

Social media
Ports of Stockholm



Port vision 2015

Stockholm is expanding and has the long-term aim and ambition of continuing to grow. In capital cities that are also port cities we see the same trend all over the world – central, attractive port land is needed for development to create new housing, business premises and commercial districts.

Ports of Stockholm identified this development trend in the 1990s and subsequently initiated a dialogue with leading politicians and civil servants to establish the best way forward for the synergistic, integrated development of the city and the port.

At the same time a major internal effort began, both to develop tangible solutions and proposals as to how the integration of the city and port could proceed physically and practically, as well as to develop an active communication plan to create a social integration by disseminate information and raise the awareness of politicians and the general public of the need for and value of port operations being locally available to a growing capital city.

This work became the 'Port vision 2015' project.

Fundamental principles of the communication initiative

Surveys demonstrate that the citizens of Stockholm want Stockholm to remain a maritime city.

Based on this information we established an objective of ensuring that leading politicians and Stockholm's residents should understand how important the port and shipping are to the growing Stockholm region. We drew up an action plan to achieve this objective and follow up activities to ensure that we are working in the right way.

Strategy

- Openness and accessibility
- Proud ambassadors
- A long-term effort with the same message carried by all channels

Six categories of activities

Activities within six different categories were developed, each with the same aim of reaching the citizens of Stockholm and stakeholders, creating dialogue and disseminate information.

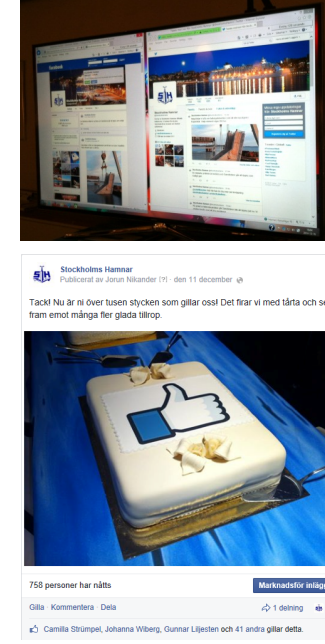
1. Collaborations
2. Digital presence
3. Exhibitions and events
4. Improving access to port areas
5. Environmental initiatives
6. Dialogue with stakeholders

Many different target groups with different needs

External target groups...

ferry operators, finance commissioner, public officers, leisure sloop owners, employees, cruise lines, bulk carriers, freight forwarders, vice mayor secretary, tenants, politicians, stockholmers, tourists, passengers, taxi drivers, bus drivers, customs officers, pilots, policemen, traffic planners, exploitation officers, truck drivers, cargo owners, container shipping companies, port builders, consultants.

... and internal target group – our employees



Social media supports our strategy

We want our communication to be proactive and transparent.

We can communicate and have a rewarding dialogue with our stakeholders in effective channels.

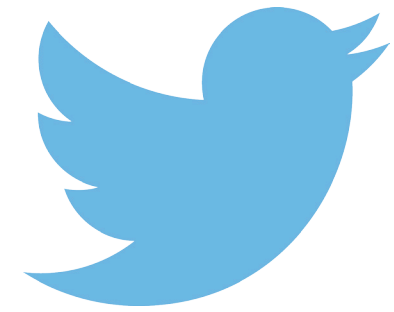
A large part of the Ports of Stockholm target groups are daily on various social media.

Strengthens the brand Ports of Stockholm.

Increases the knowledge of our business.

Creates an entrance to the website, which is Ports of Stockholm's external information hub.

Information has become dialogue
– in many channels



Why successful?

We have dedicated internal resources working with the channels.

They are an important part in the planning of communication activities.

Social media channels give us rapid feedback.

Social media...

...changes attitudes...

“Intensive work on Strömkajen, including the paving of the sidewalk at Strömma’s terminal. Please be patient – in June the new quay will be ready.”

