



reach your audience and win their love ♡

new media matters

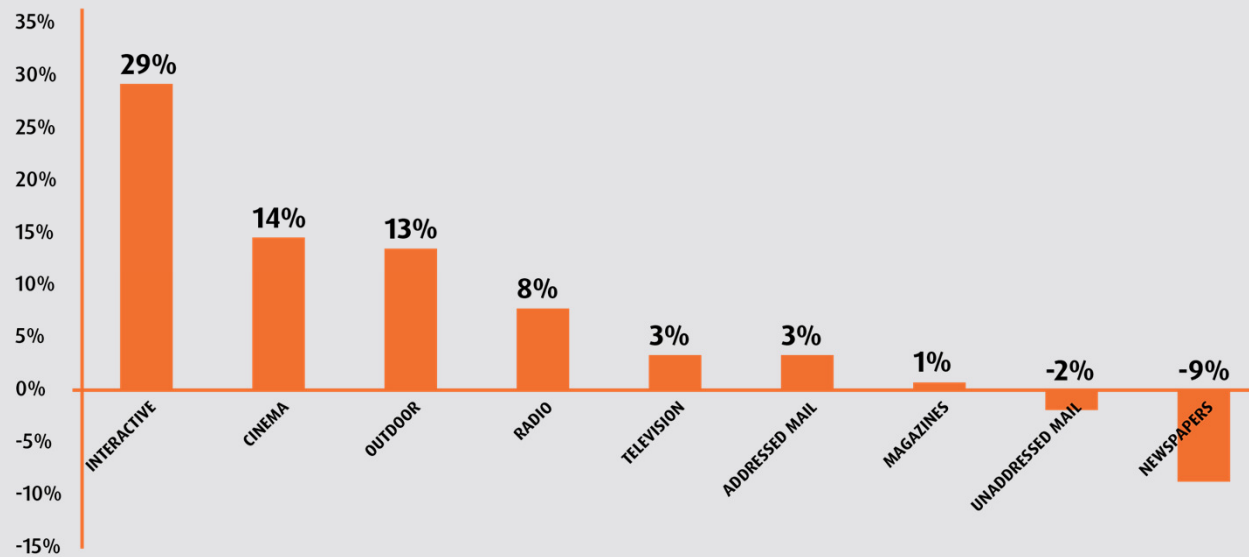
“ We have been conscious of the widespread (and misunderstood) tendency to regard social media as nothing more than the sum of a series of digital platforms, on which companies can disseminate their news and campaigns directly to users of the various networks.”

– Jonathan Wichmann.

