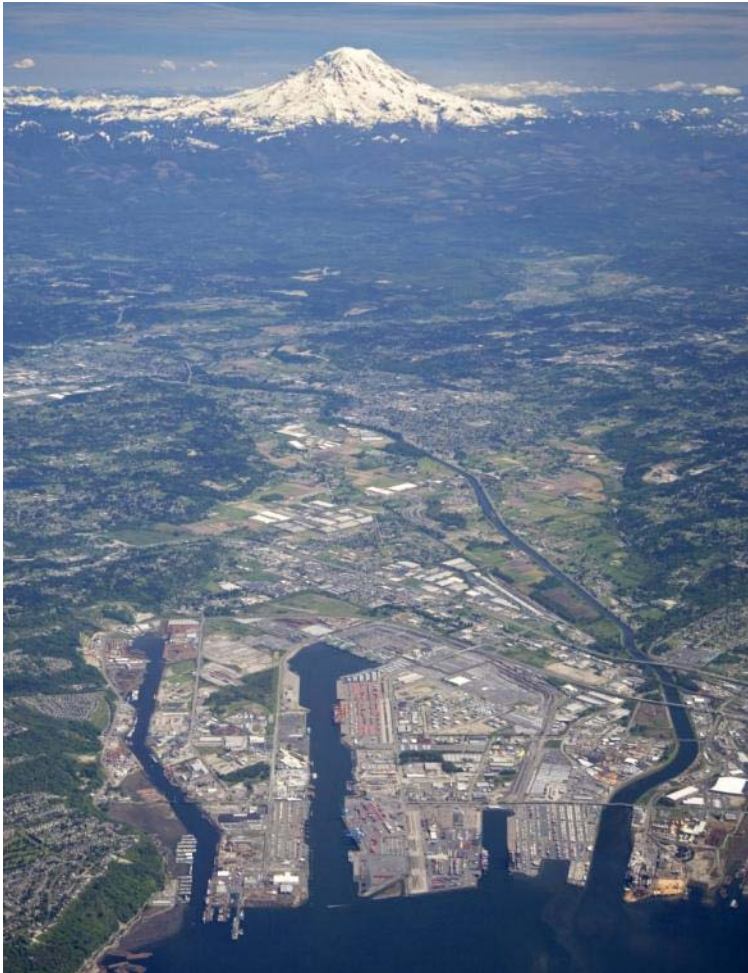


Social media: Talk directly to your people

Megan Anderson
Communications Specialist



Port of Tacoma & social media



- Owned by Pierce County citizens
- Primary communication tool was local newspaper
- Economy fails, media organizations shrink
- New tool = Social media

Port of Tacoma social media channels



600+ likes



1,500+
followers



Allowed audiences to grow organically.



Talking with our people



Port of Tacoma via The News Tribune

Will you miss the Ruston Way tunnel? Did you do a final drive-through?



Honk if you'll miss the Ruston Way tunnel

www.thenewstribune.com

Childhood memory to some, traffic hazard to others, Ruston's dark, narrow passage closes Wednesday after 99 years.

517 Impressions · 2.13% Feedback

Like · Comment · Share · July 12 at 3:52pm

6 people like this.



Karen Widrig Pickett I just drove the granddaughter through so she could honk one more time. Lots of honking, picture taking and smiles going on down there today!

July 12 at 3:56pm · Unlike · 1 person



Courtney Anderson-Love I will miss it and it saddens me that my 2 1/2 year old probably wont remember it.

July 12 at 4:14pm · Like



Leslie Ann Rose I went over during my lunch break today and drove back and forth through the tunnel and honking my horn all the way through. There was a parade of cars doing the exact same thing as I and lots of folks looking for spots to take one final photo.

July 12 at 4:34pm · Like



Betsy Ann Baker I love the tunnel but am really looking forward to being able to ride all the way to Point Defiance on my bike!

July 12 at 7:38pm · Like



Kirk Sides Yes, I will miss it, as I do the smokestack that sat on top on the tunnel. I think engineers need to find a way to SAVE our history instead of just pushing it aside.

