

Social Media Strategy

Chicago Department of Aviation

October 16, 2024

Agenda

Social Media Strategy

- 03 - Scope of Work
- 05 - Competitive Analysis
- 49 - Platform Strategy
- 65 - Executional Guidelines
- 69 - Next Steps

Scope of Work



Social Media Strategy and Execution

Deliverables:

Social Media Strategy

Develop strategy for social media content across ORD and MDW social media channels.

Content Calendar

This includes up to 10 tweets per week, 6 Instagram posts per week, 3 LinkedIn posts per week, 6 FB posts per week and 10 Instagram Stories per week (across both MDW and ORD accounts).

Reporting

Quarterly analytic reports for both MDW and ORD.

Engagement

Answering comments and monitoring messages on MDW and ORD social media channels.

Submitting Creative Requests to CDA

Ongoing creative requests for CDA to complete in support of social media content development.

Competitive Analysis



Social Media Audit

Voice and Tone

- Informative
- Humorous
- Creative
- Conversational

Content Overview

- **45% Airport and Flight Information/Updates:** flight updates, weather alerts, new routes, parking information, airport projects, art, amenities, concessions.
- **35% Community Engagement and Events:** travel tips, event promotion and recaps, job openings, entertainment around the airport.
- **10% Employee Highlights:** employee spotlights, partner highlights, TPA team highlights.
- **10% Entertainment:** seasonal and holiday content, airplane beauty shots, relatable content, misc. memes.

General Observations

- TPA strategically adjusts their content and communication style based on the platform.
- TPA is interactive with their audience through polls, surveys, comments, and by posting content encouraging the audience to comment or interact.
- Many of their posts start with the first part of the caption in all capital letters, adding emphasis to the post.
- TPA follows and incorporate social media trends, driving high engagement.

Tagging and Hashtags

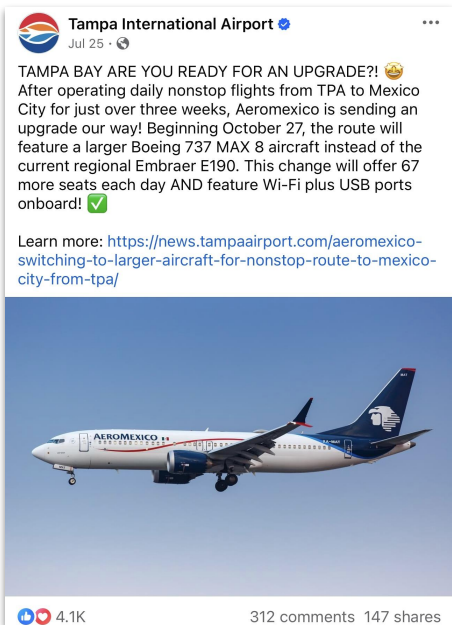
- Hashtags are rarely used in their content.
- TPA typically tags other organizations, airlines, and some people in the caption of posts on LinkedIn, Facebook, and X.
- TPA also typically tags organizations, airlines, and some people on Instagram but only tags on the image, never in the caption.

Social Channel Stats

LINKEDIN	X	FACEBOOK	INSTAGRAM
Followers: 24,711	Followers: 105,100	Followers: 151,000	Followers: 91,300
Cadence: 1-3x per week	Cadence: 1-2x per day, excluding weekends	Cadence: 1x per day, excluding weekends	Cadence: 1x per day, excluding weekends
Started Posting: 2+ years ago	Started Posting: November 2011	Started Posting: December 2010	Started Posting: November 2013

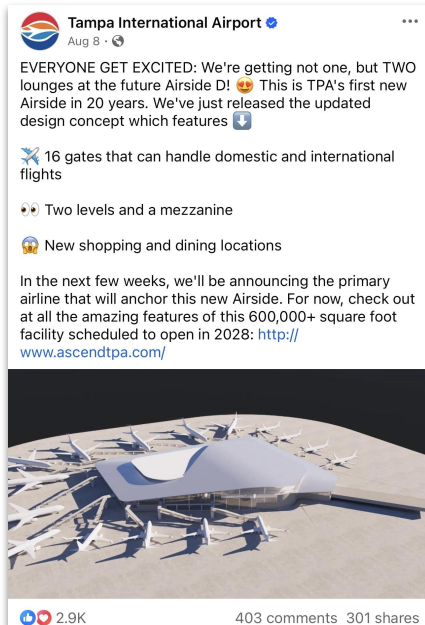
TAMPA INTERNATIONAL AIRPORT

Facebook Top Posts



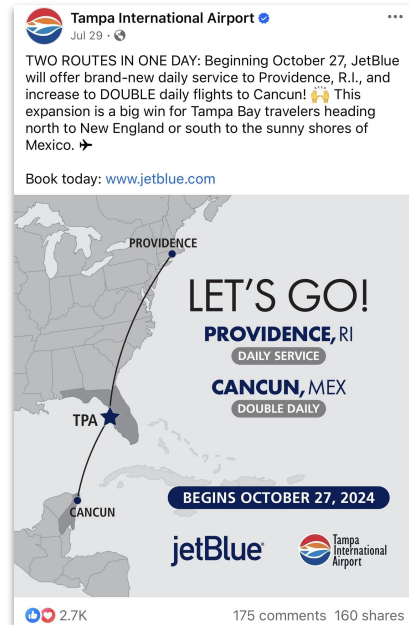
Airport and Flight Information/Updates

Highlighting an airplane upgrade for a TPA to Mexico City route, offering more seats and new features.



Airport and Flight Information/Updates

Airside D project update, highlighting the inclusion of 2 new lounges and an updated design concept. Plus, a little sneak at what they will share next.



Airport and Flight Information/Updates

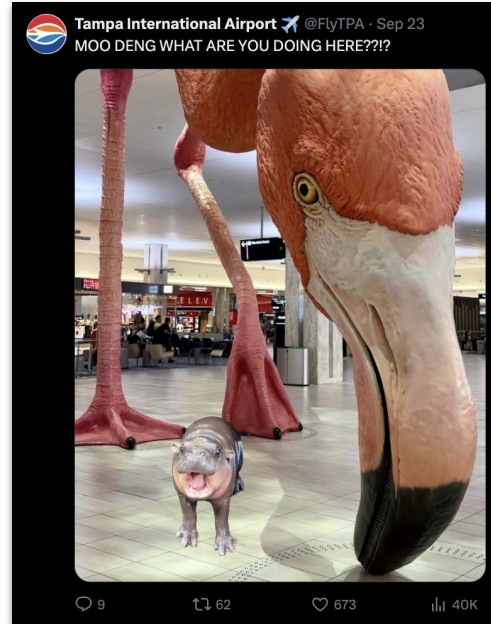
New flight route, JetBlue offering a new daily service to RI and an increase to 2x daily flights to Cancun.

X Top Posts



Entertainment

Fun post highlighting the Tampa Buccaneers flag inside the airport, wishing the team good luck for the season.



Entertainment

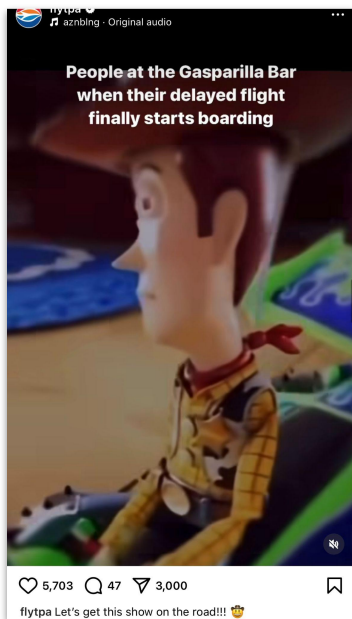
Humorous meme featuring a popular art installment at TPA and Moo Deng, a viral baby hippo.



Entertainment

Sharing that they have a big announcement coming to get people excited and anticipating the post.

Instagram Top Posts



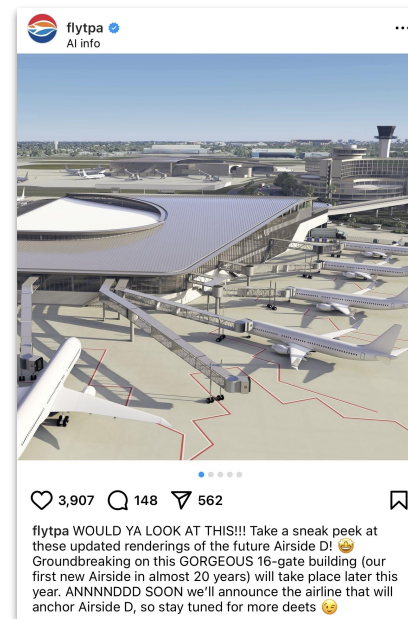
Entertainment

Meme about travelers being drunk leaving a TPA Airport bar to board their flight after being delayed.



Entertainment

Humorous meme about states not having TPA. Caption is directed to IL and many of the comments involved ORD and MDW. Plus, United joining!

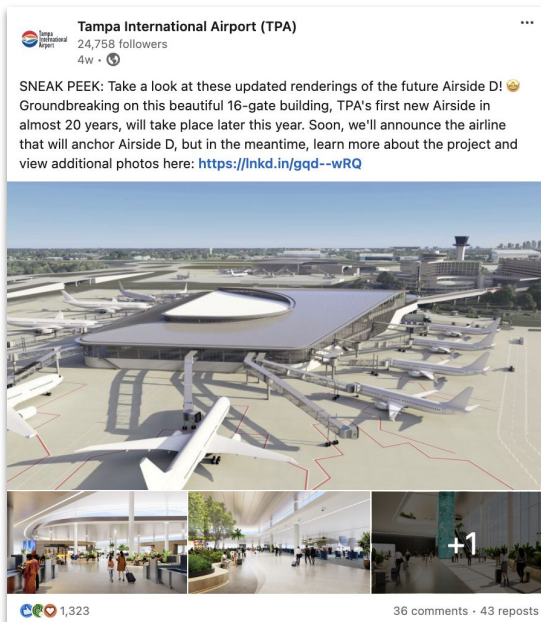


Airport and Flight Information/Updates

A sneak peek at Airside D designs, getting the audience excited for an upcoming announcement of the airline that will be stationed there.

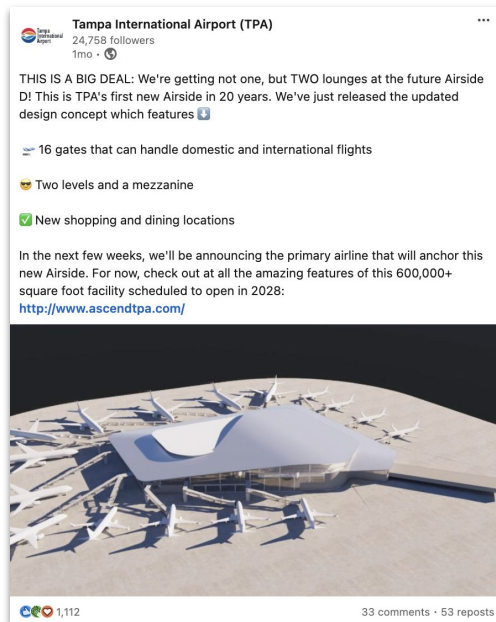
TAMPA INTERNATIONAL AIRPORT

LinkedIn Top Posts



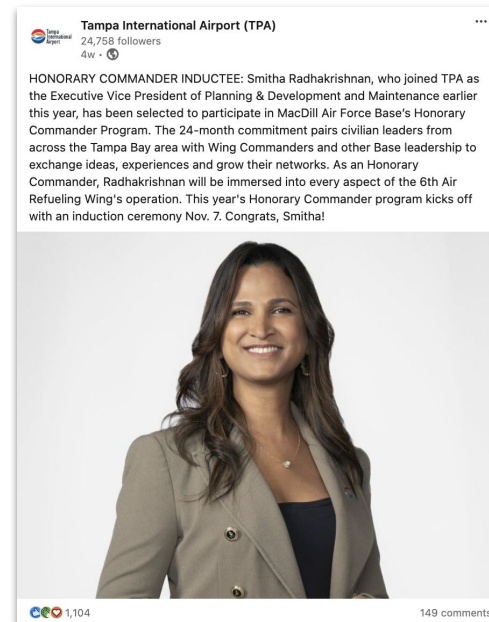
Airport and Flight Information/Updates

TPA shared new futuristic images of what their ongoing project will look like, Airside D.



Airport and Flight Information/Updates

TPA revealed that there will be two lounges inside project Airside D.



Employee Highlights

TPA highlighted an executive employee who was selected to participate in the MacDill Air Force Base Honorary Commander Program.

Social Media Audit

Voice and Tone

- Informative
- Engaging
- Community-Oriented
- Friendly

Content Overview

- **40% Airport and Flight Information/Updates:** flight updates, weather alerts, new routes, parking information, airport projects, art, amenities, concessions.
- **30% Community Engagement and Events:** travel tips, event promotion and recaps, voting, newsletter promotion, passengers around the airport, flight deals.
- **20% Partner and Employee Highlights:** employee, partner, and animal spotlights.
- **10% Entertainment:** seasonal and holiday content, airplane beauty shots, memes.

General Observations

- MKE posts content of travelers in the airport often, usually near something or holding something MKE related.
- MKE content is family oriented, with lots of tips and many of their events geared towards families. This content is typically very well-received.
- Only include story highlights on IG about why to fly MKE over Chicago, focusing on different benefits. In addition to mentioning it in their bio across all platforms.
- They receive the most engagement on Facebook, whereas LinkedIn, X, and IG receive less consistent engagement.

Tagging and Hashtags

- MKE tags organizations, airlines, and people when it makes sense to, almost always tagging in the caption.
- MKE sometimes uses hashtags in their content. Typically when they do it is for a 'national' day or more specific brand hashtags like, #FlyMKE and #FlyLocal.
- MKE includes links in their content but doesn't shorten them, leading to a messy look. They don't have a Linktree on IG, leading to unusable links for the audience.

Social Channel Stats

LINKEDIN

Followers: 1,231
Cadence: 1-6x per month
Started Posting: 2+ years ago

X

Followers: 15,400
Cadence: 1-5x per month, plus retweets
Started Posting: March 2009

FACEBOOK

Followers: 42,000
Cadence: 2-4x per week
Started Posting: October 2009

INSTAGRAM

Followers: 4,718
Cadence: 2-8x per month
Started Posting: December 2013

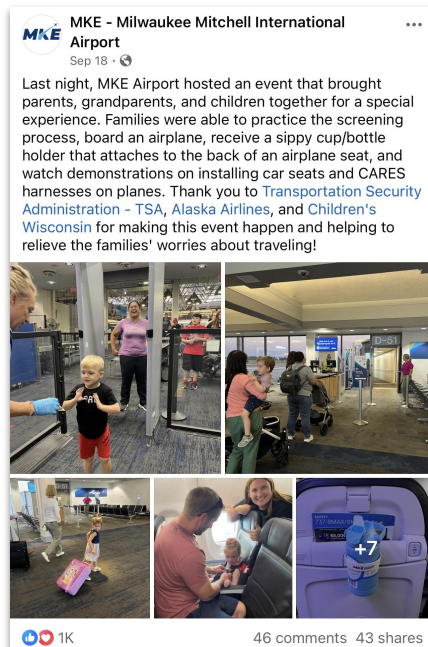
MILWAUKEE MITCHELL INTERNATIONAL AIRPORT

Facebook Top Posts



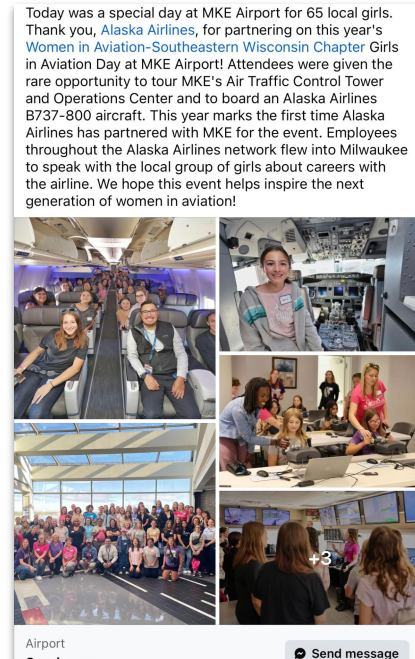
Community Engagement and Events

Highlighting the WaterStone Bank Air & Water Show and the U.S. Air Force Thunderbirds flying in MKE.