Person 1: Why do you do this kind of work during the most active season on the quay (spring/summer ought to be most active, with regards to both boats and strolling people)?

Ports of Stockholm: Work has been going on for four years during September-May, except last summer when we were working with Waxholmsbolaget’s building indoors during the summer. So you are absolutely right, most of the work has been done in the more quiet periods. Now we’re only finishing the final work before the real peak season begins this summer. We do our very best to finish up quickly!

Person 2: I remember spontslaget in spring 2010! Feels like yesterday and now the quay is almost finished! Good work.



Social media...

...combines our main message with everyday operations...

"Eight cruise ships are visiting us today. That's, in a low estimate, means SEK 15 millions in tourist revenues for Stockholm. In a single day!"



Social media...

...creates dialogue...

Mattias Rust – Maritime Officer at WWF Sweden.



Stockholms Hamnar @StockholmsHamn · 8 maj
Tack @MattiasRust ! Viktiga frågor.

Retweetad av Stockholms Hamnar

Mattias Rust @MattiasRust · 8 maj
Stiligt av @StockholmsHamn att fronta vad gäller elanslutning i hamn & för att minska avloppsutsläpp i Östersjön bit.ly/1osxYIz

Retweetad av Stockholms Hamnar

Sjöfartstidningen @sjofartsnyheter · 7 maj
Stockholms Hamnar och Tallinns Hamn har tecknat avtal kring hamnarnas och sjöfartens miljöpåverkan #sjofart sjofartstidningen.se/stockholm-och-...

Stockholms Hamnar @StockholmsHamn · 7 maj
Stockholms Hamnar och Tallinns Hamn har tecknat avtal med fokus på Östersjöns framtida miljö. bit.ly/1iqQjjZ #swgreen #miljö

Social media...

...gets others to talk about us...

“Cruise ship jam in the Port of Stockholm.”

“I love that the cruise ships go all the way into town.
Stockholm should be a vivid port.”

Retweetad av Stockholms Hamnar



Mikael Doc Ericson @Dturdoc · 2 jun

Trafikstockning i Stockholms hamn av kryssningsfartyg.
[instagram.com/p/ou08LwLBdy/](https://www.instagram.com/p/ou08LwLBdy/)

← ↻ 1 ★ ...

Retweetad av Stockholms Hamnar



LarsAndersJohansson @Budoarstamning · 2 jun

Älskar att kryssningsfartygen tar sig ända in i stan. Stockholm skall vara en levande hamn.

← ↻ 3 ★ 7 ...



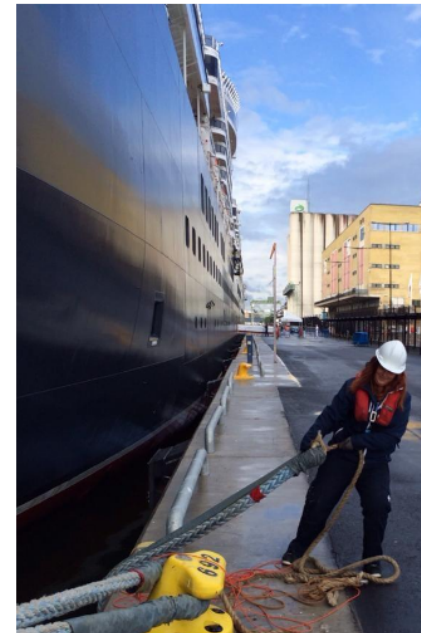
 **Ships In Pictures**
@ShipsInPics

⚙️ [Följ](#)

Female stevedore My Arnewing ties up the
QUEEN VICTORIA.
Photo by Port of Stockholm
[@StockholmsHamn](#)

