



Make Employees & Customers Your Content Stars

Brooks Thomas, Social Business Advisor at Southwest Airlines

@brooksethomas

Now more than ever, People make your Company.



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Every seat has a story.

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Southwest Heart is in everything we do.

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Social media measures our successes and failures.

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Social media allows us to address both in real-time.

First, being present meant having an account.

Being present evolved to mean being there to respond.

Response evolved into accuracy and entertainment.

Nowadays, being present means being live.



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Positioning for success

- Social Business: Identifies post and facilitates process with Customer.
- Operational Comm: Contacts Leader to gain approval to contact Employee.
- Culture Comm: Ensures Employee is properly recognized internally.
- Commercial Comm: Identifies media/pitching and marketing opportunities.
- Social Business Team reunites Reecie and Melissa; Visual Comm. films it.
- Social Customer Care reacts to our proactive distribution.



Positioning for success



- Impactor: the one responsible for the action.
- Impacted: the one(s) who felt emotion.
- Videographers/Photographers: the ones capturing the visuals.
- Subject matter experts: the ones who can break it down.
- Staffers: ghostwriters or third-person writers who do it every day.

Resources are great, but smaller companies have agility.

Resources are great, but smaller companies have agility.

Meet Reecie. She works at DCA.



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Reecie's story began as an Instagram post.



chrisbrooks
Little Orleans Cam...

FOLLOW

12 likes

20w

chrisbrooks I've never flown @southwestair but Reecie just saved our @Ragnar team. Melissa's bag did not arrive when she landed at DCA last night and wouldn't arrive until after Van 2 left early this morning to get to the first #ragnardc exchange. On her DAY OFF, Reecie drove nearly THREE HOURS in the rain to meet Melissa in a muddy field in Maryland to drop off her luggage. Melissa now has her running shoes and gear so she and the team can continue the 200 mile (ish) race. Reecie calmly comforted Melissa last night at the airport saying "I'm a veteran of the @marines, I've got this." No better example of 'warmth, friendliness and company pride.' And Reecie will be there tomorrow afternoon in DC to cheer the @hiltonworldwide team across the finish line. Coincidentally Melissa leads military recruiting at Hilton and knows all too well

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Reecie was celebrated by our CEO.



Gary Kelly [@gary_kelly](#) · Feb 18
Thanks, **Reecie**, for your awesome display of #SouthwestHeart!



Southwest Employee races to a Customer
Reecie drove hours to deliver a pair of shoes to a runner awaiting her race.



Southwest Airlines [@SouthwestAir](#) · Jan 28

What's **#SouthwestHeart**? Going the extra mile to make sure one of our Customers could cross the finish line.



Running with Honor
Minutes before a race, Southwest Employee delivers shoes and saves the day.

← ↻ 272 ❤️ 134 I ...

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Meet Marty, the “Funny Flight Attendant.”



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Marty rose to fame on YouTube.



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By popular demand, Marty met Ellen.



The screenshot shows a YouTube video player. The video content depicts Ellen DeGeneres sitting in a red armchair on a talk show set, interviewing a woman who is visibly emotional and holding a tissue to her face. The set features a backdrop of palm trees and a sign that says 'HOLLYWOOD'. The video player interface includes a progress bar at 1:04 / 6:41, a 'Subscribe' button for 'TheEllenShow' with 14,501,909 subscribers, and engagement metrics showing 2,145,504 likes and 498 dislikes.

The Ellen Show

TheEllenShow

Subscribe 14,501,909

2,145,504

14,307 498

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Then Marty starred in a commercial.



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Marty was recently on the Amazing Race!



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And she's still making headlines.



The New York Times

Yesterday at 9:55am · 🌐

"I always like to make people laugh and smile," said the flight attendant who had passengers in tears with her funny rendition of safety directions.



For Some Flight Attendants, Shtick Comes With the Safety Spiel

Some flight attendants are going out of their way to keep passengers entertained, with songs and comedy routines.

NYTIMES.COM | BY ZACH SCHONBRUN

Every seat has a story. (Even the jump seat.)

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Takeaways.

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- Utilize Employee strengths.
- Empower People to do the right thing.
- Train everyone for a digital world.
- Convert social sensations into marketing campaigns.
- Refine your distribution to be upwards and across.
- Brand Journalism: turn your work force into a functioning newsroom.

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Meet Hudson.



