

# FINDING YOUR VOICE

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SOCIAL MEDIA TIPS AND TRICKS FOR TALL SHIPS

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# TAKE-AWAYS FOR THIS SESSION

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- Learn the unspoken rules of social media
- Social media best practices
- Tips & tricks to increase your reach & grow your following
- Foster creativity in the workplace

# WHERE DOES SOCIAL MEDIA FIT INTO YOUR ORGANIZATION?

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# UNSPOKEN RULES OF SOCIAL MEDIA

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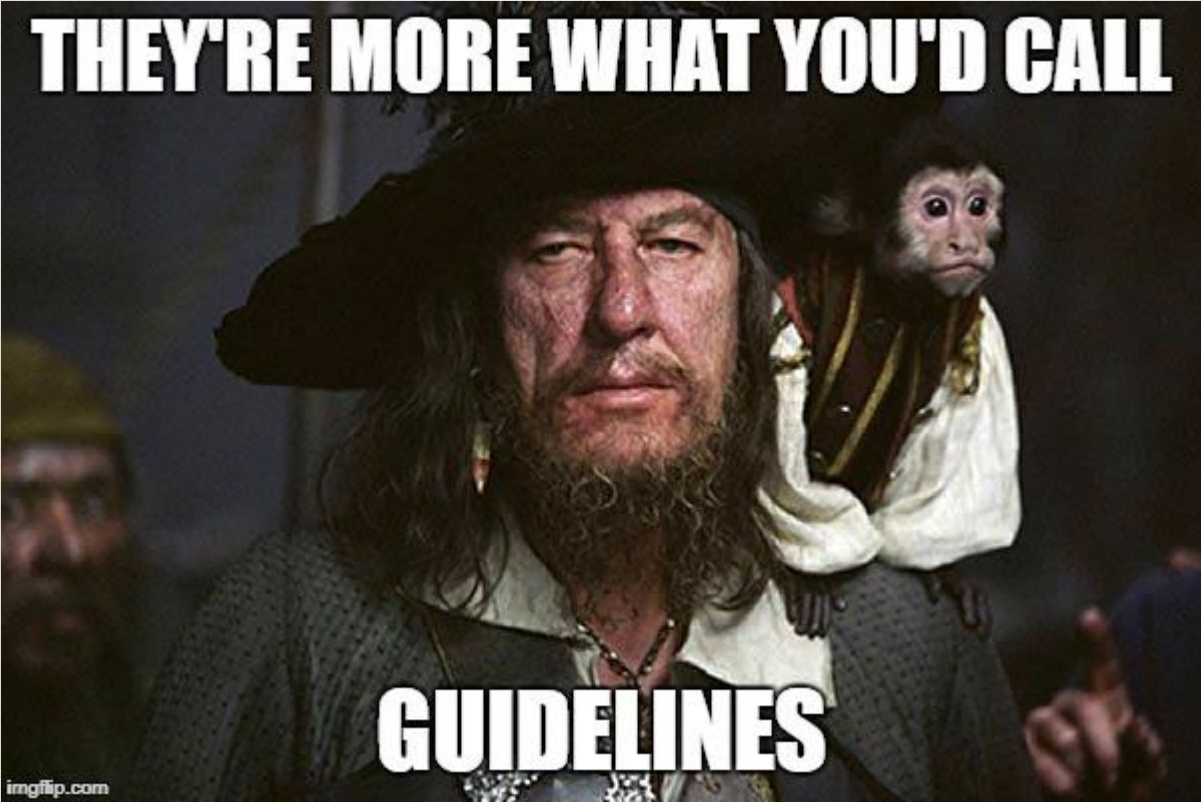
- Follow other groups back, across all platforms!
- Don't overpost
- Post from your account, your ship is your brand
- Voice (first person plural as an organization & third person for the ship)
- Mind your grammar!
- Use quality photos
- Don't put "the" before your vessel's name
- When you can't italicize your ship name, put it in ALL CAPS
- Be consistent!





# WHICH RULES CAN YOU BREAK?

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# SOCIAL MEDIA TIPS & TRICKS!

