What is Social Media?

- A conversation
- Engagement with audiences
- Information sharing
- Crisis/emergency communications tool
- Customer Experience Campaign tool
- Marketing/promotional tool
Why it Matters:
Social Media pushes information faster than news media

Miracle on the Hudson
January 2009

• First photo tweeted by man on ferry used for rescue
• First photos on Twitter 45 minutes to one hour ahead of live news
• US Airways does not officially confirm incident for 90 minutes

Asiana crash / San Francisco
July 2013

• First photo tweeted 1 minute after impact; 2 minutes before chutes deployed
• Passenger tweets this photo after deplaning
• SFO Fire does not make its first public statement for 2.5 hours
Social Media Strategy

Sincere  Open  Collaborative  Interested  Authentic  Likeable

- Every contact is an opportunity to build the reputation and influence of DFW, and build relationships with all DFW audiences
- Operate as a dialogue, not a monologue; 2-way communication
- Social media, like traditional media, must be responsive on a 24/7 basis, particularly in times of crisis
- Top priorities are:
  - Accurate, timely information and assistance
  - Safety, comfort, and health of all customers
- Social media offers the opportunity to:
  - Promote programs and services within the Airport
  - Collaborate with airlines, concessionaires and community partners
DFW’s Social Media Strategy

- Social media channels are an opportunity to not only build the reputation and influence of DFW, but also to build relationships worldwide with the public, travelers, customers, partners, bloggers and media.

- Each message is crafted personally based on the frame of reference of the person engaging with DFW.

- With the establishment of relationships, comes the expectation of two-way communication.
Social Media – Common Ground

Universally accepted norms:

- The 80-20 rule *
  - 80% real conversation / interaction
  - 20% marketing / branding
- Social channels are always evolving

*Sources: Business.Twitter.com and SocialMediaToday

Social Media audiences expect:

- Listening & response
- Care & concern
- Action & information

Social audiences tolerate:

- Sales pitches
- Direct marketing
Social Media – the DFW audience

- News media
  - International, national, local
- Stakeholders
  - Board / Owner City / Government
- Customers of DFW
- Local community
- Employees
- Global audiences
- Airport industry
- Partner organizations
  - Airlines
  - Tenants / Concessionaires
  - Community / Contractors
- Customers of other airports
- AvGeeks (aviation enthusiasts)
DFW’s Social Media Program
Launched in 2009 as a Public Affairs Function

Our Objectives

- Engage and grow social media audiences
- DFW relevance for new generation of customers & community
- Information sharing & timeliness
- Integration with media, crisis, community & marketing messaging
Social Media Team Responsibilities
Safeguarding Brand and Building Advocacy

- Customer Service / Customer Engagement
- Content Planning / Strategy
- Content Implementation
- Revenue Business Unit Support and Coordination
- Social Media Monitoring / Brand reputation
- Interdepartmental Planning and Strategy
- Crisis Communications
- Real-time Marketing (in the moment)
- Social Media Campaigns
- Marketing Campaign Support
- Key Metrics and Insights (KPIs)
- Summary Reporting
- Social Media Industry Monitoring
Existing Enterprise-wide Coordination

**Internal**
- Operations / AOC / EOC
- Customer Svc / Terminal Mgmt
- DPS / Emergency Mgmt
- Parking
- Concessions
- Marketing
- Information Technology Svcs
- Air Service Development
- ADE
- Human Resources
- Environmental / Noise
- Travelers Aid

**External**
- Airlines (AA, etc.)
- Federal Partners
  - TSA
  - Customs
- Industry Organizations
  - AAAE
  - ACI
- Community Partners
  - CVBs
  - United Way
- News Media
- Stakeholders
Social Media Staffing

- Six (6) Core Media Relations and Public Communications-trained Team
- Addition of four (4) Communicators from Internal Communications
- Crisis Communications support enabled in 2014
  - Lewis PR engaged in crisis comms and current 24-7 support
  - Used successfully for ice storms
- 2015 Core Team Expansion Underway
  - New hire at Manager level
  - Addition of 24-7 monitoring services to increase channel monitoring
- Establishment of Corporate Communications Media Center
  - At Airport Headquarters building
  - Managed by Corporate Communications
  - Includes integrated media and social media monitoring and listening center

- Additional FY15 Priorities
  - Customer Experience Campaigns
  - Community Engagement Integration
  - Employee Social Media Engagement
DFW Social Media Channels

Note: Websites and Mobile Apps are not considered social media, but should be consistent and integrated to accommodate social engagement
DFW Social Media Channels – Facebook

Primary Uses:
- Engage community
- Answer community questions
- Crisis communications
- Engaging with DFW brand ambassadors
- Promote/inform about DFW products and services

Info:
- DFW’s largest social media platform audience
- 5th most ‘liked’ Facebook page among world’s busiest airports
  - DXB, LAX, LHR, ORD, DFW
- Posts per week average: 2-5
DFW Social Media Channels – Our Statistics

Facebook “Likes”

Number of unique users who “like” the DFW Facebook page.

Audience has more than quadrupled in three years.