Community Engagement and Events

MKE hosted an event for families with young children to practice airport protocols.



Community Engagement and Events

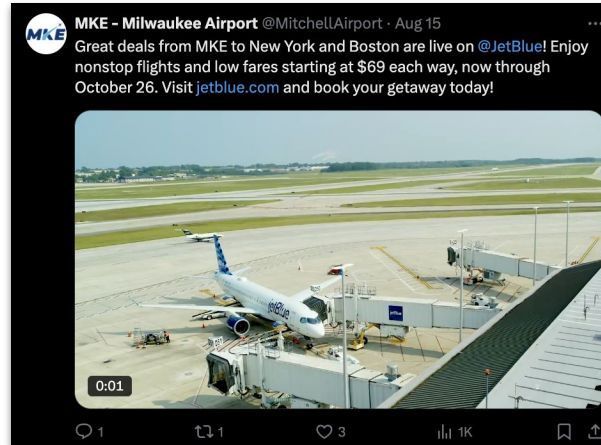
MKE hosted their yearly Girls in Aviation Day event, this year partnered with Alaska Air.

X Top Posts



Airport and Flight Information/Updates

New Southwest flight route announcement.



Airport and Flight Information/Updates

Flight deal announcement from MKE to NY and Boston with Jetblue.



Community Engagement and Events

Hiring post, looking to fill an assistant superintendent role.

Instagram Top Posts



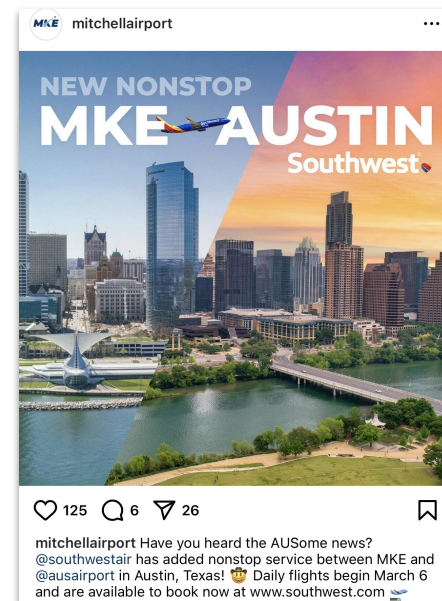
Community Engagement and Events

MKE hosted their yearly Girls in Aviation Day event, this year partnered with Alaska Air.



Community Engagement and Events

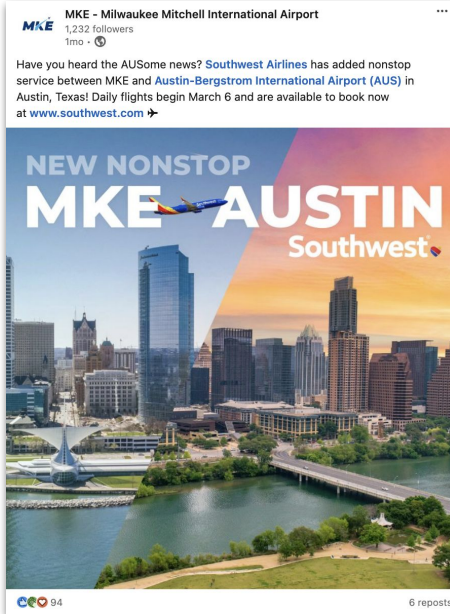
Event recap from event for families with toddlers wanting to practice airport protocol.



Airport and Flight Information/Updates

New Southwest flight route announcement.

LinkedIn Top Posts



Airport and Flight Information/Updates

New Southwest flight route announcement.



Community Engagement and Events

MKE hosted an event for families with young children to practice airport protocols.



Partner and Employee Highlights

Highlighting four new officially sworn in firefighters apart of the airport's firefighting team.

Social Media Audit

Voice and Tone

- Informative
- Engaging
- Creative
- Professional

Content Overview

- **45% Airport and Flight Information/Updates:** flight updates, weather alerts, new routes, parking information, airport projects, art, amenities, concessions.
- **35% Community Engagement and Events:** event promotion and recaps, voting promotion, FLITE program, passenger related services, travel tips.
- **15% Employee Highlights:** employee spotlights, partner highlights, airport certifications.
- **5% Entertainment:** seasonal and holiday content, airplane beauty shots, memes, airport mom and dad.

General Observations

- A concept setting GRR posts apart from others is content about an "Airport Mom/Dad." Humorous content they randomly post, they made clothing about it.
- GRR posts memes and other humorous content, however these posts don't receive high engagement like they do on other competitors pages.
- GRR frequently uses graphics over images on IG, X, and Facebook. These graphics follow the brands style well but aren't the most visually appealing.
- GRR typically receives the highest engagement on all types of content on LinkedIn and Facebook.

Tagging and Hashtags

- GRR tags organizations and airlines in their content when necessary.
- GRR mostly only uses hashtags with holiday, seasonal, or national day content.
- GRR shares articles on LinkedIn, typically leaving the image as the article preview rather than using a graphic/image.
- When promoting events on Facebook, GRR typically creates an event page on Facebook to include in the post.

Social Channel Stats

LINKEDIN

Followers: 3,474
Cadence: 1-2x per week
Started Posting: 2+ years ago

X

Followers: 8,804
Cadence: 1-3x per week
Started Posting: June 2013

FACEBOOK

Followers: 25,000
Cadence: 2-4x per week
Started Posting: April 2011

INSTAGRAM

Followers: 3,716
Cadence: 2-4x per week
Started Posting: January 2018

GERALD R. FORD INTERNATIONAL AIRPORT

Facebook Top Posts

We are thrilled to announce the grand opening of the Sensory Room, located at the beginning of Concourse A! This new area is designed to offer support to travelers with sensory sensitivities.

The Sensory Room is intended to provide a calm and controlled setting that offers a sense of familiarity for travelers. The space is divided into four different zones, including:

- ✂ Transition Zone
- ✂ Active Zone
- ✂ Respite Zone
- ✂ Airplane Simulation Zone

A special thank you to our partners, HKS, Inc., The Christman Company, Disability Advocates of Kent County, Delta Air Lines, Aero BridgeWorks Inc., and more who help bring this project to fruition.

Learn more about the space here: <https://www.grr.org/news/sensory-room-grand-opening>



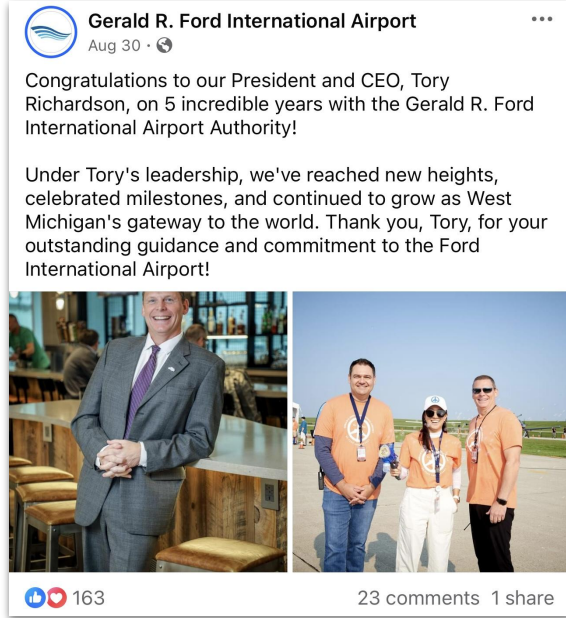
Airport and Flight Information/Updates

Announcement and ribbon-cutting for a new Sensory Room to offer support to travelers with sensory issues.



Entertainment

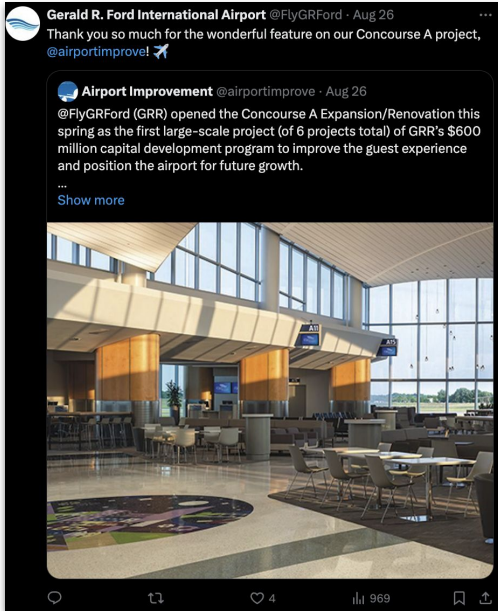
Meme encouraging the audience to vote for GRR as the best small airport.



Employee Highlights

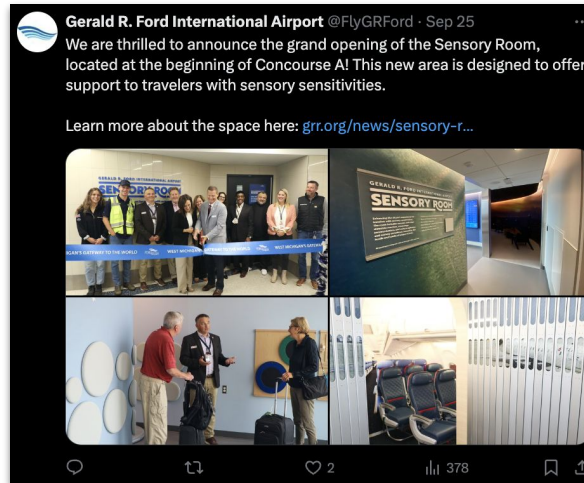
Celebrating the CEO/President's 5 year anniversary with the airport, highlighting success under his leadership.

X Top Posts



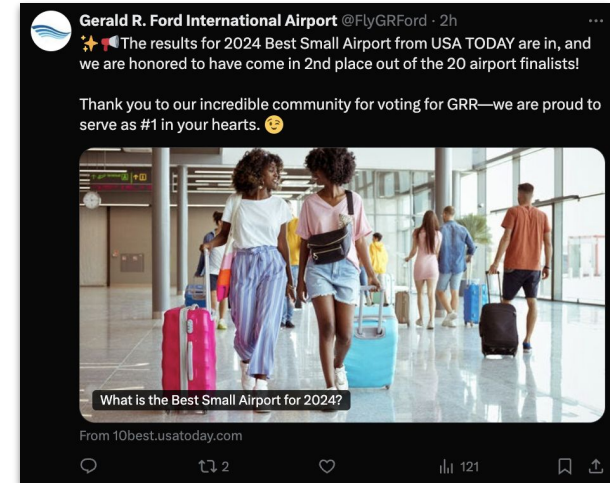
Airport and Flight Information/Updates

Repost of Airport Improvements feature of GRR's Expansion Project, thanking them for featuring it.



Airport and Flight Information/Updates

Announcement and ribbon-cutting for a new Sensory Room to offer support to travelers with sensory issues.

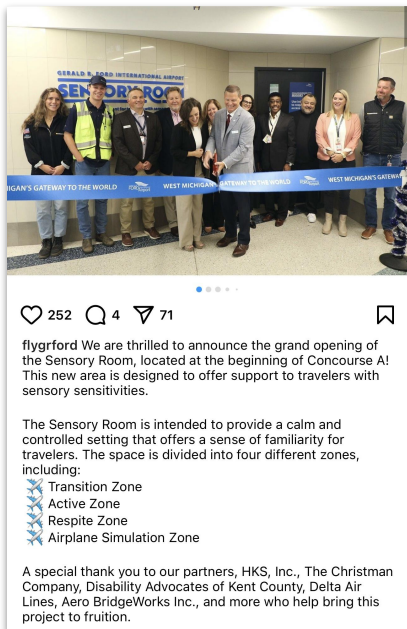


Entertainment

GRR highlighted placing 2nd on the USA Today list for Best Small Airport 2024.

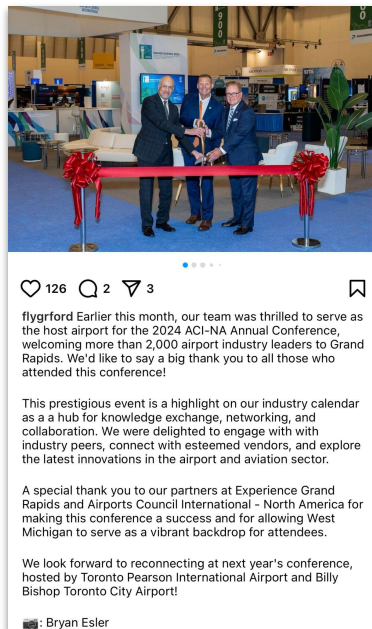
GERALD R. FORD INTERNATIONAL AIRPORT

Instagram Top Posts



Airport and Flight Information/Updates

Announcement and ribbon-cutting for a new Sensory Room to offer support to travelers with sensory issues.



Community Engagement and Events

Recap of hosting the 2024 ACI-NA Annual Conference, shared highlights from the event and thanked attendees and partners.

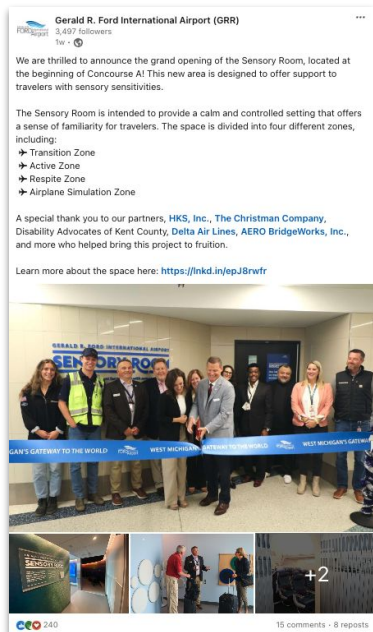


Employee Highlights

Celebrating the CEO/President's 5 year anniversary with the airport, highlighting success under his leadership.

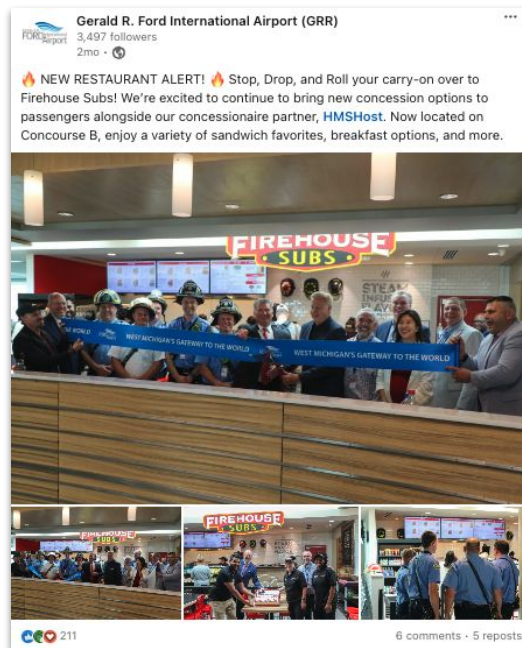
GERALD R. FORD INTERNATIONAL AIRPORT

LinkedIn Top Posts



Airport and Flight Information/Updates

Announcement and ribbon-cutting for a new Sensory Room to offer support to travelers with sensory issues.



