

JetBlue Communication Audit Part 3

JetBlue's event features a tour of their new headquarters and a luncheon. The event will be exclusive to people who are invited, such as the press, the trade association (U.S. Travel Association), stockholders, and celebrities who have flown JetBlue. However, on social media, there will be a contest for select winners to attend this exclusive event where they have the opportunity to have lunch with celebrities. Celebrities who attend will be given 3 free JetBlue first-class tickets to any destination of their choice to show JetBlue's appreciation of their support. The celebrities who RSVP that they will attend will be announced on social media. Prior to the event, TrueBlue members will be able to vote on the new JetBlue destination, which will be publicized on social media. The destination will be announced at the event and on the JetBlue blog.

The main social media platform that will be used is Twitter for the social media contest. JetBlue will encourage their TrueBlue customers to tweet what they love most about JetBlue and use a hashtag to group those tweets together. This expands the JetBlue name on Twitter, because whoever participates and tweets, their followers will see their tweets about what they love most about JetBlue. Therefore, it broadens JetBlue on Twitter to more than just their followers. JetBlue will then choose select tweets and invite the user (as long as they are a TrueBlue customer) to attend the event. Anyone on Twitter can also search for tweets that contain that hashtag and see every tweet that contains that hashtag. Before the social media contest, Twitter among other social media platforms, such as Facebook and Instagram, will be used to encourage TrueBlue customers to vote on the new JetBlue destination. During the event itself, attendees can tweet about the

event, using a hashtag, so people who aren't attending the event can feel as if they're there. To encourage tweets at the event, JetBlue will select a tweet from one attendee for a free JetBlue ticket to any destination of their choosing, including the new one that will be revealed at the event.

Throughout each step of the process, Hootsuite can be used to determine the success on social media. With Hootsuite, JetBlue can schedule to send tweets at the best time, which would be the time when the most people will see it. This will publicize the vote on the new JetBlue destination and after the social media contest to attend the event. All the social media accounts JetBlue has can be managed on Hootsuite as well. This will help when publicizing the vote on the new JetBlue destination, since this will be across various social media platforms. JetBlue can determine how many people click on the link to vote to determine which social media platform has the most active followers. Finding the platform with the most active followers is essential to promote customer interaction. In addition, Hootsuite allows you to target specific audiences with your social media posts. This will allow JetBlue to target their posts at people who enjoy traveling, which is their prime market. Hootsuite also provides custom profiles of their followers, which portrays the demographics of their followers and whoever favorites their tweets. In addition, Hootsuite offers a brand sentiment segment where JetBlue can see whether the interaction they're receiving is positive, negative, or neutral. If the social media contest is a success, the brand sentiment segment should be mainly positive.

To evaluate the success of this campaign, I would record the brand sentiment each day at the same time and put it into a graph to hopefully see an increasing trend. Benchmarking this segment will generate the data for this curve. The steeper the curve,

the more successful the campaign is. Hootsuite can extend beyond the event and assist JetBlue in the future. For instance, if they find that the most negative tweets are from businessmen complaining about crying babies on their flights, they might offer anyone who flies business class free headphones. Furthermore, Hootsuite can filter their social media newsfeeds to only show them posts that are of interest to them without having to scroll through the extra irrelevant posts. Finally, Hootsuite displays the trends. This relates to the social media contest, because if most people are posting about how they love the customer service JetBlue provides, this will show them the trending words. The social media contest will encourage community engagement, because people will be tweeting to JetBlue where their followers will see it, thus bringing them into the community. I would monitor the various aspects of Hootsuite throughout the campaign, but focusing on the brand sentiment segment and how many followers were gained throughout the campaign to see if other people's tweets encouraged others to follow JetBlue.