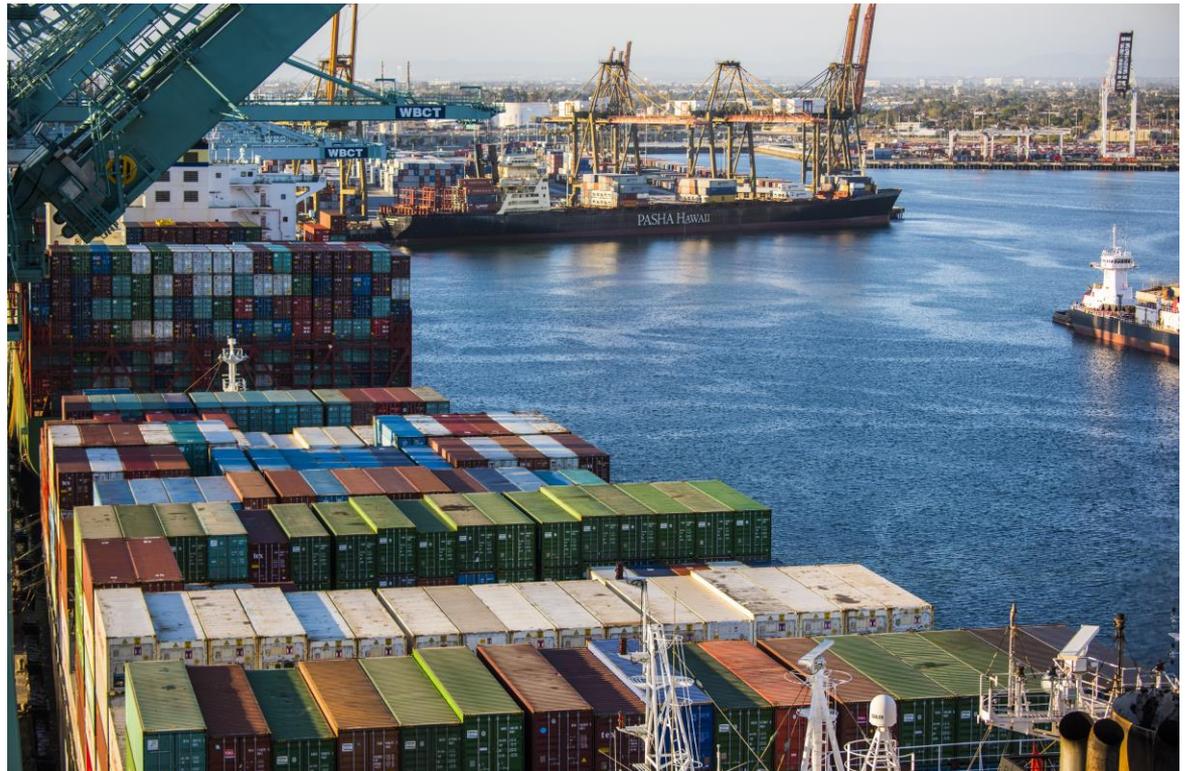


# Port of Los Angeles Brand

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.

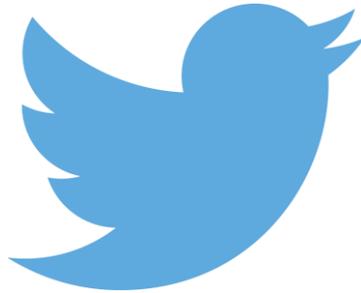
## Community Audience

- Waterfront Development
- Events
- Cruises
- Travel
- Entertainment
- Museums & Attractions



# Social Media Platforms

Port of Los Angeles | LA Waterfront



# Audience Growth

Platform	May 2015	May 2016	Percentage
Facebook/PortofLA	20,028	24,933	25%
Facebook/LAWaterfront	6,947	11,778	70%
Twitter/PortofLA	11,256	14,884	32%
Twitter/LAWaterfront	601	1,310	118%
Instagram/PortofLA	1,638	5,642	244%
Instagram/LAWaterfront	1041	2,369	127%
YouTube	349	1,080	209%
Snapchat	5	11	120%
<b>Total Followers</b>	<b>41,865</b>	<b>62,007</b>	<b>48%</b> 

