

How to Tweet With Personality and Authenticity for Your Brand



@AdamRucker
@SouthwestAir

- **Master your voice.**
- **Stack your deck.**
- **Harvest stories from conversation.**
- **Use proactive content to control trends.**

Master Your Voice

Everyone on the social front lines at Southwest Airlines has been through a proper voice training that teaches tone and style, with room for Social Care Reps to maintain reactive individuality.



Social Customer Care Voice

Modern

Bold

Innovative

Energetic

Provocative

Smart

Human

The Southwest Airlines Voice is more than just words.

We engage with the utmost Hospitality. We are confident in our knowledge about our business, policies, and procedures; and we approach each interaction with a sense of warmth and friendliness.

We recognize our Customers' tone and respond in kind with the variety of visual and multimedia tools at our disposal.

We stay true to our roots, but we never look backwards and are always evolving and embracing the new.

We proudly stand behind our brand, our business, and our People.

Smart

Human

Innovative

Modern

Bold

Energetic

Provocative



Southwest Airlines ✓

@SouthwestAir

Following



Got hot sauce in your bag?

Checked: [#SWAg](#)

Carryon: 3.4 ounces or less.

[#Formation](#)



Bring hot sauce in your bag.

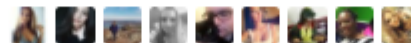
southwest.com

RETWEETS

2,810

LIKES

2,442



6:20 PM - 6 Feb 2016



116



2.8K



2.4K

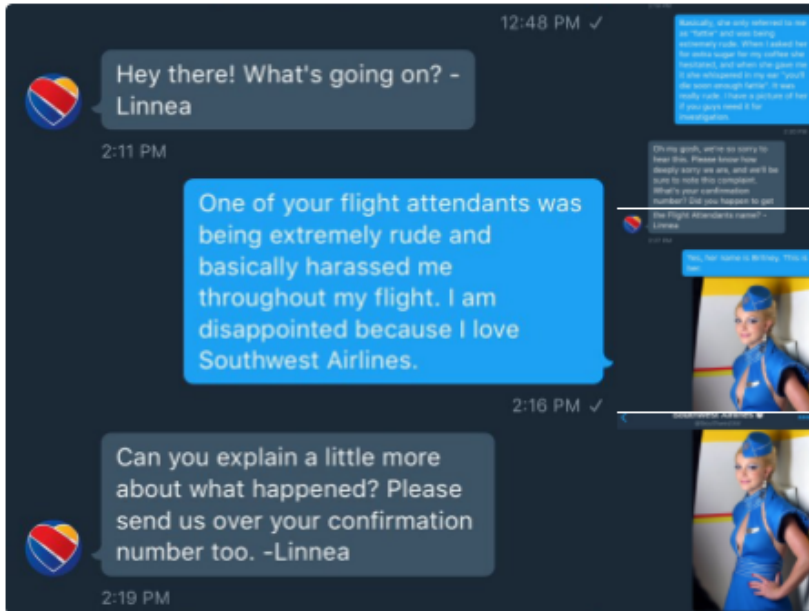




WWE Paige
@xadoringpaige

Follow

I trolled Southwest Airlines and it was so fucking funny 😂😂 I'm dead at their response 💀💀