July 14 at 3:52pm · Like



Kirk Sides

I noticed another interesting vehicle inside last night: a red pickup with a white top. I'll bet it has an interesting story to tell...

Like · Comment · July 27 at 1:02pm



Port of Tacoma Hmm...haven't noticed it out on the docks, but we'll check with our operations folks and see if we can get more information.

July 27 at 1:50pm · Like



Kirk Sides It's parked over by all the Volvo dump trucks.

July 27 at 1:51pm · Like



Port of Tacoma We were too late to grab a photo! But it sounds like it was an older model land cruiser that was imported from South Hampton by the owner.

July 27 at 3:47pm · Like



Kirk Sides Too bad it was too dark when I was there to get a photo.

July 27 at 6:30pm · Like



Mark Mathura

Boat Tours, 2011 — with Laura Nicole Murphy at Port of Tacoma.



Like · Comment · August 30 at 9:47pm



Port of Tacoma Nice photo! Did you guys enjoy your tour?

August 31 at 7:15am · Like



Mark Mathura It was very informative... just a little longer than expected.

August 31 at 10:04am · Like



Port of Tacoma Good feedback. We will pass on to the organizer to make the event even better next year.

August 31 at 5:01pm · Like



Talking with our people



PortofTacoma Port of Tacoma

@CarlileTrans RT'd your sunshine photo and got this question from @jefer_ssao: "**@PortofTacoma** is groelandia in the picture?" Can you help?

28 Jul

— in reply to @PortofTacoma ↑



@CarlileTrans

Carlile

@PortofTacoma @jefer_ssao Looking at pics of groenlandia, it looks very similar, so it might be!

29 Jul via web



@Ken_Saunderson

Ken Saunderson

Awesome tribute. Bob was amazing. RT **@PortofTacoma**: TOTE terminal to be named after Magee: bit.ly/qNnJcU via **@AddThis**

15 Sep via TweetDeck

Using Facebook Ads

- **Event:** Boat tours of the Port and the working waterfront
- **Past promotion:** Newspaper ads, fliers at local businesses, Port website
- **2011 promotion:** Added Facebook Ads to the mix
 - Inexpensive
 - Ability to target audience by location, interests, demographics
 - Easy to create and edit
 - Measurable



