




brands with *ambition*

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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**
Sponsored · 🌐

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



 Roxana recently liked this.

 Like  Comment  Share

 **Port Corpus Christi**
Sponsored · 🌐


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



 Stephen recently liked this.

 Like  Comment  Share

AT&T 8:23 PM 276 Likes · 55 Comments


 Like  Comment  Share


 **Adrian Garza**
:)


 **Port Corpus Christi**
Sponsored · 🌐





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



 Holly recently liked this.

 Like  Comment  Share

 **Michael Alanis with Emily Roldan and Felicia Alanis**
41 mins · Corpus Christi, TX · 👤

 News Feed  Requests  Messenger  Notifications  More

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



MONDAY (DATE)				
Time	Title	Copy	Link	Clicks
TWITTER				
0:00				
2:00				
4:00				
6:00				
8:00				
10:00				
12:00				
14:00				
16:00				
18:00				
20:00				
22:00				
FACEBOOK				
6:00				
10:00				
2:00				
GOOGLE+				
6:00				
10:00				
2:00				
LINKEDIN				
8:00				
12:00				
4:00				
INSTAGRAM				
12:00				
18:00				








Source: Hootsuite

mdradvertising.com

mdr

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

Primary Dimension: **Source / Medium** **Other** ▼

Plot Rows Secondary dimension ▼ Sort Type: Default ▼

	Source / Medium ?	Acquisition		
		Sessions ? ↓	% New Sessions ?	New Users ?
		23 % of Total: 0.29% (8,038)	69.57% Avg for View: 72.53% (-4.09%)	16 % of Total: 0.27% (5,830)
<input type="checkbox"/>	1. Facebook / LinkPreview	23(100.00%)	69.57%	16(100.00%)

Audience



Facebook

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



Twitter

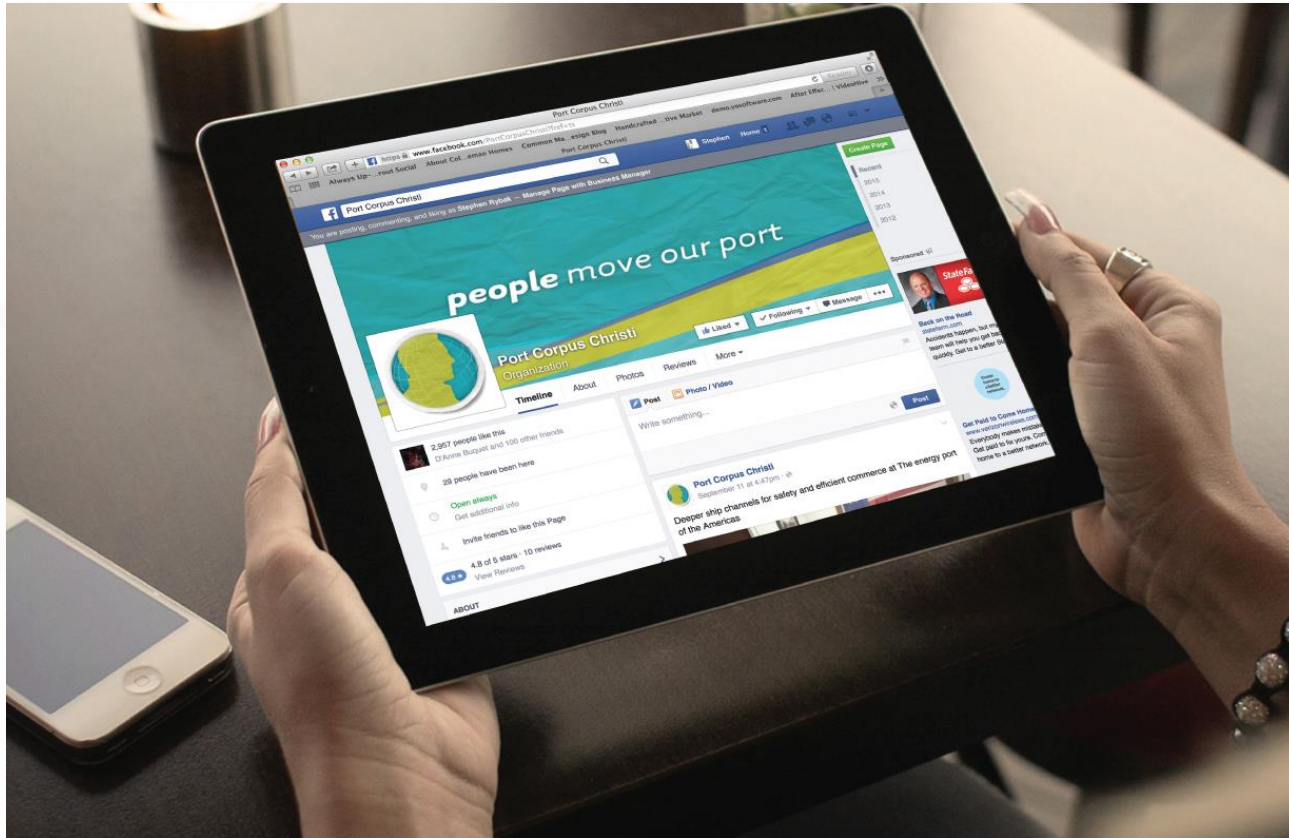
- 32% adults 18-29
- 29% adults 30-49
- 21% of online women
- 25% of online men