Airport and Flight Information/Updates

New concession announcement and ribbon-cutting for Firehouse Subs.



Employee Highlights

Celebrating the CEO/President's 5 year anniversary with the airport, highlighting success under his leadership.

Social Media Audit

Voice and Tone

- Informative
- Positive
- Professional
- Creative

Content Overview

- **35% Airport and Flight Information/Updates:** flight updates, weather alerts, new routes, parking information, airport projects, art, amenities, concessions.
- **25% Community Engagement and Events:** event promotion and recaps, travel tips, entertainment/services around the airport, voting.
- **20% Employee and Animal Highlights:** employee spotlights, partner highlights, DEN CATS.
- **20% Entertainment:** airplane beauty shots, Colorado specific content, memes, seasonal and holiday, celebrities.

General Observations

- DEN frequently posts on X about their DEN CATS, a team of therapy animals. These posts receive consistent engagement and set the airport apart from others. Posts about the animals are less frequent on other channels but typically receive high engagement.
- DEN invites different well-known people from Colorado to voice over their airport train call. DEN posts a reel from the recording, these reels are well received by the audience.
- DEN often interacts in the comments with their audience across all channels and receives engagement on all types of content.

Tagging and Hashtags

- DEN uses hashtags frequently on posts to IG and X. They utilize various hashtags and use airport specific hashtags such as #FlyDEN, #DenverAirport, #DENCATS.
- DEN uses the hashtag #Vision100 for their new East Security Checkpoint.
- DEN uses hashtags but not as often on Facebook and LinkedIn.
- DEN is consistent with tagging organizations, airlines, and some people in the captions of their content.

Social Channel Stats

LINKEDIN

Followers: 20,946
Cadence: 2-5x per week
Started Posting: 2+ years ago

X

Followers: 99,100
Cadence: 1-4x per day, varies
Started Posting: July 2009

FACEBOOK

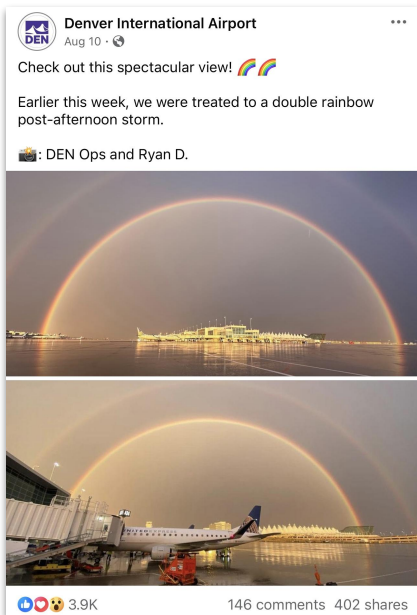
Followers: 192,000
Cadence: 1-2x per day including some weekends
Started Posting: June 2009

INSTAGRAM

Followers: 84,700
Cadence: 1x per day
Started Posting: June 2014

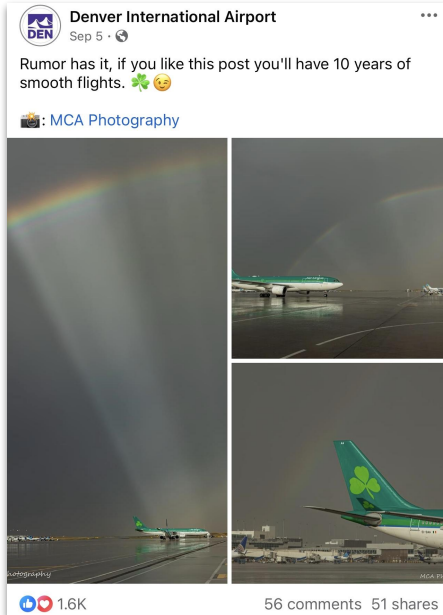
DENVER INTERNATIONAL AIRPORT

Facebook Top Posts



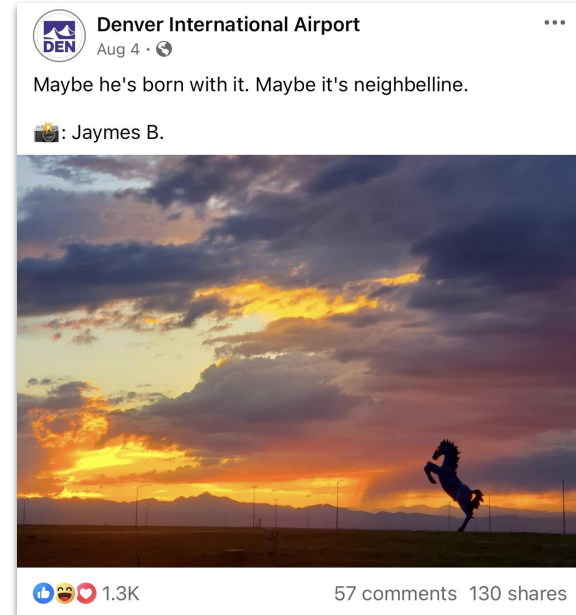
Entertainment

An airport beauty shot of a double rainbow in the sky after an afternoon storm.



Entertainment

An airport beauty shot of a rainbow along with an airplane designed with a four leaf clover. Clever caption encouraging the audience to like the post.



Entertainment

A sunset picture featuring their 'Blue Mustang' art installation. Humorous caption with a twist on common phrase.

X Top Posts



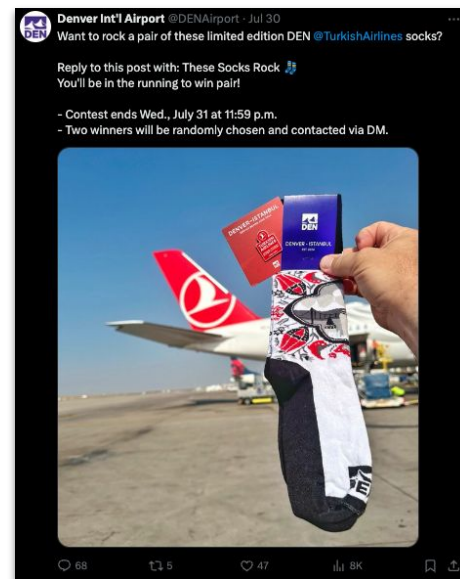
Entertainment

Short clip of an airplane from a birds eye view.



Entertainment

A sunrise beauty shot.



Entertainment

Contest to win a pair of Turkish Airline socks, with an entry rule of having to reply to the post with a specific comment.

DENVER INTERNATIONAL AIRPORT

Instagram Top Posts



Entertainment

An IG reel of a United plane landing at the Denver airport with a trendy caption. "Very demure. Very mindful. Very cutesy."



Entertainment

An IG reel encouraging the audience to tag a person based on the question in the reel. The video is a short clip of a plane on the runway.

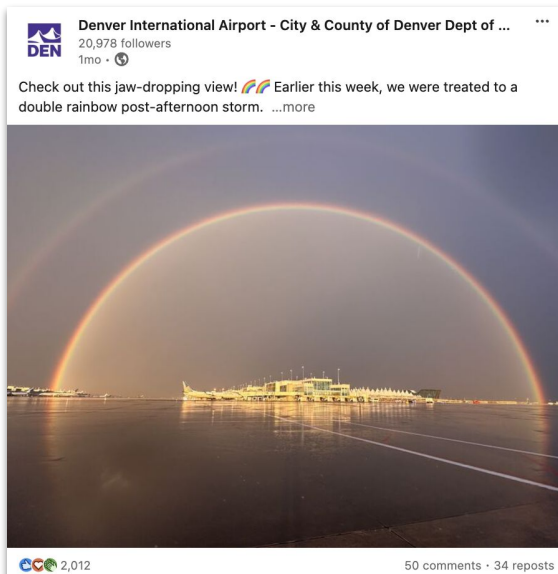


Entertainment

An IG reel of two United planes driving by in opposite directions with a humorous and relatable caption.

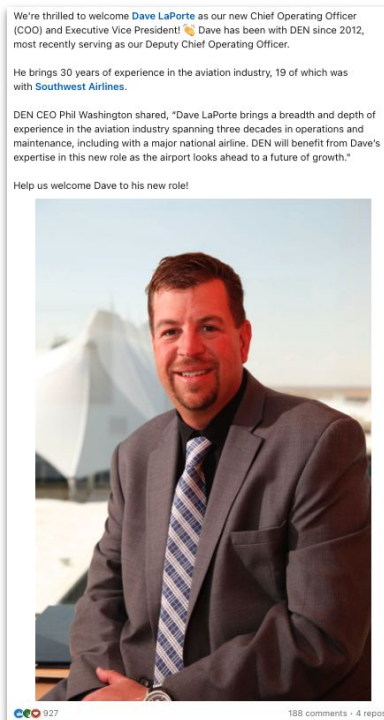
DENVER INTERNATIONAL AIRPORT

LinkedIn Top Posts



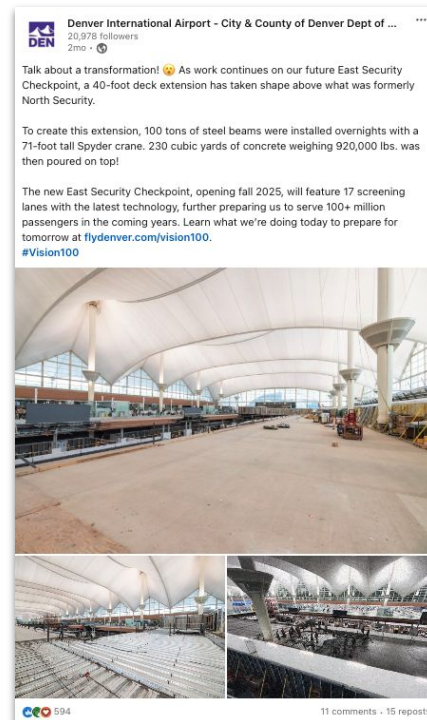
Entertainment

An airport beauty shot of a double rainbow in the sky after an afternoon storm.



Employee and Animal Highlights

Welcoming the new COO and Executive VP, sharing his background and how he will add value.



Airport and Flight Information/Updates

New east security checkpoint construction updates, sharing images and details including what was used to build it, opening timeline, and features.

Social Media Audit

Voice and Tone

- Informative
- Humorous
- Educational
- Professional

Content Overview

- **55% Informative/Educational:** security reminders, rules, facts, airport and weather alerts, safety alerts, examples of poor choices, benefits for things like PreCheck.
- **25% Community Engagement and Events:** community events, participation, and recaps, voting promotion.
- **20% Employee and Team Highlights:** employee highlights, therapy dog highlights, TSA team content.
- **5% Entertainment:** seasonal and holiday, random travel tips, memes.

General Observations

- TSA stays up to date and participates in social media trends.
- TSA creatively turns National Days, hobbies, and jokes into educational content relating to TSA guidelines and tips. These kinds of posts receive the most engagement on IG.
- TSA content receives the highest engagement on IG and LinkedIn, while X and Facebook don't receive as much engagement but remain consistent.
- TSA actively reposts important content travelers should know and quickly updated on any alerts.

Tagging and Hashtags

- TSA uses hashtags most often on Facebook and LinkedIn.
- TSA uses random hashtags for National Days, Weather, etc., as well as brand specific, #TSAJobs, #TeamTSA.
- TSA uses hashtags on X but not as often, and rarely on IG.
- TSA is consistent in tagging organizations in the caption of their content when it makes sense.

Social Channel Stats

LINKEDIN

Followers: 157,181
Cadence: 4-6x per week
Started Posting: 2+ years ago

X

Followers: 263,000
Cadence: 1-3x per day, daily retweets
Started Posting: November 2011

FACEBOOK

Followers: 106,000
Cadence: 1-3x per day, excluding weekends
Started Posting: April 2017

INSTAGRAM

Followers: 1,400,000
Cadence: 2-4x per week
Started Posting: June 2013

X Top Posts



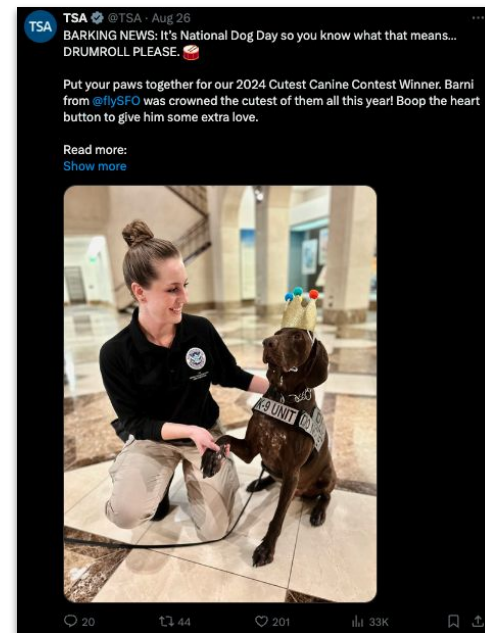
Entertainment

Humorous post reminding travelers to empty their water bottles before security.



Entertainment

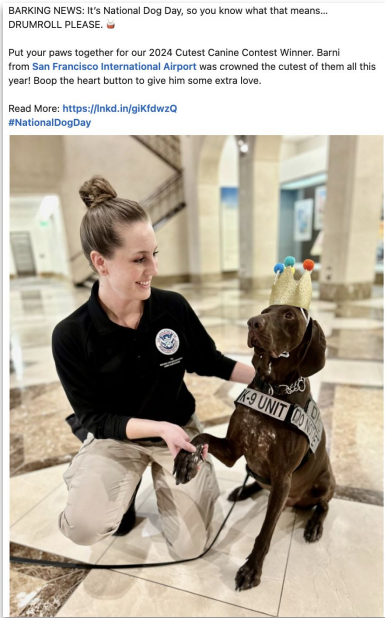
Post featuring Moo Deng looking surprised with the caption relating it to how you feel when you realize something is in your bag before security.



Employee and Team Highlights

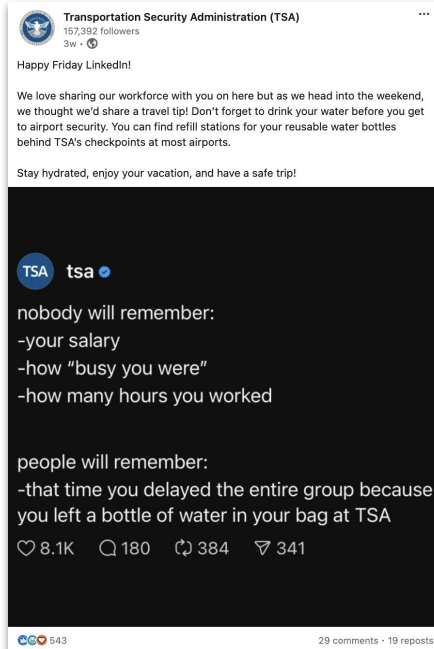
Celebrating National Dog Day by announcing the winner of their 2024 Cutest Canine Contest from the San Francisco International Airport.

LinkedIn Top Posts



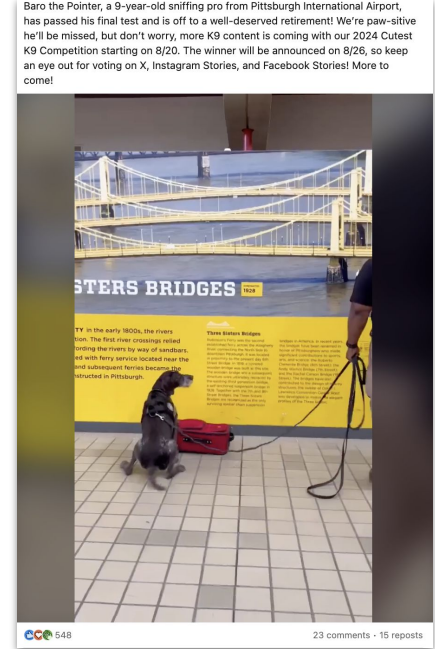
Employee and Team Highlights

Celebrating National Dog Day by announcing the winner of their 2024 Cutest Canine Contest from the San Francisco International Airport.