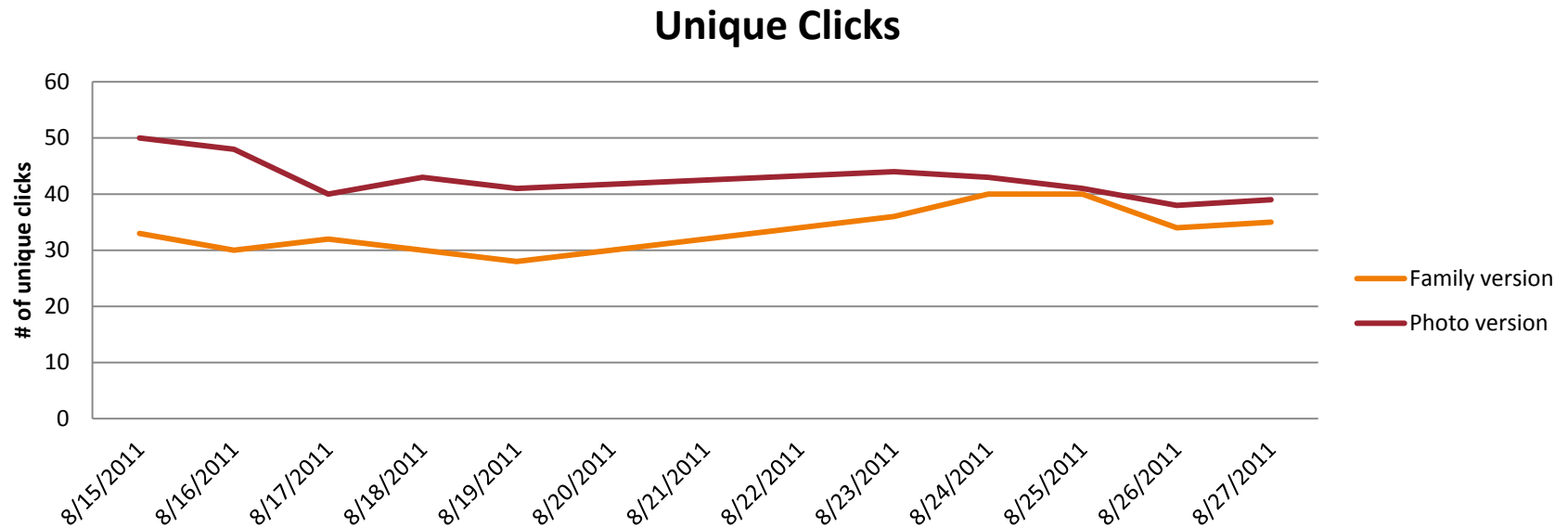
The campaign

- Two 10-day campaigns
- \$1,000 budget
- Paid for clicks
- Reassessed both after five days based on metrics

	August 15 to 19	August 23 to 27
<p>Family version Target: People with children of any age</p>	<p>Free boat tours Aug. 28 portoftacoma.com</p>  <p>Bring the family for a ship-side view of the Port of Tacoma Aug. 28 at Maritime Fest. Free tickets are first come, first served.</p>	<p>Free boat tours Sunday</p>  <p>Bring the family for a waterside view of the Port of Tacoma Aug. 28 at Maritime Fest. Free tickets are first come, first served.</p> <p> RSVP • Megan Anderson is attending.</p>
<p>Photo version Target: People with interest in photography or travel</p>	<p>Free boat tours Aug. 28 portoftacoma.com</p>  <p>Get a frame-worthy view of Port of Tacoma at Maritime Fest Sunday, Aug. 28. Boarding is first come, first served. Cameras welcome.</p>	<p>Free boat tours Sunday portoftacoma.com</p>  <p>Get a frame-worthy view of Port of Tacoma at Maritime Fest Sunday, Aug. 28. Boarding is first come, first served. Cameras welcome.</p>

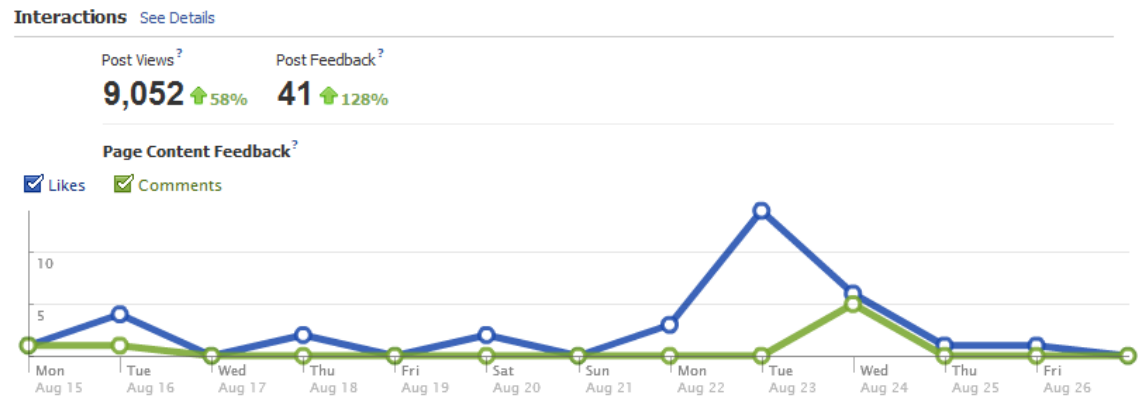
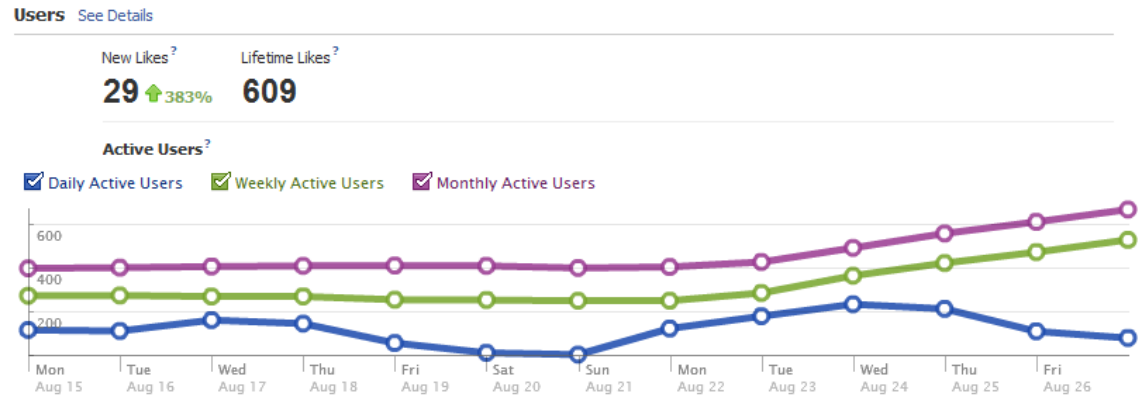
Results: Facebook Ad performance