Head of Social Media - Maersk Line

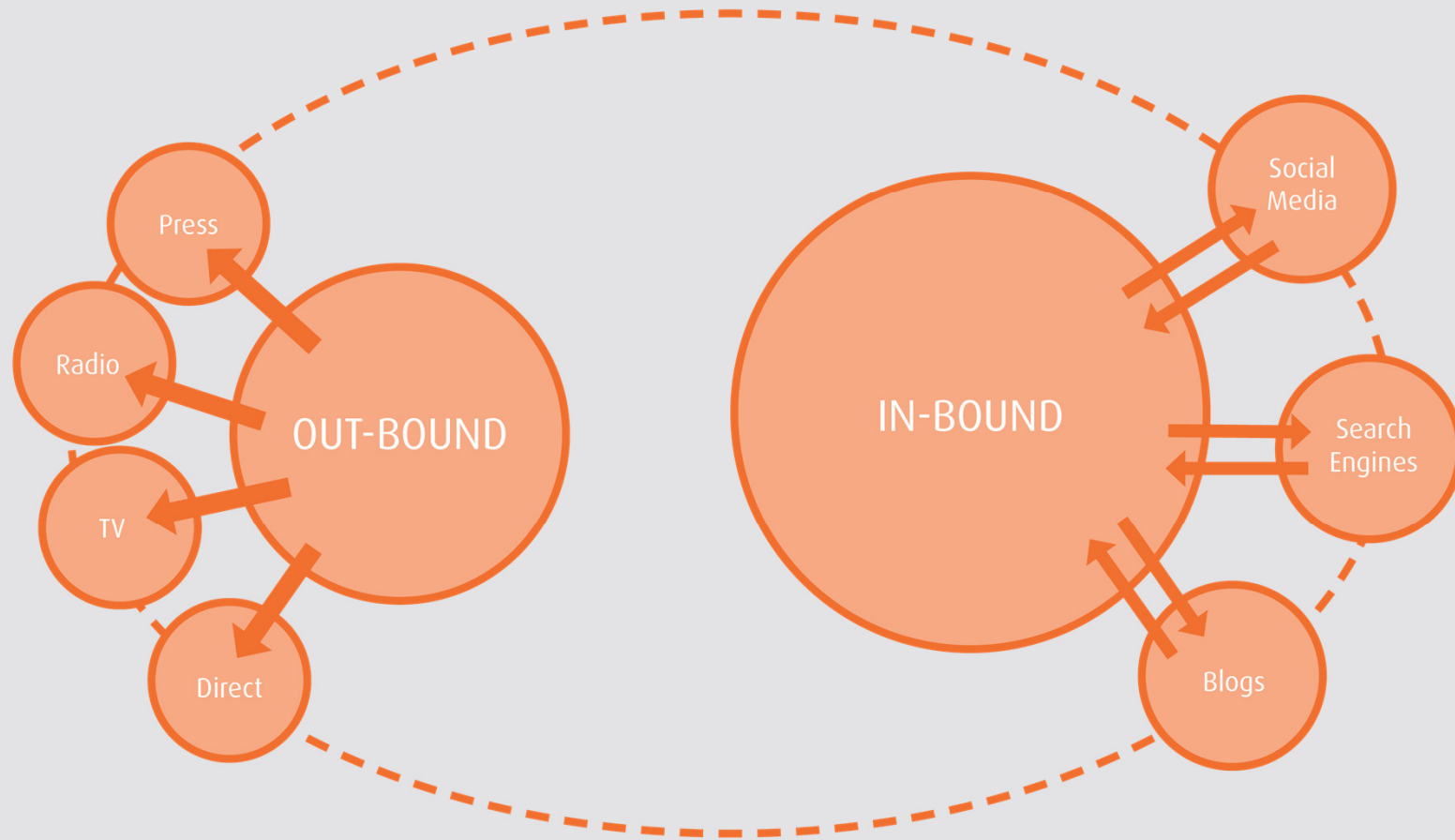
New Media Matters Today

All NZ Media Turnover 2012 vs 2013 YoY Growth



source: ASA Total Turnover 2013 and IABNZ

Traditional vs Non-Traditional Marketing



Value of Integrated Social Media Marketing

INFLUENCING
RELATIONSHIPS

BRAND
RECOGNITION

INSPIRATION &
FEEDBACK

SEO
RANKINGS

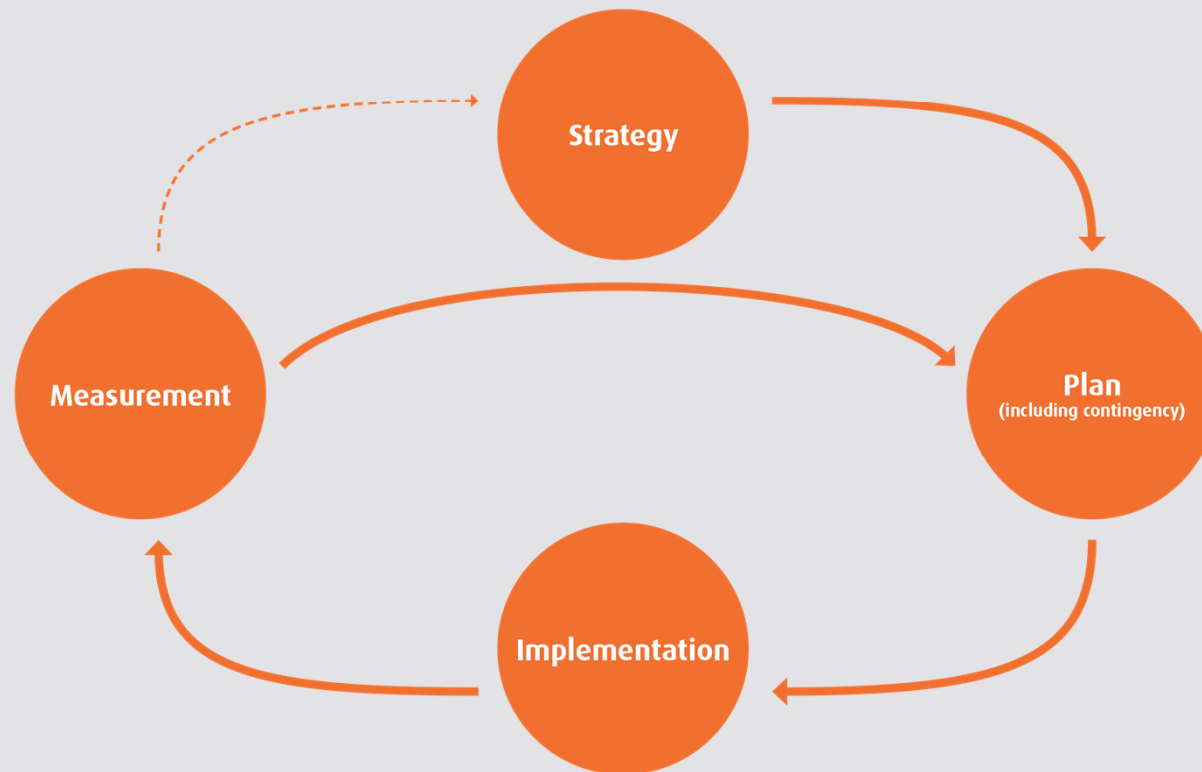
GENERATING
LEADS

What's What?

Social Media Explained

- Twitter** I'm doing #research
- Facebook** Like my #research
- LinkedIn** My skills include #research
- Instagram** Here's a vintage photo of my #research
- YouTube** Here is a video on my research
- Spotify** Music I listen to while doing research
- Pinterest** Here is some cool #research pictures I found
- Google+** Let's do a Hangout about research and these articles I found

Successful Approach to Social Media



The image shows a screenshot of the Maersk Line Facebook page. At the top, there is a blue navigation bar with the Facebook logo and login fields for 'Email or Phone' and 'Password'. Below this is a large banner image of a Maersk Line container ship at sea. A text overlay on the banner reads 'Welcome to our official Facebook page' and 'Maersk Line is on Facebook. To connect with Maersk Line, sign up for Facebook today.' with 'Sign Up' and 'Log In' buttons.

The page header includes the Maersk Line logo (a white star on a blue square), the name 'Maersk Line', and statistics: '1,132,341 likes · 6,269 talking about this'. Below the header are navigation tabs: 'About', 'Photos', 'House rules', 'Pinterest', and 'Our tweeters'. A small bio section states: 'Transport/Freight Maersk Line is the world's largest container shipping company. Learn more about what we do in social media: http://maersklinesocial.com/'.

The main content area features a post from Maersk Line, 11 hours ago. The post text reads: 'Thanks to containerisation we are now able to turnaround our assets faster and focus more on fishing: Read the full story of how Maersk Line's equipment has made a difference for an entire region here: www.maersklinesocial.com'. Below the text is an image of a large container ship. The post has 108 likes and several comments, including one from Luis Washington and another from Merche Gallardo.