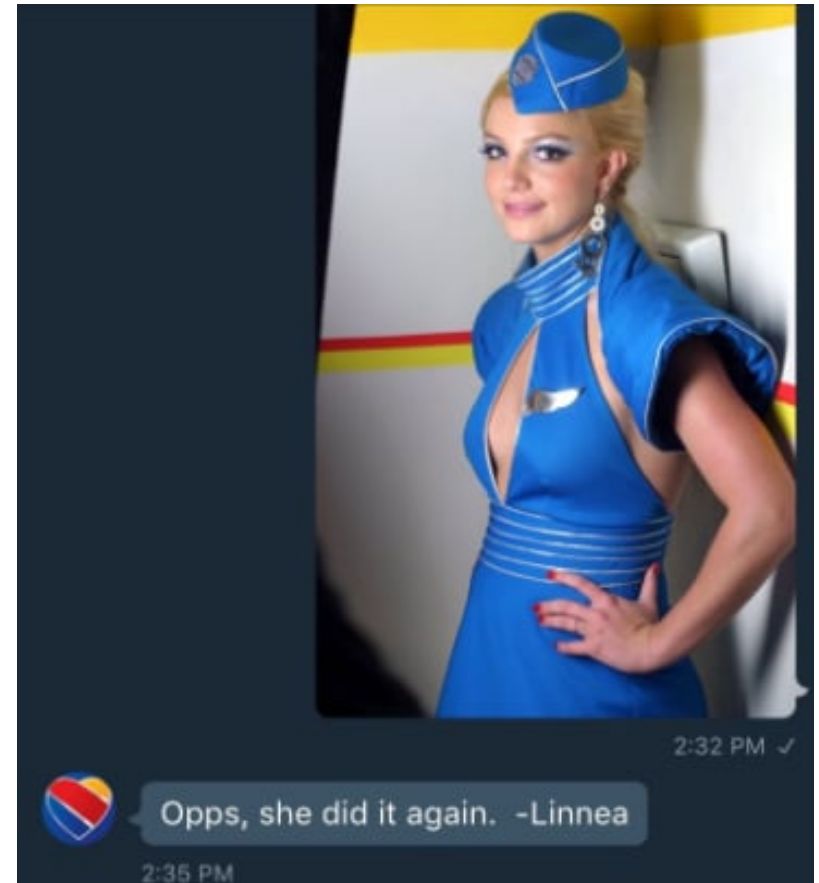


RETWEETS 75,790
LIKES 119,615



4:20 PM - 11 Apr 2017

510 76K 120K





Sarah @essayareayaitch · May 3

Hmm, go to gentle yoga, and get a late @SouthwestAir boarding number. Or skip yoga?



Southwest Airlines ✓

@SouthwestAir



Following

@essayareayaitch If you're still outside the 36 hr mark, add EarlyBird to keep your zen & not have to choose: social.southwest.com/EAg
^TE

LIKE

1





Brent Berkley @BrentBerkley · Apr 21

Truly do not understand the allure of @SouthwestAir. Ugh.

I'll take @Delta any day.



Southwest Airlines ✓
@SouthwestAir



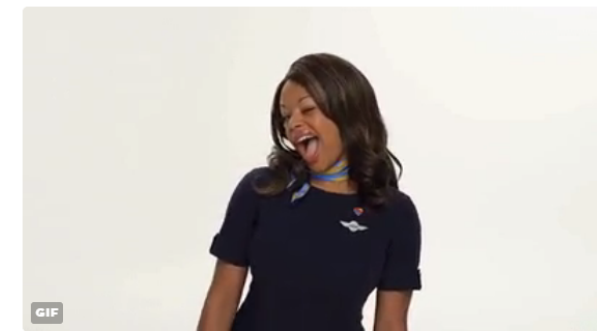
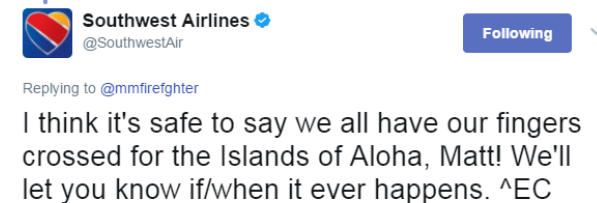
Following

@BrentBerkley The word on the street is that it's the no change fees, free checked bags, and #Transfarency. ^LT



Stack Your Deck

Southwest has assets for most occasions, and is nimble in using them, from proactive content opportunities to reactive ones with customers (specifically, Southwest's sets of GIFs).



Harvest Stories from Conversation

Much of the proactive content Southwest posts on its Twitter channel is derived from user-generated content or experiences, so what customers are viewing has actually happened, and usually in a timely fashion.