🌐 Visa översättning

↩️ Svvara ↻ Retweetad ★ Favoritmarkera ... Mer

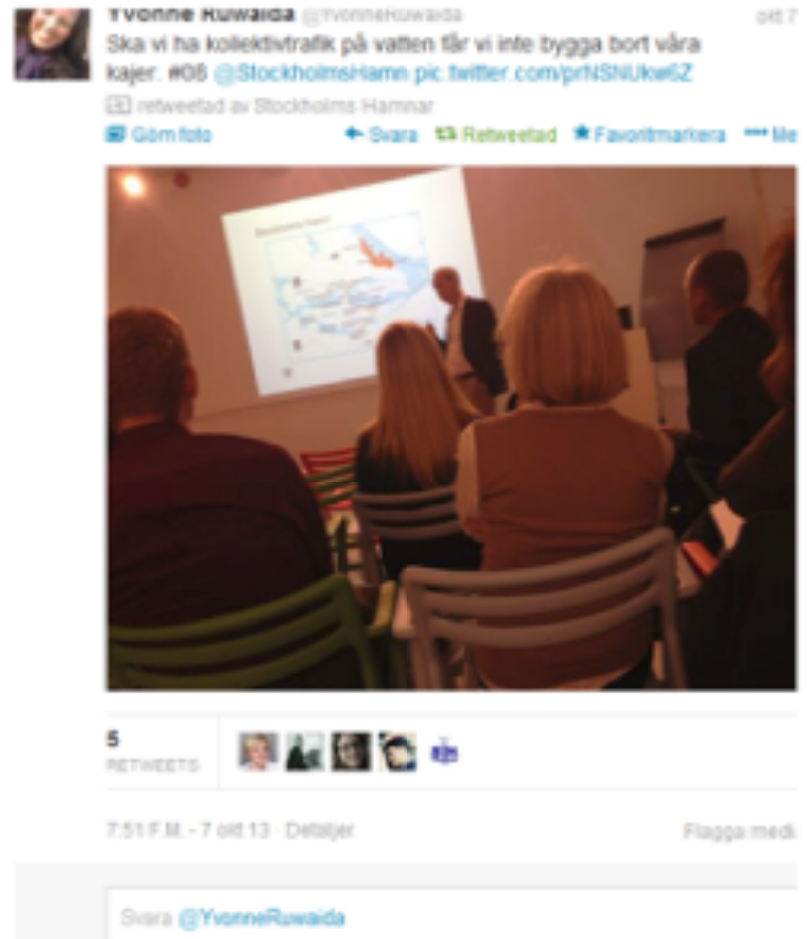


Social media...

...get others to help us...

"If we are to have public transportation on water, we can't eliminate our quays."

Politician Yvonne Ruwaida tweeting from a meeting with Ports of Stockholm.



Straight from Twitter to the main newspaper

"It is with great satisfaction we can conclude that no accident occurred during the first 100 working days."

Karl Lagerlöf, Senior Project Manager in development project Värtahamnen.




And we get to talk about what we do...

Moore vessels...



Stockholms Hamnar
den 13 juni · 🌐

Hamnarbetaren My Arnewing förtöjer kryssningsfartyget Queen Victoria i Frihamnen



1 397 personer har nåtts

Gilla · Kommentera · Dela · 👍 49 🗨️ 5 ➦ 1

Marknadsför inlägg

1 397 Personer du i

106 Gilla-markeringar

79 Gilla-markeringar

23 Kommentarer

4 Delningar

361 Inläggsklick

196 Fotovisningar

NEGATIV FEEDBACK

0 Dölj inlägg

0 Anmäl som skräppos

...what's in the container?...

 **Stockholms Hamnar**
den 7 maj · 🌐

Dagens containerfynd.



