



AMERICA'S MOST MODERN GATEWAY

SALES TEAM LINKEDIN ACTIVITY REPORT

LINKEDIN POSTING BEST PRACTICES

Why LinkedIn Engagement Matters:

LinkedIn is more than a networking platform—it's a strategic sales tool.

- Port of Virginia's audience is already there: Key decision-makers, logistics professionals, and industry influencers actively use LinkedIn to stay informed and connect.
- Engagement drives visibility: Every like, comment, and share increases your reach—putting the Port's value proposition in front of the right people.
- Builds trust and credibility: Consistent, thoughtful engagement positions you as a knowledgeable, reliable partner in the supply chain.
- Supports the sales funnel: From awareness to conversion, LinkedIn helps nurture leads and accelerate deal cycles.

LINKEDIN POSTING BEST PRACTICES

Know Your Audience:

- Focus on logistics professionals, shippers, import/export managers, and supply chain decision-makers.
- Tailor content to highlight how the Port of Virginia adds value to their operations.



Thomas Capozzi • 2nd
 Chief Sales Officer - The Port of Virginia
 1mo • 🔒

+ Follow ...

At America's Most Modern Gateway we are always investing for the future volumes and big ship capabilities.



The Port of Virginia
 27,481 followers
 1mo • 🔒

Virginia is Big Ship Ready.

Four new ship-to-shore cranes were recently commissioned at ...more



Jessica Gaskins and 19 others

Like

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LINKEDIN POSTING BEST PRACTICES

Craft Compelling Posts:




- Start strong: Use a bold statement, question, or stat to hook readers.
- Keep it concise: Aim for 3–5 short paragraphs or bullet points.
- Use emojis sparingly to add personality without being unprofessional.
- Include a clear CTA (e.g., “Let’s connect,” “Learn more,” “What’s your experience?”).



Kara Matzko • 1st
 Director of Strategic Accounts
 3h • Edited •

It was an honor to attend the [Best Buy](#) Charity Classic 2025 and to be able to support a wonderful organization and event. Seeing the kids that were part of The Teen Tech Center Program present their designs through the state of the art technology provided to them was truly inspiring. This event is making a positive difference in so many youths lives. Had a chance to connect with old friends and meet some new ones as well. Seeing Gwen Stefani perform wasn't too shabby either! [The Port of Virginia](#) will definitely participate again next year!



   You and 38 others

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LINKEDIN POSTING BEST PRACTICES

Use Visuals:

- Share photos of port operations, infographics, or behind-the-scenes videos.
- Use branded templates for consistency and recognition.
- Tag relevant companies or partners when appropriate.



AJ Kelly • 2nd

Director of Sales - Strategic Accounts at The Port of Vir...

3mo •

+ Follow ...

I'm happy to share that I am joining [The Port of Virginia](#) as Director of Sales! I look forward to continuing my career in the transportation industry and supporting the Commonwealth of Virginia. ...more



Starting a New Position

   255

60 comments • 1 repost

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 Comment

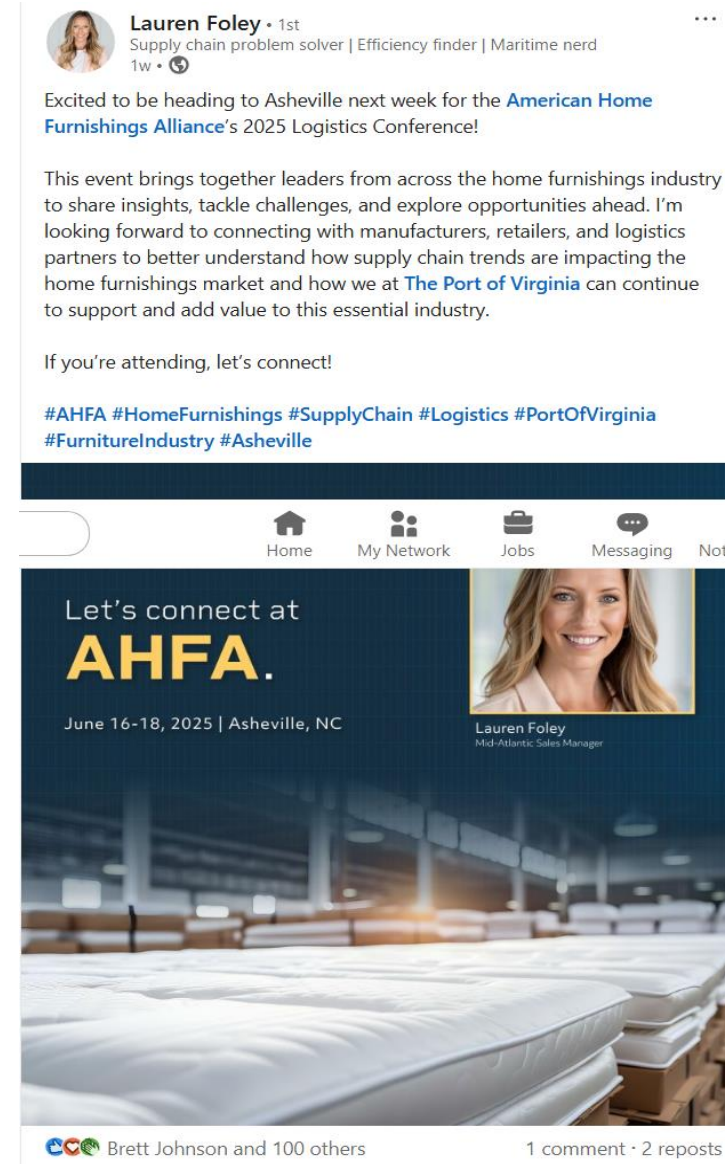
 Repost

 Send

LINKEDIN POSTING BEST PRACTICES

Post Regularly:

- Aim for 2–3 posts per week.
- Mix content types:
 - Customer success stories
 - Port updates or milestones
 - Industry news with your take
 - Employee spotlights
 - Event participation or speaking engagements
 - Mixing posts: Reshare/repost POV content
 - Avoid posting potential new customers to avoid risking alerting a competitor
 - Make sure to position yourself as a subject matter expert in your specific vertical



Lauren Foley • 1st
 Supply chain problem solver | Efficiency finder | Maritime nerd
 1w •

Excited to be heading to Asheville next week for the [American Home Furnishings Alliance's](#) 2025 Logistics Conference!