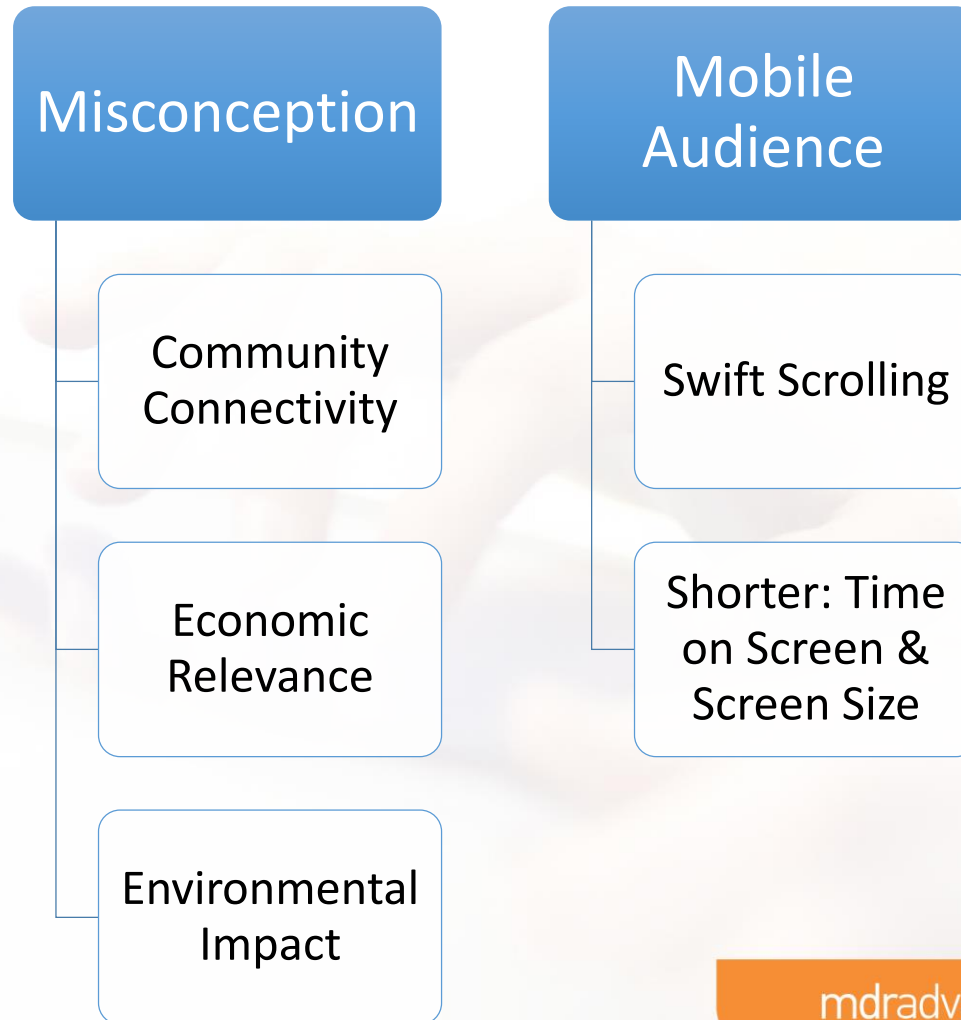
Instagram

- 55% adults 18-29
- 28% adults 30-49
- 31% of online women
- 24% of online men

Telling Our Port's Story



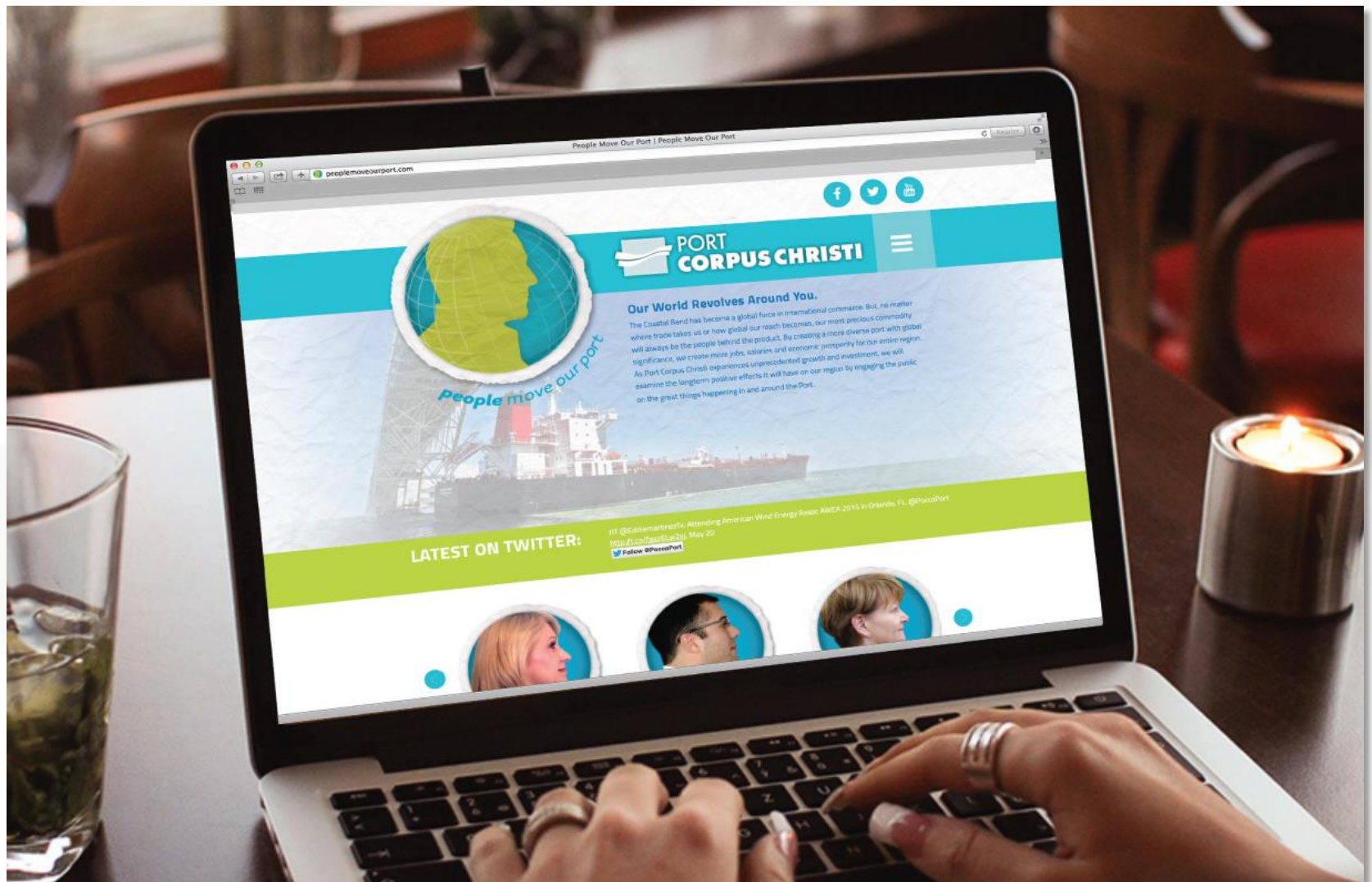
Goals and Challenges

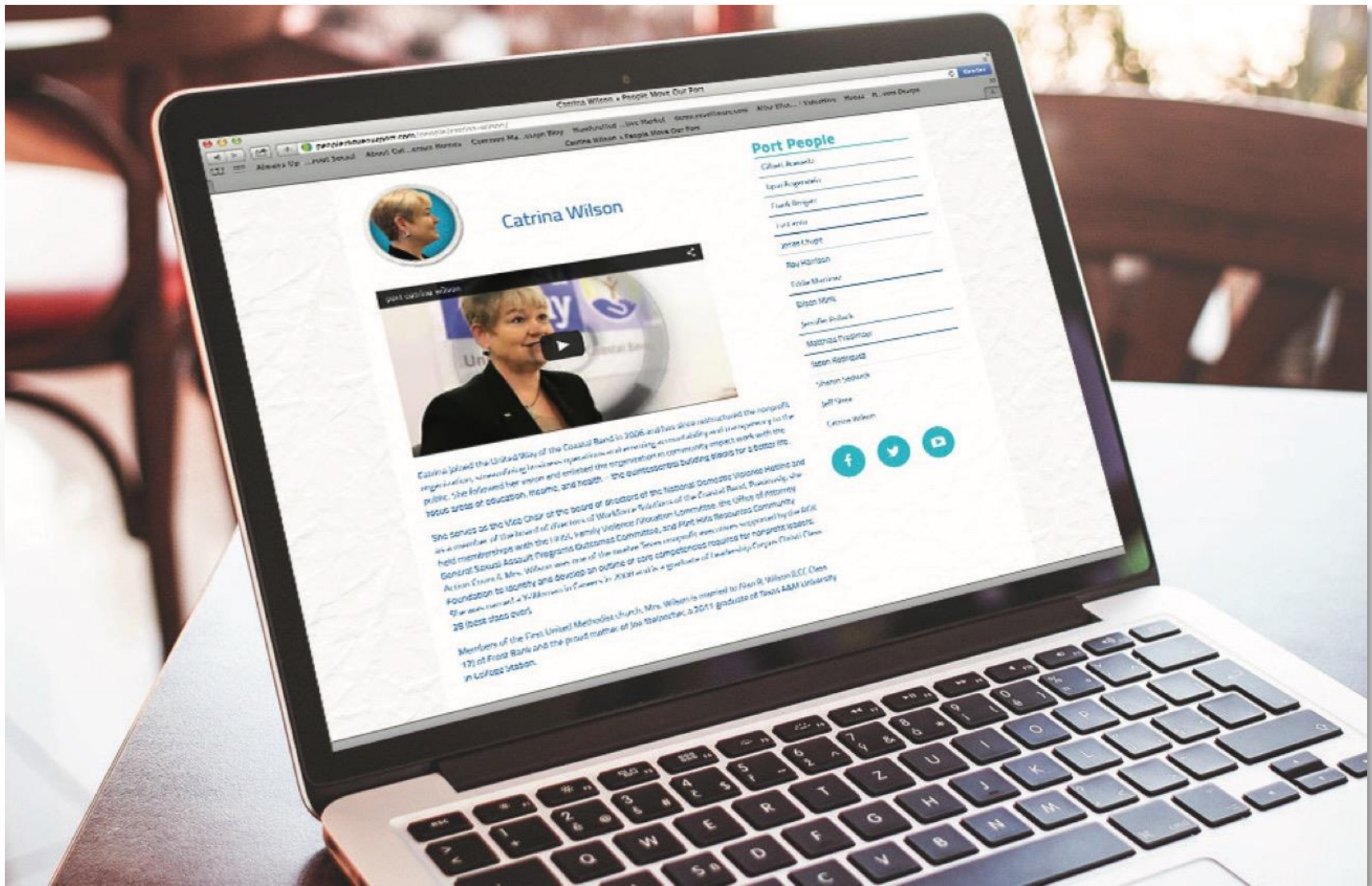


Strategies



- 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





