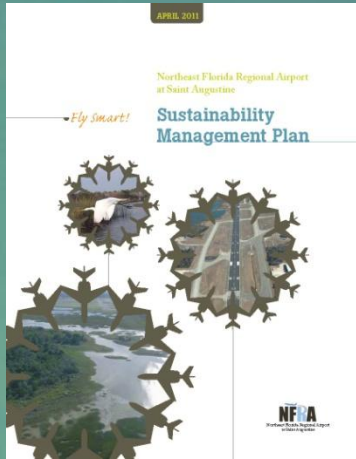




Use, Management, and Measuring of Social Media at Airports



Jason Zogg
Airport Sustainability Planner
VHB, Inc

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. There are many public tweets 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
- Blog entries and updated by various airport staff
- twitter accounts
- Public accounts (on-line 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 continuously engaged 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 center the airport's "fan" users on topics such as those of:

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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 activities, 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	NH	499	21,843	0.023
Columbia Regional Airport (COJ)	Columbia	MO	118	24,462	0.005
Austin Stroud Airport Green Bay (CRB)	Green Bay	WI	359	76,186	0.004
Columbus GA Airport (CGS)	Columbus	GA	194	13,252	0.015
Louis Rice National Airport (BTL)	Little Rock	AR	328	11,625	0.028
Atlantic City Intl (ACY)	Flag Harbor City	NE	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 (CGJ)	St. Augustine	FL	128	92,557	0.001
Brad Bishop Intl Airport (BNT)	Irish	MS	45	16,148	0.003
AVERAGES			1,076	76,797	0.010

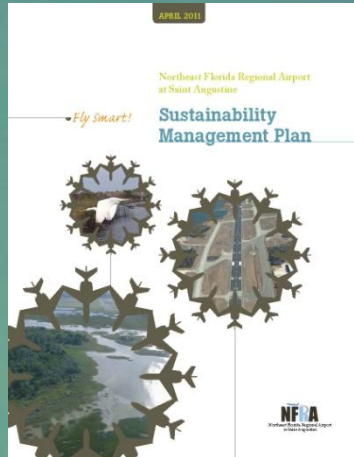
Source: Facebook (retrieved January 2011)
FAA National Air Transport Statistics 2010

Airport Facebook and Twitter Sites

A select list of small Airports with Facebook pages include:

South Bend Regional (SBN)	http://www.facebook.com/3165281648
Ypsig (Chickadee) County Airport (CRW)	http://www.facebook.com/3165281648
Harrisville Intl Airport (HTV)	http://www.facebook.com/page/harrisville-AL-Harrisville-International-Airport-1-7207268486
Chicago Rockford Intl Airport (RFD)	http://www.facebook.com/page/Chicago-Rockford-International-Airport-15421318460444
Engle Airport (EGG)	http://www.facebook.com/3165281648
Outagamie County Airport (Appleton) (ATW)	http://www.facebook.com/3165281648
Perimeter Golf Course Regional (PNS)	http://www.facebook.com/3165281648
Tulsa International (TLA)	http://www.facebook.com/tulsaairport
Newport News Williamsburg Intl (NWI)	http://www.facebook.com/117191
Lehigh Valley Intl (Allentown/Bethlehem) (ABE)	http://www.facebook.com/117191
Shenandoah Valley Regional (SHV)	http://www.facebook.com/3165281648
Madison County Airport (MDC)	http://www.facebook.com/madisoncountyairport
Evansville Regional Airport (EVV)	http://www.facebook.com/117191
Tinian Regional (TIN)	http://www.facebook.com/117191
Illiana Springfield Regional (SRH)	http://www.facebook.com/117191
Casper-Natrona County Intl Airport (CPR)	http://www.facebook.com/117191
Roanoke Regional/Municipal (ROA)	http://www.facebook.com/page/Roanoke-Regional-Airport-1513115222
Poplar Grove Airport (CPV)	http://www.facebook.com/page/Poplar-Grove-Airport-1513115222

Northeast Florida Regional Airport at St. Augustine Sustainability Management Plan (April 2011)



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Many airports have websites, and most 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, when were the airport's "father" were multiple years. Some of the

most popular Facebook pages are actually with medium and small airports.

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

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These social media tools offer airports a forum to communicate or get opinions 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.

Some airports use social networking tools to provide information and answer questions. Some airports use these tools to promote services and respond to user comments or questions. Some airports use these tools to promote services and respond to user comments or questions. Some airports use these tools to promote services and respond to user comments or questions.

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Source: Facebook (retrieved January 2011)
FAA National Airports Database 2009

Airport Facebook and Twitter Sites

A select list of small airports with Facebook pages include:

- South Bend Regional (SBN) <http://www.facebook.com/3165294640>
- Yager (Chattanooga) Sevier Airport (CRW) <http://www.facebook.com/3163088>
- Harvestville Intl Airport (BYO) <http://www.facebook.com/pages/Harvestville-Air-International-Airport/1720726446>
- Chicago Rockford Intl Airport (RFD) <http://www.facebook.com/34852>
- McAllen Miller Intl Airport (MFE) <http://www.facebook.com/mcga-miller-miller-international-airport/1042134860640>
- Empire Airport (EGG) <http://www.facebook.com/30142>
- Outagamie County Airport (Appleton) (ATW) <http://www.facebook.com/316262610>
- Perkinsville Golf Course Regional (PNS) <http://www.facebook.com/316262610>
- Tulsa International (TLA) <http://www.facebook.com/316262610>
- Newport News Williamsburg Intl (PNS) <http://www.facebook.com/316262610>
- Lough Valley Intl (Allegheny/Bethlehem) (AEG) <http://www.facebook.com/316262610>
- Shenandoah Valley Regional (SHV) <http://www.facebook.com/316262610>
- Madison County Airport (MDC) <http://www.facebook.com/316262610>
- Everett-Washelli Regional Airport (EVO) <http://www.facebook.com/316262610>
- Tin Cities Regional (TRG) <http://www.facebook.com/316262610>
- Illiana Springfield Regional (IHR) <http://www.facebook.com/316262610>
- Casper-Natrona County Intl Airport (CPR) <http://www.facebook.com/316262610>
- Roanoke Regional/Municipal (ROA) <http://www.facebook.com/316262610>
- Poplar Grove Airport (CPG) <http://www.facebook.com/316262610>

- ▶ Overall project first in an FAA Sustainability Pilot Program
- ▶ Airports' Use of Social Media presented as an Appendix
- ▶ Purpose: Document tools being used, how they are managing and using them, and short case studies.

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
-
- ▶ **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)