

**ENTRY INFORMATION**

Division #	10c – Best use of Social Media in a Campaign
Category #	10 – Social Media
Title of Entry*	Florida Cruise Industry

*\*This is the name to appear on the award if selected*

**CONTACT INFORMATION**

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**ENTRY PROFILE**

**1) Situation, goals and objectives of public relations activity**

Supplementary Twitter and Facebook social media posts were created to promote *The Florida Cruise Industry* video featured on the Florida Department of Transportation (FDOT) YouTube channel. The video, in turn, was developed to highlight key points from *Florida’s Cruise Industry: A Statewide Perspective*, a report created by FDOT’s Freight Logistics and Passenger Operations office (FLP) that elaborates on Florida’s role in the global cruise market.

**2) Target audience**

This campaign was targeted toward any and all travelers, contractors, state partners, and government entities that have ever had or considered involvement with cruise ports. The video itself mentions all the facets that affect and are affected by the cruise industry including airports, ground transportation, local jobs, hotels, tourism, and provisioning companies, to name a few. Tourists are encouraged to visit Florida for the greatest cruise service and variety, investors are encouraged to continue supporting the number one cruise state, governments are encouraged to support the Florida cruise industry for its positive economic impact, and businesses are encouraged to grow near the state’s cruise ports for their draw of visitor traffic.

### **3) Measurable results**

The campaign lasted a total of three weeks, beginning and ending in unison on Facebook and Twitter. Facebook saw a total of nine posts (video, gallery, and seven facts) on Mondays, Wednesdays, and Fridays, and Twitter saw a total of 15 posts (video, seven ports, and seven facts) each weekday. The campaign began the same day the YouTube video was posted live. Likes, shares, retweets, and favorites are listed on the final page of the corresponding document as recorded on May 29, 2014.

**YouTube:** YouTube viewership is recognized to be greatest on certain days by two spikes in data; one on Monday, May 2 and the other on Thursday, May 15. The first not only records the greatest views, but it is most notable for overall minutes watched. This was one week after the video was published. What may have spurred the increased viewership were mentions of tourism partner Visit Florida on Facebook and business Enterprise Florida on Twitter. Including these partners in posts increased shares and retweets of the posts, thus increasing awareness of the video and cruise study.

**Facebook:** The seven cruise port graphics were posted as a single gallery two days after the video was posted to Facebook. This prompted a spike in viewership and interaction among Facebook users not only during the campaign period, but also for the page's history. The gallery post increased the likelihood that users would share all the images at once in place of a single image, further spreading the video link. For instance, individuals or entities interested in a single port would most likely only share the individual corresponding post, and their followers would only be aware of a small fraction of the campaign. By creating the option to share all at once easily, the content had more opportunity to spread as Facebook users would see seven times the content and have more opportunity to connect with a port closer to their region.

Overall viewership and interaction of FDOT's Facebook page increased in the months following the campaign compared to the months preceding it. This is due to the increase of page followers gained during the campaign period.

**Twitter:** The hashtag #FloridaCruise was created for this campaign as it directly relates to the Florida cruise industry. The preexisting hashtag #FlaPorts, created by the Florida Ports Council for both cruises and cargo, was also used to pick up additional Twitter traffic searching for that key term. Unique port tweets were linked to each respective port's Twitter handle, and fun fact posts often used the #DidYouKnow hashtag. Furthermore, fun fact posts that related to tourism or business linked to related State of Florida partners such as Visit Florida, Enterprise Florida, and Career Source Florida. In turn, these accounts often retweeted posts in which they were referenced. Many tweets were retweeted using the "RT" term as opposed to the retweet button and are not accounted for in the statistics. This means that the retweet and favorite counts retrieved at the end of the campaign represent the minimum reach of the effort but may have had a wider impact than measured.