# Target Audiences



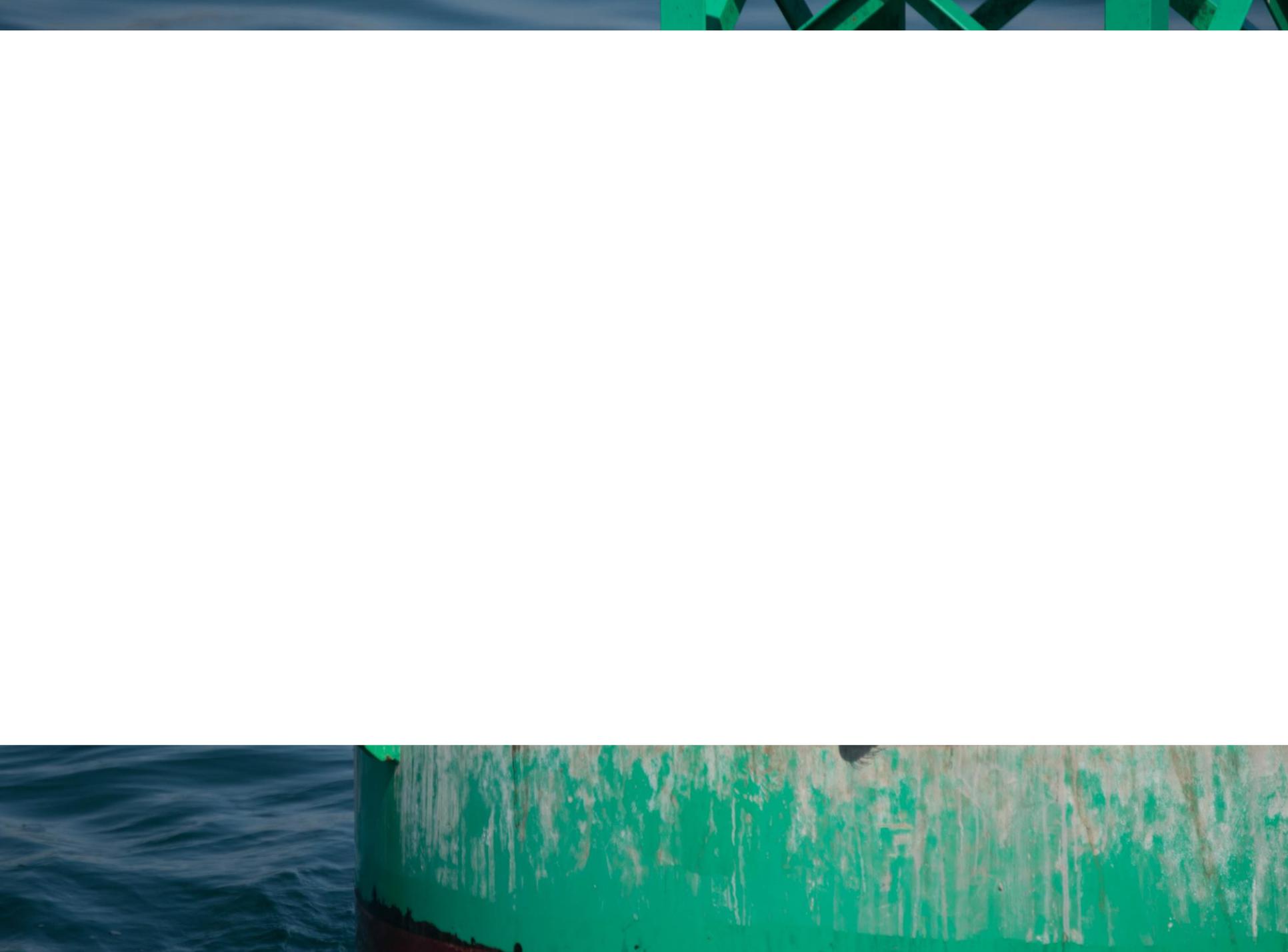
An aerial view of a busy port terminal. The foreground shows a paved area with yellow lane markings and several white trucks. In the middle ground, there are large white gantry cranes with 'KALMAR' and 'ASCOTT' branding. The background is filled with stacks of colorful shipping containers in shades of red, blue, green, and white. The text 'Trending Topics' is overlaid in the center in a large, bold, black font with a yellow outline.

