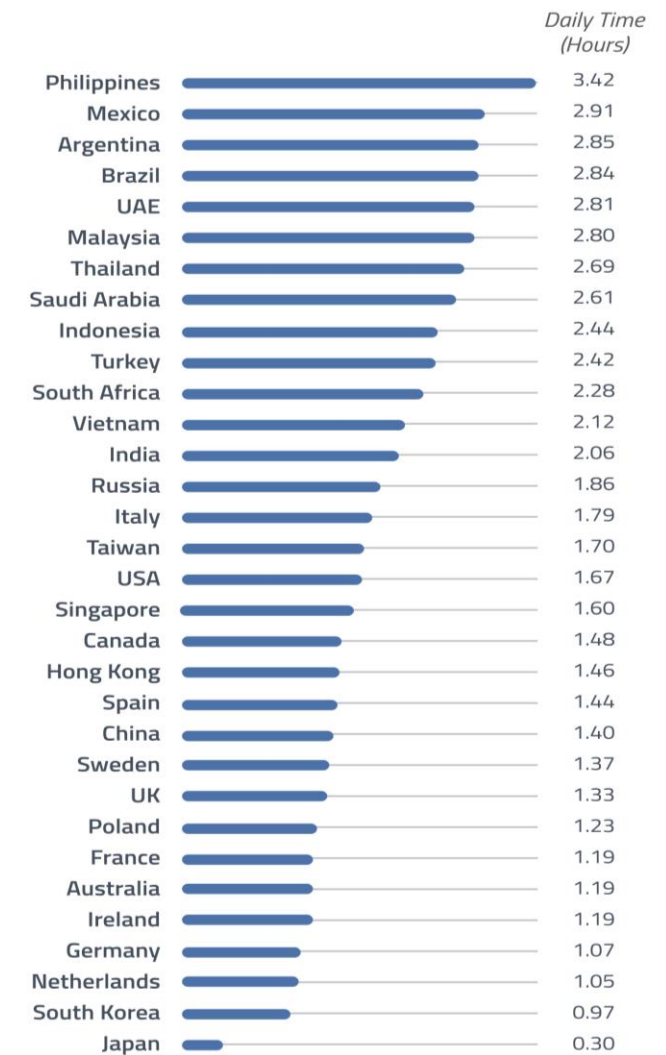
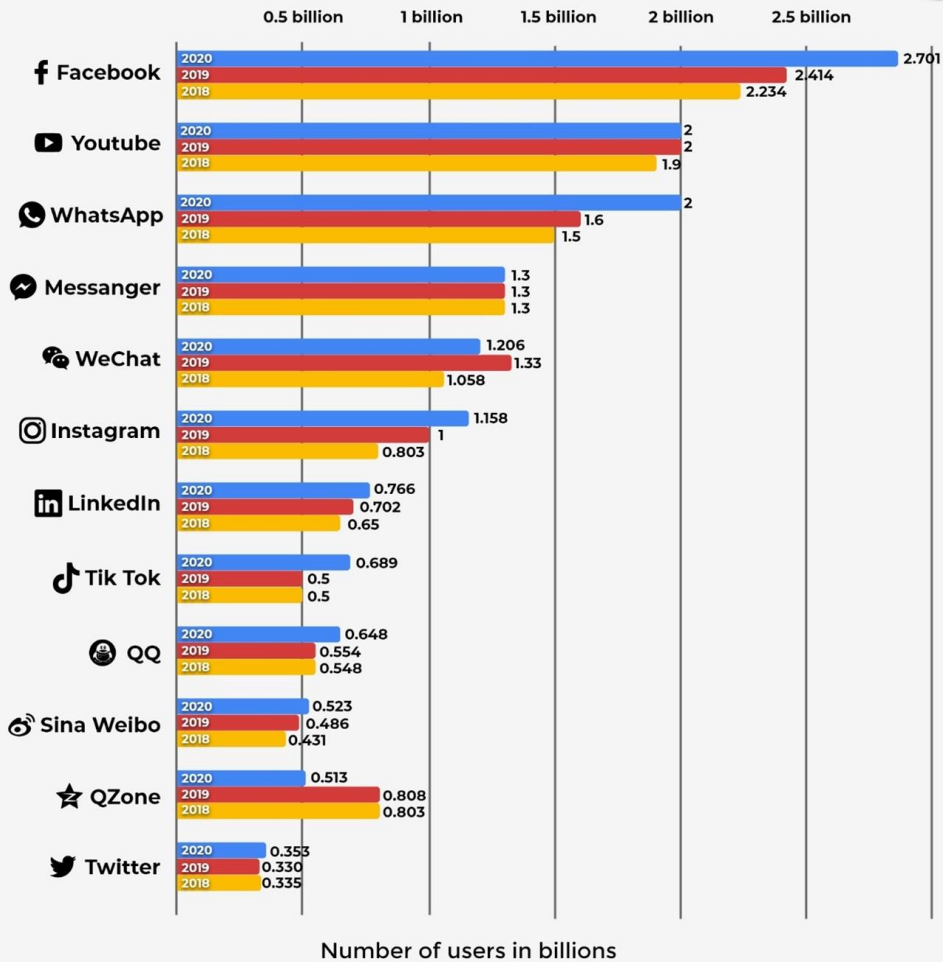