Entertainment

A humorous but informative post reminding travelers to empty their water bottles before going through security.



Employee and Team Highlights

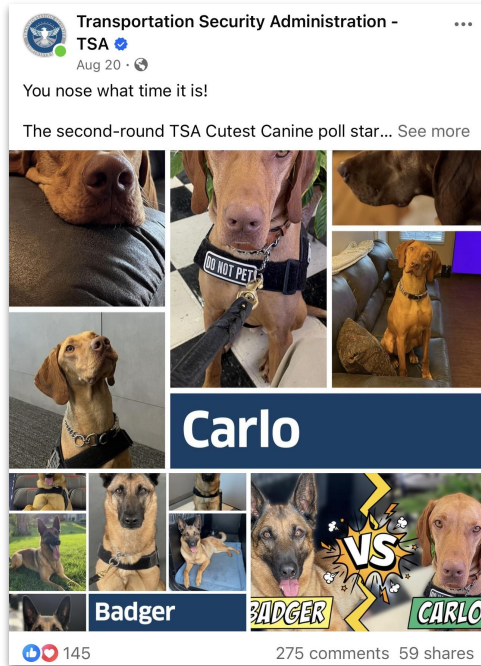
A K9 feature from Pittsburgh International Airport celebrating his retirement and sharing when to expect more K9 content.

Facebook Top Posts



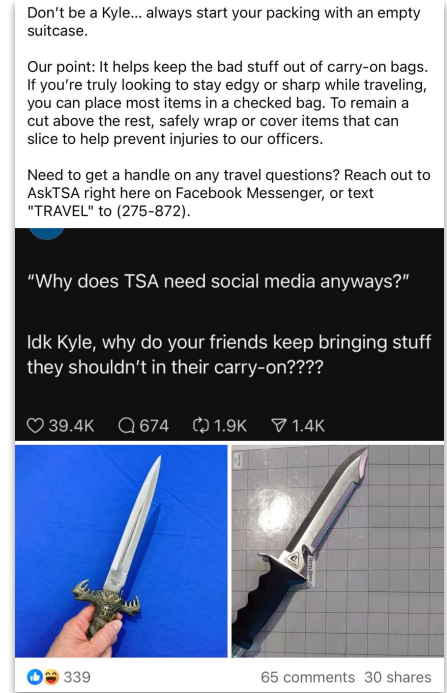
Entertainment

Very basic post about peanut butter being a liquid, intent to come across humorous after different opinions about it being a liquid.



Employee and Team Highlights

Second-round post for the TSA Cutest Canine contest, involving different therapy animals at US airports.



Entertainment

Educational post about not bringing a knife through security with a humorous meme and an educational caption with sarcastic twist.

Social Media Audit

Voice and Tone

- Informative
- Engaging
- Inclusive
- Positive

Content Overview

- **35% Airport and Flight Information/Updates:** flight updates, weather alerts, new routes, parking information, airport projects, art, amenities, concessions.
- **30% Community Engagement and Events:** event promotion and recaps, travel tips, entertainment/services around the airport, voting promotion.
- **20% Employee Spotlights:** employee spotlights.
- **15% Entertainment:** airplane beauty shots, seasonal and holidays, national and world days, ATL specific content, memes.

Social Channel Stats

LINKEDIN	X	FACEBOOK	INSTAGRAM	TIKTOK
Followers: 15,153	Followers: 103,000	Followers: 177,000	Followers: 57,600	Followers: 7,375
Cadence: 2-6x per month	Cadence: 4-7x per week, skipping some weeks	Cadence: 3-5x per week	Cadence: 3-6x per week	Cadence: Inactive since 2023
Started Posting: 2+ years ago	Started Posting: September 2008	Started Posting: March 2013	Started Posting: June 2015	Started Posting: July 2022

General Observations

- ATL has a TikTok account sharing entertainment videos but it's been inactive since early 2023.
- ATL frequently features employees and passengers in content and takes advantage of famous passengers flying out (ex: Olympians).
- ATL uses images and graphics, plus creates fun videos for event recaps, travel tips, behind-the-scenes, etc. ATL also creates 'hype' videos before announcements, these posts reach a lot of people and perform well.
- ATL shares similar content across all platforms but they mainly keep their entertainment content on FB and IG, adding a little to X and non to LinkedIn. ATL mainly keeps airport alerts/updates on X.
- ATL has a podcast 'Under the Canopy' sharing about the airport/employees and posts recaps/hype videos on socials.

Tagging and Hashtags

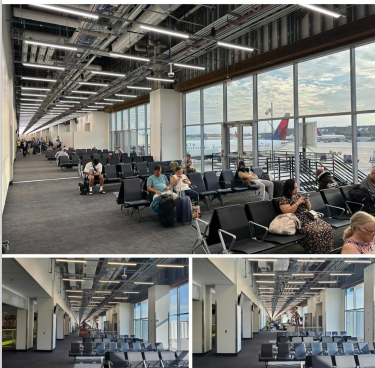
- ATL typically doesn't tag specific people in their content, however they do tag organizations or other airlines in content across all platforms when it makes sense.
- ATL frequently uses hashtags in content across all platforms.
- ATL uses random hashtags but also includes brand specific ones like, #MovingATLForward, #ATL, #ATLAirport, #WorldsBusiestAirport, #HartsFieldJackson.
- Some of their IG posts randomly include 8 ATL specific hashtags at the very bottom of the caption.

HARTSFIELD-JACKSON ATLANTA INTERNATIONAL AIRPORT

Facebook Top Posts

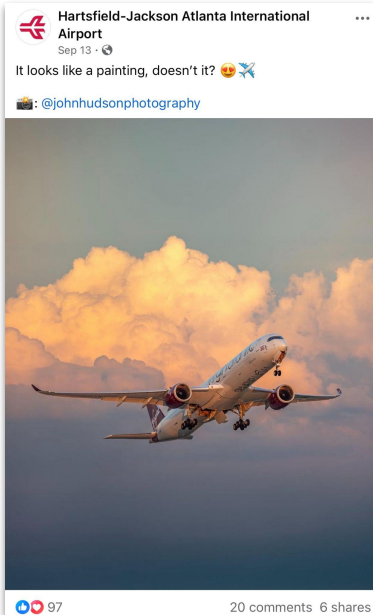
Like sprinters at the recently completed Paris Olympic games, crews and stakeholders at Hartsfield-Jackson Atlanta International Airport (ATL) ran their own "sprint" that resulted in the completion of Phase 1 of ATL's Concourse D Widening Project.

Within three months of the last module being transported across runways and taxiways, the Department of Aviation constructed approximately 21,000 square feet of additional boarding-level space in Concourse D. The sections will now accommodate the newest Aircraft Design Group (ADG) III, such as the Boeing 737 Max and Airbus 321 Neo. All work was completed behind construction barriers to minimize passenger disruption at the world's busiest and most efficient airport.



Airport and Flight Information/Updates

Announcing the completion of Phase 1 of ATL's Concourse D Widening Project, sharing images and incorporating olympic verbiage in the caption.



Entertainment

Beauty shot of an airplane in the sky with pretty clouds.



Employee Spotlights

ATL highlighted their 1st employee forum under new interim General Manager, sharing visions and expectations to continue being the best airport.

X Top Posts



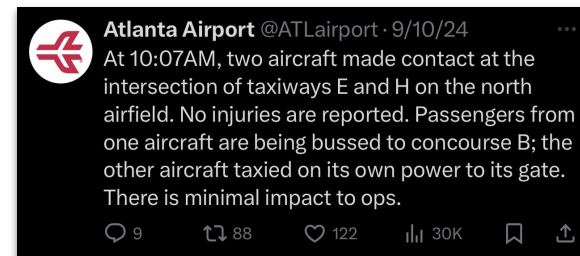
Airport and Flight Information/Updates

ATL shared a statement about an incident on the TOM facility, sending their condolences and prayers to those affected.



Airport and Flight Information/Updates

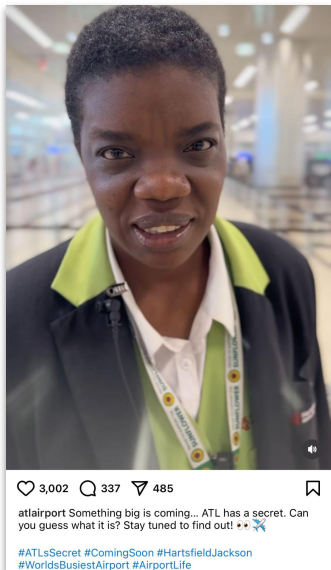
ATL shared that they have a plan in case of issues from the hurricane, providing reminders for travelers and sharing they will post updates on social.



Airport and Flight Information/Updates

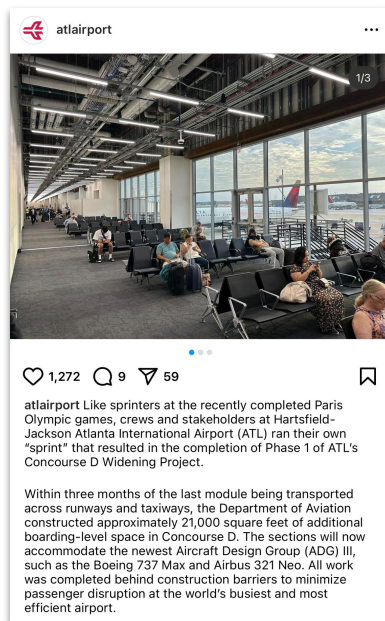
An airport alert about two planes making contact on the runway, sharing details about passengers safety and next steps.

Instagram Top Posts



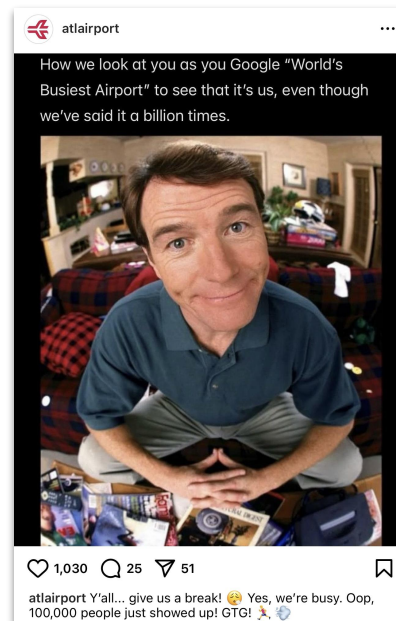
Entertainment

Fun reel of different ATL employees saying “ATL has a secret, do you know what it is?” Getting the audience excited for an announcement. This post received very high engagement compared to other top posts, both positive/negative.



Airport and Flight Information/Updates

Announcing the completion of Phase 1 of ATL's Concourse D Widening Project, sharing images and incorporating olympic verbiage in the caption.



Entertainment

Humorous meme about ATL being the world's busiest airport, plus a light-hearted humorous caption.

HARTSFIELD-JACKSON ATLANTA INTERNATIONAL AIRPORT

LinkedIn Top Posts

Hartsfield-Jackson Atlanta International Airport
15,153 followers
2mo · Edited · 🌐

We are excited to announce that our interim Airport General Manager Jan Lennon has served her first 30 days at the world's busiest airport. While settling into her role, she managed several priorities including the CrowdStrike Windows outage and hosting leaders from Denver International Airport (DEN) and Chicago O'Hare International Airport (ORD) for a weeklong EnoAirMax conference. Ms. Lennon also participated in ATL's Sister Airport Agreement Signing Ceremony with Namibia Airport (WDH).

Jan Lennon is focused on three main goals: operational efficiency, customer experience, and sustainability/innovation. Please help us in welcoming our interim General Manager Jan Lennon.



👤 with Jan Lennon, MS, IAP

👍❤️🔥 1,345 146 comments · 15 reposts

Employee Spotlights

ATL highlighted their new interim General Manager serving 30 days, sharing her main goals and various things she has already done.

Hartsfield-Jackson Atlanta International Airport
15,153 followers
2mo · 🌐

ATL "Journeyed with Jan," our new interim General Manager, yesterday. During this first employee forum under our new leadership, we learned about Jan's vision and expectations as we strive to continue as the best airport on the planet... Moving Atlanta Forward! Thank you to @WSBT's Lori Wilson for leading the conversation. [#ONETEAM #MovingATLForward #Leadership](#)



👤 with Lori Wilson and 1 other

👍❤️🔥 349 22 comments · 7 reposts

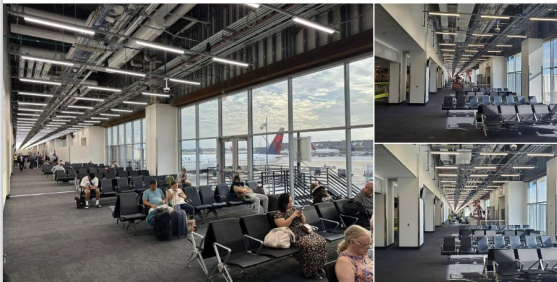
Employee Spotlights

ATL highlighted their 1st employee forum under new interim General Manager, sharing visions and expectations to continue being the best airport.

Hartsfield-Jackson Atlanta International Airport
15,153 followers
1mo · 🌐

Like sprinters at the recently completed Paris Olympic games, crews and stakeholders at Hartsfield-Jackson Atlanta International Airport (ATL) ran their own "sprint" that resulted in the completion of Phase 1 of ATL's Concourse D Widening Project.

Within three months of the last module being transported across runways and taxiways, the Department of Aviation constructed approximately 21,000 square feet of additional boarding-level space in Concourse D. The sections will now accommodate the newest Aircraft Design Group (ADG) III, such as the Boeing 737 Max and Airbus 321 Neo. All work was completed behind construction barriers to minimize passenger disruption at the world's busiest and most efficient airport.

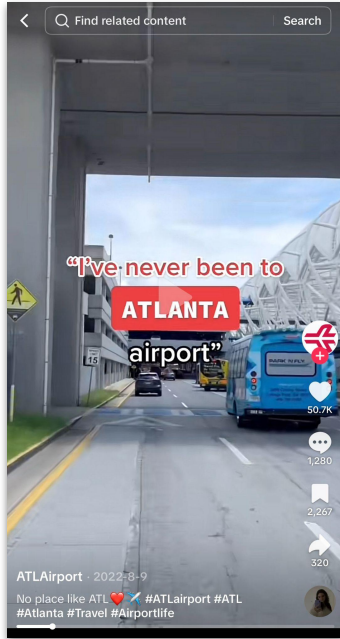


👍❤️🔥 341 12 comments · 20 reposts

Airport and Flight Information/Updates

Announcing the completion of Phase 1 of ATL's Concourse D Widening Project, sharing images and incorporating olympic verbiage in the caption.

TikTok Top Posts



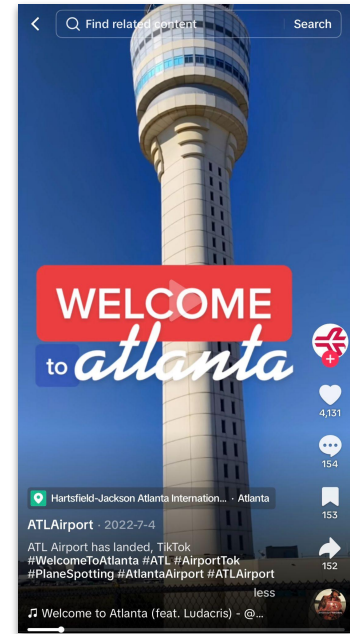
Entertainment

Tik Tok showing different parts of ATL along with the verbiage added paired with song lyrics saying "You've never been to heaven"



Entertainment

Behind the scenes look at ATL's train system, showing different parts people wouldn't typically come across and sharing various info.