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# SET GOALS!

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# GOALS

IT'S BEST TO AVOID STANDING DIRECTLY BETWEEN A COMPETITIVE JERK AND HIS GOALS.



TAKE PRIDE IN YOUR WORK!

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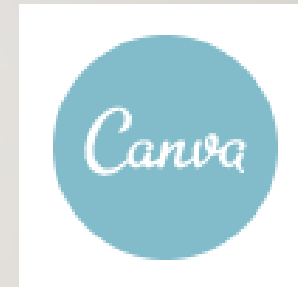




# THERE'S AN "APP" FOR THAT

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- Grammarly
- Bitly
- FireShot
- Hootsuite
- Canva



# GRAMMAR, GRAMMAR, GRAMMAR!

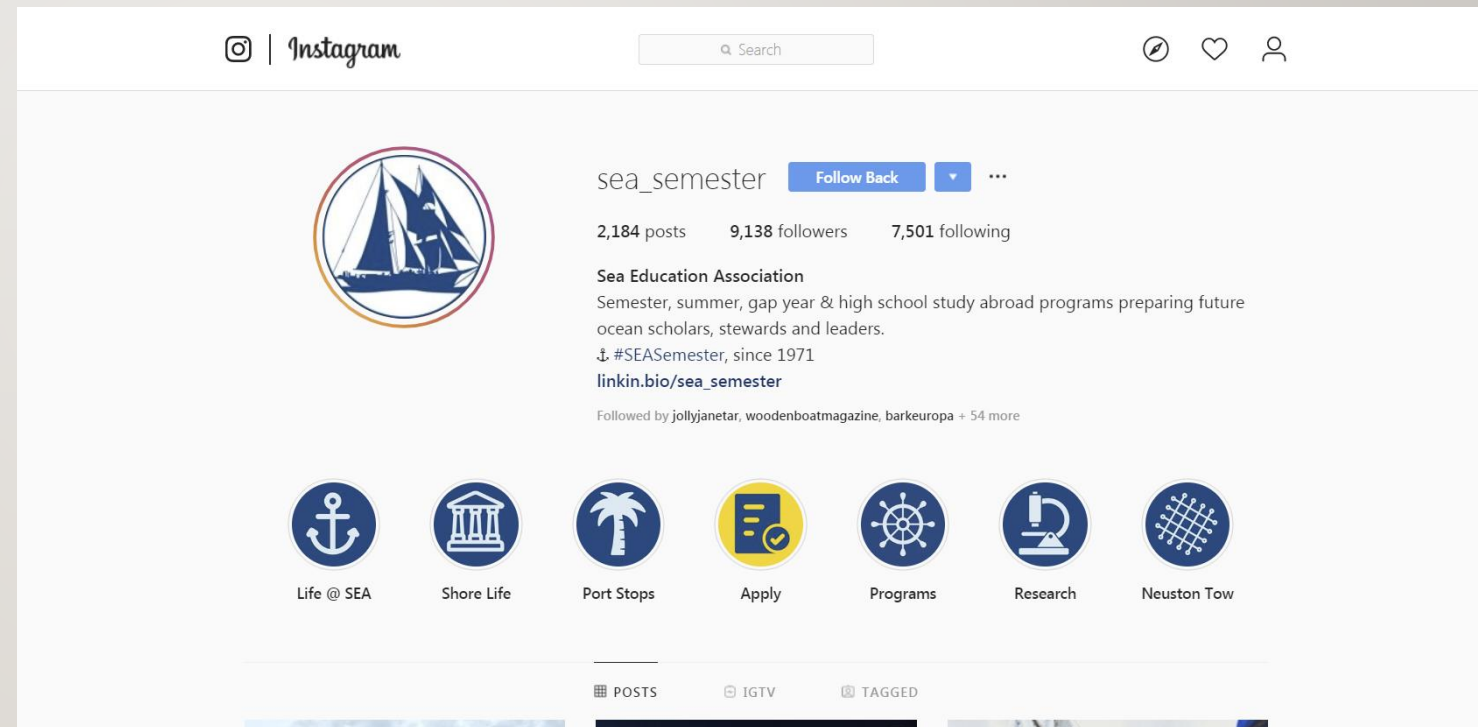
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- Proofread
- Do not use the first person singular pronoun when referring to your boat, ship, or organization (even if you are answering questions in the comments section)!
- Don't put "the" before your vessel's name
- Proofread again