1 805 personer har nåtts [Marknadsför inlägg](#)

Gilla · Kommentera · Dela · 👍 33 💬 2

1 805 Personer du når ut till

39 Gilla-markeringar, kommentarer och delningar

36 Gilla-markeringar	33 Om inlägg	3 Om delningar
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2 Kommentarer	2 Om inlägg	0 Om delningar
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1 Delningar	0 Om inlägg	1 Om delningar
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442 Inläggsklick

134 Fotovisningar	0 Länkklick	308 Övriga klick ⓘ
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NEGATIV FEEDBACK

0 Dölj inlägg	0 Dölj alla inlägg
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0 Anmäl som skräppost	0 Sluta gilla sida
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...our development projects...



Stockholms Hamnar
Publicerat av Jorun Nikander [?] · den 1 december

Krönbalken - själva kajen - växer fram för färjeläge F3 i Värtahamnen.
(4 foton)

Marknadsför inlägg

Gilla · Kommentera · Dela

Karin Brofelth, Anders Ankan Ringqvist, Pierre Tino och 13 andra gillar detta.

...the inauguration of new key infrastructure...



Stockholms Hamnar
Publicerat av Camilla Strümpel [?] · den 30 november

Äntligen är Norra länken invigd. Nu går det snabbt att ta sig till och från Containerterminalen, Loudden, Värta- och Frihamnen samtidigt som Vallhallavägen avlastas.



0:29

Marknadsför inlägg

Gilla · Kommentera · Dela ↻ 1 delning

Karin Brofelth, Gun Rudeberg, Johanna Wiberg och 50 andra gillar detta. Toppkommentarer

Skriv en kommentar...

Caroline Knutsson-Hall Vi har provåkt! Vi kom vilse på vägen hem. Hoppas på bättre skyltar mot Lidingö. Många minuter sparade i bilresa blir det. Härligt!
Sluta gilla · Svara · ↻ 1 · den 1 december kl. 00:07

Mats Göras Va bra!
Sluta gilla · Svara · ↻ 1 · den 30 november kl. 23:53

...a visit by the King




 **Stockholms Hamnar** @StockholmsHamn · 3 apr
Nu har vi installerat en tiondel av totalt 1000 pålar i nya Värtahamnen. På pålarna byggs sedan pådäcket. pic.twitter.com/Mi8tOJuBTI



RETWEETS 7 FAVORITER 4



05:08 - 3 apr 2014 · Detaljer Flagga media

 Stäng  Svvara  Radera  Favoritmarkera  Mer

 **Stockholms Hamnar** @StockholmsHamn · 2 apr
Idag gör Kungen en rundtur med bl.a. Stockholms Hamnars vd Johan Castwall för att se på våra utvecklingsprojekt. pic.twitter.com/uclObcfq9E



RETWEETS 3 FAVORIT 1



05:28 - 2 apr 2014 · Detaljer Flagga media

 Stäng  Svvara  Radera  Favoritmarkera  Mer



A brand new vessel in town



Stockholms Hamnar
16 år · den 14 januari '17

Nu är hon här – Välkommen MS Viking Grace! på Viking Line Terminalen.

📍 [Titta på plats](#) 📄 [Redigera](#)

Stäm på · Kommentera · Dela · Redigera

Stockholms Hamnar och 240 andra gillar detta.
13 delningar

Var 8 kommentarer till

Evelina Jansson 14 Helt fantastisk välkommen! 2019 ska bli en SE-att va perfekt! 🇸🇪 🇫🇮 🇸🇪 20:11
14 jan 17 · Gilla