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We found Hudson on Facebook.



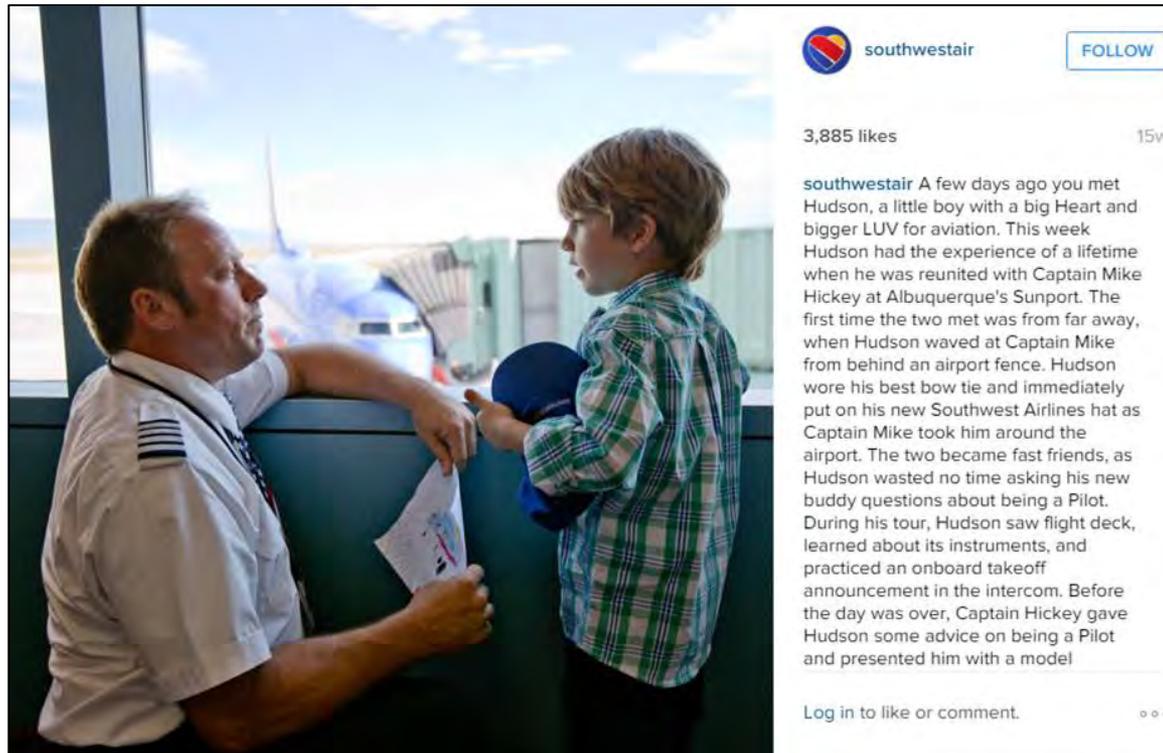
Then Hudson became a story on our blog.



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Hudson was reunited with the waving Pilot.



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Our videographers captured the moment.

#NationalAviationDay is about remembering when you were the one waving.



From there, Hudson's story grew.



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From there, Hudson's story grew.

A boy waves at a Southwest Airlines airplane and gets a surprise



Terry Maxon  

New video from Southwest Airlines: Hudson's Big Day



Southwest Airlines pilot inspires Albuquerque boy waving back

2015, 2:26 pm



Southwest Airlines (Dallas) has issued this new video. You never know what will happen when you wave at an airliner.

Southwest Airlines pilot inspires Albuquerque boy by waving back

Sparking a Wave of Excitement: Hudson's Big Day

Blog By: [Derek Hubbard](#) on Aug 10, 2015 at 11:06am



Southwest Customer Trisha Hughes shares a "firecracker moment" that happened at the Albuquerque International Sunport.

It only takes a moment for a simple act of kindness to become something special. At the Albuquerque International Sunport, waving at a Southwest Airlines plane is one of their favorite shared activities. On August 10, 2015, a Southwest Airlines plane was pulling back from the gate. Hudson waved. The squeals of laughter and excitement that were shared by Hudson and his family in the moments following the wave is all it takes for the spark. It was a firecracker moment.