# GREAT!

## IT'S ~~OK~~ TO FOLLOW OTHERS

- Makes you look like a team player
- Keeps you in tune with the latest trends
- Allows you to interact with your followers
- Potential source of content





BE DEPENDABLE & CONSISTENT!

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*“Be the page you want to see on Facebook”*

*- Gandhi (just kidding)*

# POST FREQUENCY

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1-3 times a day



1-5 times a day, some experts say 15+ times a day



1-2 times a day



1-2 times a week

# ALWAYS BE ON THE LOOKOUT FOR CONTENT!


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- Join local ship watching groups (Facebook)
- Communicate with your captain & crew
- Get out on your boat
- Check your accounts for mentions and post tags





# IT DOESN'T ALWAYS HAVE TO BE ABOUT YOU!

 **Pride of Baltimore II**  
Published by Patrick Smith [?] · November 19 at 7:25 PM · 🌐

**The British are here!**

With HMS QUEEN ELIZABETH in the anchorage off Annapolis for the week, we were reminded of a piece of Annapolis history that we learned from [SpinSheet Magazine](#) co-founder, Dave Gendel, that is just too cool not to share!

Have you heard about the time a 745-foot British battleship came to Annapolis!?

Flashback to January 1941, Nazi German forces have occupied much of Western Europe, including France. The Battle of Dunkirk has taken place & under the direction of Winston Churchill, a new ambassador was appointed to represent Britain in the United States. So commenced Operation Parcel, a British naval undertaking to deliver Lord Halifax, the new ambassador, to the Chesapeake Bay.

The ambassador & his wife departed from Scapa Flow in the Orkney Islands aboard the brand new battleship HMS KING GEORGE V. The ship had an overall length of 745 ft, a beam (widest point of the ship) of 112 ft, & a draft (minimum depth of water a ship can safely navigate) of 34 ft.

The ship arrived off Annapolis on a cold & wet January 24, 1941. Because of her draft, she most likely anchored near the present day channel off of Kent Island, south of where the Bay Bridge is today.

Breaking protocol, President Franklin D Roosevelt drove to Annapolis & boarded the presidential yacht, USS POTOMAC, to rendezvous with the ambassador & welcome him. HMS KING GEORGE V departed the bay shortly after the transfer & the rest is history!

Photo of HMS QUEEN ELIZABETH courtesy of Travis Long.






[Star-Spangled Banner National Historic Trail](#)  
[National Park Service Chesapeake Bay](#)