Tove Blomström 1 Jag är med på jobbet
14 jan 17, 20:07 via mobil · Gilla

Maria-Cecilia Gunnarsson Det blir nog nåt
14 jan 17, 19:39 · Gilla

Göran Nilsson väntar på en bra arbetsplats
14 jan 17, 19:29 · Gilla

Göran Nilsson kan inte på en party provning
14 jan 17, 19:25 · Gilla

Off Handledning "Göran" i botten
14 jan 17, 20:29 via mobil · Gilla

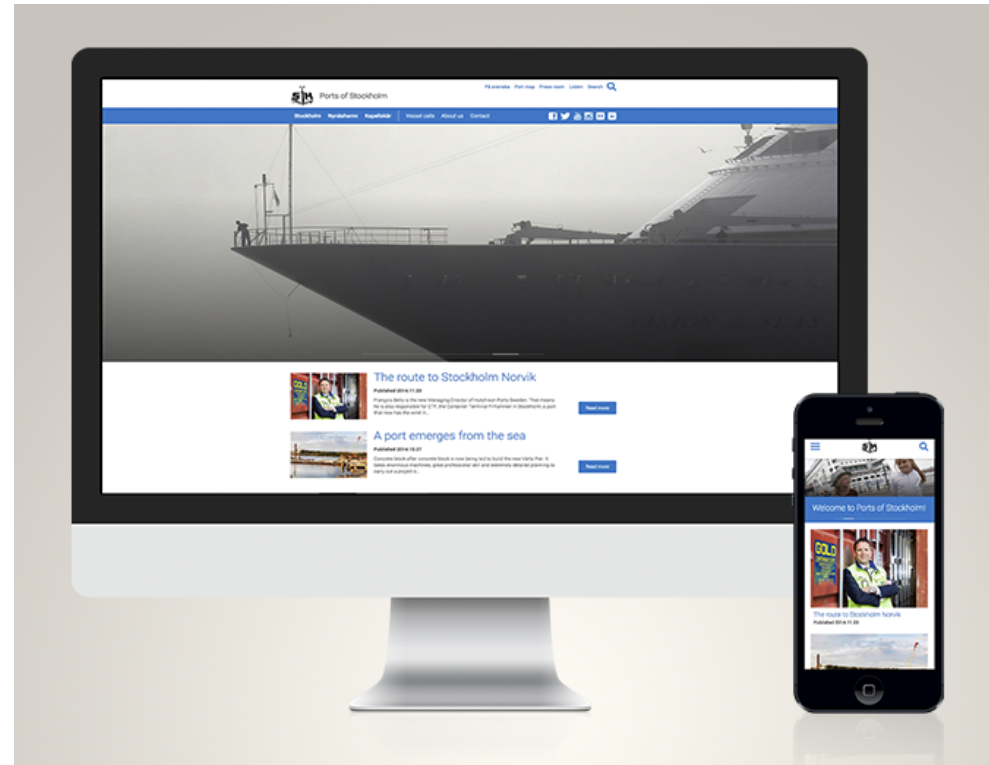
👤 [Skriv en kommentar...](#)



Channels used by Ports of Stockholm

Websites

- In Swedish and English
- External information hub
- Responsive
- Social media channels integrated



Facebook

Primary target groups:

The general public – the Stockholmers – and employees.

Updated by several different editors.

The page was started in June 2011.

- What's new
- The port's development projects
- Links to articles from the port's magazine
- Photos from the daily operations
- The port's history
- Vacancies
- About the port's customers
- Crisis communications



Twitter

Primary target groups:

Journalists, industry professionals and politicians

The account was started in November 2011

- What's new
- The port's development projects
- Vacancies
- About the port's customers
- Crisis communications



