



Use, Management, and Measuring of Social Media at Airports



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APPENDIX C: AIRPORTS' USE OF SOCIAL MEDIA

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To report increased economic growth at the Airport, NFA has initiated efforts to utilize social networks to provide services and communicate with Airport stakeholders. This research, conducted as part of the NFA Sustainability Management Plan, documents what social networking tools other airports are using and how airports are utilizing existing tools, and provides an overview of some airports that have effectively used these tools to reach out to the public and airport users.

Some airports have social media pages that actually with numbers and small airports.

Twitter is a website which allows its users to send and read short messages called tweets, which are text-based posts of no more than 140 characters displayed in the user's profile page. These tweets are publicly visible by default and can easily be shared or "retweeted" to other users, allowing for quick spread of information.

Social Networking Tools Currently Used

Airports now use a number of social networking tools to engage airport users. These tools include, but are not limited to (in order of popularity):

- Facebook pages
- connected Twitter hashtags with airport-related videos
- image galleries and updated by various airport staff
- twitter accounts
- Flickr accounts (to share photos)
- LinkedIn pages, which are less commonly used than Facebook

These social media tools offer airports a forum to communicate any general updates such as delays, weather, and fare rates, as well as share news about the airport, such as new development projects. In addition, airports can use these sites to receive feedback from airport users and respond to user comments or questions. These social networking sites differ from traditional airport websites, in that airport users are encouraged to engage themselves, developing an online community of airport followers.

Many airports have websites, and small have facebook fan pages. Many of the larger airports that have very high membership on their Facebook pages, although these airports also have successful Facebook pages, which answer the airport's "bottom" user on multiple issues. These of

Airport Uses of Social Networking

Airport uses of social networking vary widely from airport to airport. The most common uses include:

1. Advertise fare sales for the airlines/airlines that fly to the airport
2. Notify people in real time of flight delays, current weather, ground traffic or closing, construction projects
3. Post suggestions for making holiday traveling easier, and updated security directions
4. Customer service portal to address complaints as people post them, or answer basic questions about the airport as people post them
5. Solicit opinions for future projects and initiatives, or how much something that already exists is used/liked by airport visitors
6. Keep the community up to date on attempts to attract new service, and find out what new service visitors want/need
7. Create a link community help to fix projects, or get airport employees organized around a certain cause/development
8. Connect and price to help people social and interact ideas a good way to get people to fund the airport
9. Photo and video space for plane spotters to post and for airport employees to show their own photography/video

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Airport	City	State	# of Facebook "likes"	Total Annual Aircraft Operations (2009)	Aircraft "likes" per Annual Aircraft Operation
Syracuse Hancock Intl (SYR)	Syracuse	NY	499	21,843	0.023
Columbia Regional Airport (COJ)	Columbia	MO	118	24,462	0.005
Austin-Strand Airport Green Bay (CRB)	Green Bay	WI	359	70,186	0.005
Columbus GA Airport (CGG)	Columbus	GA	194	13,252	0.015
Louis Ricks National Airport (BTL)	Louis Ricks	IN	328	11,625	0.028
Atlantic City Intl (ACY)	Flag Harbor City	NJ	228	29,665	0.008
Phoenix Mesa Gateway Airport (DMA)	Mesa	AZ	430	186,415	0.002
Orlando Sanford Intl Airport (SFB)	Sanford	FL	426	222,267	0.002
Northeast Florida Regional Airport (CGF)	St. Augustine	FL	128	92,557	0.001
Triad-Randolph Airport (INT)	Triad	NC	45	10,148	0.004
AVERAGES			1,076	76,797	0.010

Source: Facebook (retrieved January 2011)
For National Airports, Retrieved 2010

Airport Facebook and Twitter Sites

A select list of small Airports with Facebook pages include:

South Bend Regional (SBN)	http://www.facebook.com/3165281648
Yager (Chattanooga) (Oostburg) Airport (CRW)	http://www.facebook.com/3130788
Hartsville Intl Airport (HTV)	http://www.facebook.com/page/hartsville-AL-Hartsville-International-Airport-1720726486
Chicago Rockford Intl Airport (RFD)	http://www.facebook.com/184823
McAllen-Miller Intl Airport (MFE)	http://www.facebook.com/page/McAllen-Miller-International-Airport-5121238464
Enterprise Airport (EUG)	http://www.facebook.com/391121
Outagamie County Airport (Appleton) (ATW)	http://www.facebook.com/317481211
Perimeter Golf Course Regional (PNS)	http://www.facebook.com/187464461416
Tulsa International (TLA)	http://www.facebook.com/tulsaairport
Newport News-Williamsburg Intl (NWI)	http://www.facebook.com/117191
Leflore Valley Intl (Altitude) (Bellefonte) (ABE)	http://www.facebook.com/111115
Shenandoah Valley Regional (SHV)	http://www.facebook.com/3131311648
Madison County Airport (MCO)	http://www.facebook.com/madisoncountyairport
Evansville Regional Airport (EVV)	http://www.facebook.com/117481211
Tinian Regional (TIN)	http://www.facebook.com/11881211
Illiana-Tamperle Regional (ITH)	http://www.facebook.com/11881211
Casper-Natrona County Intl Airport (CPR)	http://www.facebook.com/11881211
Roanoke Regional/Municipal (ROA)	http://www.facebook.com/page/Roanoke-Regional-Airport-11215115222
Poplar Grove Airport (CPV)	http://www.facebook.com/page/Poplar-Grove-Airport-11215115222

Social Networking Tools Currently Used

- ▶ Facebook pages
- ▶ customized YouTube homepages with airport-related videos
- ▶ blogs written and updated by various airport staff
- ▶ twitter accounts
- ▶ Flickr accounts (to share photos)
- ▶ LinkedIn pages, which are less commonly used than Facebook
- ▶ Large, medium and small airports all participate
- ▶ Scattering of fanbase across unofficial pages
- ▶ Links on website, logos & tags on business cards, e-mail signature



Airport Uses of Social Networking

- ▶ Fare Sales / boosting service
- ▶ Notify people in real time
- ▶ Post suggestions
- ▶ Customer service portal
- ▶ Solicit opinions for future projects something that already exists
- ▶ Building support & excitement: Updates on attempts to attract new service
- ▶ Route Development: Find out what new service travelers want/need
- ▶ Projects: Create community buy-in
- ▶ Contests and prizes
- ▶ Photo and video space

So how does this differ from an airport website?

Management of Airport Social Networking

Strategies differ based on size and resources:

- ▶ Assign administrative staff
 - ▶ Create a dedicated team from a diverse set of departments
 - ▶ Hiring dedicated employee or intern
 - ▶ Assigning duties to someone on marketing or customer service team
 - ▶ Important: Set expectations: Note on the site page when it is monitored
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- ▶ **Continuous & Consistent = Momentum & Activity**

Small Airport Examples

- ▶ **Akron-Canton**
 - 17,000 Facebook likes, active wall – customer service
- ▶ **Pensacola Gulf Coast**
 - Answer questions, fare sales
- ▶ **McGhee-Tyson Knoxville**
 - 2,400 likes, 18 photo galleries, 2 videos, despite being a small airport
- ▶ **Plattsburgh, NY**
 - In the process of attracting more commercial service.
 - Participation from the local community, which allows the Airport gauge the needs of the community.



3 Case Studies

► San Diego International

- Most comprehensive strategy
- 5 icons on its homepage for Facebook, Flickr, Twitter, YouTube, text msg alerts
- “ambassaBlog”
- Blog features guest bloggers
- Created team of young, savvy, dedicated, passionate employees
- Newspaper article with interview on examiner.com

► Cleveland-Hopkins Airport

- 31,000 Facebook likes
- Very active wall with users posting videos, photos
- 12 photo albums, 5 videos, 76 photos by users, 61 user notes
- LinkedIn



3 Case Studies

► Harrisburg International

- Very popular Facebook page
- Lengthy blog with slideshows
- Custom YouTube page: “Harrisburg Observation Deck”
- LinkedIn page
- Twitter updates



Measuring Social Networking at (Small) Airports

- ▶ Facebook is the most commonly used by all airport types/sizes
- ▶ Facebook “likes”
- ▶ Total annual aircraft operations
- ▶ Facebook likes per annual aircraft operation (likes/operation)
- ▶ Highest number of likes:
 - South Bend, IN (5,378)
 - Yeager Charleston, WV (4,802)
- ▶ Average number of likes:
 - 1,076
- ▶ Average number of likes/operation:
 - 0.020
- ▶ Highest number of likes/operation:
 - South Bend, IN (0.135)
 - Yeager Charleston, WV (0.077)