To the right of the main post is a 'Highlights' section with a dropdown arrow. Below that is a 'Recent Posts by Others on Maersk Line' section, which lists several posts from other users, such as 'Paulce Yance Akay' and 'Luke Alghadamah'. Below this is a 'Likes' section showing users who liked the post, including 'Maersk Drilling Corporate Office', 'Safmarine Cargo & Freight - Port', and 'Maersk Supply Service Corporate Office'.

The screenshot displays the Twitter profile for Maersk Line (@MaerskLine). The profile header includes the name, handle, and statistics: 2,815 tweets, 544 photos/videos, 388 following, 111K followers, and 1,208 favorites. The bio identifies it as the official account of the world's largest container shipping company, based in Copenhagen, Denmark, with the website maersklinesocial.com and a join date of February 2011.

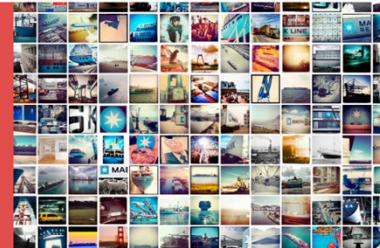
The main content area shows a tweet from John van Breugel (@vanbreug) retweeted by Maersk Line, featuring a photo of a large floating crane lifting a container on a ship. Below it is a tweet from Maersk Line (@MaerskLine) titled "Photo of the day: Emma Maersk in 1:65 scale built by Marco from The Netherlands," accompanied by a photo of a detailed model of the Emma Maersk container ship. A third tweet from Maersk Line (@MaerskLine) discusses containerisation and asset turnaround, linking to maersklinesocial.com.

On the right side, there are sections for "Who to follow" (listing accounts like Ian Simpson, Yamaha Comm. Audio, and net magazine) and "Trends" (listing hashtags like #MemorialDay, #YesAllWomen, and #HappyMemorialDay).

Welcome to Maersk Line Social

Why should a container shipping company be on social media?

[READ MORE](#)



> Latest Article

Maersk Lines makes Shidao love frozen fish

Nina Marie Skyum-Nielsen | Global Community Manager | 26/05/2014 | 0 Comments

[f Like](#) [t Tweet](#) [in Share](#) [Print](#) [G+1](#) [Email](#) [Subscribe](#)

From the depths of the Pacific Ocean, freshly caught fish travel long distances to end up on Chinese consumers' plates. Now more of them travel in containers instead of bulk reefer vessels.



Bing Rong is the captain of one of several fleets of Chinese fishing vessels operating in South America. Up until recently, his company was using bulk reefer vessels to transport the catch across the Pacific to Shidao, one of northern China's biggest ports which specialises in fish.

This means of transportation, however, was neither the most efficient nor the cheapest, as the fishing vessels were forced to waste time and fuel every time they had to return to port and pass their load onto the bulk carrier, which in turn had to wait until full.

Moving from bulk to container

Towards the end of 2013, China Master Logistics, the partner of the fishing companies in question, was attempting to optimise their businesses through containerisation. Their solution was to develop their own

Tweets [Follow](#)

Maersk Line @MaerskLine 4h
 #Maersk Group CEO: 'Overcapacity will keep pressuring the market' | @CargoBusiness | cargobusinessnews.com/news/0527
 Expand

John van Breugel @vanbreug 16h
 @MaerskLine handling #specialcargo with floating crane assistance
 #rotterdamlovesbreakbulk pic.twitter.com/ODONr0x4S
 Retweeted by Maersk Line
 Show Photo

Maersk Line @MaerskLine 14h
 Photo of the day: Emma Maersk in 1:55 escape hull the Mærsk from The
 Tweet to @MaerskLine