- Jul-2012: 18,356 (+371%)
- Jul-2013: 39,954 (+117%)
- Jul-2014: 67,010 (+67%)
- Apr-2015 (YTD): 83,694 (+24.9%)
DFW Social Media Channels – Twitter

Primary Uses:
• Engage promptly with audience
• Primary crisis communications channel
• Engage with DFW brand ambassadors & customers
• Live updates of DFW events
• Marketing campaign support

Info:
• DFW’s busiest social media platform
• 3rd most followed airport in the U.S.
  • (behind LAX and BOS)
• DFW’s Twitter feed is the most active among the world’s busiest airports
• Posts per day average: 25
DFW Social Media Channels – Our Statistics

Followers (@dfwairport)
Number of users who actively follow DFW Airport
Audience has almost quadrupled in three years

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0 6k 12k 18k 24k
KPIs – YTD 2015

- **DFW Facebook followers have grown to 85,552 in six years**
  - 10 million unique users actively engaged with DFW last year
  - Another 231 million Facebook users went to DFW’s Facebook in FY14

- **DFW has more than 28,392 followers on Twitter**
  - DFW’s day-to-day social media activity is most active among the world’s busiest airports generating more than 16,000 tweets sent to the DFW Twitter account
  - Hundreds of posts are monitored per day on 11 key topic areas of interest to and about DFW
  - 45-50 interactions with unique followers per day

- **The team has built DFW’s social media presence over the last six years to:**
  - 3rd in the U.S. on twitter
  - 5th in the world on facebook
DFW Social Media Channels – Multimedia

- Photo-sharing and video-sharing
- Promote DFW products and services
- Largely user-generated content
- Largely brand ambassador content

- Dedicated airport video channel
- DFW channel used for marketing and public information
- Customers / workers frequently post video shot at DFW

- Photo channel
- Photo albums for DFW events
- Growing platform for coordination with news
DFW Social Media Channels

- Location check-ins
- Platform now segmented to check-in (Swarm) and tips (Foursquare)
- Top 10 US check-in locations are all airports

- Professional networking
- DFW HR recruitment tool
- Career advancement
How DFW Airport Uses Social Media

Crisis Communications
Promotion of Products and Services
Customer Engagement
Social Media is integrated into Crisis Comms / IROPS at DFW; Customers know and see that DFW is listening

During IROPS situations, the Social Media team’s well-established two-way relationships with customer audiences produces:

- Immediate feedback from customers who are experiencing issues
- Real-time situational awareness for EOC from thousands of potential sources
- An opportunity to communicate and serve the customer
- An opportunity to surprise and delight
February Winter Weather Event at DFW Airport

Twitter Activity
- 2,598 Tweets sent to the @dfwairport account; up 1,632% over the previous week
- 676 followers added; up 778% over the previous week

Facebook Activity
- 3,639,246; up 11% over the previous week
- 242,760 engaged users; up 29.3% over the previous week
- 485 new page likes; up 203% over the previous week
Using Social Media to Promote DFW Products and Services

The 787 is where dreams take flight. Today, the first #AADreamliner departed #DFW for Chicago. For more on this aircraft’s state-of-the-art traveling experience, click here: http://bit.ly/1PlGeXd

If you're at @EarthDayTexas stop by the #DFW exhibit to learn about our falconry & sustainability programs! #EDTx2015

Are you ready for some summer travel shopping? @TravlandLeisure, @ArtizanRobin and @Soybu are now open near gate B28!
Two-Way Sharing: How Customers Join the Conversation

Alex Bowden @TransWorldOne · May 8
She was a nice ride from @dfairport to @fly2ohare love the new @AmericanAir #B787 #Dreamliner #avgeek

Mandi Bishop @MandiBPro · Apr 29
Recommending @lingandlouies @dfairport for excellent food, service, #wine list, POWER available. Miso happy, indeed!

mekayoga @Mekayoga · Mar 13
Yoga in between flights! Great initiative @dfairport #yoga #airport #travel #Dallas

View more photos and videos

View more photos and videos
Customer Engagement Campaign for Spring Break
These customers are looking for personal engagement with the brands they experience in their daily lives. DFW hosted a two-day program on March 6 and 7 to provide dedicated and personalized assistance.

Command Center Services:
- Twitter engagement
- Social Media monitoring and response
- Telephone call center
- Email reply
Customer Engagement Campaign for Spring Break
Example 1: The CEO of Soles4Souls (global nonprofit agency), tweeted that he was flying from DFW to Las Vegas to run a marathon. DFW met him in Terminal C to surprise him with a FitBit.

“Coolest thing. checked in and their social media person found me and gave me a Fitbit because I’m going to run a marathon. #dfwspringbreak”
Customer Engagement Campaign for Spring Break
Example 2: A couple celebrating their anniversary was traveling through DFW. We surprised them at their gate with small gifts and flowers. The same couple later left their iPad on their plane. DFW located it and shipped it to their hotel in Chicago.

“...Hey, guys. Does this look familiar?”

“@dfwairport AHHH! That’s it! We just touched down in Chicago and we’re so happy to see it safe and secure!

Holy cow! You guys ROCK! Thank you so much!”
Conclusions - DFW Social Media Strategy

- Every social media contact is an opportunity to build the reputation and influence of DFW, and build relationships with the public, stakeholders, customers…

- Corporate Communications responds rapidly to engagement opportunities on social media and coordinates with other airport departments to ensure accuracy and timely response

- The vast majority of social media activity is based on existing DFW messaging or personal customer service issues

- DFW major social channels (Facebook & Twitter) compare very favorably to competitive set airports in engagement

- Corporate Communications maintains consistency of messaging on social media, aligned with overall Airport messaging
DFW International Airport

Social Media Strategy
Executive Overview

Corporate Communications
Updated April 7, 2015