**19,756**  
People Reached

**3,016**  
Engagements

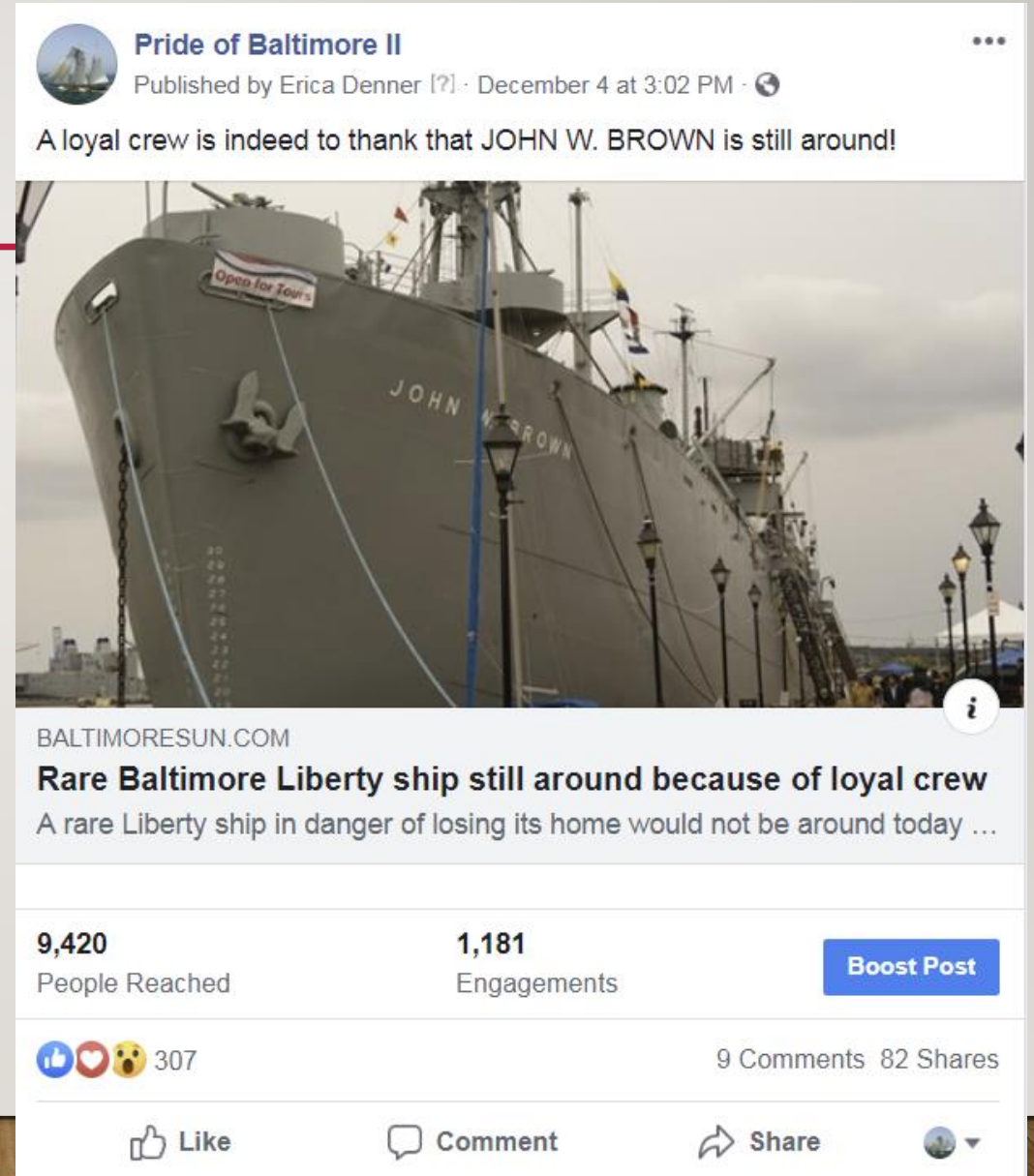
[Boost Post](#)

     220

49 Comments 70 Shares


# SHARE, SHARE, SHARE!

- It's free content & saves you time!
- Diversifies your content
- Builds a sense of community
- It earns you “social media love” points



**Pride of Baltimore II**  
Published by Erica Denner [?] · December 4 at 3:02 PM · 🌐

A loyal crew is indeed to thank that JOHN W. BROWN is still around!



BALTIMORESUN.COM

**Rare Baltimore Liberty ship still around because of loyal crew**  
A rare Liberty ship in danger of losing its home would not be around today ...

9,420 People Reached      1,181 Engagements      [Boost Post](#)

👍❤️😮 307      9 Comments 82 Shares

👍 Like      💬 Comment      ➦ Share



# SOCIAL MEDIA LOVE?



**Chesapeake Conservancy**  
February 11 at 10:02 AM · 🌐

#WomenInScienceDay

**Chesapeake Bay Program**  
February 11 at 9:12 AM · 🌐

Today is International Day of Women and Girls in Science! It is a day not only to highlight the gender gap in science, technology, engineering and math (STEM) fields, but to celebrate the women in those fields and inspire future generations to follow. #WomenInScience #WomenInSTEM



UNESCO



# DON'T OVERTHINK IT

Remember to “get your head out of the chart” & look around. Pay attention to what your followers are asking for.