Charlie

@lwaysBeHappy

Following



On **#TexasIndependenceDay** **@SouthwestAir** should provide **@Whataburger** on all their flights. **#MillionDollarIdea** **#MarketingInBed** **#StillThinkSo**

RETWEETS

8

LIKES

25



8:38 AM - 2 Mar 2017



4



8



25

- Identify key social opportunities so you respond to Customers in real time

WHAT ARE WE GOING TO DO ABOUT IT?

10:00 AM Get in touch with Whataburger

- Real-time opportunities need to be first priority
- The quicker, the better
- Engage and activate before the moment is gone

- Activate real-time marketing to surpass business goals

WHAT ARE WE GOING TO DO ABOUT IT?

12:00 PM – Make plans with Whataburger

- Utilizing partner brands to put your message in front of a larger audience
- Be mindful of brand reputation

- Activate real-time marketing to surpass business goals

WHAT HAPPENED?

6:00 PM – Whataburger & Southwest surprise Customers

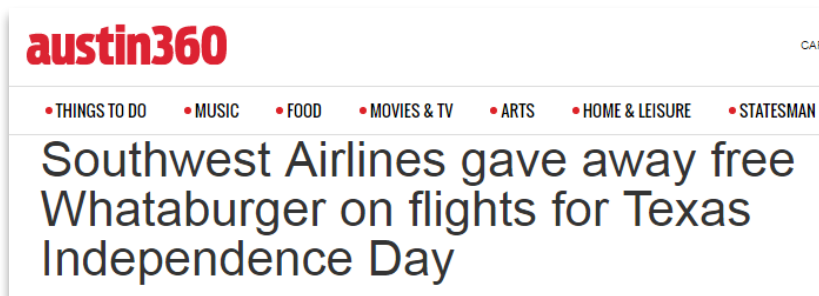
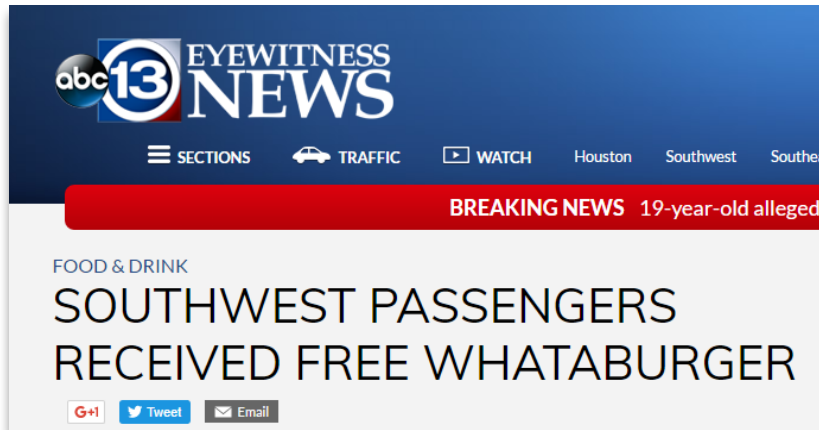
- Create meaningful connection with Customers
- Earned media coverage
- Social messaging is timely and engaging



Activate real-time marketing to surpass business goals

WHAT HAPPENED?

6:00 PM – Whataburger & Southwest surprise Customers



Nothing says #TexasIndependenceDay like getting Whataburger on your way into Texas on a @SouthwestAir flight



RETWEETS
1,683

LIKES
5,329



7:21 PM - 2 Mar 2017

76

1.7K

5.3K

WHAT ARE WE LOOKING FOR?

- Storytelling opportunities
- User-generated content
- Real-time marketing opportunities
- Customer feedback

