



Case Study:



Brief: Build a Facebook page to reflect the website and provide staff training for social media Public Relations.

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Belfast International Airport operates a website serving hundreds of thousands of visits every year. Their current Facebook page was an automatic entry from Wikipedia but listed as a Place, meant they had no control over it.

Taking up the Facebook account management we started work on a commercial page designed to reflect the key headings of the website. Working from the



website statistics we established the most commonly accessed pages and built links to those into a Welcome Tab.

This ensured that all new visitors to the Facebook page looking for flight times, parking, airport information etc. would be redirected right away to the data they needed with the fewest possible clicks.

All other users could then browse the additional information and tabs at their leisure.

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Using a series of existing website graphics and stock images we built the landing tab to reflect the navigation of the website so users wouldn't have to identify different link images when moving between Facebook and the website.

While the airport operates a large customer service operation, the PR department is only a handful of dedicated individuals. We therefore recommended at this early stage to redirect customer service issues directly to the phones where staff were prepared for the volume of queries. To ensure this 'channel of interaction' was established it was vital that early updates were non-service related.

In the background we had contacted Facebook and started the process for claiming ownership of the Airport's community page. This process took around two weeks in which time we had the commercial page ready. We then went through the process of combining the two pages to create a single landing page with our chosen username but retaining the option for people to Check-In via their Facebook app.

With a steady stream of updates relating to special offers from airlines operating through the Airport, new facilities, route information, weather

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updates and other news material the Belfast Airport Facebook page has obtained over 39,000 post views in the first eight months of 2011.



Belfast International Airport, Aldergrove, Belfast, County Antrim

Their Facebook page is www.facebook.com/belfastairport

You can follow them on Twitter @belfastairport

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