 **Pride of Baltimore II**  
Published by Patrick Smith [?] · October 23 · 🌐

Name those sails!

Can you name all 10 of PRIDE II's sails? Well, we made a little study guide for you. But don't worry, there will not be a quiz ... or will there?

#AllWoodAllGood #WeAreBaltimore #BetterOnTheBay

Original photo courtesy of Jeff Crosby.



48,516  
People Reached

6,523  
Engagements

[Boost Post](#)

   626

67 Comments 400 Shares

# KEEP IT LIGHT

 **National Park Service** ✓  
Yesterday at 8:18 AM · 🌐

Nothing ruins your Friday more than realizing it's only Wednesday.  
#FindYourPark



   4.5K

230 Comments 831 Shares




# STAY ON TOP OF TRENDS





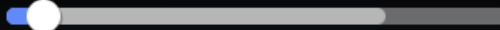
# USE VIDEO!

 **Chesapeake Bay Maritime Museum**  
Yesterday at 8:30 AM · 🌐

Lead Shipwright Joe Connor and Rigger Sam Hilgartner have made it to Roskilde, Denmark! As part of their "quest for knowledge" as part of CBMM's construction of a new Maryland Dove for Historic St. Mary's City, the pair traveled to [Vikingskibsmuseet i Roskilde](#) to learn about their use of traditional boatbuilding skills and tooling.

Find the full video here: <https://youtu.be/K1fPIRsrYEK>

**Sam & Joe's Excellent Adventure**  
Roskilde, Denmark

▶  -0:34 ⚙️ 📄 ↗️ 🔊



# GOING LIVE

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- Announce it ahead of time (whenever possible)
- Make sure you're posting from the correct account!
- You can test it before going live
- Introduce yourself
- Monitor the comments & respond when needed



# DON'T USE CRAPPY PHOTOS

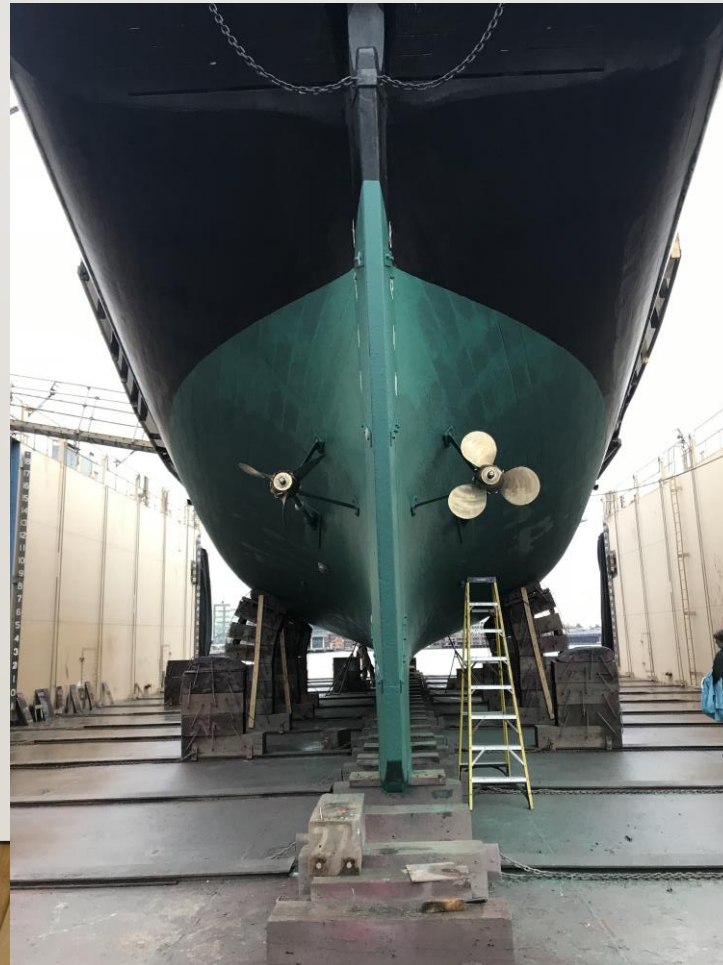
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DON'T MAKE THINGS UP!

