Pulling It All Together: A Practical Approach to Maximizing Social Media Engagement

Tuesday, Oct. 29, 2019

AAPA Communications and Marketing Seminar
Montreal, QC, Canada
Manon Lanthier – Presenter
Communications Manager
Green Marine
Quebec City, QC, Canada
COMMUNICATING SUSTAINABILITY

Limited resources vs effective social media presence

www.green-marine.org
SESSION OUTLINE

- Green Marine 1-0-1
- Our communication plan
- Tools
- Now... you get to work!
GREEN MARINE IS...

A voluntary certification program to reduce environmental footprint of marine operations by

• exceeding regulatory compliance
• promoting a culture of continuous improvement

A benchmarking tool to measure performance

A partnership initiative involving stakeholders
136 PARTICIPANTS IN U.S. AND CANADA
BENCHMARKING PERFORMANCE

For each environmental issue, performance is evaluated from Level 1 to Level 5:

1. Regulatory monitoring
2. Best practices
3. Adopted management plan and measurement of impacts
4. Introduction of new technologies
5. Excellence and leadership

Green Marine certification process’ steps:

1. Annual self-evaluation
2. External verification
3. Publication of results
4. Continual improvement
5. Certification
ANNUAL CONFERENCE

GREEN TECH 2020
ENVIRONMENTAL CONFERENCE
June 2 - 4, 2020
Montreal, QC

2008 ➔ Montreal
2009 ➔ Toronto
2010 ➔ Montreal
2011 ➔ Chicago
2012 ➔ Quebec City
2013 ➔ Vancouver
2014 ➔ Saint-John
2015 ➔ Seattle
2016 ➔ Quebec City
2017 ➔ Fort Lauderdale
2018 ➔ Vancouver, B.C.
2019 ➔ Cleveland

GreenTech 2020:
Montreal, QC
June 2 – 4, 2020
COMMUNICATIONS OVERVIEW
COMMUNICATION PLAN

Main objective: Support Green Marine’s strategic action plan (3-year rolling plan)

<table>
<thead>
<tr>
<th>1. VALUE</th>
<th>Ensure Green Marine continues to offer a service that <strong>provides value to participants</strong> and the industry at large.</th>
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<tr>
<td>2. RECOGNITION</td>
<td><strong>Increase level of recognition</strong> from governments and environmental community for the marine industry’s positive environmental features and sustainability efforts</td>
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<td>3. FUTURE GROWTH</td>
<td>Continue to <strong>expand membership</strong> and ensure Green Marine is the preferred choice amongst competing sustainability programs</td>
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GOALS & AUDIENCES

➢ Maintain strong **internal communications**
  • Our members: participants, partners, associations, supporters
  • Green Marine team (staff & contractors)

➢ Increase **external communications**
  • Marine industry
  • NGOs & environmental groups
  • Governments
  • Trade media
KEY MESSAGING

Showcasing the marine industry’s commitment to environmental excellence

- Communicate marine industry’s overall positive environmental features
- Publicize tangible program results
- Highlight our participants’ concrete actions towards greater environmental performance
- Showcase current partnerships
- Explain how Green Marine works as a collaborative approach
MEDIUM IS THE MESSAGE

green-marine.org
SOCIAL MEDIA

Green Marine
@CMarine_AVerte

We look forward to seeing you next week @AAPA_Seaports' Annual Convention in Norfolk! Stop by Green Marine Booth #210 to learn more about our certification program for ports! #AAPA2019 #ports #sustainability

green-marine.org/2019/08/09/gre...

JOIN US

@AAPA 2019
Norfolk, VA
October 13-16

Learn how we can help your port achieve greater sustainability @ Booth #210

Green Marine
SPREADING THE WORD

➢ Engage Associations as ambassadors:
  • Take part in associations’ events
  • Quarterly reports on Green Marine activities
  • Provide targeted communications / ready-to-use tools
  • Assist with their advocacy efforts

➢ Encourage Participants support in building a stronger brand:
  • Publicize company’s results & certification
  • Share success stories (Twitter, LinkedIn, website, newsletter, 5 for 5 feature in the Magazine)
  • Encourage/showcase logo usages (#BragAboutIt)
  • Tailored messages / Ready-to-use tools
CHALLENGES

➢ Membership growth = growth in communications needs
➢ Diversity of audiences
  • Canada – USA / East Coast, West Coast, Gulf
➢ Limited staff resources:
  • Full-time communications manager
  • Added Project Coordinator position (75% communications support)
➢ Limited financial resources
➢ Bilingualism requirements
➢ Keeping up with new technology
➢ Measuring results
TOOLS

They’re the extended part of our communication team!
WORKSHOP

GOAL:
• Build a social media campaign

OBJECT:
• Upcoming Port Days

THEME:
• “Our Port: Open for Business and Recreation”

HOW:
• 4 teams, each with a specific audience
**WORKSHOP**

**AAPA Communications Seminar**

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<th>Pulling It All Together</th>
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<td><strong>A Practical Approach to Maximizing Social Media Engagement</strong></td>
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**WORKSHEET**

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<thead>
<tr>
<th>Theme</th>
<th>Our Port: Open For Business And Recreation</th>
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<tbody>
<tr>
<td>Audience</td>
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<tr>
<td>Goal(s)</td>
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<td>Key Performance Indicators</td>
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<td>Channels/Platforms used</td>
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<td>Central message/strategy</td>
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<td>Campaign posts examples</td>
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<td>Frequency/Calendar</td>
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<td>Comments/Notes</td>
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**DELIVERABLES:**
- Overview of your social media strategy
- Two examples of social media posts that could support that strategy

**TIMELINE:**
- 30 minutes of brainstorming
- 5 min/group presentation
WORKSHOP

Time to hear some results!

TEAM 1:
• Port partners (area businesses)/industry stakeholders/governmental agencies

TEAM 2:
• Port employees and/or workforce recruitment

TEAM 3:
• Area school programs & families

TEAM 4:
• Local communities & environmental groups
Green Marine Magazine (Published twice a year)

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