Entertainment

ATL 1st Tik Tok is a fun video showing different parts of ATL with song 'Welcome to Atlanta' and a clever caption with an airport twist.

Social Media Audit

Voice and Tone

- Informative
- Friendly
- Straightforward
- Conversational

Content Overview

- **45% Airport and Flight Information/Updates:** flight updates, weather alerts, new routes, parking information, airport projects, art, amenities, concessions.
- **40% Community Engagement and Events:** event promotion and recaps, travel tips, entertainment/services around the airport, voting promotion.
- **10% Partner Highlights:** partner spotlights.
- **5% Entertainment:** airplane beauty shots, seasonal and holidays, national and world days, Chicago specific content, memes.
- **0% Employee Spotlights:** Currently not amplified.

General Observations

- Event related content and ribbon-cutting ceremonies are the top performing types of content on ORD's LinkedIn.
- Airplane beauty shots and airport beauty shots are well-received and receive high engagement across all channels.
- ORD's content typically has a clear-purpose rather than being random.
- ORD engages with their audience by reposting content on their story.

Tagging and Hashtags

- ORD uses hashtags occasionally in posts, typically using them on IG, X, and Facebook.
- ORD uses an #ORDerUp hashtag in content relating to concession opportunities.
- Common brand specific hashtags are #fly2ord, #fly2ohare, #ChooseOHare, #ChiOnTheFly.
- ORD is consistent with tagging organizations, airlines, and other people across all channels, typically in the caption but sometimes the image.

Social Channel Stats

LINKEDIN

Followers: 11,885

Cadence: 2-4x per week

Started Posting: 2+ years ago

X

Followers: 68,400

Cadence: 2-6x per week

Started Posting: November 2011

FACEBOOK

Followers: 343,000

Cadence: 2-5x per week

Started Posting: August 2010

INSTAGRAM

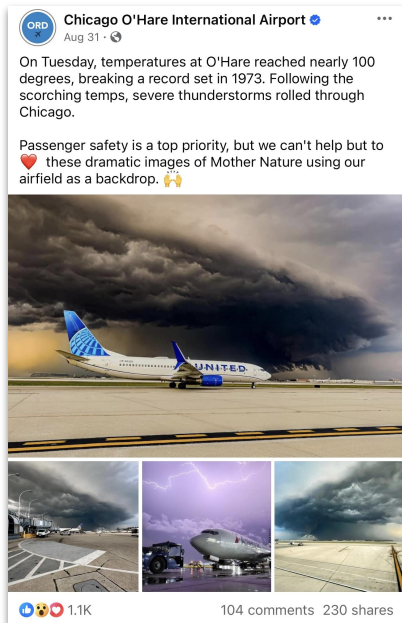
Followers: 68,000

Cadence: 1-4x per week

Started Posting: August 2013

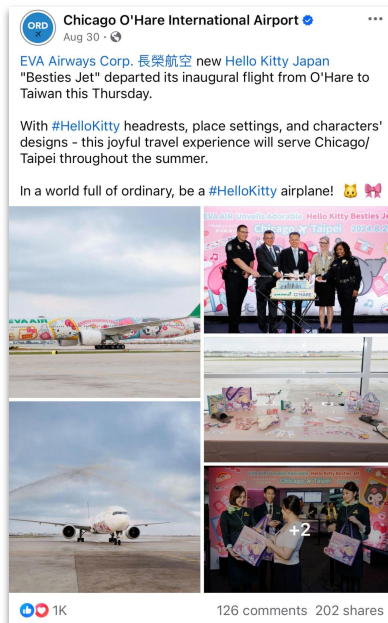
O'HARE INTERNATIONAL AIRPORT

Facebook Top Posts



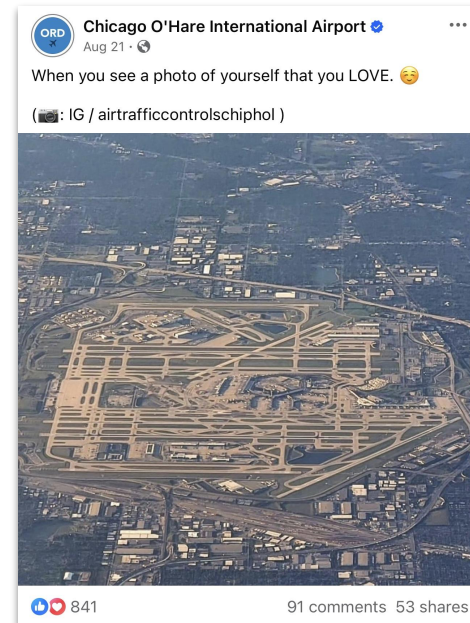
Entertainment

Various storm pictures with airplanes visible after Chi storm, sharing a fun fact in the caption about the weather and voicing passenger safety.



Airport and Flight Information/Updates

Celebrating the first flight from ORD to Taiwan by EVA Airways Corp on the Hello Kitty Japan Jet and sharing details about the route.

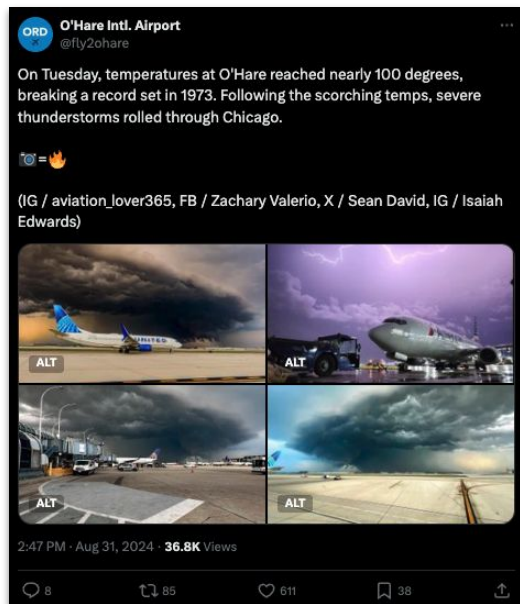


Entertainment

A cool birds eye view of ORD.

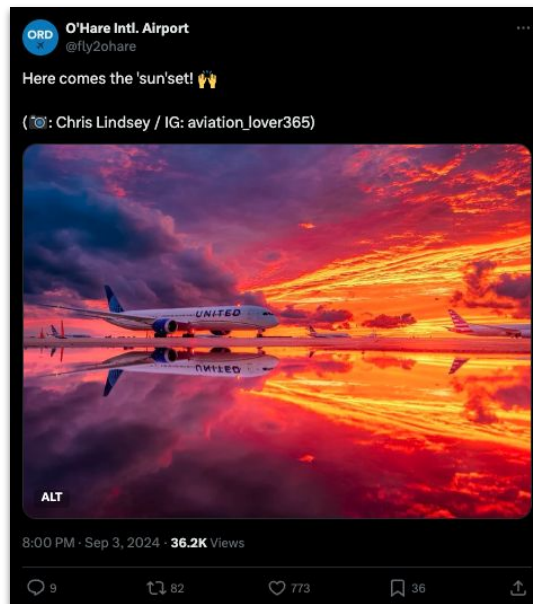
O'HARE INTERNATIONAL AIRPORT

X Top Posts



Entertainment

Various storm pictures with airplanes visible, sharing a fun fact in the caption about the weather.



Entertainment

Airplane beauty shot/sunset shot with a fun caption relating to a popular song.

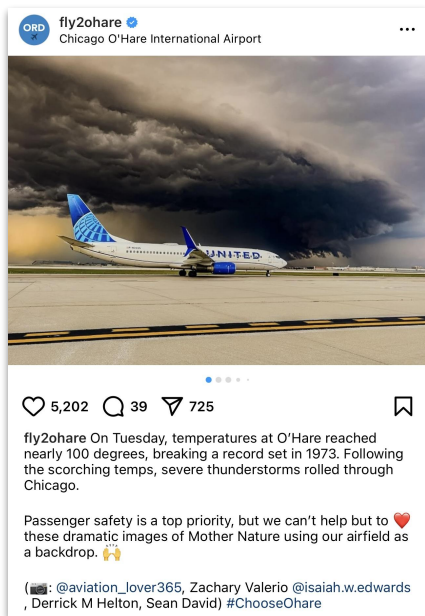


Entertainment

A 'Happy Friday' post with an airplane beauty shot to welcome the weekend, with an engaging questions for the audience.

O'HARE INTERNATIONAL AIRPORT

Instagram Top Posts



Entertainment

Various storm pictures with airplanes visible after Chi storm, sharing a fun fact in the caption about the weather and voicing passenger safety.



Entertainment

Airplane beauty shot/sunset shot with a fun caption relating to a popular song.

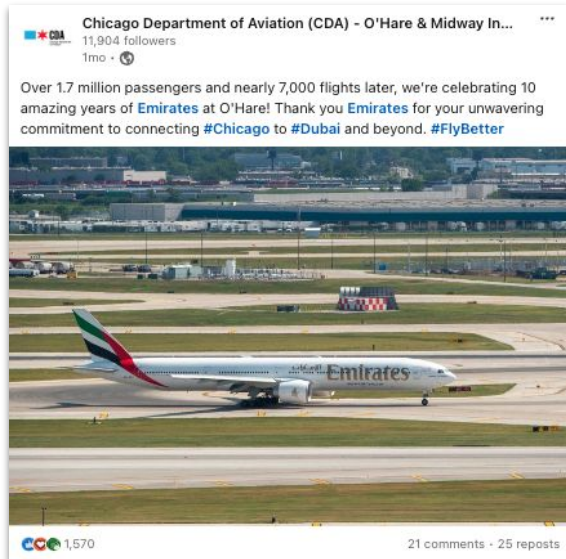


Entertainment

A cool birds eye view of ORD.

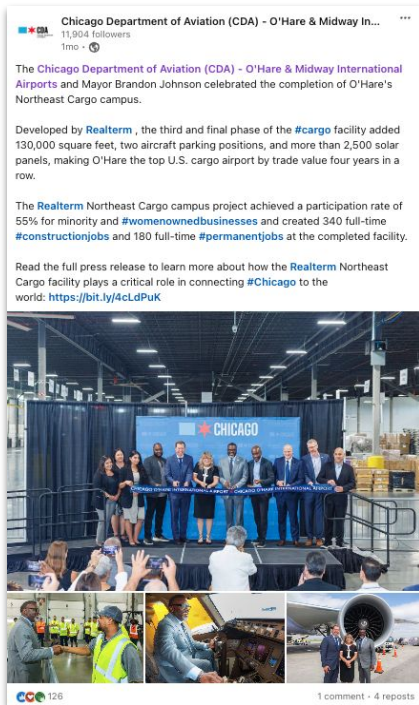
O'HARE INTERNATIONAL AIRPORT

LinkedIn Top Posts



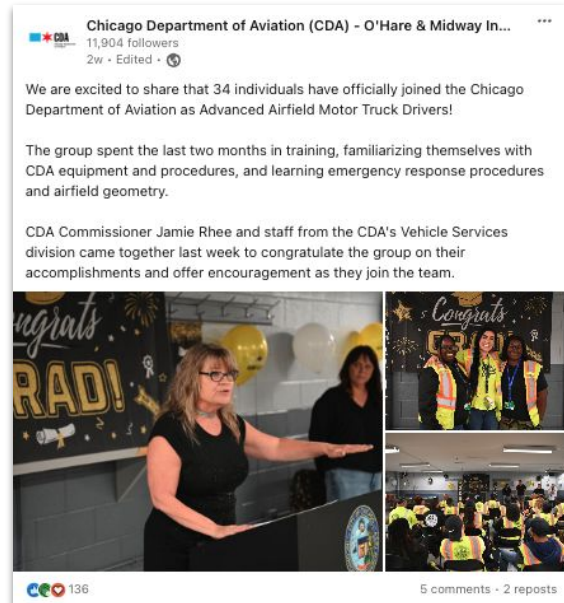
Partner Highlights

Celebrating 10 years with Emirates at ORD, thanking the airline for their commitment to connecting Chi to Dubai.



Airport and Flight Information/Updates

Ribbon-cutting ceremony and announcement of the completion of ORD's NE Cargo campus, sharing photos from the ceremony featuring the Mayor.



Partner Highlights

Announcement of individuals joining the CDA team as Advanced Airfield Motor Truck Drivers, sharing pictures from the graduation ft. the Commissioner.

Social Media Audit

Voice and Tone

- Informative
- Friendly
- Straightforward
- Conversational

Content Overview

- **40% Airport and Flight Information/Updates:** flight updates, weather alerts, new routes, parking information, airport projects, art, amenities, concessions.
- **30% Community Engagement and Events:** event promotion and recaps, travel tips, entertainment/services around the airport, voting promotion.
- **20% Entertainment:** airplane beauty shots, seasonal and holidays, Chicago specific content, memes.
- **10% Partner Highlights:** Partner spotlights.
- **0% Employee Spotlights:** Currently not amplified.

General Observations

- MDW collaborates posts with North American Concessions and various people on IG and Facebook to share about concessions around the airport.
- MDW airplane beauty shots typically perform the best across all platforms.
- MDW has a common theme of sharing seasonal content but could post more about national days and world days.
- MDW content with the CDA Commissioner and/or the Mayor, typically receive higher engagement.
- The MDW K9 team could be highlighted more often on socials.

Tagging and Hashtags

- MDW uses hashtags the most on IG and often on X and FB.
- MDW uses brand specific hashtags and hashtags for National Days, Hiring Posts, and other misc. hashtags.
- Common brand specific hashtags are #fly2mdw, #MidwayAirport, #ChooseMidway, #MDWTravel, #ChiOnTheFly.
- MDW is consistent with tagging organizations, airlines, and other people across all channels, typically in the caption but sometimes the image.

Social Channel Stats

LINKEDIN

Followers: 11,885
Cadence: 2-4x per week
Started Posting: 2+ years ago

X

Followers: 22,100
Cadence: 2-5x per week
Started Posting: October 2011

FACEBOOK

Followers: 86,000
Cadence: 2-3x per week
Started Posting: November 2011

INSTAGRAM

Followers: 9,712
Cadence: 1-2x per week
Started Posting: August 2013

MIDWAY INTERNATIONAL AIRPORT

Facebook Top Posts



Entertainment

Airplane beauty shots from various Southwest Airlines at MDW.



Airport and Flight Information/Updates

Announcing limited parking availability and access for MDW repairs and maintenance, providing useful information for passengers.

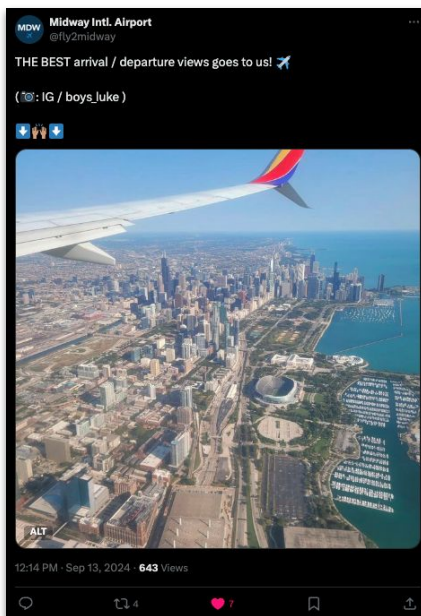


Entertainment

Airplane beauty shots from the Lone Star One Southwest Airlines plane arriving and departing at MDW.

MIDWAY INTERNATIONAL AIRPORT

X Top Posts



Entertainment

A beautiful shot of landing in Chicago from an airplane window.