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# INVITE NEW FRIENDS TO YOUR PAGE!

**Invite to Like Pride of Baltimore II**

All 121 110 7 4

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**Annapolis2Bermuda**  
Sports Event · Sports League · Boat / Sailing Instructor ✓ Liked

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**Abigail Sanna** Liked

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**Keith Hopkins** Liked

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**Lincoln White** Invite

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**Kjell Sundberg** Liked

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**João Vitor Schuster** Invited


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**Vit Bielan** Liked





# CATER YOUR CONTENT DIFFERENTLY ACROSS PLATFORMS


PRIDE OF BALTIMORE  
Posts

 prideofbaltimore




[View Insights](#) [Promote](#)

 Liked by patsails2 and 301 others

**prideofbaltimore** The shape of speed

#allwoodallgood  @seavvitcha

November 21, 2019


 **Pride of Baltimore II**  
November 20, 2019 · 🌐

The shape of speed.

Wonderful view from aloft of the foredecks of VIRGINIA & PRIDE II captured by Camille Beaugard. VIRGINIA is a reproduction of the original VIRGINIA, the last all-sail vessel built for the Virginia Pilot Association. VIRGINIA is a knockabout (no head rig) schooner built "along the same lines of an America's Cup defender."

The two schooners have more in common than one would think! Peter Boudreau, the builder of PRIDE II, designed VIRGINIA.


[Schooner Virginia Sail Nauticus Nauticus](#)



**5,759**  
People Reached

**749**  
Engagements

[Boost Post](#)

  260

11 Comments 22 Shares



# DIFFERENT CONTENT FOR DIFFERENT CHANNELS!

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You Retweeted

 **U.S. Naval History** ✓ @USNHistory · Dec 5, 2019

#OTD December 5, 1813: During the War of 1812, the frigate Congress captures the British brig Atlantic in the North Atlantic. Also on this date USS President captures schooner Comet off New York.

