

# Effective Communications

Global Pilots' Symposium  
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# Overview

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

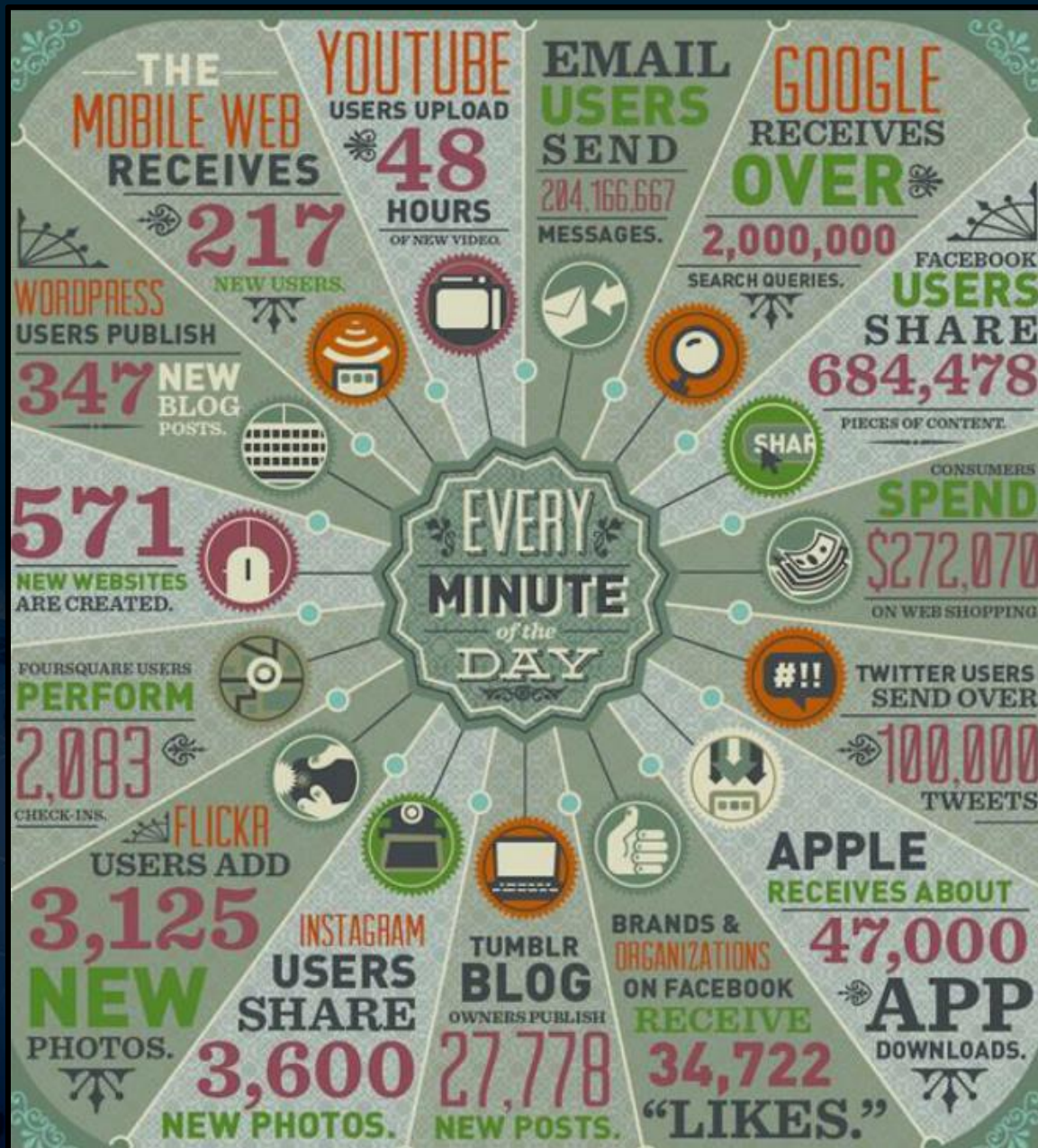


# Purpose of Communications

- 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

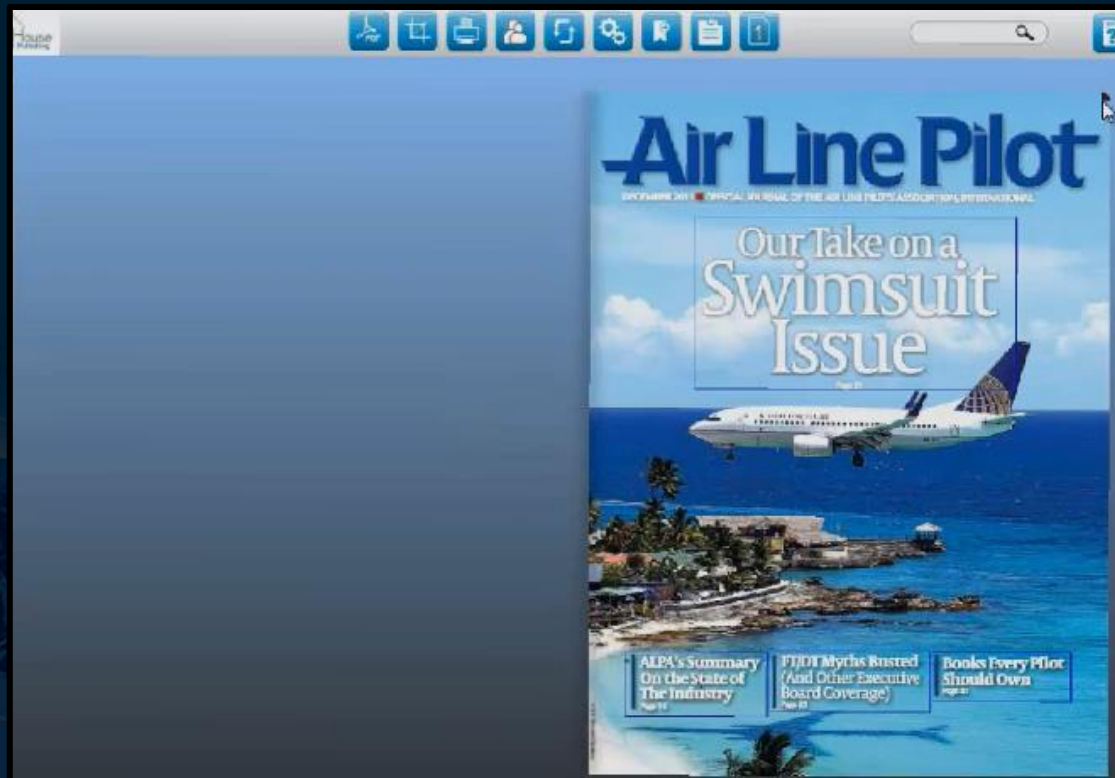
- Newsletters
- Email
- Websites or mobile websites
- Social media
- Video
- Media relations
- Face-to-face interaction

# Newsletters

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



# ePubs & Newsletters



e-Pubs offer all MEC/LEC publications online  
[www.alpa.org/epubs](http://www.alpa.org/epubs)





# 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
- P.U.B. nights



# 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

# Review

- 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