Community Engagement and Events

Event recap from the Take Back the Block event, sharing about the CDA van, simulator, and what the team did while there.

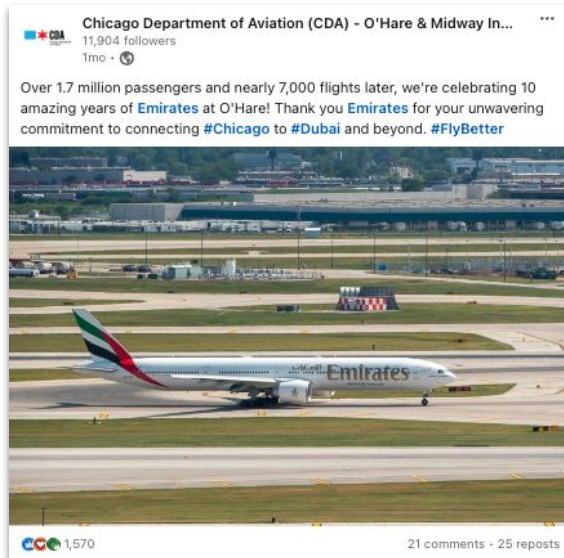


Airport and Flight Information/Updates

Sharing a kid menu for MDW, mentioning the inexpensive price and providing details on each option.

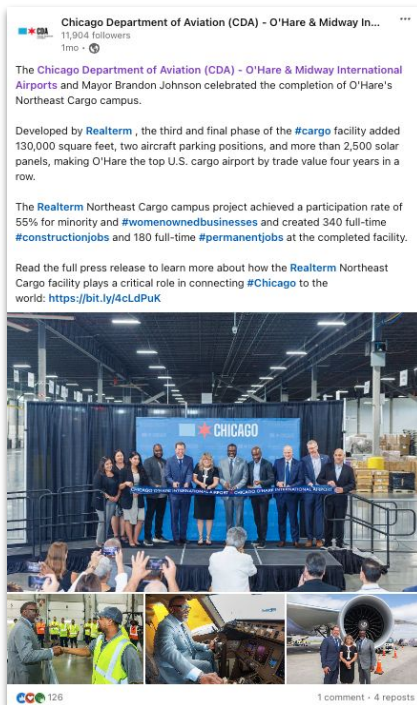
MIDWAY INTERNATIONAL AIRPORT

LinkedIn Top Posts



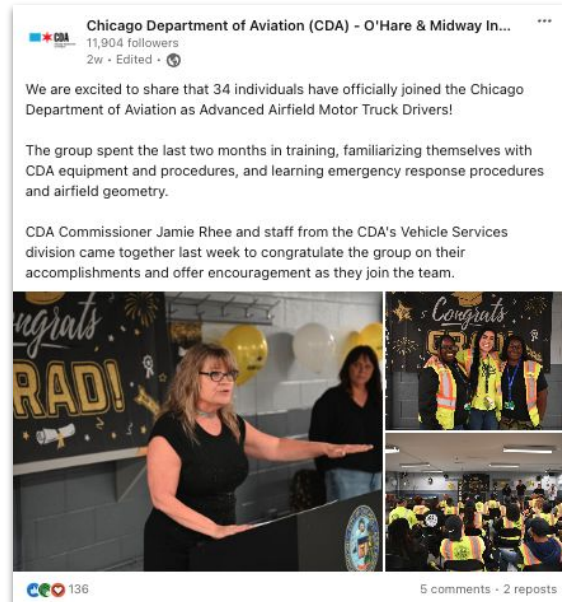
Partner Highlights

Celebrating 10 years with Emirates at ORD, thanking the airline for their commitment to connecting Chi to Dubai.



Airport and Flight Information/Updates

Ribbon-cutting ceremony and announcement of the completion of ORD's NE Cargo campus, sharing photos from the ceremony featuring the Mayor.

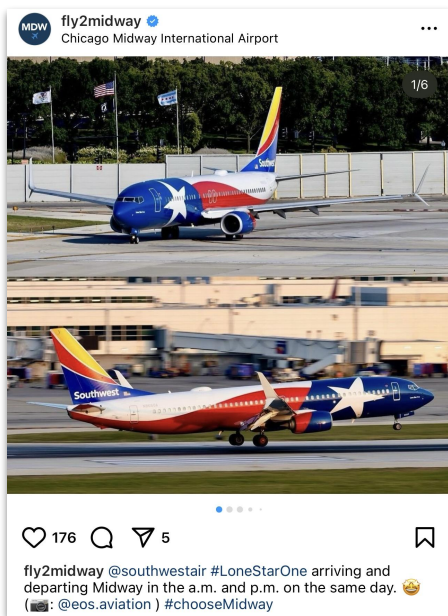


Partner Highlights

Announcement of individuals joining the CDA team as Advanced Airfield Motor Truck Drivers, sharing pictures from the graduation ft. the Commissioner.

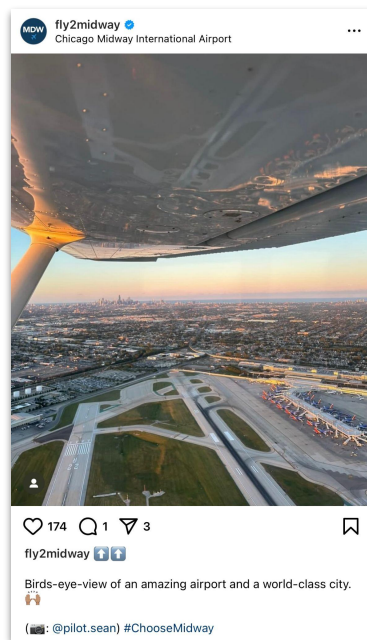
MIDWAY INTERNATIONAL AIRPORT

Instagram Top Posts



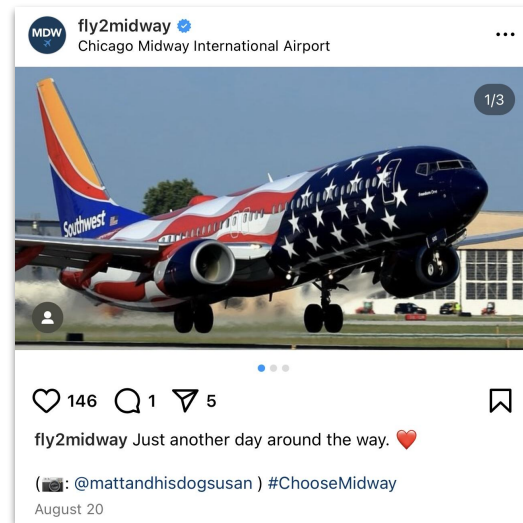
Entertainment

Airplane beauty shots from the Lone Star One Southwest Airlines plane arriving and departing at MDW.



Entertainment

Birds eye view of the MDW airport and of the city.



Entertainment

Airplane beauty shots on MDW's runway.

Key Learnings

TAMPA INTERNATIONAL AIRPORT	MILWAUKEE MITCHELL INTERNATIONAL AIRPORT	GERALD R. FORD INTERNATIONAL AIRPORT
From Tampa International Airport we learn the importance of: Making strategic choices to stand out: TPA consistently incorporates their flamingo art installation in all types of content and receives high engagement, establishing a unique part of their airport and helping them stand out from other airports on social media. Another way they stand out is by consistently capitalizing the first part of captions. Engaging in current social media trends: TPA follows and incorporates social media trends and styles in their content. Doing so helps increase the content's potential reach, drives higher engagement, and helps the brand become relatable and memorable by the audience.	From Milwaukee Mitchell International Airport we learn the importance of: Establishing a community-focused approach to content: MKE's socials create a sense of community by frequently incorporating pictures of passengers, flight attendants, employees, and other individuals inside the airport. MKE also does this by consistently sharing event recaps, many of which are events geared towards helping families and children learn about traveling. Community-focused content is well-received and helps make the airport feel more personal on social media.	From Gerald R. Ford International Airport we learn the importance of: Creating visually appealing graphics: GRR's style used and the intent behind some of their lifestyle content is similar to the style used by other airports and TSA, but GRR's content underperforms. A key factor impacting this is using unattractive and outdated graphics. For this content style to work, it is important to keep things basic while sticking to the social media trend style. However, GRR also teaches us the importance of staying consistent with the brand's style on all content.

Key Learnings

DENVER INTERNATIONAL AIRPORT	TRANSPORTATION SECURITY ADMINISTRATION	HARTSFIELD-JACKSON ATLANTA INTERNATIONAL AIRPORT
From Denver International Airport we learn the importance of: Interacting with the audience: DEN often interacts with their audience by responding to comments. Interacting with your audience is important for an organization to do on social media to enhance brand visibility, build relationships with passengers, create a sense of who the brand is (brand's "personality"), and overall build their social presence. Highlighting the airport team: DEN shows the importance of highlighting the airport team. Whether it is an employee or therapy animals, team highlights typically perform very well across all channels and helps the audience better understand who is leading efforts at airports.	From TSA we learn the importance of: Turning educational information into engaging content: TSA adds a trendy, relatable, and humorous twist to their educational content, making the information more approachable and lighthearted. This approach not only helps the audience remember the information better, but also increases the brands visibility as the content is shared often by followers who relate to the content or find it funny. Providing resources during alerts: TSA acts quickly to post about weather alerts and closures around US airports, providing the audience with links, account tags, or other resources. Showcasing the importance of acting quickly on airport alerts and providing information.	From Hartsfield-Jackson Atlanta International Airport we learn the importance of: Expanding the airport's social presence: ATL shows the importance of expanding the airport's social presence. Through their podcast and TikTok account (although inactive, the page is still visible), they expand their social presence and offer different ways for followers to engage with them while also opening the door for more engagement from other audiences on the platform. Utilizing videos over images: ATL shows the importance of going past using just images for event recaps but creating videos following the event day or sharing various clips to better showcase the event and come off as more appealing to people. In addition ATL creates fun videos to get followers excited for big announcements or to celebrate National days and holidays. These types of videos typically receive high engagement and are interesting ways to share content in a different way.

Gaps in Content

Tampa International Airport:

- **Engage with Audience:** TPA Airport consistently engages with their audiences across all platforms, creating a sense of connection for the audience and increasing potential reach.
- **Lean into Digital Trends:** TPA Airport stays up to date on popular social media trends, whether it be trending memes or sayings, and consistently incorporates them into their educational content.

Gaps in Content

Milwaukee Mitchell International Airport:

- **Develop Content Catered Towards Target Audience:** A large portion of MKE Airports' content is specifically geared towards families and parents with young children.

Gaps in Content

Gerald R. Ford International Airport:

- **Utilize Instagram Highlights for Ongoing Key Messaging:** GRR Airport keeps the audience updated with story highlights on Instagram, focusing on a mix of educational and entertainment.

Gaps in Content

Denver International Airport:

- **Highlight Unique Airport Offerings:** DEN Airport sets itself apart from other airports by consistently promoting special aspects of their airport, such as promoting DEN CATS and providing fun DEN Airport phone background pictures seasonally.
- **Utilize UGC for Current Events:** DEN Airport uses “beauty shots” to go along with national days, holidays, fun facts, trending social media sayings, and other filler/miscellaneous ways.

Gaps in Content

Transportation Security Administration:

- **Inform with Entertainment:** TSA's content is very educational and informative, but they add a humorous twist to it, making it more enjoyable for followers and increasing the likelihood that the audience will actually engage with the post and remember the information.

Gaps in Content

HARTSFIELD-JACKSON ATLANTA INTERNATIONAL AIRPORT:

- **Expand Social Presence:** ATL has expanded their social presence beyond the typical four platforms airports utilize. Through their podcast and TikTok, they allow current followers to engage in different ways and create the potential to reach new audiences.
- **Utilizing Videos Over Images:** ATL frequently uses videos instead of images to recap events, celebrate National days or holidays, travel tips, interviews, behind-the-scenes, etc.

Competitive Landscape

	Tampa	Milwaukee Mitchell	Gerald R. Ford	Denver	TSA	Atlanta	O'Hare	Midway
LinkedIn	Followers: 24,711 Post Frequency: 1-3x per week Started Posting: 2+ years ago	Followers: 1,231 Post Frequency: 1-6x per month Started Posting: 2+ years ago	Followers: 3,474 Post Frequency: 1-2x per week Started Posting: 2+ years ago	Followers: 20,946 Post Frequency: 2-5x per week Started Posting: 2+ years ago	Followers: 157,181 Post Frequency: 4-6x per week Started Posting: 2+ years ago	Followers: 15,153 Post Frequency: 2-6x per month Started Posting: 2+ years ago	Followers: 11,885 Post Frequency: 2-4x per week Started Posting: 2+ years ago	Followers: 11,885 Post Frequency: 2-4x per week Started Posting: 2+ years ago
Facebook	Followers: 151,000 Post Frequency: 1x per day, excluding weekends Started Posting: December 2010	Followers: 42,000 Post Frequency: 2-4x per week Started Posting: October 2009	Followers: 25,000 Post Frequency: 2-4x per week Started Posting: April 2011	Followers: 192,000 Post Frequency: 1-2x per day, including some weekends Started Posting: June 2009	Followers: 106,000 Post Frequency: 1-3x per day, excluding weekends Started Posting: April 2017	Followers: 177,000 Post Frequency: 3-5x per week Started Posting: 2+ years ago	Followers: 343,000 Post Frequency: 2-5x per week Started Posting: August 2010	Followers: 86,000 Post Frequency: 1-3x per week Started Posting: November 2011
Instagram	Followers: 91,300 Post Frequency: 1x per day, excluding weekends Started Posting: November 2013	Followers: 4,718 Post Frequency: 2-8x per month Started Posting: December 2013	Followers: 3,716 Post Frequency: 2-4x per week Started Posting: January 2018	Followers: 84,700 Post Frequency: 1x per day Started Posting: June 2014	Followers: 1,400,000 Post Frequency: 2-4x per week Started Posting: June 2013	Followers: 57,600 Post Frequency: 3-6x per week Started Posting: 2+ years ago	Followers: 68,000 Post Frequency: 1-4x per week Started Posting: August 2013	Followers: 9,712 Post Frequency: 1-2x per week Started Posting: August 2013
Twitter	Followers: 105,100 Post Frequency: 1-2x per day, excluding weekends Started Posting: November 2011	Followers: 15,400 Post Frequency: 1-5x per month, plus retweets Started Posting: March 2009	Followers: 8,804 Post Frequency: 1-3x per week Started Posting: June 2013	Followers: 99,100 Post Frequency: 1-4x per day, varies Started Posting: July 2009	Followers: 263,000 Post Frequency: 1-3x per day, plus daily retweets Started Posting: November 2011	Followers: 103,000 Post Frequency: 4-7x per week, skipping some weeks Started Posting: 2+ years ago	Followers: 68,400 Post Frequency: 2-6x per week Started Posting: November 2011	Followers: 22,100 Post Frequency: 2-5x per week Started Posting: October 2011
TikTok	N/A	N/A	N/A	N/A	N/A	Followers: 7,375 Post Frequency: N/A Started Posting: July 2022	N/A	N/A

Key Actions

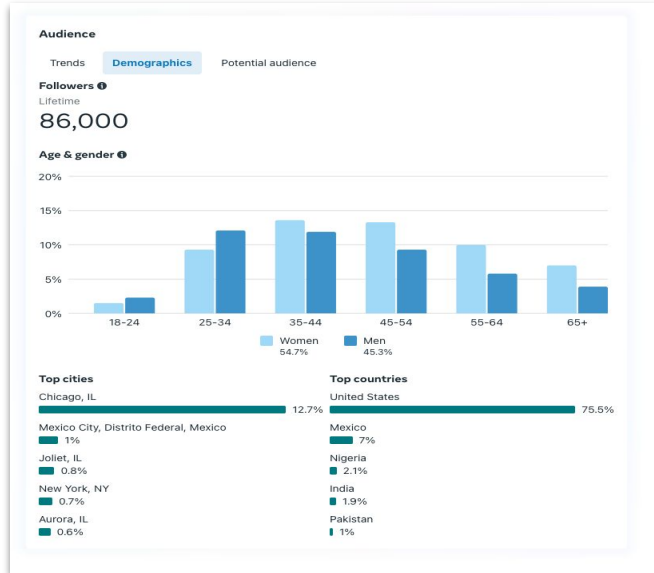
Create Consistent and Varied Content

- **Vary Content Per Platform:** Eliminate posting the same content across all platforms. Recognize that not all content needs to be on every platform as each platform has a different audience.
- **Post with Intention:** Each post needs to bring value to the reader. Incorporate a consistent posting schedule, but ensure each post is worthwhile. Posting just to post does more harm than good.
- **Diversify the Content:** Each post should aim to entertain, educate or inspire. Examples include critical resources to save, company or 3rd party features, hard facts to face to display urgency and open ended questions to spark conversation.
- **Explore Platform Offerings:** Utilize PDF resources, polls, interactive quizzes, event pages, LinkedIn Lives and more.
- **Increase Midway Cadence:** Slowly build MDW's posting cadence to be level with ORD.