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...](https://www.instagram.com/p/6m_zuZPVG7vD...)



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!



Congressman Solomon P. Ortiz International Center
Event Venue



inspirecoastalbendmag

FOLLOWING



...

♥ portaransastex, jgali42_

27w

inspirecoastalbendmag Enjoying the 2015 State of the Port at the Ortiz Center. Looking forward to hearing from keynote speaker Judy Hawley, port commission chair. #beinspired ... mag #peoplemoveourport



Roxana Gomez @rovanego

8/13/15

Port of Corpus Christi is participating in the SOS's Event "Supply Our Students" @PoccaPort #peoplemoveourport



2



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



3

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

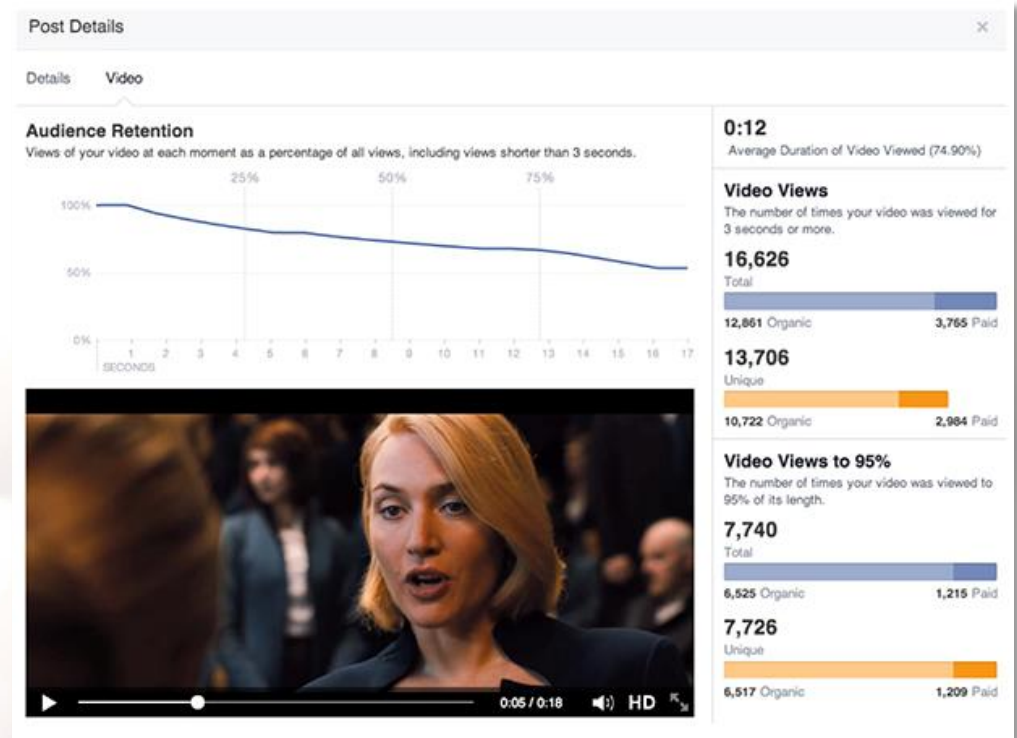
- Canvas
- Custom audiences
- New video insights



Motion in images



Twitter character limit



THANK YOU!

STEPHANIE CUDE | MDR
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