PORT EVERGLADES
BROWARD COUNTY • FLORIDA

Cruise Pro Tip
Video Series

Social/Web-Based Media
Category 3

Challenge & Opportunity

Port Everglades is a landlord port, which means that it owns and maintains the infrastructure and the land, it not a cruise line and has little involvement in cruise lines' worldwide operations. However, because cruise passengers are unaware of the structure, the Port receive frequent inquiries about how a particular cruise line operates from what time should I arrive, to what can I bring onboard, to lost luggage.

The Port's dedicated cruise services team receives cruise operations questions as well as inquiries about services the Port is responsible for, including parking and wayfinding. The inquires come in the form of phone calls, email and through social media.

- Challenge: Due to the volume of inquiries, we needed to find a different way to communicate guidance on a larger scale that would mitigate many of the frequently occurring questions.

- Opportunity: With the universal popularity of TikTok and the resulting competition of other social media platforms, Facebook and Instagram began pushing the visibility of videos/reels that were created in a similar format. External Affairs took the opportunity to capitalize on their algorithms to reach more cruise passengers and port users.

By providing helpful information to cruise passengers that could mitigate the flow of complaints or questions, this improved our relationship with our cruise customers, thus expanding their revenue positions. It helped create a more pleasant and knowledgeable experience for cruise passengers, thus increasing the chances that they would return to Port Everglades and our available cruise lines.

Mission Accomplished

Our Mission

Port Everglades works creatively & competitively to expand the revenue positions of our trade, cruise and energy customers which in turn creates economic, social and environmental value for our community.

PORT EVERGLADES

Planning & Programming

As a landlord port that communicates with our cruise line customers, along with port users and cruise passengers, we needed to stay relevant in our communication methods by using platforms that are most frequently used by both groups. In peak cruise season (December-April), the port handles roughly 15,000 passengers per day. This high-level traffic often results in congestion and heightens concerns. To supplement our cruise services team that fields questions from both parties through a central call line, email and social media, the communications team brainstormed to determine our goals and ways we could get maximum reach during peak season.

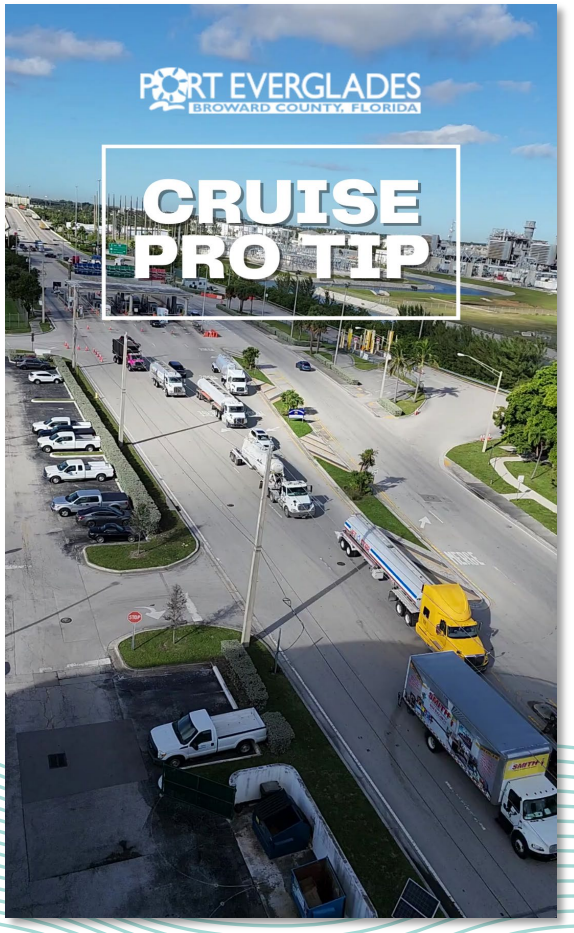
- Anticipate concerns or questions that cruise passengers would have and create correlating content.
- Work with the cruise lines and our cruise services team to identify frequently occurring questions.
- Use graphics, trending soundtracks and tricks that the algorithm favors, thus extending the reach.
- Create a reel series with similar graphics that could be easily recognized by social media user when they are looking for cruise tips.

