

Telling your airport story: How to get started with social media

Platforms



Facebook should be used to tell the broader story of your airport, using photos and posts about events, updates, news, and topics relevant to your followers.

- Frequency of posts: 3 times a week - once a day
- Good times to post:
 - Weekdays 9am, 1-3pm
 - Thursday and Friday have higher traffic
 - Saturday and Sunday from 12 - 1pm



Twitter should be used for sharing quick information, to generate traffic to the airport website, and to link to news related to your airport.

- Retweet (and add comments) from other relevant feeds. Good examples include your county government, any local universities, aviation interest pages, and local news organizations.
- Familiarize yourself with popular hashtags used for aviation, your community, and the type of content you are posting. Hashtags are useful, but should not be used excessively (generally, 1-3 hashtags is sufficient).
- Frequency of posts: 1-5 times a day
- Good times to post:
 - 12pm, 3pm, 5 - 6pm
 - Wednesday has higher traffic



Instagram should be used to share the best photos of the airport, aircraft, events, staff, etc.

- Keep text descriptions short; utilize filters on photos and popular trends on the platform, such as Boomerang (which plays short videos on a loop), to generate more interest.
- Good times to post:
 - 8-9am, 5pm
 - Monday, Friday, and Saturday have higher traffic

Content Guidelines

- As much as possible, include visuals with all posts, including pictures, videos, graphics, etc. (*Tip: Facebook prioritizes video content in the news feed*).
- Include any relevant keywords/terms that can be used as **hashtags (#)**.
 - Hashtags (e.g. #UAS, #aviation, #flight) are used to categorize content on social media sites. Users can search for terms and if it's tagged with a hashtag (#) - it will show up in the search. ([Here](#) is an example of a search)
- Tag participating groups, pages, and people whenever possible. For example, if a boy scout troop visits the airport for a tour, tag the boy scout troop and your county government page in the post.

Content ideas

- Upcoming event announcements (boy scout tour, nearby university move-in day, safety seminar, etc.).
 - Live Tweet events at your airport.
- Airport updates (runway improvements, new amenities, new staff, etc.).
- Videos of aircraft landing, airport from point of view of pilot, events, etc.
- Pictures
 - Airport lobby, terminal features, etc.
 - Encourage pilots to take and share in-flight pictures and tag the airport.
- Aviation interest articles.
- Interesting facts about airport, history, community, pilot safety, etc.
- Aviation conference information.
- Social media contests. (For example: *Share your best in-flight photo and tag us @NCAirport to win a \$15 gift certificate to Local Restaurant.*)

Notes:

- Change settings on the airport Facebook page so that all posts or tags must be approved before they are public. (Select “*Review posts by other people*” under Settings -> Visitor Posts)
- Repetition of information is fine. For example, if your airport was opened on February 3, post about it every year on February 3. If you are posting about an event, post an announcement a few months before, two weeks before, one week before, the day of the event, and again after the event has occurred.
- Always get permission from pilots/clients before posting photos of aircraft visiting your airport. In all cases, blur out the N number on all aircraft before posting.
- Respond to tags of your airport’s pages. For example, if someone posts a picture after flying through and tags the airport, reply to the post with a kind message, thanking them for visiting.
- Change profile and cover photo pictures often to freshen up page, reflect new events.

How to build a following:

1. Add links to social media pages in staff email signatures, newsletters, memos, etc.
2. Send announcements to launch social media pages through any relevant listservs.
3. Write press release announcing social media pages and encouraging followers to like the page to be entered to win a drawing.
4. Invite your Facebook friends to “like” the page.
5. Host social media contests and give away prizes to followers, clients, people who like the page or comment, etc.