- 765 unique clicks, 13% unique click through rate
- Average cost per click = \$1.33
- 33 people RSVP'd to Facebook Event
- 390 people saw the ad with the name of a Facebook friend who RSVP'd to the event



Results: Interaction with Facebook Page

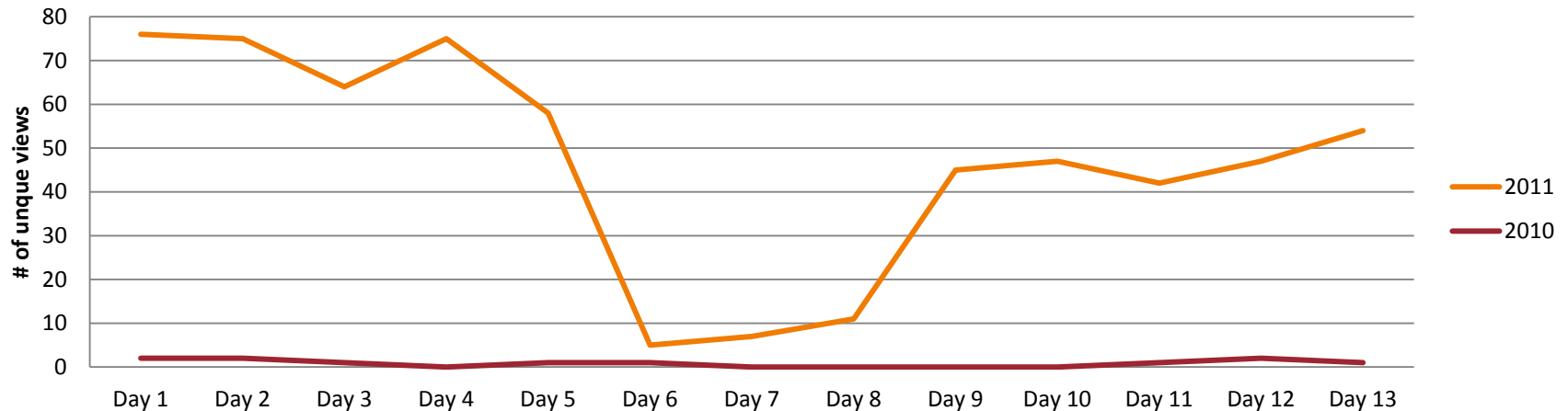
- 29 news likes
- 58% more post views
- 128% increase in post interactions



Results: Port website

- 606 unique visits
(increase 5,400% over previous year)
- 357 unique visits entered from Facebook
- Visitors spent 2:17 minutes on the page
(increase 69.4% from previous year)

Unique page views to www.portoftacoma.com/tours



Summary

- Facebook Ads are cost-effective, measurable way to engage your audience
- Provide interesting content that resonates with your audience and they will interact
- Social media is another communications tool that allows you to have a continuing conversation with your audience