Our employees on Twitter [Twitter](#)
 Tweets from a list by Maersk Line

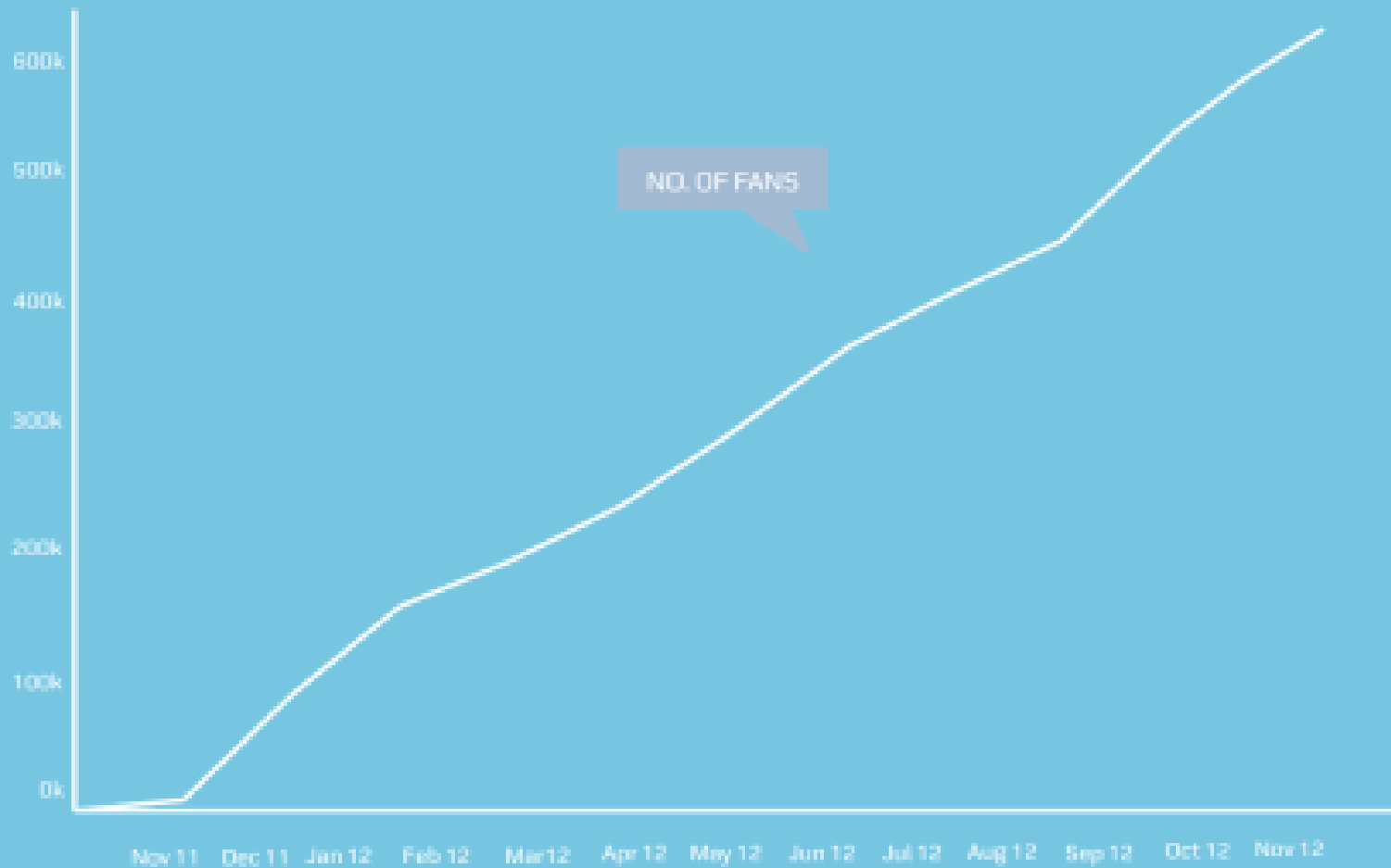
Mario Veraldo @mav 26 May
 Star Wars 37th anniversary
 linstagram.com/p0b7y3vs_0d/

John van Breugel @vanbreug 26 May
 APMT Rotterdam getting ready for some action!
 pic.twitter.com/GVwdrbrkQ
 Show Photo

Mario Veraldo @mav 26 May




reach your audience and win their love ♡




Lego	48.0**
Maersk Line	37.0
Disney	34.2
GE	32.9
Shell	19.1
Ford	17.2
McDonald's	10.2
Oreo	7.2
Dell	7.0
Red Bull	6.0
Converse	5.1*
Starbucks	4.5
Coca-Cola	2.2

- Average score for ten latest FB post (in June)
- Score is measured as likes + shares (x2) + comments (x4) divided by number of fans

COC9-CO19 5'S

 **Maersk Line**
8 June

Maersk Norwich hits a whale. On Wednesday 6 June, people in the Port of Rotterdam were greeted with the tragic sight of a 12 metre long whale on the bulbous bow of the Maersk Norwich. The vessel hit the whale on its way from Colombia. Read more about the incident here: <http://maerskl.in/LD31xf>



Like - Comment - Share 1,351 235 1,171

The screenshot shows the Maersk Line Facebook page. At the top, there is a blue navigation bar with the Facebook logo and login fields for 'Email or Phone' and 'Password'. Below this is a large banner image of a Maersk Line container ship at sea. A text overlay on the banner reads 'Welcome to our official Facebook page' and 'Maersk Line is on Facebook. To connect with Maersk Line, sign up for Facebook today.' with 'Sign Up' and 'Log In' buttons.

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On the right side, there is a 'Highlights' section and a 'Recent Posts by Others on Maersk Line' section. The recent posts list several users and their comments, such as 'Paulce Yance Akay Sukses trus yah Maerks Line...' and 'Luke Alghadamah Luke posted a photo...'. Below this is a 'Likes' section listing users who liked the post, including 'Maersk Drilling Corporate Office', 'Safmarine Cargo & Freight - Port', 'Maersk Supply Service Corporate Office', 'Maersk FPSOs Transport/Freight', and 'Maersk Line Transport/Freight'.

facebook



Air New Zealand is on Facebook.

To connect with Air New Zealand, sign up for Facebook today.



Air New Zealand ✓

3.9 ★★★★★ (1,788 ratings)

838,364 likes · 28,071 talking about this · 14,987 were here

Airline

Fly with Air New Zealand within New Zealand, or to and from Australia, the South West Pacific, Asia, North America and the United Kingdom. 0800 737 000 –

[About](#)



Photos



Book Flights



Photo Booth



838k 6 ▾

Highlights ▾



Air New Zealand

9 minutes ago

Be in to WIN tickets to the All Blacks or the World of WearableArt (WOW) Awards Show. Enter here: www.tfsn.co/watchandwin



Like · Comment · Share

Tracy Herbert, Beng Subade Paraiso and Amarlie Buchner like this.

Reviews See All



Paige Whitaker

★★★★★

Normally I rave about AirNZ but not today. Flight diverted from Dunedin to Wellington due to fog last night. Arrived at ... [See More](#)

👍 44 🗨️ 5 · about a month ago · 🌐



Simon Pinge Corkill

★★★★★

I smell a rat air New Zealand!! I have been diverted to Tga from our Christchurch to Hamilton flight due to fog. I have ... [See More](#)

👍 13 🗨️ 2 · about 3 weeks ago · 🌐



Hannah Jane Cotton

★☆☆☆☆

What rubbish service I received today on my flight from Rarotonga to Auckland. My family all paid \$10 each so we could c... [See More](#)

👍 10 🗨️ 6 · last Monday · 🌐



Nikki Waitere

★★★★★

After a canceled flight from npt to auckland yesterday we had to fly via Wellington, myself and my 2 year old son. But th... [See More](#)

👍 2 · about 2 weeks ago · 🌐

Recent Posts by Others on Air New Zealand See All



Antonia Di Benedetto Calvo

9 minutes ago

I recently flew to Ottawa and back, and when I got ho...