Use Proactive Content to Control Trends

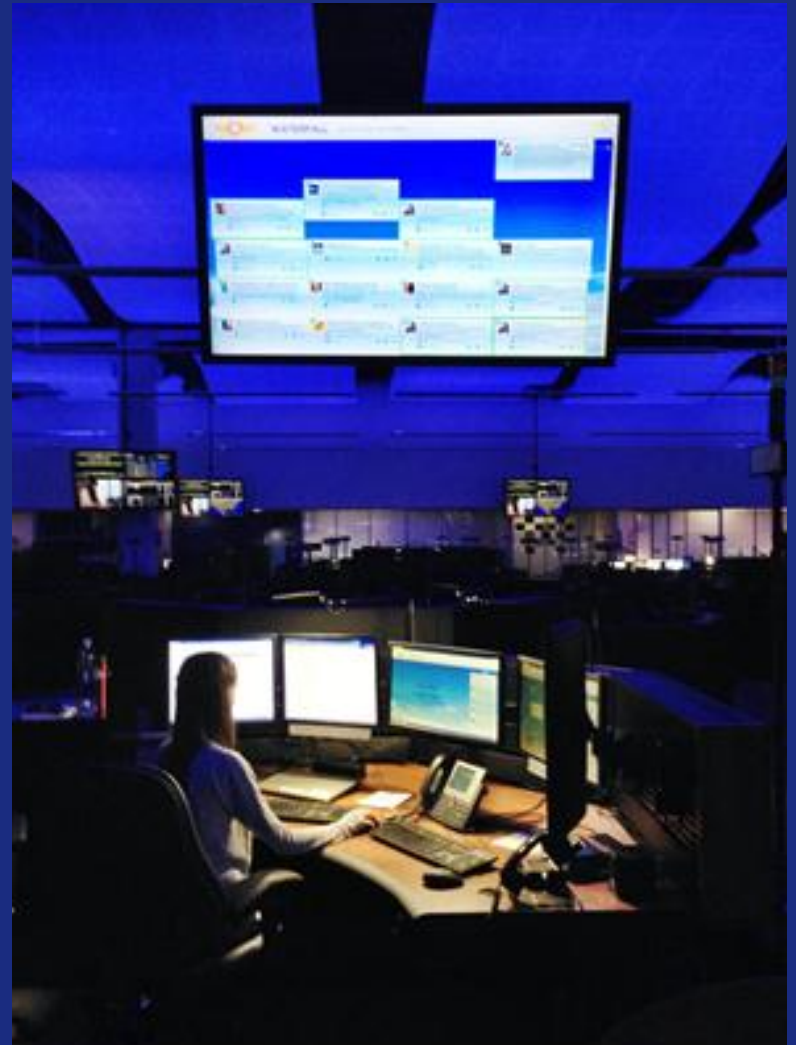
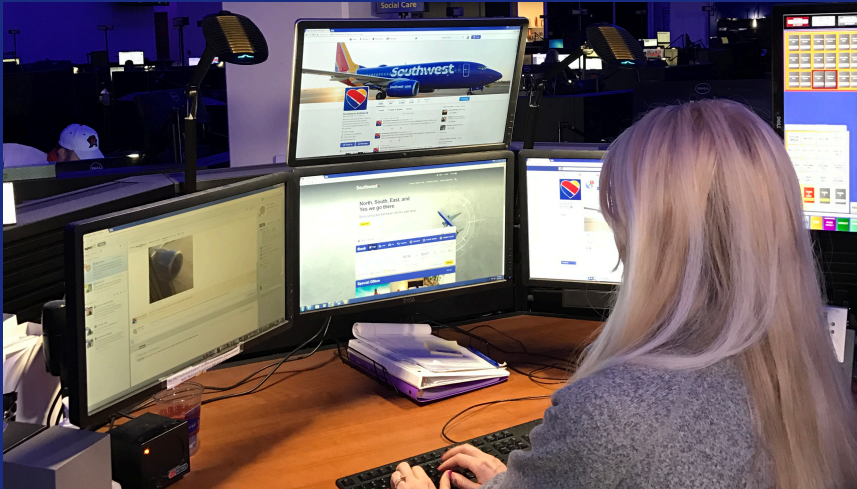
Every winter, Southwest experiences disruptions due to snowy weather. Typically, Southwest sees a spike in complaints regarding de-icing, delays and cancellations that are out of its control. This year, Southwest focused on winter weather stories in the moment, in an effort to stop the conversation before it started. Southwest saw success there, and praise for employees who work out in the elements.

9:30 AM Standup Meeting

- What is the world saying?
- What are our Customers saying?
- What are our Employees saying?



Network Operations Control



QUESTIONS?