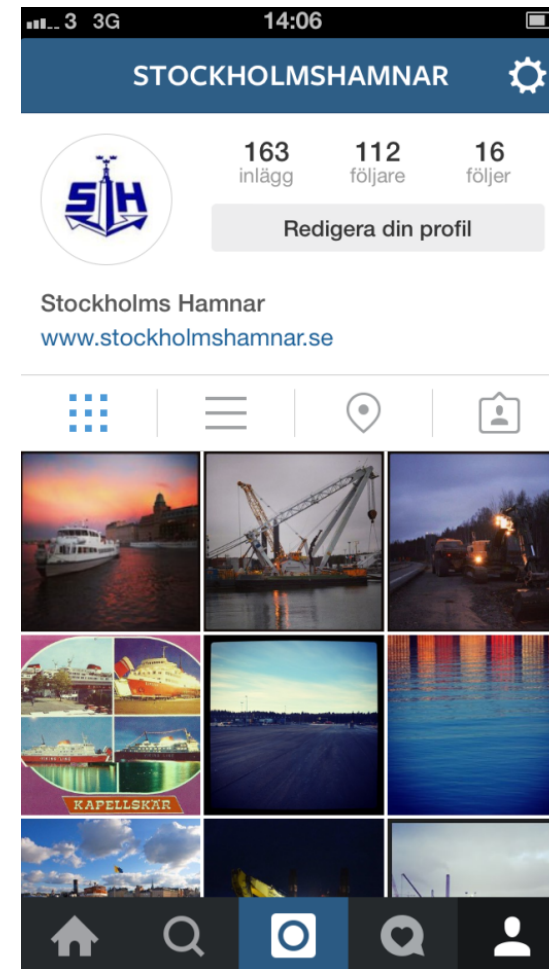
Instagram

Primary target groups:

Young people (who no longer are interested in Facebook),
persons interested in the maritime Stockholm.

The account was started in september 2013.

- Beautiful photos of maritime Stockholm
- The port's development projects



LinkedIn

Primary target groups:

Potential employees, especially engineers.

The account was started in August 2014.

- Vacancies
- Important news and happenings, especially about the port's development projects
- What it is like to work at the port



YouTube

All films the port publishes are uploaded on Youtube. The films are embedded on the appropriate page on the Ports of Stockholm's websites. At the same time they are searchable for anyone on the internet.



Flickr

Ports of Stockholm's external image bank. Press photos and other images that can be used freely are uploaded here.

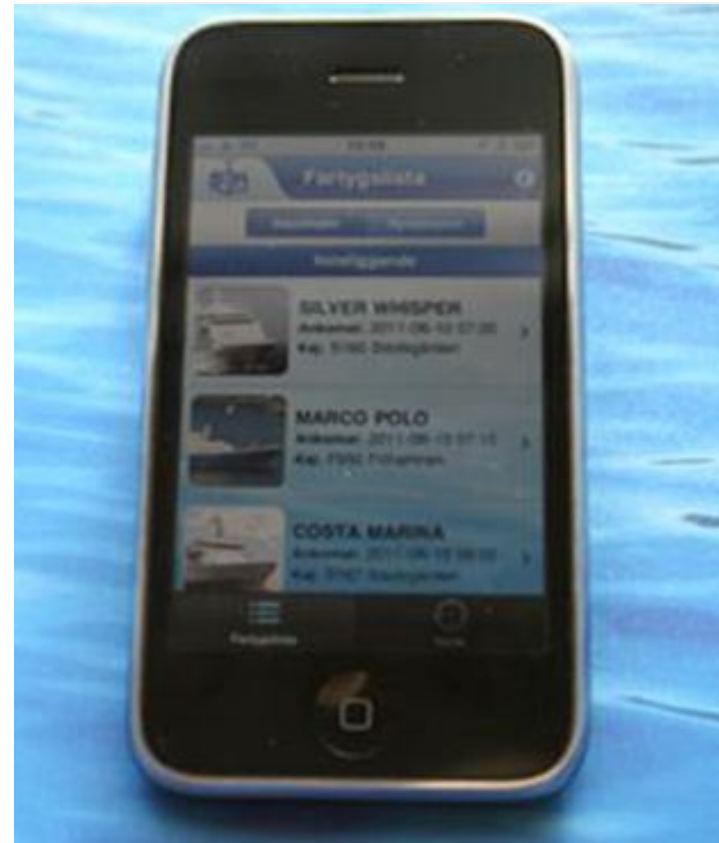


The CruiseSthlm App

Primary target groups:

People who work in connection to the cruise ship industry
– taxi and bus drivers, agents, restaurants ... As well as cruise enthusiasts and people living nearby.

Launched in 2011.





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