

JetBlue Communication Audit

Website (<http://www.jetblue.com/>)

- There's a "Contact Us" link at the top.
- Social media is listed at the bottom with number of followers/likes (not up-to-date though).
- There are 6 tabs to assist customers in booking flights ("Plan A Trip," "Manage Flights," "Where We Jet," "Travel Information," "TrueBlue")

SoFly (<http://www.jetblue.com/SoFly/>)

- This is a section on the JetBlue website where customers can post their photos & share travel tips.
- The SoFly section has interesting facts about JetBlue with links so customers can repost these facts on their social media accounts.
- This section also has a poll asking what customers do in the Caribbean (one JetBlue destination).
- There are also quotes by customers.
- There's a link to apply for a job with JetBlue.
- This section resembles a Pinterest board (blocks of text and images that continue as you scroll down).
- Promotion of their hashtag (#JetBlueSoFly) is prominent in this section.

Facebook page (<https://www.facebook.com/JetBlue>)

- There are posts at least once or twice a day.
- This page has over a million likes.
- The page has almost two million visits.
- This page also has photo & video tabs.
- Most of the posts have a photo.
- There's also a section on the front page where people can see other people's posts that mention JetBlue.

Twitter (<http://www.twitter.com/jetblue>)

- They have almost 2 million followers.
- They have over 260 K tweets
- Their account is very active (tweets responding to customers' tweets that mention JetBlue).
- They also post photos (same photos as their Facebook page).

Instagram (<http://www.instagram.com/jetblue>)

- They have almost 53 K followers.
- They only have 301 posts.
- They use the same photos as their Facebook page.

YouTube (<http://www.youtube.com/jetblue>)

- They have over 7,000 subscribers.
- They group their videos into themes.
- One video has almost 2 million views, but most of the videos have between 400-1,000 views.

Blog (<http://blog.jetblue.com>)

- They post about 3-4 times a month.
- The blog began in September 2008.
- There's no list for the number of views and it doesn't allow for followers.
- Each post has links to share posts on different social media.

Evaluation:

JetBlue's strongest form of social media is twitter. They're the most active on twitter, and therefore, they have the most followers on twitter. JetBlue should interact as much on other forms of social media as they do with their twitter account. For instance, they could hold contests where followers post pictures of themselves on or near a JetBlue plane, and the one with the most likes wins a free JetBlue ticket.

JetBlue could also post more interesting bits of information or different photos or videos on different forms of social media rather than just reposting the same photos and videos on the different sites. They can still promote that they posted a new photo on Instagram or a new video on YouTube on the other social media sites, but they also need to incorporate new information too. If they do promote that they posted on another social media site, they should link it to that site to encourage followers on their other forms of social media rather than just reposting the photo or video.

On their website, JetBlue's social media is also difficult to find at the bottom of the page. In addition, it needs to be updated to reflect the correct numbers. Their social media information can be delivered in a more aesthetically pleasing way in terms of graphics that can be added to the website. Other than the listed social media, interaction is low, because the website's primary goal is to book flights. A map of JetBlue destinations could be the opening page to draw in customers and increase interactivity.

Reposting people's photos or videos that fly JetBlue or retweeting positive tweets about JetBlue are also great ways to interact more with their customers. Furthermore, they need to be more active with their blog. It's a great source of information about JetBlue, but people can't follow the blog. There's no two-way flow of communication, because only JetBlue is posting and people can't comment or join in on the conversation. This can be remedied by adding a discussion section or a comment section and creating a feature so people can get updates when there's a new blog post.

The winning JetBlue destination from the JetBlue tour and luncheon will be announced on the blog, which will help generate more traffic to the blog, making people aware that it exists. People at the tour and luncheon can also take pictures at the event and the best photos or tweets can be reposted or retweeted to make people feel as though they are part of the "JetBlue family."

JetBlue can manage their social media accounts with Hootsuite. Using Hootsuite, the number of followers and views on JetBlue's social media accounts can be analyzed. Through this website, JetBlue can send posts at times when the majority of their customers will see it. JetBlue can also keep track when they gain the most followers as a helpful indication of what types of posts are the most popular.