Lisa-Cheri Mckay

1 · about an hour ago

Hi, I have booked a graba seat flight and have now de...

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Air New Zealand 
@FlyAirNZ **FOLLOWS YOU**

The official Air New Zealand Twitter account. We fly NZ + to + from Australia, the South West Pacific, Asia, USA, Canada + UK 🌏

airnewzealand.com
Joined January 2009



[Tweet to Air New Zealand](#)

316 followers you know

1,227 Photos and videos

TWEETS 28.9K **PHOTOS/VIDEOS 1,227** **FOLLOWING 23.4K** **FOLLOWERS 242K** **FAVORITES 2,016** [More ▾](#)

Favorites

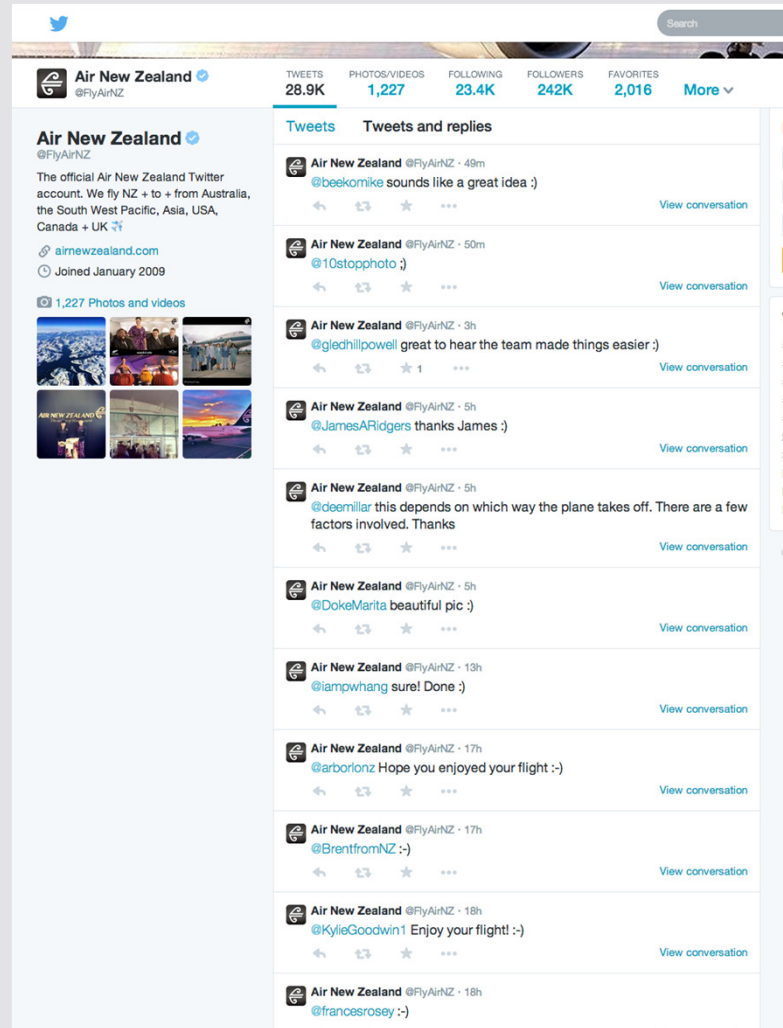
Chris Harford @CJHarford · 43m
Amazing flight to Dunedin today


[View more photos and videos](#)

Katie @ethernz · 1h
Pretty nice morning in Christchurch even if it is a bit chilly. Flying

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21/05/14

Warning Regarding Fraudulent Phone Calls

Air New Zealand has been contacted by a number of people who...

Loading... 0



ANN-MAREE BISSETT

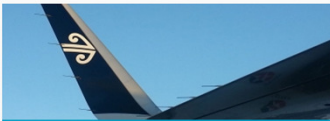
29/05/14

LIFESTYLE

Biking the Wine Trails in Sunny Hawkes Bay

We wanted a short holiday away from the busy metropolis of Auckland which would give us a mix of fun, sunshine, good food, wine and exercise. Our destination? Hawke's Bay.

0 Share 0



MALCOLM TAYLOR

24/05/14

TRAVEL

What Do Sharklets Do?

You may notice that our new domestic A320's have turned-up wingtips. Known as Sharklets, these wingtips not only look great but they are part of our commitment to fuel efficiency. Lower fuel burn reduces CO2 emissions and operating costs. But how do Sharklets work?

1 Share 0



21/05/14

Air New Zealand and Virgin Australia Boost South Island Capacity

Alliance partners Air New Zealand and Virgin Australia, will...

Loading... 0



AIR NEW ZEALAND

20/05/14

EDUCATION

Training Opportunities at the Aviation Institute

Do you know people who love what you do and think they would like to do the same? Wondering what advice to give them on how to start their journey? You can suggest they check out tertiary education training opportunities at the Air New Zealand Aviation Institute.

0 Share 0



20/05/14

\$20 Million Extension to Air New Zealand and Tourism New Zealand Partnership

Air New Zealand and Tourism New Zealand have today announced...

1 0



19/05/14

Air New Zealand and New Zealand Winegrowers to Invest in Wine Tourism Growth

Air New Zealand and New Zealand Winegrowers have today annou...

0 0



AIR NEW ZEALAND

07/05/14

Are You or Anyone You Know Interested in a Career as a Pilot?