- When Facebook and Instagram modified their algorithms to promote reels over photos, we took the opportunity to maximize our reach by changing our online presence.
- A reel template was created that matched the port's clean aesthetic and branding guidelines.
- The template was also created so that cruise passengers could easily recognize it within the first 2 seconds of the video when looking for quick tips.
- The comms team held regular social media sessions with the cruise services team to determine the next subject in the series based on recent inquiries and concerns.
- The social media team then set aside time to film segments at the relevant locations around the Port.
- With a talented internal staff, all graphics and editing was able to be accomplished inhouse at relatively short notice.
- We created a highlight reel at the top of our Instagram page with all cruise pro tips that could easily be accessed without scrolling through the timeline or feed.
- With the return of the winter cruise season in November, we intend to continue the series on Instagram, Facebook and now YouTube.

Actions & Outputs

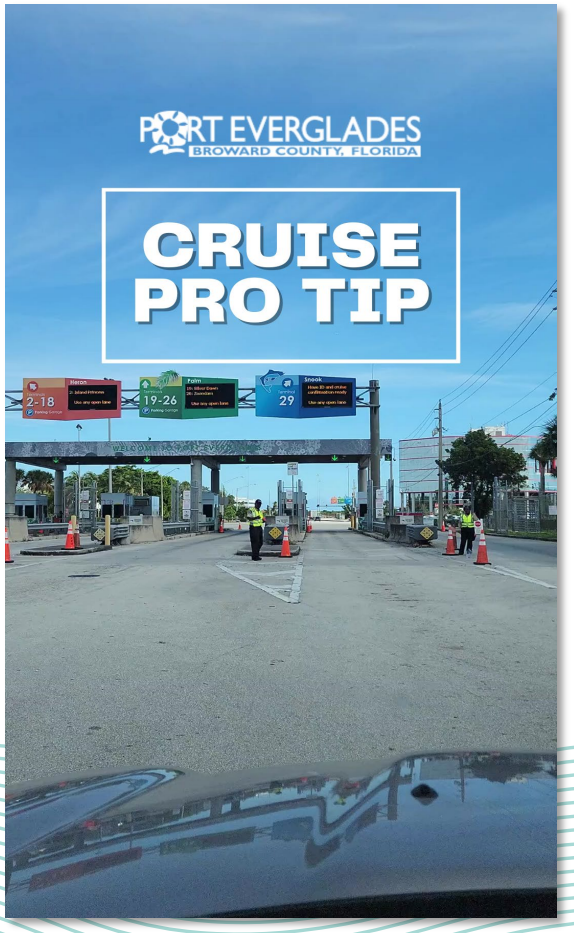
Cruise Pro Tip Videos

Video 1



Video 2

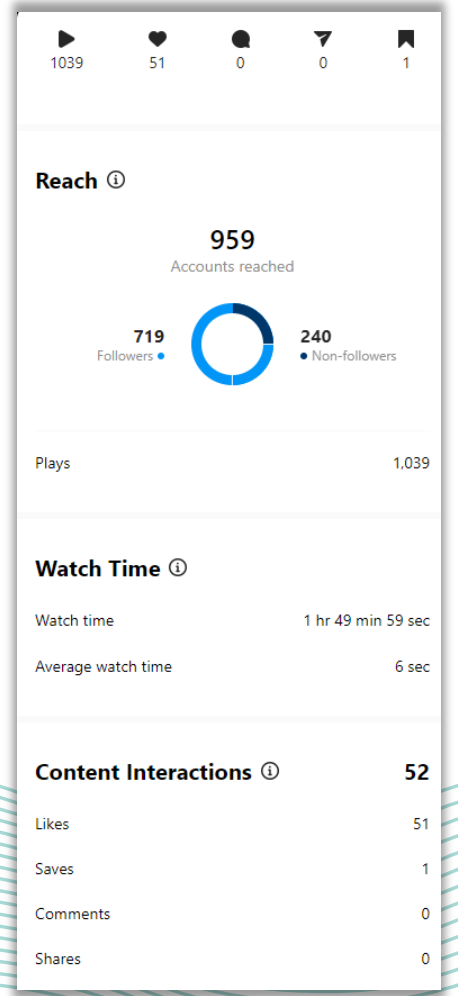
Video 3

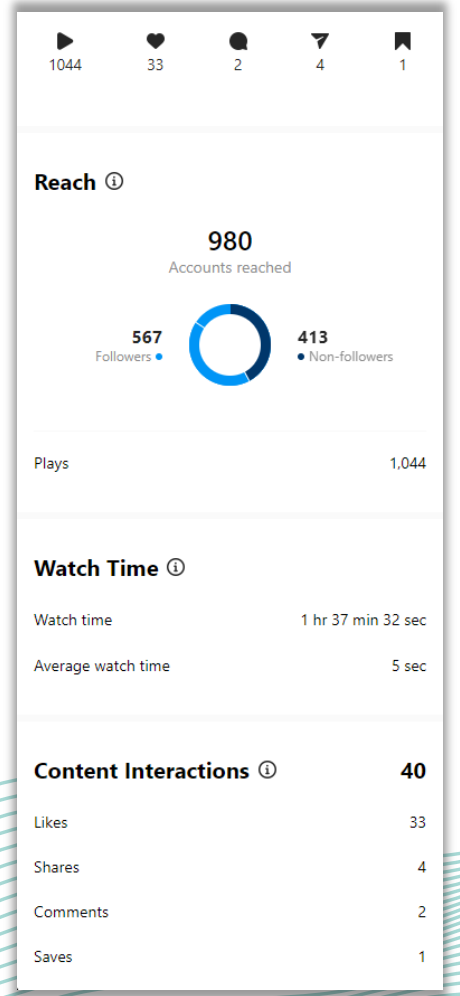


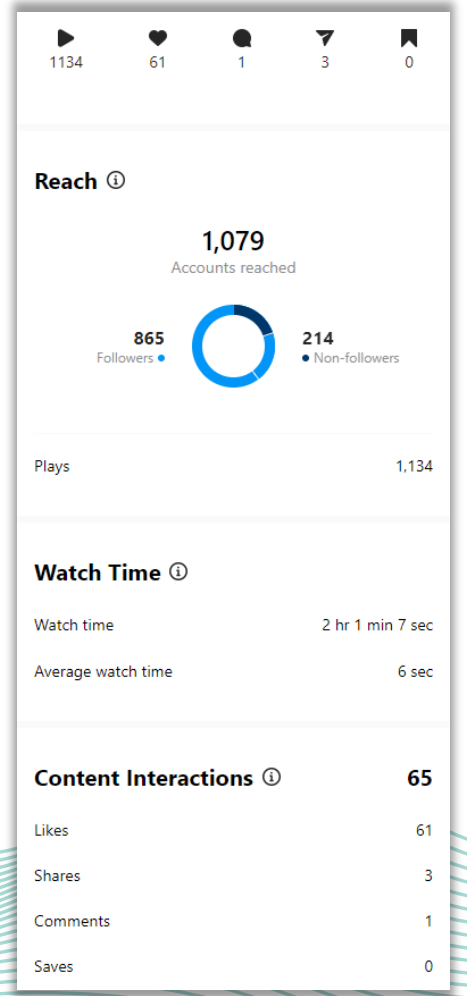
Video 4

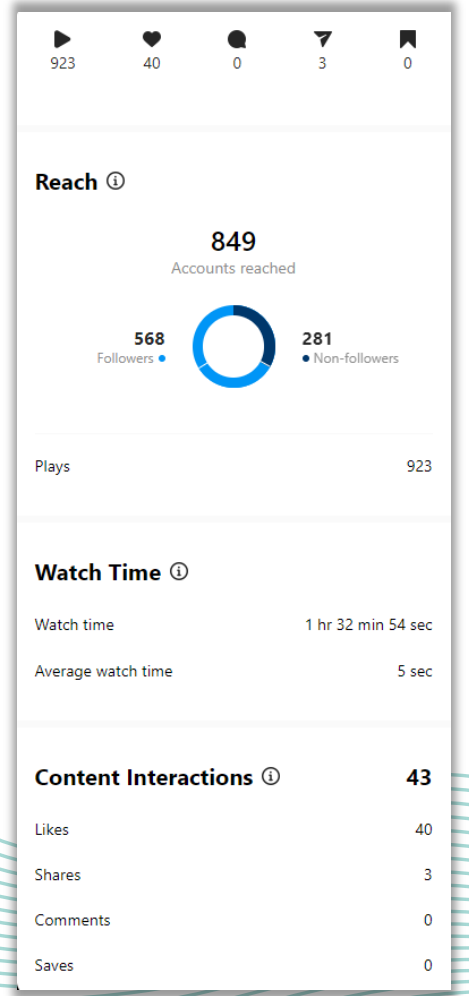
Social Media Metrics

Instagram









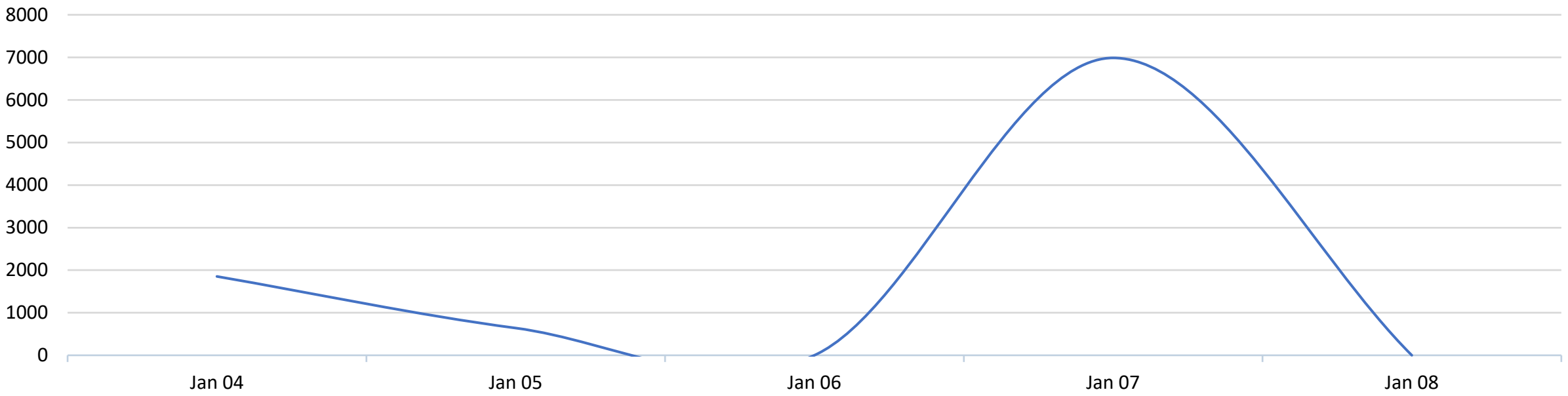
Facebook

Post reach
1,547

Post reach
2,213

Post reach
2,264

Post impressions



The number of times your posts were displayed on a person's screen. Posts include statuses, photos, links, videos, and more

Post reach

979

users

