

South Jersey Port Corporation Social/Web Based Media

Our Social/Web Based Media campaign, SJPC Celebrates Women's History Month, was dedicated to the women in our port. Through our campaign, we highlighted the important work the women in our port do.

1. What are/were the entry's specific communications challenges or opportunities?

Historically port careers have been predominantly male-oriented. At SJPC, as we expand and build our business, creating a pipeline of talent in an equitable manner is an important objective. It starts with small actions such as recognizing and giving a public voice to the current female team members and leaders who work at our port to help influence perceptions. As we built our community career outreach program with local schools and community groups, we wanted to ensure our presentations and communications align with the goal of creating and reflecting gender diversity.

2. How does the communication used in this entry map back to the organization's overall mission?

The SJPC mission is to contribute to the local economy and create good paying jobs in the communities we serve. Within this mission, it is important to diversify our workforce to better reflect the makeup of our community. Highlighting our female team members is an important first step in changing perceptions about careers at the port.

3. What were the communications planning and programming components used for this entry?

For this particular campaign, we created a series of highlights social media posts in honor of Women's History Month to market to the community where we are located.

4. What actions were taken and what communication outputs were employed in this entry?

- We created a series of posts on both Facebook and LinkedIn to align with and capitalize on popularity of the federally designated Women's History Month.
- We utilized paid targeted advertising to increase the reach of our campaign
- We engaged the female employees to share their stories/posts to maximize organic reach

5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?

We measured the campaign impact through social media stats. The campaign resulted in 50,000 + impressions, hundreds of shares, and increased overall engagement and following of the port's social accounts. In addition, the campaign engaged employees on our page as ambassadors of our content and mission.

Social Media Accounts links and examples(also located in an attached PowerPoint):

<https://www.facebook.com/southjerseyportco>

<https://www.linkedin.com/company/south-jersey-port-corporation>

South Jersey Port Corporation
March 10 at 12:24 PM · @

Each year, March is designated Women's History Month by presidential proclamation. We are celebrating by featuring the women of the port and resources and events throughout the month to learn more about strong women who made history. Speaking of strong women - say hello to Jas-Lynn Womak, from Delaware River Stevedores. <https://womenshistorymonth.gov/>

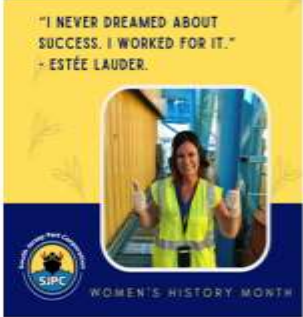


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South Jersey Port Corporation
March 11 at 9:00 PM · @

Up today in our Women's History month feature is Rose Hope. Rose started as a warehouse clerk and worked her way up through the ranks to her current position as Senior Manager of Marketing and Business Development for South Jersey Ports. She's a doer and knows how to get things done - so we found this quote from Estée Lauder perfect for her feature. Check out the Women's History Museum for upcoming events, and resources to learn more about Women's History ><https://www.womenshistory.org/>

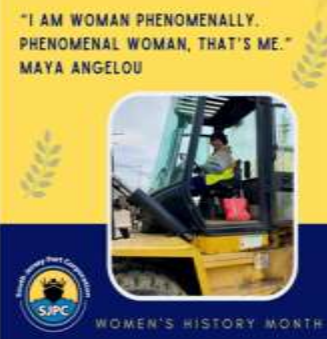


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South Jersey Port Corporation
March 25 at 7:00 PM · @

Women's History Month at South Jersey Ports featuring Taneisha - Delaware River Stevedores! "I am woman phenomenally. Phenomenal woman, that's me." Maya Angelou



Rose Hope and 11 others
2 Comments

South Jersey Port Corporation
March 15 at 2:17 PM · @

"Strong women don't have 'attitudes', we have standards."
Meet the women of the South Jersey Ports series continues:
Jaclyn Bizarth - Assistant Warehouse & Logistics Manager
Samantha Alago - Logistics Clerk... [More](#)



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You, Rose Hope and 48 others
4 Comments 1 Share

South Jersey Port Corporation
March 21 at 7:00 PM · @

Our next featured spotlight for Women's History Month are from the Delaware River Stevedores. Say hello to Keyana and Fyrel!
[#womenshistorymonth2022](https://womenshistorymonth2022.org/)
[#womensupportingwomen](https://womensupportingwomen.org/)



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Women's Month Social Media Campaign Sample Posts

