



Podcasts

Helping Aviation Businesses Grow by Leveraging Social Media | Part Two

Hi, I am Shannon Chambers and I am here with Karissa Uko, NATA's Events and Communications Manager, to discuss social media best practices that can improve both your company's bottom line and community stature. This is the second in a series of podcasts on social media. Welcome back, Karissa.

Thank you, Shannon.

In [our last podcast](#), you mentioned what aviation businesses can gain from using social media. Can you expand on some social media best practices and trends?

Social media allows companies to quickly spread the word. A great way of doing so is by using hashtags. A hashtag is when you use the # (pound) symbol in front of a word or string of words to group that tweet with other posts about the same topic, such as #NoPrivatizedATC. Twitter originated the use of hashtags, which has now expanded to Facebook, LinkedIn and other platforms. Hashtags help boost posts, and if a user with a lot of followers shares your post, your content has the potential to go viral.

Hashtags are also great to use when hosting or participating in an industry event. NATA uses hashtags for its annual conferences, town halls and NATA Safety 1st events. This gives our followers a real-time experience of the event from the association and event attendees who also use the hashtag.

What other growing social media trends should our members follow?

Social media posts with visuals, such as photos, videos, and infographics, [receive higher user and follower engagement](#). It's becoming more difficult to keep an audience's attention. People become distracted after 8 seconds and only remember 20% of the text they read online. In contrast, posts with images produce 650% higher engagement than text-only posts and video posts attract 3x more link visitors than text-only posts. It's important that your brand and tone are consistent and appealing. Aviation business is a competitive industry and your social media marketing can help set you apart. Share visuals for new developments, openings, community outreach, and disaster relief to humanize your brand.

How else can aviation businesses appeal to their customers and other stakeholders?

Geotagging also expands your reach. Your customers can share their location when visiting your business. The post can include photos or videos of them interacting with your CSRs, taking their aircraft in for maintenance, landing at your FBO, etc. Your customer then becomes a brand loyalist, sharing with their followers their "go to" business and, essentially, referring your company to others.

Geotagging brings your business to scale on a more local level, which is helpful when looking for new customers. For example, if your region is hosting a major sporting event, using aviation business



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hashtags like #bizav and #aircharter, while also tagging your city, makes the tweet more likely to come across the screen of prospective customers looking to fly in for the event.

That's good advice. How else can the industry increase engagement?

Share and interact! This practice will improve your brand awareness and perception. I mentioned in our [last podcast](#) how impactful it is to highlight your company updates. It's just as important to share the positive news within your community or from your partners. Repost their press releases and updates to expand your reach and increase your likelihood of being recognized by social media users that may not follow your company page. Also, reposting from credible news sources can help your company gain more traction.

Interact on social media with hashtags, polls, live chat hours, etc. Be online when your followers are online, create dialogue and be responsive. Social media is a medium for customer service, so it's critical that you are active and receptive.

Thank you, Karissa. This was an informative addition to NATA's series of social media podcasts.

Follow NATA on [Twitter](#), [LinkedIn](#) and [Facebook](#) to get industry updates and contact Karissa at kuko@nata.aero, if you have questions about using social media. You can also contact her to share your company news with NATA. Thank you all for listening.