THE NEW MEDIA AGE

Most Popular Social Media Sites in 2021 By Number of Active Users



THE IMPACT OF SOCIAL MEDIA



THE IMPORTANCE OF AN ONLINE PRESENCE



PROTECTING YOUR REPUTATION ONLINE

Communication challenges when facing accidents:

- Time! Act quickly! Get out your message asap.
- Viking Line: traffic between 3 countries with 3 different languages (Fi,Swe,Est)



MODEL 1: TOUCH GROUND

M/S _____ having a minor grounding

M/S _____, which operates the _____ – _____ route, had a minor grounding today at _____ at the PLACE _____. M/S _____ used its own engines to get to PLACE _____ or: M/S _____ is at the moment at PLACE _____.

No injuries to persons have been observed. There were _____ passengers and _____ crew members on board the ship. Passengers have been given information on board. Authorities _____ will deal with the information.

Viking Line will give further information in

Mariehamn, xxx 20XX
Viking Line Abp

CHALLENGES

Baltic Sea ferry runs aground in Finnish waters, no injuries

Finnish authorities say a Baltic Sea passenger ferry with nearly 300 people has run aground in the Åland Islands archipelago between Finland and Sweden without injuries

By **The Associated Press**

20 September 2020, 20:01 • 2 min read



📷 The Associated Press

Viking Line's cruise ship M/S Amorella is seen near the Åland islands, seen from Finland, Sunday... [Read More](#)

HELSINKI -- A Baltic Sea passenger ferry with nearly 300 people aboard ran aground in the Åland Islands archipelago between Finland and Sweden without injuries Sunday, and rescuers evacuated the vessel's passengers to shore, Finnish authorities said.

The Finnish coast guard tweeted that the M/S Amorella operated by ferry company Viking Line between the Finnish western port city of Turku and Swedish capital Stockholm hit ground south of the port of Langnas in the Åland Islands near the Julgrund island

Viking Line's ferry Amorella runs aground in Åland archipelago

The vessel, with 207 passengers and 74 crew, was heading from Turku to Stockholm, the company said.



📷 The Amorella ferry. Photo: Twitter/@Meriraja.



THE NOMAD TODAY

SEPTEMBER 20, 2020 AT



Viking Line's Finnish ferry Amorella has run aground off the Åland Islands archipelago **with 281 people on board**, the Finnish coast guard tweeted on Sunday.

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M/S AMORELLA'S GROUNDING, SEPTEMBER 2020



Viking Line Suomi @vikingline_fi · 23. syysk. 2020

Kuvissa tunnelmia paikan päältä. Amorellan siirto-operaatio sujuu hienosti. Seuraavaksi laiva hinataan Långnäsiniin, jossa aluksella kyydissä olleet henkilöautot ja rahti puretaan. Sen jälkeen Amorella viedään korjaustelakalle Naantaliin.



Tweets

Tweets och svar

Medier

Gilla-mai



Viking Line Suomi @v... · 2020-09-23

Amorella saapuu Långnäsiniin satamaan



1 8 76



Viking Line Suomi @v... · 2020-09-23

Amorella saapuu Långnäsiniin!



2 37



Viking Line Suomi

23. syyskuuta 2020

Valmistelutyöt Amorellan siirtämiseksi Långnäsiniin satamaan ovat alkaneet. Osa miehistön jäsenistä lähti kannelle seuraamaan ajomiehistön tärkeää työtä. Me kaikki viikingit olemme hengessä mukana! ❤️



Hanki lisää tykkäyksiä, kommentteja ja jakoja.
Kun markkinoit tätä julkaisua, näytät sen useammalle henkilölle.

58 598

Tavoitetut henkilöt

7 450

Sitoutumiset

Mainosta julkaisua

Mika Oranen, Valtteri Juhela ja 1,4 t. muuta

52 kommenttia 9 jakoa

ACTIVE COMMUNICATIONS ON SOCIAL MEDIA



MARITIME SAFETY PRIZE AWARDED TO CREW OF VIKING LINE'S AMORELLA

20th September 2021



The crew of Viking Line's ferry Amorella has been awarded the prestigious Sea Sunday Prize for their professional efforts in the vessel's grounding off Åland one year ago. "The only way to prepare for surprising situations is to train," says the vessel's master, Rune Fellman.

Maritime safety prize awarded to crew of Viking Line's M/S Amorella

09/20/2021 | Marienhamn, FI



c: Viking Line

THE CREW OF VIKING LINE'S M/S AMORELLA HAS BEEN AWARDED THE PRESTIGIOUS SEA SUNDAY PRIZE FOR ITS PROFESSIONAL EFFORTS IN THE VESSEL'S GROUNDING OFF ÅLAND ONE YEAR AGO.

"The only way to prepare for surprising situations is to train," says the vessel's master, Rune Fellman.

EXPOSURE



THE ROLE OF CEO AND STAFF