The rise of Social Media

Art Wong
Asst. Director of Communications
How do we connect?

LA Times circulation dropped by 50% since 1990; and fell by 33% since 2005

*1,000s of subscribers*
Keeping up from afar

Hayley Wong

 Architectural Design Intern at Project: Space  Studying Architecture at University of Pennsylvania  Lives in Philadelphia, Pennsylvania  In a relationship with Grant Saita  Knows German, Cantonese, Italian  From Temple City, California  Born on July 21

Share:  Post  Photo  Link  Video

Write something...

Lindsay Wong
where in ny are you?

Sunday at 11:40am  Like  Comment

Hayley Wong
Happy Father's Day to the most amazing dad ever (who works at The Long Beach Port)! =) Thanks for everything Dad! Lindsay Wong
Number of Facebook users increased 600 times since 2007.
How to tell our story

2nd busiest U.S. container cargo seaport; part of the world’s 6th busiest port complex
Adding Social Media

Enlist young interns to help launch and seed (populate) Facebook page.
Celebrating the Port’s Anniversary by remembering, reminiscing and reconnecting
PORT OF LONG BEACH
CENTENNIAL FORUM

THURSDAY, JUNE 9, 2011

Making 100 years of history

At our 100th Birthday Party on June 25, our Centennial documentary, Faces of the Port: Remembering 100 Years, will premiere in two screenings, at 3 p.m. and 4:15 p.m.

The documentary, which took about a year to assemble, features interviews with two dozen people about the history of the Port, as well as historic photographs and rare film footage unearthed by the team at Media 360, who made the film. The story is narrated by actor Robert Wagner.

We want to hear from you! For more information, visit www.polb.com/100years.

You can read all about the making of Faces of the Port here.
Reminiscing

Wedding bells at Harbor Plaza

The wedding of Jo and David Murray, November 19, 1983.

The Port of Long Beach Administration Building has been the backdrop for a variety of unique events, from international trade festivals to beauty contests and more. One of the most memorable was the wedding of David and Jo Murray back in 1983. Jo Murray sent us some photos and her memories of this unique occasion:

“My husband, David, and I were married in front of 925 Harbor Plaza Drive on November 19, 1983.

Danny Thomas and Elvis Presley aboard the Potomac for handover ceremonies at the Port of Long Beach, February 3, 1964. This was the only time Elvis set foot on the yacht. Photo courtesy of the USS Potomac Museum, http://www.usspotomac.org.
Port of Long Beach

Government Organization · Long Beach, California

Wall

Port of Long Beach
A quick video look back to the days of warehouses on the docks, before containerization ...

More than a warehouse « Port of Long Beach Centennial
polb100.com
Centennial Moment video ....

about an hour ago · Share

3 people like this.

Cory Mushakian Yep, that old school. Looking around today, its hard to believe freight used to move in any other way, lol.
about an hour ago
The Port of Long Beach's first shipment was a load of redwood from the...
Port of Long Beach
@portoflongbeach Long Beach, CA
A major gateway for trans-Pacific trade, the Port of Long Beach is also an industry leader in environmental stewardship.
http://www.polb.com
Long Beach Port ▶ Photos

Long Beach's Photos

Mobile Uploads
22 photos

Shaping A Vibrant Community
3 photos

Educational Outreach
9 photos

Centennial
6 photos

Industry
1 photo

Wall Photos
7 photos
Long Beach Port created an event.

The Port's 100th Birthday Party
Saturday, June 25, 2011 at 2:30pm
Pier E, Ocean Boulevard and Pico Avenue, Long Beach

May 18 at 2:49pm · Like · Comment · Share · RSVP to this event

2 people like this.

Write a comment...
Save the Date

Port of Long Beach 100th Birthday Party

HOST:
Port of Long Beach

WHEN:
Saturday, June 25 from 2:30 PM to 8:00 PM

WHERE:
Pier E, Ocean Boulevard and Pico Avenue
Long Beach, CA 90802

www.polb.com/100years
Join us for our 100th Birthday Party!
Saturday, June 25, 2:30 to 8 p.m.
Live entertainment, family friendly activities and more.

Social media is good, but face-to-face communications is still the best.