Effective Communications Global Pilots' Symposium Dublin, Ireland | 11 April 2013











Communications best practices
Vehicles in the digital age
Face-to-face communications

Purpose of Communications

- Build Relationships
- Keep Pilots Informed
- Gain Pilot Support
- Dispel Rumors



Tips

- Create engaging content
- Use multiple channels
- Send out consistent messages

Best Practices for Comm.



Consider All Audiences

- Pilots
- Family members
- Company/stakeholders
- Members of media

Know thy Audience

- Survey pilots annually
 - What pilots want to know
 - Tools: smartphones, tablets
 - Message vehicles: print, text, video
 - Message frequency
 - **Communications** success

Message Vehicles

- Newsletters
- Email
- Websites or mobile websites
- Social media
- Video
- Media relations
- Face-to-face interaction

Newsletters

- Newsletters
- Negotiating updates
- Issue papers
- Letters
- Postcards



ePubs & Newsletters



e-Pubs offer all MEC/LEC publications online www.alpa.org/epubs

Easier to Use Websites



Social Media

Social media is not a website. It's about:

- Building relationships and making connections
- Two-way communication and having conversations
- Engaging publicly

Facebook



Connect with pilots, family members, other ALPA pilot groups, media
Post updates, photos, videos, links, events
Pages are public or private

Twitter – 500 million users



- Text based messaging
- Tweet = 140 characters
- Post pictures and links
- Use handles/trending #s
- Following/followers
- Public page only

YouTube



Create a pilot group channel to post and share your messages

There's an App for That



- New feature lists reps structure for members lists
- MEC committee contact info
- RSS feed: news created by MECs
- Hotel list: new feature lists layover hotel details

Face-to-Face Communications



Effective Programs

- Crew room visits ullet
- P.U.B. nights •

Family Awareness FAMILY

What Are SPC and Family Awareness?

Websard in the late form of the American Linear Instite Awards on When we have not start to a main any final point of the second point of the second point of the second SNC and point built approximation of the second point of the Advantation of the SNC is a start to second point of the secon

Our objection are in

porting Each Other

 Could to be design a weaky of a piller group the support of our internal design weaky and bed assuming prach devices our band implety; Interplational production gradient databases.
 Product warry per research interview annual at potentially

informing regulations.

The GOAL is UNITY

The relation of the SPCDs is presented to the platter step of provide to make one second of appendixed plat in electron to the relativistic of its

in the driver As land gang, Then court powers pilet and positive to so the information is allocing second and powers content with the MAC charact asymptotic Community result in Contrainers, Technical Propagation in Microsoft. 111,0797

and on CPUTER SUBJECTION OF THE WORK OF ph. The present indicate as a set of the AD set of the and the AD set of the AD set

many ter interpret effecting this strategies and day to read the "Colly developed program. And protocologies with strategies and protocologies and the interpret terpreter and their facilities with scalar building. The strate day proto-sogenetistic day does not determine any prospective and the proto-sogenetistic day does not determine any prospective and the section environment.







(Carlos) photosida reading with desights an out of the set of the set of the

eased devices as postant distances of will have device use cover on an depty

Media Relations



More than just sending out press releases and scheduling media interviews

Putting it All Together



Tell our story and create motion across all of the different types of media



- Communications best practices

 Develop strategic MEC
 communication plan with goals
- Vehicles in the digital age
 Adapt to digital nuances
 Try new tools to suit your audiences
- Face-to-face communications