The number of unique accounts that have seen your organic posts (photos, videos, carousels, reels) at least once

Post impressions

9.5K

impressions

The number of times posts on your Facebook, Instagram, LinkedIn, Twitter, and TikTok Pages or accounts appeared on someone's screen. Customize the tile to compare the results for each social network

Post reach

10K

users

The number of people who saw your posts on your Facebook, Instagram, and TikTok Pages or accounts. Customize the tile to compare the results for each social network

Post likes

60

likes

The number of unique accounts that liked your organic posts (photos, videos, carousels, reels). This does not include likes received after a post was promoted

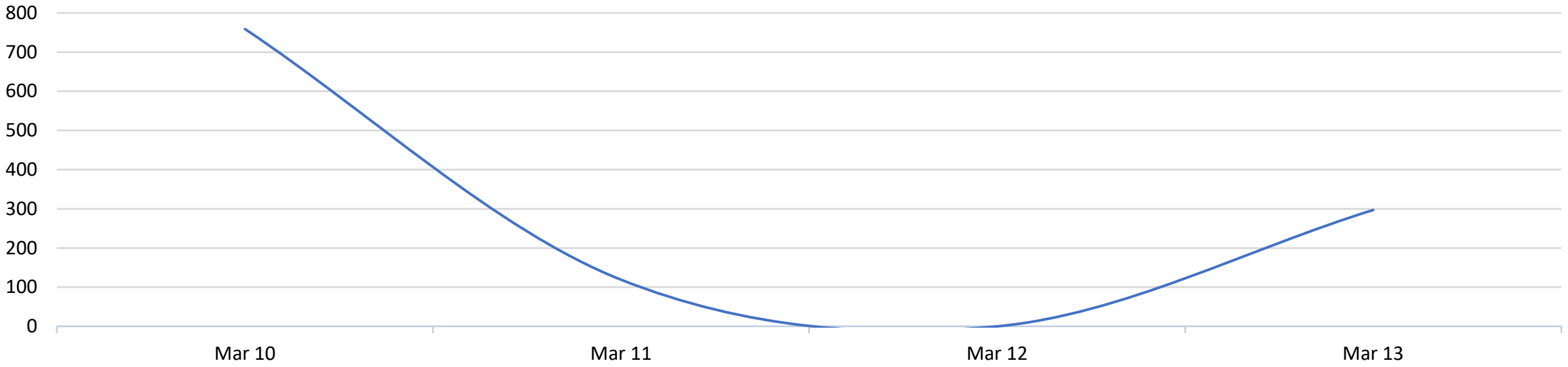
Post plays

1K

plays

The number of times your reels started to play for at least a millisecond on a person’s screen. This does not include replays