# Trending Topics

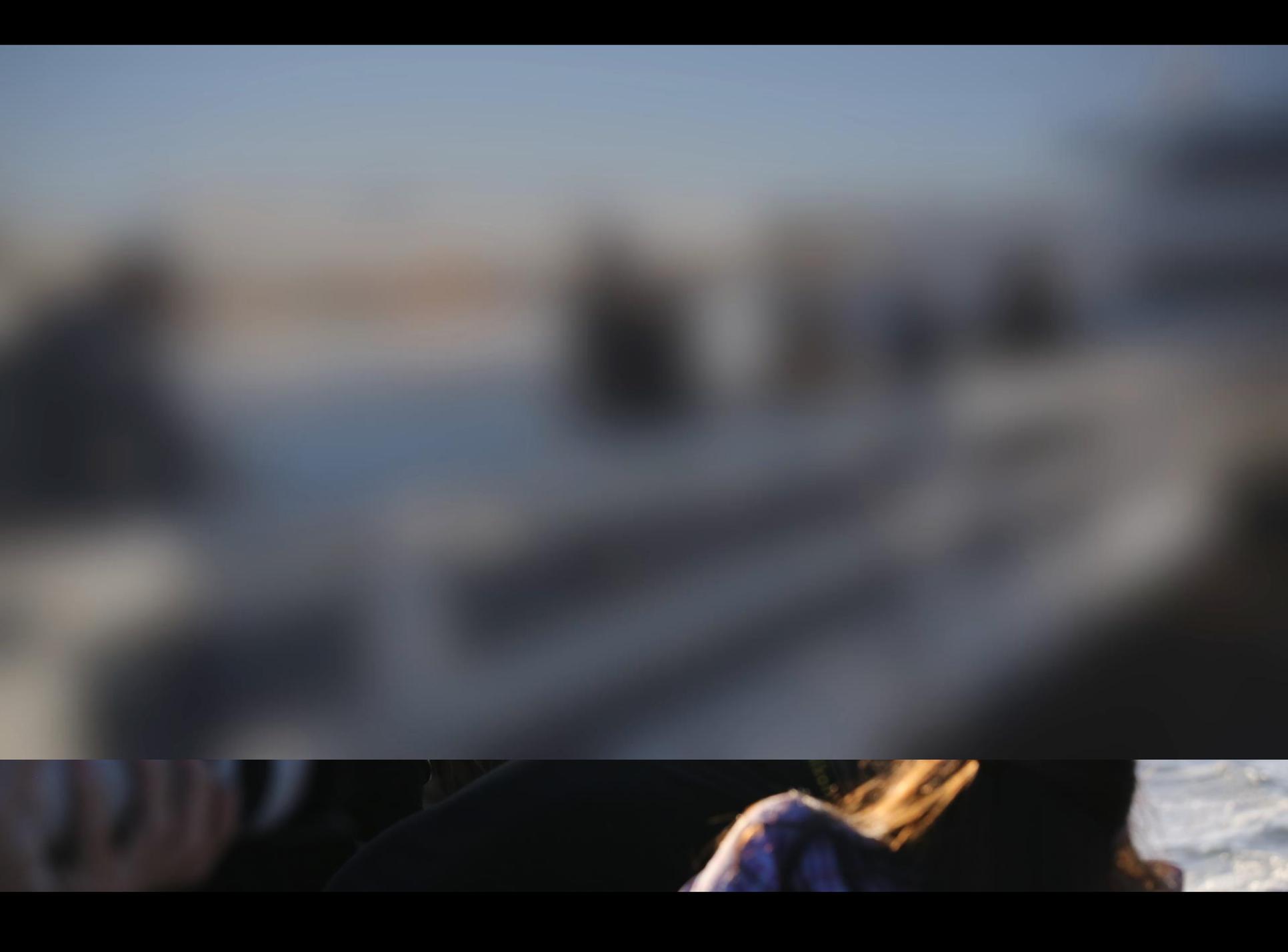
















YouTube



PACECO-MITSUI PORTAINER S.W.L. ALL UNDER SPREADER TWIN ALL UNDER SPREADER SINGLE TOLT UNDER LIFTING BEAM