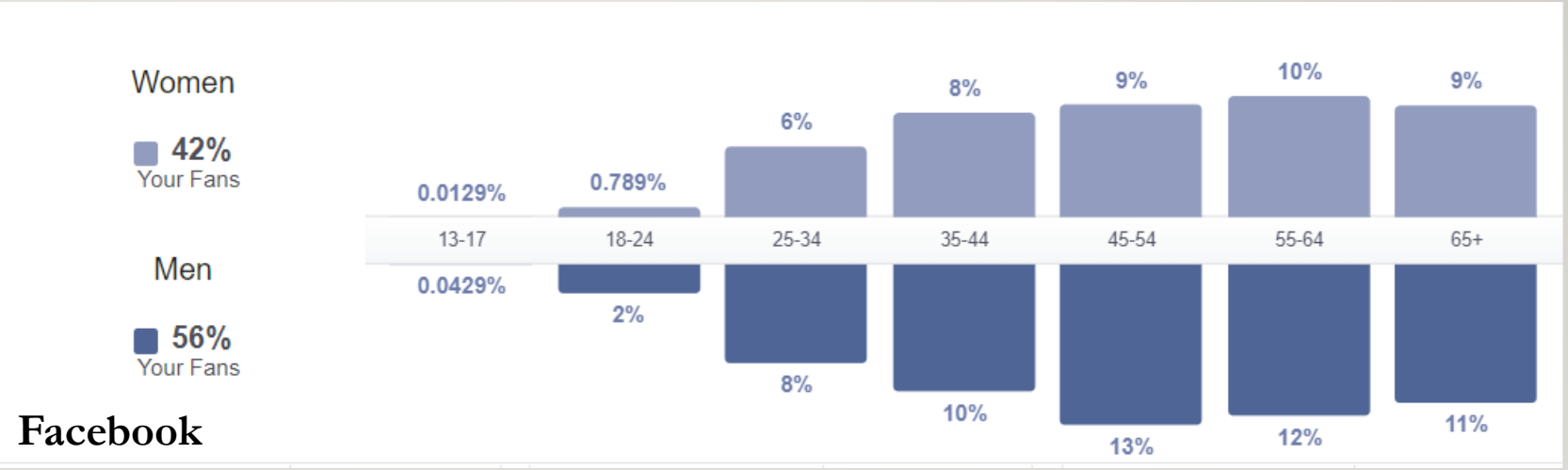
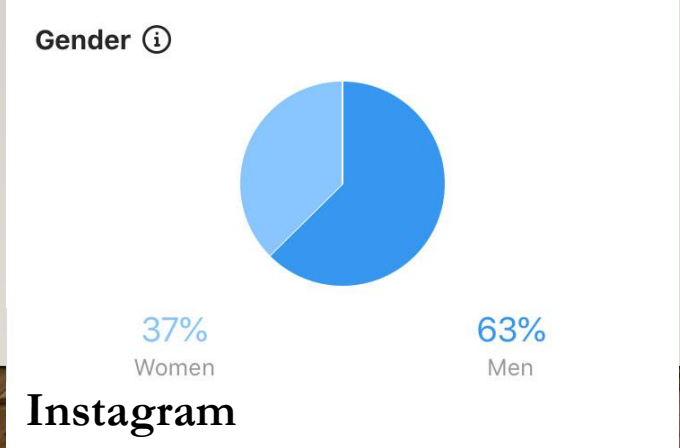
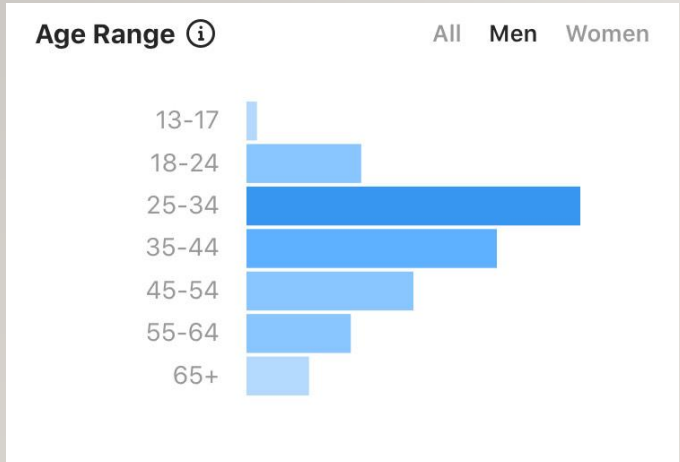
Learn more about the War of 1812 here: [history.navy.mil/content/histor...](https://history.navy.mil/content/histor...)



  17  45 

You Retweeted

# USE INSIGHTS TO KNOW YOUR FOLLOWERS



# LEARN THE LINGO

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**Page Likes:** When a unique individual likes your page

**Page Follows:** On Facebook this comes with likes, on twitter & Instagram this is synonymous with page likes.

**Reach:** Reach is the number of unique people who saw your content

**Engagement:** Clicks, likes, shares and comments on your content



# “WHAT METRICS SHOULD I TRACK?”

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- All of them if possible
- Page likes/follows over time
- Weekly post reach will give you a “wow” factor
- Top posts



# LET'S WORK TOGETHER: LEVERAGING COLLECTIVE ASSETS

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- *AJ Meerwald* – 7K Page Likes
- *Bark Europa* – 25K Page Likes
- *Bluenose II* – 8K Page Likes
- Grays Harbor – 12K Page Likes
- *Picton Castle* – 16K Page Likes
- *Pride of Baltimore II* – 23K Page Likes
- Sea Education Association/SEA Semester – 13K Page Likes
- *S/V Denis Sullivan* – 3K Page Likes
- Tall Ship *Lynx* – 12K Page Likes
- Tall Ships America – 3K Page Likes
- U.S. Brig *Niagara* – 15K Page Likes



# FINAL THOUGHTS

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- Quality over quantity
- Listen to your followers
- Build a sense of community
- Have a little fun & be creative

Questions? Email [Patrick@pride2.org](mailto:Patrick@pride2.org)