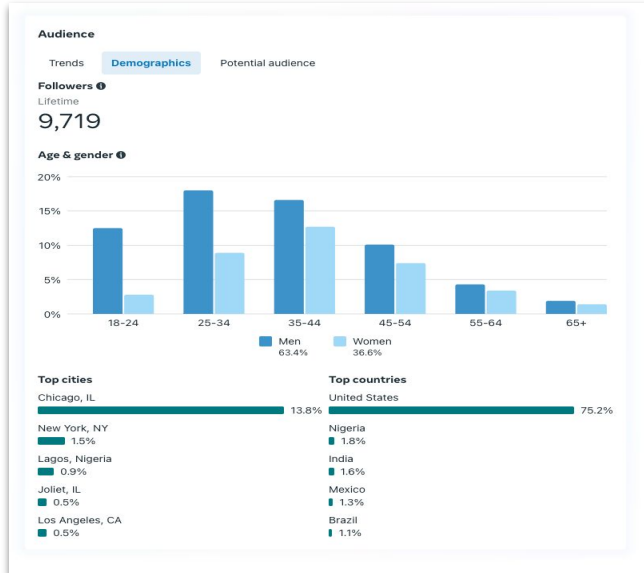
Optimize Engagement for Brand Awareness

- **Engage with Humor:** Participate in airline or other airport banter, such as responding/resharing to MKE's IG Stories about why to fly MKE over Chicago.
- **Decrease Hashtag Use:** Only use hashtags in branded cases or holidays/days of recognition. Eliminate use of broad terms being hashtagged.
- **Utilize Tags in All Posts.** For example, when promoting an event, be sure to tag notable speakers, panelists, or partners. However, be sure to only tag those that are active. If a user is tagged in a post but doesn't engage, it hurts post performance.
- **Engage Quickly:** Reply to comments within 24 hours, ideally with a follow-up question to further produce comments.

Audience Demographics - Midway



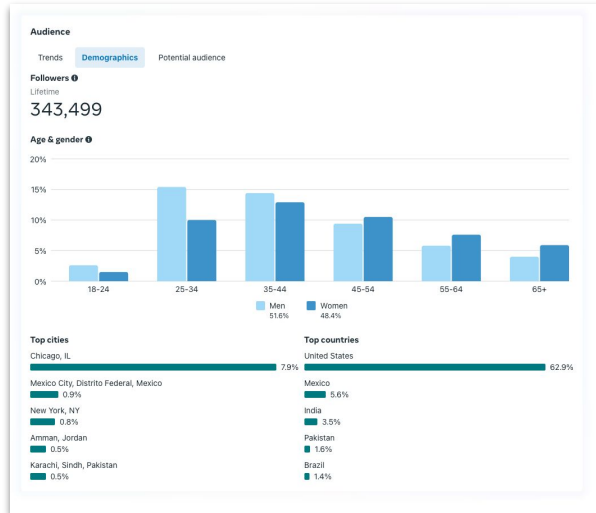
Facebook



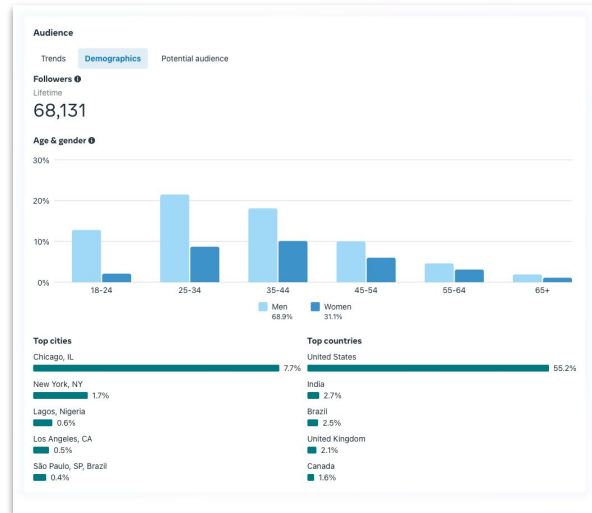
Instagram

Midway's Facebook's audience includes older followers with a more even split of male and female followers, whereas Instagram leans towards a younger audience with more male followers.

Audience Demographics - O'Hare



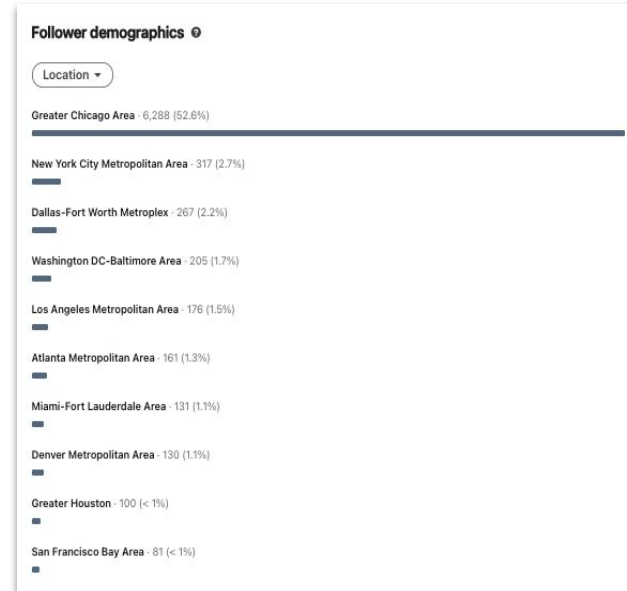
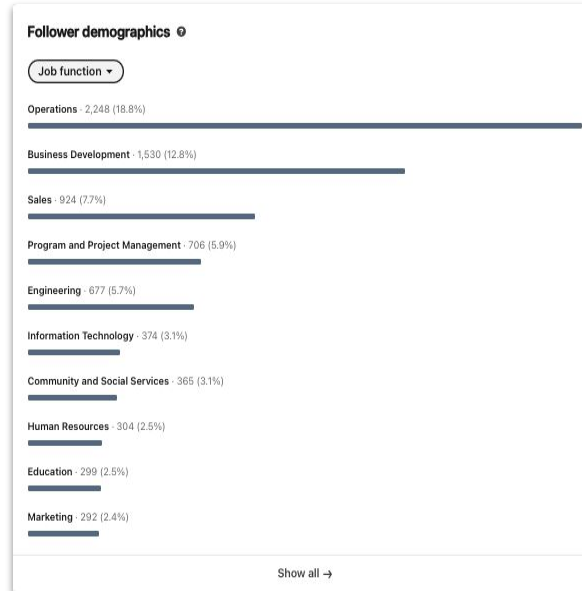
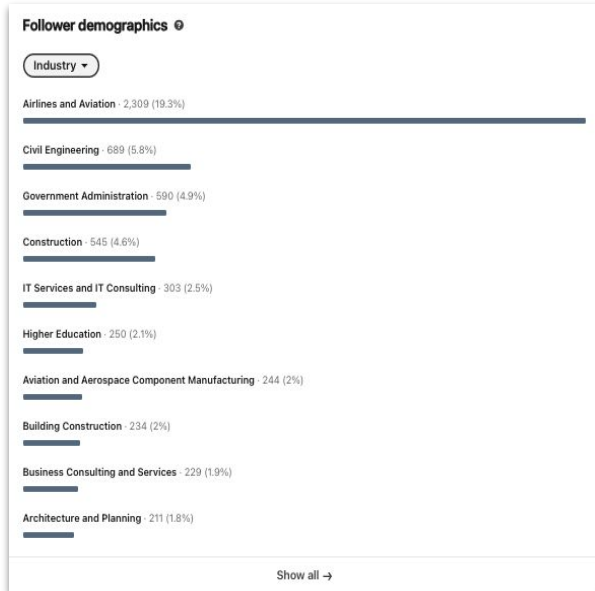
Facebook



Instagram

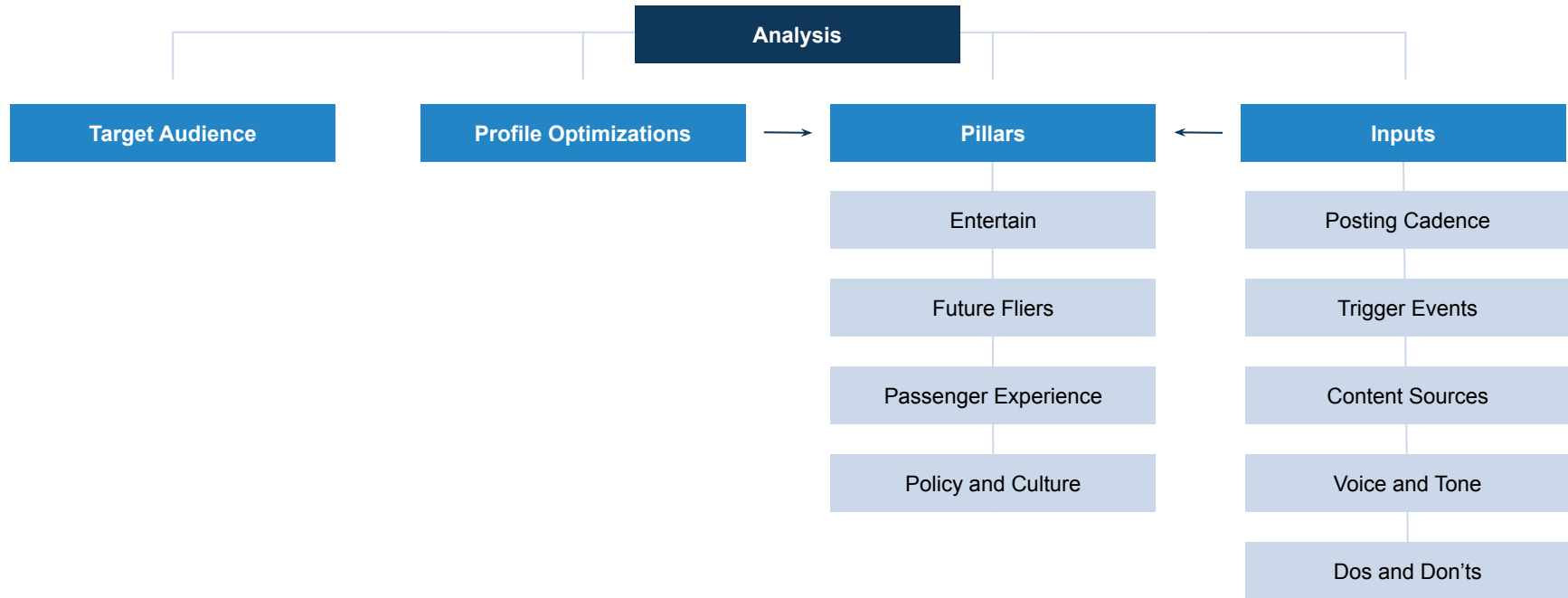
O'Hare's Facebook's audience includes older followers with a more even split of male and female followers, whereas Instagram leans towards a younger audience with more male followers.

Audience Demographics - LinkedIn



The CDA's top audience on LinkedIn works in the aviation industry, in operations positions in Chicago.

Social Media Strategy and Execution



Platform Strategy



Target Audience

- Local Chicago residents and community
- Travelers:
 - Frequent flyers
 - Business travelers
 - Travel and/or aviation enthusiasts
 - Vacationers
 - Families
- Partners:
 - Airlines
 - Concessionaires
 - General businesses that collaborate with airports, for example - construction companies.

Profile Optimizations

CDA LinkedIn

Add Midway International Airport's Address

Update the Locations section by including the MDW address in addition to the ORD address, making it easy for followers to access.

Update Profile Overview Section

Consider reworking the description section. Information included is important, but there is a lot of it, possibly deterring people away from reading. Rewrite information to include the most important/main point and reformat to create a more approachable and readable description.

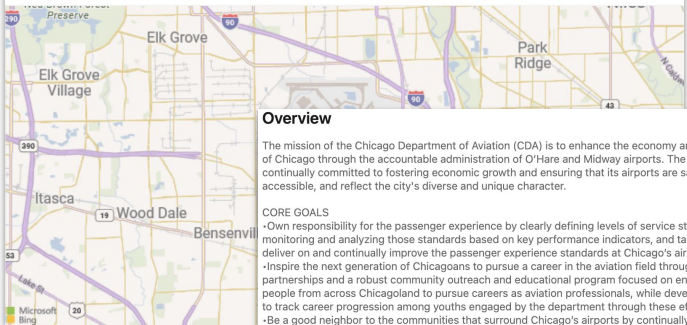
Update the Specialities Section

There is opportunity to add/update the Specialities section, and there is a misspelled word. Some recommended specialties to include/update are Airport Operations, Customer Service, Community Engagement, Chicago Business Opportunities, Aviation, and Travel.

Locations (1)

Primary
Chicago, IL 60666, US

[Get directions](#)



Overview

The mission of the Chicago Department of Aviation (CDA) is to enhance the economy and connectivity of Chicago through the accountable administration of O'Hare and Midway airports. The CDA is continually committed to fostering economic growth and ensuring that its airports are safe, sustainable, accessible, and reflect the city's diverse and unique character.

CORE GOALS

- Own responsibility for the passenger experience by clearly defining levels of service standards, monitoring and analyzing those standards based on key performance indicators, and taking action to deliver on and continually improve the passenger experience standards at Chicago's airports.
- Inspire the next generation of Chicagoans to pursue a career in the aviation field through new partnerships and a robust community outreach and educational program focused on encouraging young people from across Chicagoland to pursue careers as aviation professionals, while developing a system to track career progression among youths engaged by the department through these efforts.
- Be a good neighbor to the communities that surround Chicago's airports by continually engaging with local leaders and ensuring residents are equipped with information about the airport's activities, operations, and programs.
- Think commercially by optimizing assets on airport property and in the terminal facilities, and monitoring and acting upon passenger delay and discretionary opportunity for expenditure, which grows non-airline revenue and decreases costs for airline partners.
- Maintain a customer-first mindset, proactively responding to the needs of passengers, employees, airlines, tenants, and commercial operators by researching trends in aviation and developing methodologies to measure the airports' performance among customers.
- Cultivate a workplace culture that reflects the richness of human diversity, provides equal opportunities for all, and embraces inclusivity as a cornerstone of our success.

Website

<http://www.flychicago.com>

Industry

Airlines and Aviation

Company size

1,001-5,000 employees
415 associated members

Headquarters

Chicago, IL

Specialities

Airport, Chicago Business Opportunities, Travel, and Customer Service

Profile Optimizations

ORD X

Update Profile Bio

Consider removing the hours monitored, the bio is the first impression of the profile and an area to be more fun with. If this information is necessary, update Twitter to X. Consider creating and including an updated fun sentence to utilize in the bio across all platforms, relating to a special aspect about traveling and/or Chicago.