Definitions

The Wave

Hospitality Wheel

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- Let data chart your course, then trust your heart to lead the way.
- Accentuate your Customer's talents and passion points.
- Rally around Customer content that reinforces who you are and what you represent.
- Develop a relationship that seamlessly gleans data from the Customer and allows you to personalize their future experience.
- Take data clusters and examine larger trends.

Every tweet has a story.

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Every Facebook post has a story.

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Every seat has a story.

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You have to be willing to tell it.

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**But don't sell your soul.
Without a Heart, it's just a machine.**



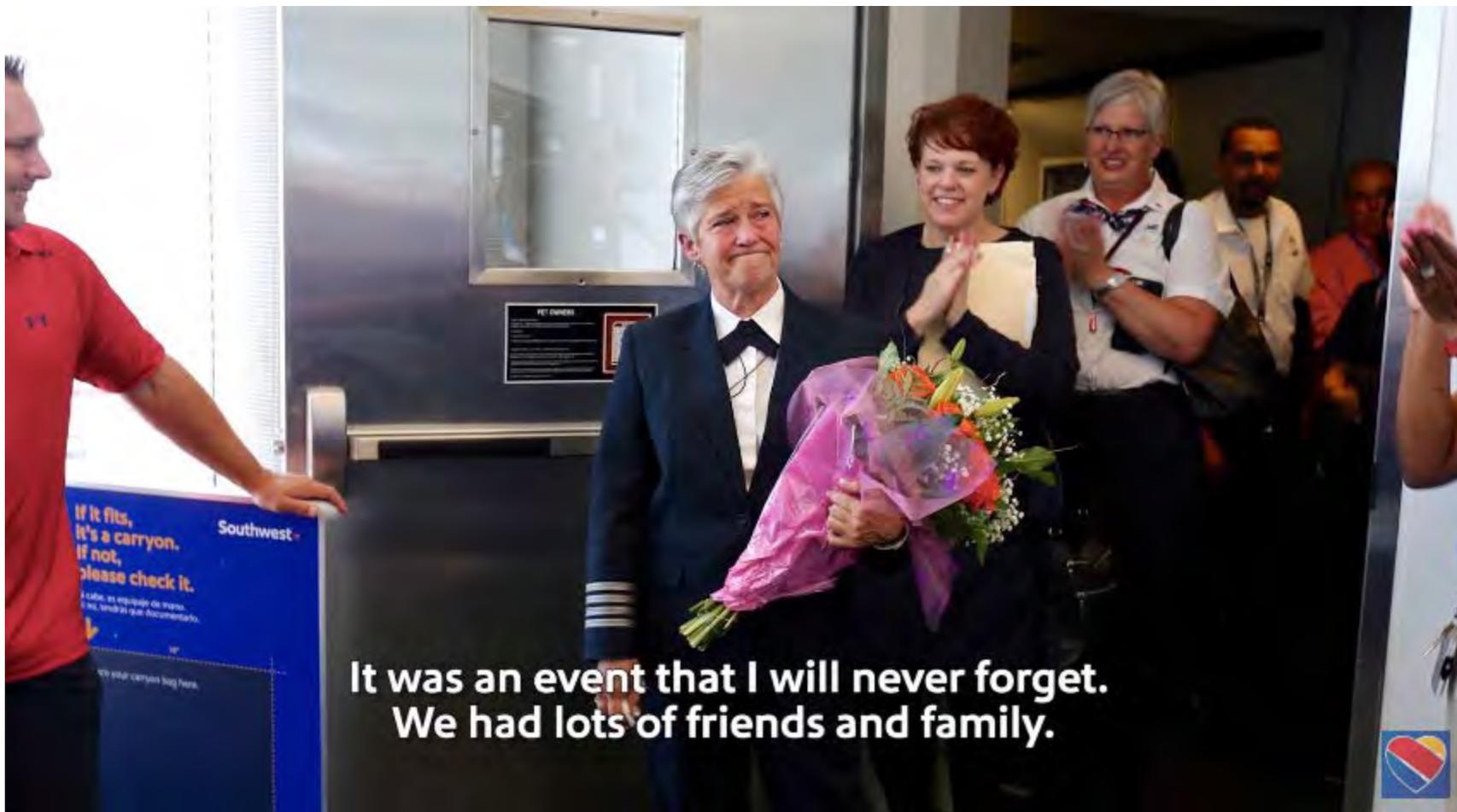
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**It was an event that I will never forget.
We had lots of friends and family.**

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