Post impressions



The total number of times your organic photo, video, or carousel post was shown to users on Instagram

Post engagement

247

engagements

The number of likes, comments, and saves received by all your photo, video, carousel, and reel posts

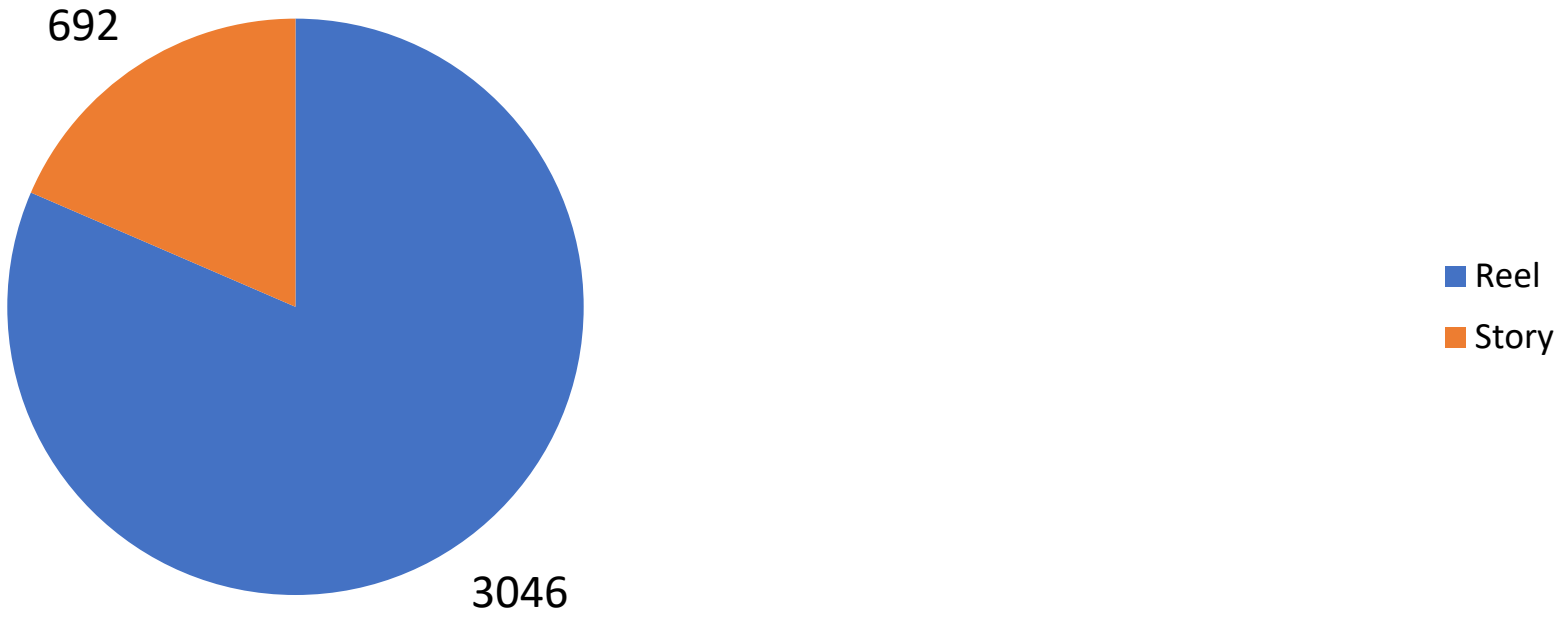
Post plays

3.3K

plays

The number of times your reels started to play for at least a millisecond on a person's screen. This does not include replays

Post reach > Post type



The number of unique accounts that have seen your organic posts (videos, carousels, reels) at least once

Post reach

4.2K

users

The number of unique accounts that have seen your organic posts (photos, videos, carousels, reels) at least once

Post saves

9

saves

The number of unique accounts that have saved your organic posts (photos, videos, carousels, reels)

Post likes

221

likes

The number of unique accounts that liked your organic posts (photos, videos, carousels, reels). This does not include likes received after a post was promoted