The Air New Zealand Aviation Institute is holding an Open Evening with our Preferred Flight Training Organisation on Thursday 15 May from 4-9pm. Talk to real pilots and instructors and have a chance to win a ride on a Boeing 737 simulator!

Loading... Share 1

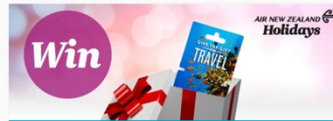


06/05/14

Air New Zealand to Install New Zealand's Largest Solar Array

Air New Zealand will install the largest single solar array ...

0 0



AIR NEW ZEALAND

05/05/14

Give The Gift Of Travel This Mothers Day

We are giving you the chance to surprise your mum with a \$500 Air New Zealand Holidays voucher! Does your mum deserve a holiday due to all the wonderful things she does for you? Here's your chance to return the LOVE!!!

Loading... Share 1



Air New Zealand
google.com/+airnz
The official Air New Zealand page on Google+
Follow +1
+106,576

Like Share 838k
Jono Hale, Matt Hale and 838,687 others like this.
Air New Zealand photos and videos

Tweets Follow
Air New Zealand @FlyAirNZ 4h
How is your day going? Sorry for being nosy!!! #AirNZShareMe by Adam
pic.twitter.com/vaHSEHz3sdF
Air New Zealand photos and videos







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The screenshot shows the Twitter profile for BNZ (@BNZ). The profile bio reads: "Welcome to the official Twitter account of the Bank of New Zealand, Te Pēke o Aotearoa. Now, how do we fit 150 years of banking into 140 characters?". It lists "New Zealand" as the location, "bnz.co.nz" as the website, and "Joined March 2009". The profile has 12.9K tweets, 480 photos/videos, 3,556 following, 9,708 followers, and 308 favorites. The main content area displays a series of tweets and replies, including a tweet about celebrating 150 years of banking, a tweet about a competition for iPad minis, and a tweet about a rugby game. A retweet by @leucht sauer is also visible.



reach your audience and win their love ♡

Xero accounting app @Xero
Beautiful accounting software - online, simple, smart & magical. For small businesses & their financial advisors. xero.com/support
Global
xero.com
Joined April 2008

TWEETS 20.1K PHOTOS-VIDEOS 463 FOLLOWING 734 FOLLOWERS 25.6K FAVORITES 3,302

Xero accounting app @Xero · 4h
#smallbiz guide: How to hire the right employees - useful tips for business owners & founders [ow.Jy/xh/EJ](#) ^OG

Who to follow: Yamaha Comm. Audio, Focusrite, Ian Simpson

Trends: #MemorialDay, #YesAllWomen, Watch Dogs, Wellington, #HappyMemorialDay, Welly, Lance Stephenson, New Zealand, World Cup, #ModiMinistry



reach your audience and win their love ♡

Xero accounting app @Xero

TWEETS 20.1K PHOTOS/VIDEOS 463 FOLLOWING 734 FOLLOWERS 25.6K FAVORITES 3,302 More

Raj Khushal @nzRaj · May 21
Took me 5 minutes to do my accounting tonight...yeah thats right. Cheers @xero

CustomerSure @CustomerSure · May 20
New post by our friends over at @Xero: "Accountx – an amazing community of add-on software" [buff.ly/SdiVYs](#)

Karen Reymburn @karenreymburn · May 20
@garyturner @Xero thank you for the slide! And for the keynote it was spot on.

BDS Accountants @bdsfinserv · May 20
Family is the most important thing in the world... Make business decisions that enable you to spend more time with them. Choose @xero.

MUBusiness Solutions @mitchmubs · May 19
The day I met @Xero everything changed. I absolutely love helping business owners get their lives back. [#passion mubs.net.au](#)

Ruslan Mahhov @mahhov · May 17
Our accountant has found a new purpose in life. Thanks to the transition to @Xero. Thank you everyone who made him happier #Xero @kaarmann

Michael Graves @gravesmike · May 16
What a beautiful day for spreading the @xero love. #accountx see you in the @xerovillage

The Profitable Firm @ProfitableFirm · May 16
@Receipt_Michael @MsNeensMM @Xero @garyturner I like the coffee bean one. Coffee + sugar + summer happiness

Xero User Magazine @xumagazine · May 14
Ideas wanted! Steve Ash from @xero UK is looking for a great theme for their meeting room names in the new HQ [ow.ly/wMSBO](#)

WhiteoaksPR @WhiteoaksPR · May 13
We're looking forward to heading to #Accountx with @Xero this week! Who else is going?

Hamish Pike @PikeyH · May 13
I feel a bit sad on days where I have no @Xero transactions to reconcile. #geektweet #xero #loveit

Disco Pritchard @discoopritchard · May 12
Annual club financials done for AGM on Wed. Balance sheet and P&L complete in 10mins. Too easy with @Xero

Michael Graves @gravesmike · May 12
I'll be giving a sneak-peek preview of the new @xero practice manager UI at #accountx this week. Hope you can join me

Home Notifications Discover Me

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Xero accounting app @Xero

Beautiful accounting software - online, simple, smart & magical. For small businesses & their financial advisors. [xero.com/support](#)

Global
xero.com
Joined April 2008

Tweet to Xero accounting app

76 followers you know

463 Photos and videos

Favorites

Daveyon Mayne @MirMayne · 14h
@Xero + @Stripe = #Heaven

Smart Accountancy @Smart_AS · 20h
Thanks to @Xero Work Papers easy, quick & enjoyable! 4 jobs prepped before kids woke up leaving me free to enjoy my 1st Bank Holiday this yr

Daveyon Mayne @MirMayne · May 24
@Xero, I personally think your webapp is #SecondToNone. Very easy to use and Im not an accountant! Very beautiful!

Jared Hansen @jaredhansen · May 24
@xero is the best thing to happen to accounting since numbers.