This event brings together leaders from across the home furnishings industry to share insights, tackle challenges, and explore opportunities ahead. I'm looking forward to connecting with manufacturers, retailers, and logistics partners to better understand how supply chain trends are impacting the home furnishings market and how we at [The Port of Virginia](#) can continue to support and add value to this essential industry.


If you're attending, let's connect!


[#AHFA](#) [#HomeFurnishings](#) [#SupplyChain](#) [#Logistics](#) [#PortOfVirginia](#) [#FurnitureIndustry](#) [#Asheville](#)

Navigation: Home, My Network, Jobs, Messaging, Notifications

Let's connect at **AHFA.**
 June 16-18, 2025 | Asheville, NC


 Lauren Foley
 Mid-Atlantic Sales Manager



 Brett Johnson and 100 others 1 comment · 2 reposts

LINKEDIN POSTING BEST PRACTICES

Engage Authentically:

- Respond to comments quickly and thoughtfully.
- Comment on others' posts—especially customers, partners, and industry leaders.
- Use polls or questions to spark conversation.

Tyler Bemis commented on a post • 2d

That's a good looking campus if do say so myself!

Tyler Bemis commented on a post • 1w

Congrats and well deserved!

Tyler Bemis commented on a post • 1w

This is awesome Mike!



Jamilya Sharipova • 2nd
Operations | Circular Economy @ Amazon

2mo ...

This is great, Amanda

Like · 1 | Reply · 1 reply



Amanda Nelson **Author**
Vice President, Growth at The Port of Virginia

2mo ...

[Jamilya Sharipova](#) thank you!

Like | Reply


LINKEDIN POSTING BEST PRACTICES

Leverage Hashtags & Mentions:

Use 3-5 relevant hashtags:

- #PortofVirginia
- #AmericasMostModernGateway
- DynamicPartnership
- FutureForwardMindset



Samantha Taylor • 1st
Manager of Growth at The Port of Virginia
1yr • 

At [The Port of Virginia](#), we are America's Most Modern Gateway. But what does that mean for our customers & partners?

- ✓ It means that goods are making it to market sooner and at a lower cost.
- ✓ It means that you're hitting your sustainability goals earlier.
- ✓ It means that when there are catastrophic threats to the supply chain you can always find a resilient partner at The Port of Virginia.
- ✓ It means economic and job growth for the region — and the entire Commonwealth.


That's what it means to be America's Most Modern Gateway.

[#PortofVirginia](#) [#AmericasMostModernGateway](#) [#OperationalExcellence](#)
[#DynamicPartnership](#) [#FutureForwardMindset](#) [#SupplyChain](#) [#Logistics](#)
[#Virginia](#) [#SpeedtoMarket](#) [#Efficiency](#)

LINKEDIN POSTING BEST PRACTICES

Share Insights, Not Just Info:


- Add your perspective to news or trends.
- Share data-backed insights about shipping, efficiency, or sustainability at the port.


Tyler Bemis • 2nd
 The Port of Virginia | Supply Chain Professional | Diver...
 3w •

+ Follow ...


Big news...

<https://lnkd.in/ePdm5CQq>


Federal trade court blocks Trump from imposing sweeping tariffs under emergency powers law
 apnews.com


1

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Thomas Capozzi • 2nd
 Chief Sales Officer - The Port of Virginia
 1mo •


+ Follow ...

Great to see Lori Ann LaRocco and CNBC highlighting one of our longtime, local gems in the logistics business, Givens Inc. They have long operated FTZ space and have been a great partner developing business around the globe, particularly out of Brazil.


Lori Ann LaRocco • 2nd
 Award-winning Author, CNBC Sr. Editor of Guests and Glo...
 1mo • Edited •

+ Follow

Back on the documentary road! At [Givens Incorporated](#) today where we will dive into the world of FTZs and Bonded warehouses! Excited to show the [CNBC](#) audience the difference between the two and how assembling is done within an FTZ. [#bondedwarehouse](#) [#ftz](#) [#tradewar](#) [#tariffs](#) [#businessnews](#) [#maritimeneeds](#) [#logistics](#) [#logisticsmanagement](#)

 Kara Matzko and 21 others
 1 comment · 3 reposts

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LINKEDIN POSTING BEST PRACTICES

Call to Action: Make LinkedIn Work for You: Key Takeaways

- Engagement = Visibility: Every interaction boosts your reach and influence.
- Credibility is built over time: Consistent, authentic activity positions you as a trusted industry voice.
- LinkedIn supports the sales journey: From awareness to conversion, it's a powerful tool in your toolkit.

Training Resources

- LinkedIn Learning: [Social Selling with LinkedIn](#)
- [Weekly LinkedIn Engagement](#)

LINKEDIN POSTING BEST PRACTICES

Reflective Prompt:

What's one thing you
can do today to start
incorporating these best
practices?





AMERICA'S MOST
MODERN GATEWAY

THANK YOU