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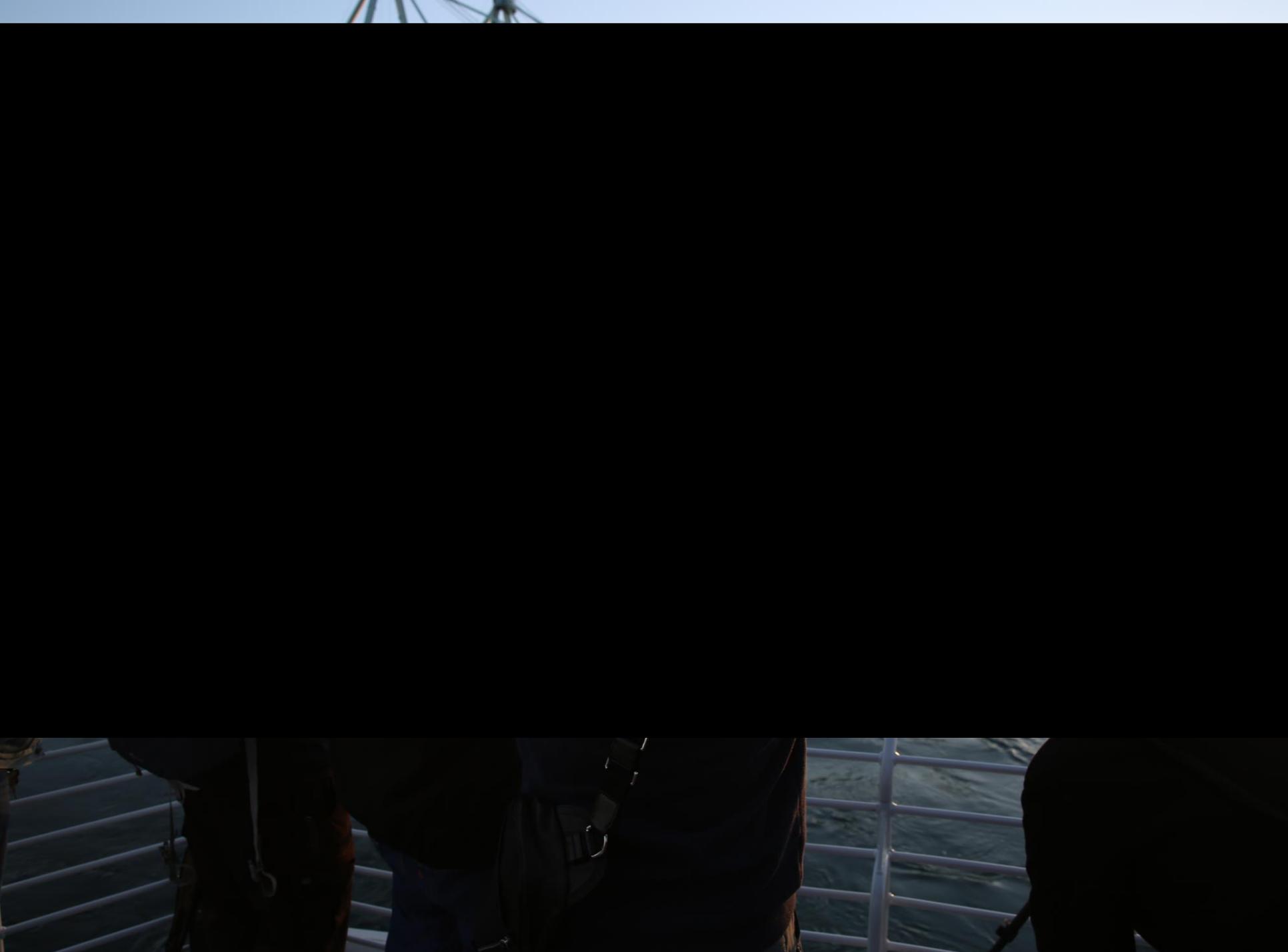
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**#PortofLA**

**#LAWaterfront**

**#AmericasPort**

**#BigShipActive**



Thank you!  
#PortsUnited