Forbes @Forbes · May 22
The top innovative growth companies:

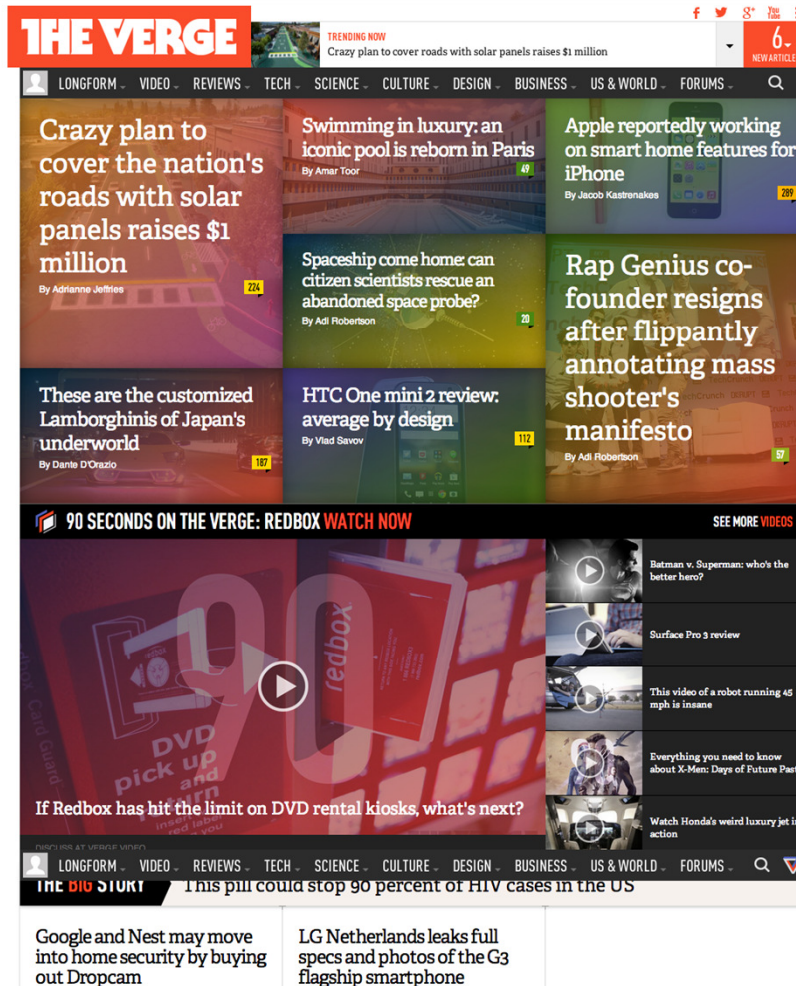
Who to follow - Refresh - View all

- Focusrite @WeAreFocusrite
- net magazine @netmag
- YAMAHA Yamaha Comm. Audio @Y...

Popular accounts - Find friends

Trends - Change

- #MemorialDay
- #YesAllWomen
- Watch Dogs
- Wellington
- #HappyMemorialDay
- Welly
- Lance Stephenson
- New Zealand
- World Cup
- #ModMinistry



THE VERGE

TRENDING NOW
Crazy plan to cover roads with solar panels raises \$1 million

6
NEW ARTICLES

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'Edge of Tomorrow' clips show Tom Cruise fighting, training, and dying over and...

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Giant underground ice wall approved to protect Fukushima plant water

DESIGN REPORT

224

COMMENTS

Crazy plan to cover the nation's roads with solar panels raises \$1 million

Solar Roadways has a great idea, but don't get too excited

By [Adrienne Jeffries](#) on May 26, 2014 01:30 pm [Email](#) [@adjeffries](#)

DON'T MISS STORIES [FOLLOW THE VERGE](#)

[Like](#) 482x [Follow](#) 461K followers



(Solar Roadways)

[Like](#) 5.3k

[Like](#)

[Share](#)

[593](#)

[Tweet](#) 472

Idaho couple Julie and Scott Brusaw of [Solar Roadways](#) have raised more than \$1 million on [Indiegogo](#) to pursue the extremely ambitious goal of replacing the nation's roads with solar panels. The design will now move from prototype to manufacturing, a dangerous phase for any technology project — and while the dream is exciting, the logistics of actually pulling it off are less so.

The Brusaws are not scammers or wackos. Scott has an electrical engineering background and the project has gotten two rounds of funding from the Federal Highway Administration. They've built a prototype parking lot made of solar panels, microprocessors, and LEDs encased in a textured glass that they say can withstand the

THE LATEST HEADLINES

[Google and Nest may move into home security by buying out Dropcam](#)

[LG Netherlands leaks full specs and photos of the G3 flagship smartphone](#)

[Rap Genius co-founder resigns after flipantly annotating mass shooter's manifesto](#)

[Turntable with robotic arms draws beautiful spirographs](#)

[Giant underground ice wall](#)

LONGFORM - VIDEO - REVIEWS - TECH - SCIENCE - CULTURE - DESIGN - BUSINESS - US & WORLD - FORUMS

THERE ARE 224 COMMENTS. [SHOW SPEED READING TIPS AND SETTINGS ↓](#)

comeonguiz
If only...if only...

Posted on May 26, 2014 | 1:36 PM [Reply](#)

.psd
I posted about this yesterday in the forums. Check it out. My point was that if government wasn't ruining things, we:

A) could afford this due to economies of scale and the exponential growth that would occur as an opposite effect of being robbed and oppressed by government to the tune of trillions annually
B) probably wouldn't need this if the government hadn't spent the past 100 years entrenching our dependency on foreign-oil based transportation system

Posted on May 26, 2014 | 2:28 PM [Reply](#)

KuSbeaR
The big bad gubment is ebil!!!