Official O'Hare Intl. Airport (ORD) twitter feed. Twitter is monitored Monday - Friday, 9 a.m. - 5 p.m. excluding holidays.

✈️ Travel & Transportation 📍 Chicago, IL USA 🌐 flychicago.com
📅 Joined November 2011

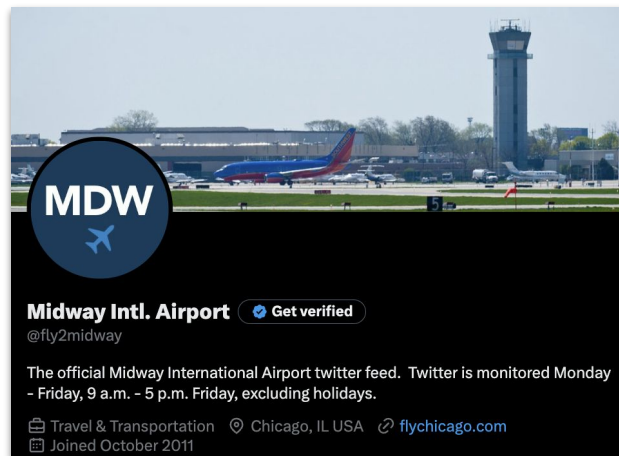
MDW X

Update Background Image

Consider updating the background image to an image that better showcases the MDW airport, possibly an airport "beauty shot" from a different angle.

Update Profile Bio

Consider removing the hours monitored, the bio is the first impression of the profile and an area to be more fun with. If this information is necessary, update Twitter to X. Consider creating and including an updated fun sentence to utilize in the bio across all platforms, relating to a special aspect about traveling and/or Chicago.



Profile Optimizations

ORD Facebook

Update Profile Description

Consider reworking the description section. Information included is important, but there is a lot of it, possibly deterring people away from reading. Rewrite information to include the most important/main point and reformat to create a more approachable and readable description. Consider adding basic emojis as bullet points to draw more attention.

Update Profile About Information

The website link needs to be updated, it works and links to the Fly Chicago website, but the title once opened lists as "Page not found." Consider adding an email address for customer related services as a second form of contact (MDW has aviation@flychicago.com). In addition to these updates, there is opportunity to link other ORD socials, increasing potential profile reach.

Update the Background Image Seasonally

Keeping the same profile picture is important, but regularly updating the background image can be a great way to showcase more of the airport. Updating the image seasonally with a "beauty shot" of the outside or inside of the airport adds a fun element to the page. Airport beauty shorts typically receive high engagement.



Intro

The official O'Hare International Airport (ORD) Facebook page.

Page · Airport

10000 W Ohare Ave, Chicago, IL, United States, Illinois

(800) 832-6352

flychicago.com/ohare/en/home/Pages/default.aspx

Always open

40% recommend (36,614 Reviews)

Chicago O'Hare International Airp...

Posts About Videos Photos More

Description

MISSION STATEMENT

The mission of the Chicago Department of Aviation (CDA) is to enhance the economy and connectivity of Chicago through the accountable administration of O'Hare and Midway airports. The CDA is continually committed to fostering economic growth and ensuring that its airports are safe, sustainable, accessible, and reflect the city's diverse and unique character.

CORE GOALS

- Own responsibility for the passenger experience by clearly defining levels of service standards, monitoring and analyzing those standards based on key performance indicators, and taking action to deliver on and continually improve the passenger experience standards at Chicago's airports.
- Inspire the next generation of Chicagoans to pursue a career in the aviation field through new partnerships and a robust community outreach and educational program focused on encouraging young people from across Chicagoland to pursue careers as aviation professionals, while developing a system to track career progression among youths engaged by the department through these efforts.
- Be a good neighbor to the communities that surround Chicago's airports by continually engaging with local leaders and ensuring residents are equipped with information about the airport's activities, operations, and programs.
- Think commercially by optimizing assets on airport property and in the terminal facilities, and monitoring and acting upon passenger delay and

Profile Optimizations

MDW Facebook

Update Profile Description

Consider reworking the description section. Information included is important, but there is a lot of it, possibly deterring people away from reading. Rewrite information to include the most important/main point and reformat to create a more approachable and readable description. Consider adding basic emojis as bullet points to draw more attention.

Update About Information

The website link needs to be updated, it works and links to the Fly Chicago website, but the title once opened lists as "Page not found." Opportunity to link other MDW socials, increasing potential profile reach.

Update the Background Image Seasonally

Keeping the same profile picture is important, but regularly updating the background image can be a great way to showcase more of the airport. Updating the image seasonally with a "beauty shot" of the outside or inside of the airport adds a fun element to the page. Airport beauty shorts typically receive high engagement.



Intro

The official Midway International Airport (MDW) Facebook page.

Page · Airport

CHICAGO MIDWAY AIRPORT
is responsible for this Page

5700 S Cicero Ave, Chicago, IL, United States, Illinois

(800) 832-6352

aviation@flychicago.com

flychicago.com/midway/en/Home/Pages/default.aspx

Always open

78% recommend (15,265 Reviews)

Chicago Midway International Air...

Posts About Videos Photos More

Description

MISSION STATEMENT

The mission of the Chicago Department of Aviation (CDA) is to enhance the economy and connectivity of Chicago through the accountable administration of O'Hare and Midway airports. The CDA is continually committed to fostering economic growth and ensuring that its airports are safe, sustainable, accessible, and reflect the city's diverse and unique character.

CORE GOALS

- Own responsibility for the passenger experience by clearly defining levels of service standards, monitoring and analyzing those standards based on key performance indicators, and taking action to deliver on and continually improve the passenger experience standards at Chicago's airports.
- Inspire the next generation of Chicagoans to pursue a career in the aviation field through new partnerships and a robust community outreach and educational program focused on encouraging young people from across Chicagoland to pursue careers as aviation professionals, while developing a system to track career progression among youths engaged by the department through these efforts.
- Be a good neighbor to the communities that surround Chicago's airports by continually engaging with local leaders and ensuring residents are equipped with information about the airport's activities, operations, and programs.
- Think commercially by optimizing assets on airport property and in the terminal facilities, and monitoring and acting upon passenger delay and

Profile Optimizations

ORD Instagram

Update IG Stories

Consider adding basic graphics aligning with the profile picture to use as IG story covers to create a nicer look to the page. Recategorize and rename current story highlights, creating broader highlights and unique CDA-specific highlights.

Update Profile Bio

Consider creating and including an updated fun sentence to utilize in the bio across all platforms, relating to a special aspect about traveling and/or Chicago. Hide the Business Account Category "Travel & Transportation" as its not needed.

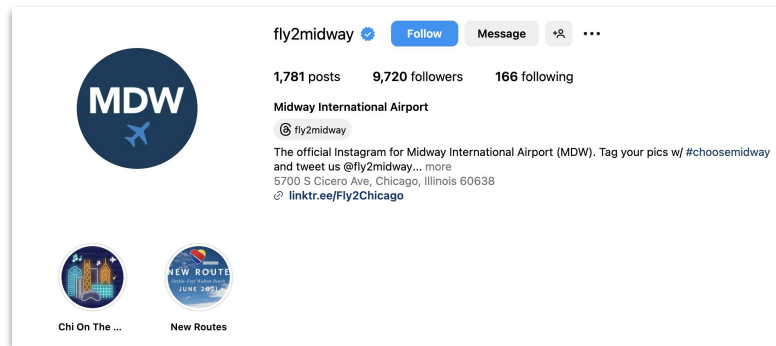
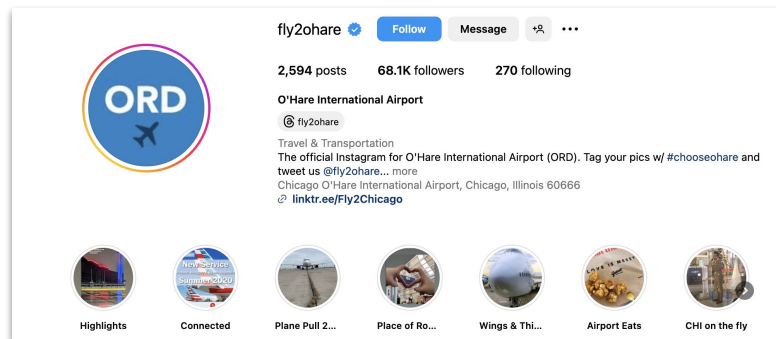
MDW Instagram

Update IG Stories

Consider adding basic graphics aligning with the profile picture to use as IG story covers to create a nicer look to the page. Recategorize and rename current story highlights, creating broader highlights and unique CDA-specific highlights.

Update Profile Bio

Consider creating and including an updated fun sentence to utilize in the bio across all platforms, relating to a special aspect about traveling and/or Chicago.



Content Pillars - O'Hare and Midway

Content	Entertain	Future Fliers
Strategy	Excite current airport followers as well as build an additional audience by creating interactive centered around key dates, current events and trends: Key Topics: • Giveaways • Seasonal Content • Passenger Interviews • Aviation Facts and Trivia • Viral Press and Media • Digital Trends • Beauty Shots • Chicago Culture Content Examples: • Build out seasonal content, such as new year's travel resolutions, holiday focused on-flight movie options and winter travel tips. • Host quarterly giveaways, collaborating with an airline partner whenever possible (i.e., focusing the giveaway around a new route) • Post "man on the street" interviews with passengers, asking entertaining questions such as "If you had to listen to one song on repeat for your entire flight, what would it be?" • Quiz aviation fans with ORD and MDW themed airline and airport trivia. • Share interesting third-party articles about ORD and MDW, such as here and here. • Lean into appropriate viral trends on TikTok and Instagram, creating ORD and MDW content to get involved. • Inspire travel through interactive content such as crossword puzzle themed "The first work you see is your next trip", a guide to "Your next destination based on your birth month" and must-see destinations for different interests (foodies, hiking enthusiasts, etc).	Inspire future travel from Chicago to U.S. destinations and beyond by spotlighting the possibilities of travel from MDW and ORD: Key Topics: • Airline Partnerships • New Routes • Existing Routes • Connections to Current Events Content Examples: • Spotlight airline gimmicks and headline-worthy flights and planes, such as EVA Air's Hello Kitty plane. Follow up announcement posts by sourcing and gaining permission to share passenger photos and/or Reels to give viewers a first-hand look at the unique travel experience. • Promote new routes with interactive content, such as swipeable guides on what to pack, what to eat, what to see and even what to watch on the flight to excite someone for their trip to a new destination. • Promote existing routes by leaning into their tie in to current events. For example, flights to Munich from ORD for Oktoberfest, flights to New Orleans for the Jazz & Heritage Festival, and flights to LA for the next Olympics. • Re-share airline created content when focusing on ORD or MDW news or updates, as well as actively engage with the content. • Inspire travel by sharing beautiful photos and videos of fall foliage, winter wonderlands or tropical getaways at a direct destination from ORD or MDW.

Content Pillars - O'Hare and Midway

Content	Passenger Experience	Policy and Culture
Strategy	Promote the amenities, accessibility efforts and luxuries ORD and MDW offer to ensure a seamless and pleasant travel experience for all: Key Topics: • Artwork • Rideshare Instructions • Accessibility • Concessions • Customer Service • Weather Alerts Content Examples: • Spotlight artwork throughout MDW and ORD. • Provide easy-to-understand and save rideshare instructions for both airports, ensuring travelers have a seamless arrival experience. • Highlight accessibility offerings, such as Mother's Rooms, Lactation Pods, Wheelchair Accessibility and Kid Play Areas. • Spotlight the immense commitment to assisting passengers by promoting the 1m travelers helped in the 2024 calendar year, specifically calling out ways passengers have been aided (Example: Providing diapers for a mom stranded during a long layover). • Offer guides for traveling with families, especially for Midway, which should be positioned as a family-friendly airport. • Consistently spotlight ACDBE businesses • Spotlight concessions, specifically smaller vendors who offer a taste of Chicago, through interviews, Q/A and social-first interactive content. • Send monthly requests to concession partners, requesting specific content instead of being provided stock imagery and assorted specials.	Communicate critical department updates and connect to the Chicago community through social-first content: Key Topics: • Employee Spotlights • Design and Construction • Sustainability • Community Initiatives • Capacity and Growth Content Examples: • Spotlight airport and department employees, primarily focused on employment milestones (15 years) and personal news (climbed mount everest). • Promote and explain the purpose and positive impact of airport construction updates at MDW and ORD, including ORD21. • Detail sustainability initiatives, such as the apiary (which also fosters employment opportunities), the grazing herd and commitment to the 100% renewable energy project. • Share free community offerings, such as activity books. • Summarize and share efforts by the Community Outreach Van, as well as the CDA's on-going presence at community events. • Create Facebook events for CDA-sponsored events to generate further traffic. • Empower a pipeline of future industry professionals by sharing job opportunities. • Share capacity and growth statistics in interesting and easy-to-digest infographics. • Detail the CDA's noise-control solutions, such as working with homes affected by airplane noise to soundproof them.

Content Pillar Posting Cadence

Facebook:

- 25% Entertain
- 25% Future Fliers
- 25% Passenger Experience
- 25% Policy and Culture

Instagram:

- 30% Entertain
- 30% Future Fliers
- 30% Passenger Experience
- 10% Policy and Culture

LinkedIn:

- 10% Entertain
- 20% Future Fliers
- 20% Passenger Experience
- 50% Policy and Culture

X:

- 25% Entertain
- 25% Future Fliers
- 25% Passenger Experience
- 25% Policy and Culture

[illegible]

Content Sources

Trusted Media Publications

- | | |
|---|--|
| <ul style="list-style-type: none">• Airline Geeks• Airports International• Airport Technology• Airport World• ArchDaily• Archinect• Architectural Record• Arch Paper• Aviation Pros• Axios• Block Club Chicago• Bloomberg• Building Design + Construction• Built In• Business Insider• Business Traveler• Chicago Curbed• Chicago Magazine• Chicago Tribune• Chicago Sun-Times• Chicago Inno• Crain's Chicago Business• Conde Nast Traveler• Connect CRE• Construction Dive | <ul style="list-style-type: none">• Daily Herald• Dezeen• Engineering News-Record• Forbes• Future Travel Experience• Global Traveler• International Airport Review• Local Chicago TV and radio• MarketWatch• Passenger Terminal Today• Planetizen• Railway Gazette International• Reuters• Simple Flying• SmartCitiesWorld• Smart Cities Dive• The Architect's Newspaper• The New York Times• The Wall Street Journal• The Washington Post• Travel + Leisure• Travel Noire• Travel Weekly• Travel Pulse• USA Today• View From the Wing• World Architecture |
|---|--|

Voice and Tone

- Friendly
- Conversational
- Inviting
- Lighthearted
- Inclusive
- Informative
- Engaging
- Relevant
- Relatable
- Inspiring
- Hospitable
- Reassuring

Social Executional Guidelines



Primary Goals

- Improve overall airport sentiment and public perception.
- Communicate critical construction and design updates, such as ORD21, through the lens of “What’s in it for the traveller?”
- Inspire users to book trips by spotlighting on-going service and new routes.
- Showcase opportunities the CDA can offer for employment, such as inspiring students for their future career.
- Increase transparency and efficiently communicate real-time updates with the general public.
- Drive employee recruitment.

Social Media Do's and Don'ts



Engage with the community regularly and authentically by responding to comments and messages in a timely fashion.



Support partners and employees by sharing their relevant content.



Don't address negative press.



Don't take political sides, content should remain neutral and/or in line with the City of Chicago.



Don't reply to negative comments – take the conversation offline.