Ronpaul2016!!!!!!!
The government did not build our interstate system, private companies did!!! /s

"A) could afford this due to economies of scale and the exponential growth that would occur as an opposite effect of being robbed and oppressed by government to the tune of trillions annually" * I do not think you know what those words mean. we are robbed by oil companies every year though.

"B) probably wouldn't need this if the government hadn't spent the past 100 years entrenching our dependency on foreign-oil based transportation system" We are not dependent on foreign oil, we export crude.... the reason export crude is because we allow greedy and evil companies to put profit over nation. With out the government this project would not even exists.

Posted on May 26, 2014 | 2:56 PM [Reply](#)

.psd
greedy and evil companies

Da cumpuneez r eevil and greede!!!!1

I do not think you know what those words mean. we are robbed by oil companies every year though.

"Robbed." I don't think you know what that word means. Meanwhile, US governments will probably extract by force or threat of force something like \$5trillion from the economy this year alone.

From my thread:

Every now and then, it helps to refresh your faith in humanity. To be reminded of how mindblowingly awesome technology might be if governments weren't busy raising barriers to entry (also, outlawing progress, instituting monopolies, and stealing trillions of dollars from the economy to throw hooker and blow parties and try to conquer the world—oh, and

THE LATEST DISCUSSIONS

GAMING
New Twitch Streamer
about 3 hours ago by InfinityTrap

APPLE CORE
Mouse Movement in OS X vs Windows 7
about 5 hours ago by UserID 10 comments

MICROSOFT TREE
Mouses Movement in OS X vs Windows 7
about 5 hours ago by UserID 16 comments

META
Podcast for WWDC?
about 6 hours ago by Connor747 2 comments

APPLE CORE
iPhone 6 device videos, in case you missed it
about 7 hours ago by .psd 20 comments

APPLE CORE
Why doesn't the iPad need any RAM?
about 10 hours ago by Six-Strings 36 comments

MICROSOFT TREE
Steve Ballmer interested in buying LA Clippers, meets with Shelly Sterling
about 10 hours ago by YeahB 3 comments

MICROSOFT TREE
Seriously. Honestly. How many here use a Laptop on their lap?
about 10 hours ago by GumpstonBrash 113 comments

GOOGLEPLEX
Home Automation...Your Thoughts
about 10 hours ago by hecareth 10 comments

MICROSOFT TREE
Enough of the bullying.
about 11 hours ago by not your base 13 comments

ALL

More powerful meetings



Speed ad - Mistakes

NZTransportAgency · 244 Videos
Subscribe 4,417

9,360,167 views
39,443 likes 936 comments

Published on Jan 5, 2014
No one should pay for a mistake with their life. When we drive, we share the road with others, so the speed we choose to travel at needs to leave room for any potential error.

For more information about this campaign visit [Show more](#)


ALL COMMENTS (6,006)

Advertising
by NZTransportAgency · 1/14

- 11 Shopkeepers - Bakery by NZTransportAgency
- 12 Shopkeepers - Takeaways by NZTransportAgency
- 13 Shopkeepers - Dairy by NZTransportAgency

Speed ad - Mistakes

NZTransportAgency · 244 videos



[Subscribe](#) 4,417

9,360,167 views

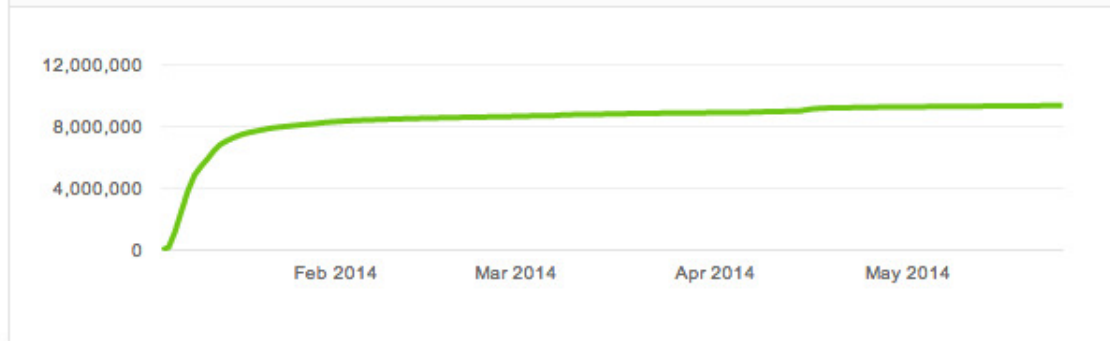
39,443 likes 936 dislikes

Like Dislike About Share Add to Print Analytics Report

Video statistics Through May 25, 2014

VIDEOS	TIME WATCHED	SUBSCRIPTIONS DRIVEN	SHARES
9,357,689	16 years	1,107	37,106

Cumulative Daily





Legend

NZTransportAgency · 244 videos
Subscribe 4,417

2,659,161 views

18,925 likes 246 comments

Like About Share Add to

Uploaded on Oct 20, 2011
"Legend" - Anti drink-driving advertising campaign from NZTA featuring 'ghost chips'.

For all that are wondering:
- The music was created by Franklin Road Studios especially for

ALL COMMENTS (2,028)

Advertising

by NZTransportAgency · 1/14

Legend by NZTransportAgency

Flying objects by NZTransportAgency

Drug driving - is it really that safe by NZTransportAgency

Drive Social by NZTransportAgency

Legend



NZTransportAgency · 244 videos

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Social Media Do's

- Original & share quality items
- Transparent
- Honest
- Frequent
- Relevant
- Responsive

Social Media Don'ts

- Share the latest meme
- Fight fire with fire
- Sell
- Mix messages
- Undervalue
- Be ignorant



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