



# Social Media Guidelines 2018

V2



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## SOCIAL MEDIA GUIDELINES

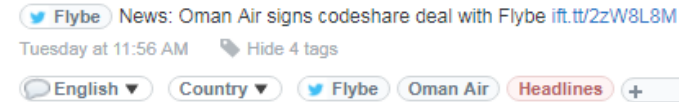
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# Closing Posts

When is it appropriate to **close a post** in Lithium and to **not respond**?

- **General Spam** (Tag Spam - Close as Spam)
- **Marketing Spam** (Tag Marketing Spam – Close as Marketing Spam)
- **Claims Companies Spam** (Tag Claims Companies Spam – Close as Claims Companies)
- A **Headline** Tweet (Tag Headline – Close as Headlines)
- A **tag of a user on a Brand Post** (Tag Marketing Chat – Close as Marketing)
- Any **political posts** (Tag as Not Direct to Flybe – Close as Not Direct to Flybe)
- **‘Trolls’** jumping onto a post with a statement (Tag Trolls - Close as No Response Required)
- **Negative Twitter Mention Chat** (a statement and non-direct Tweets which may start a debate ‘chat to another user’. Tag Twitter Mention Chat – Close as Twitter Mention Chat )
- **Facebook Chat** (users ‘chatting’ to each other on our Facebook Wall in the comments section, non direct posts. Please note if this is a comment and chat on a Brand Post about Marketing this is ‘Marketing Chat’. Tag Facebook Chat – Close as Facebook Chat)
- **Tweets from Press/Journalists** (Tag Press – Close as PR)
- **Stocks and Shares** (Tag Stocks and Shares – Close as No Response Required)
- Any **images of Flybe Employees in their uniform or flight deck photos** (unless confirmed by Flybe or communicated to engage with – check with management) – (Close as No Response Required)
- Any **posts or images about alcohol** – *unless our response does not refer to this and doesn’t portray we are encouraging alcohol* (Tag as Sensitive Topic - Close as no Response Required)
- **Known incidents** or where it has been advised by management or Flybe (Close as Flybe Incident)
- **Sensitive Topic advised by management** or Flybe after flagging (Tag as Sensitive Topic – Close as No Response Required)



# Examples


## General Spam (Tag Spam - Close as Spam)


 57 **@RCNWales**  
 Register your interest for Congress 2018! This year delegates receive 20% discount for Flybe flights to/from Belfast [goo.gl/ZnS9q9](http://goo.gl/ZnS9q9)

 51 **@KevinJamesfm**  
 TRAVEL CARRY ON #CABIN HAND #LUGGAGE #SUITCASE WITH 4 WHEELS, 1 BLUE + 1 CHARCOAL Was £89.99 Now only £62.99 [travelluggagecabinbags.com/product/aeroli...](http://travelluggagecabinbags.com/product/aeroli...)  
[pic.twitter.com/LgczQflebB](http://pic.twitter.com/LgczQflebB)





## Marketing Spam (Tag Marketing Spam – Close as Marketing Spam)

**@theRCN** The RCN  Register your interest for Congress 2018! This year delegates receive 20% discount for Flybe flights to/from Belfast [goo.gl/ZnS9q9](http://goo.gl/ZnS9q9) [pic.twitter.com/B1CQdXQZb](http://pic.twitter.com/B1CQdXQZb)




Thursday at 4:30 PM Hide 4 tags


**@AllinMobileap...** All in Mobile  **@Meridiana @VirginAtlantic @FlyWideroe @flybe @jet2tweets @A**  
 Mobile Apps in the European Airline Industry: Analysis & Report → [httpairlinea](http://httpairlinea)





2 hrs ago Hide 4 tags

## Headlines (Tag Headline – Close as Headlines)


**@LhrCab** HeathrowAirport...  Flybe to continue shrinking fleet as it moves to profitability [ift.tt/2hWwWJs](http://ift.tt/2hWwWJs)  
 Nov 13 at 6:11 PM Hide 3 tags



**@DITIScrM** DITIScrM  Flybe s'associe à Amadeus pour sa transformation digitale - L'ADN [divr.it/Q0gndH](http://divr.it/Q0gndH)  
 Nov 13 at 10:28 AM Hide 3 tags

**@JoeRox8** Joe Rox  News: Oman Air signs codeshare deal with Flybe [ift.tt/2zW8L8M](http://ift.tt/2zW8L8M)  
 Tuesday at 11:56 AM Hide 4 tags

**@SocializerHub** SocializerHub.  Flybe Partners with Amadeus for Digital Transformation: [ift.tt/2jKDSx4](http://ift.tt/2jKDSx4) - #DigitalMarketing - November 22, 2017 at 04:14PM by **@SocializerHub**  
 Yesterday at 3:18 PM Hide 4 tags

## Stocks and Shares (Tag Stocks and Shares – Close as No Response Required)

**@SharePickers** Justin Waite  Flybe #FLYB just overtook Flying Brands #FBDU in the p/f. [pic.twitter.com/7wiCQgz1wU](http://pic.twitter.com/7wiCQgz1wU)

	<b>FLYB</b> Flybe Group	<b>37.250</b> 2.76%
	<b>FBDU</b> Flying Brands Ltd Units	<b>5.000</b> 2.56%

Tuesday at 11:57 AM Hide 3 tags

# Examples

## Claims Companies Spam (Tag Claims Companies Spam – Close as Claims Companies)

@FlightDelay\_14 Cancelled or Del...  
Flybe @satfan1 @flybe Cancelled or Delayed let us claim you up to £550 in 30 secs, few details we do the rest viewit.link/ClaimNowpic.twitter.com/dJ4JWEdMV2



Tuesday at 9:26 AM Hide 3 tags  
English Country Flybe Claims Companies +

@marko1964rose Marko Rose  
Flybe @travelnortheast → Was your Flybe flight delayed today? We can deal with your claim. Register HERE Quick payouts compensationclaims.services

Yesterday at 4:54 PM Hide 3 tags  
English Country Flybe Claims Companies +

@theairhelper AirHelp  
Flybe @NeilSAFC67 @flybe Good luck with your flight, Neil! Was your flight delayed more than 3 hours? If it's the case, you might be entitled for a compensation. you can check your Air Passenger Rights here - airhelp.com/claim - Despite the delay, I wish! ^HB

Tuesday at 11:29 AM Hide 3 tags  
English Country Flybe Claims Companies +

## A tag on a Brand Post (Tag Marketing Chat – Close as Marketing) – you could like this post



Laura Thompson Emma Blinston  
Nov 16 at 5:39 PM Hide 1 tag  
Language Country Marketing Chat +

## Any images of Flybe Employees in their uniform or flight deck photos (unless approved)

Chris Taylor @ChrisTaylor\_TSA · Nov 21  
Loving these pics from @FayazBharucha of when @flybe Pilot @mblades\_ysp and @EastLancsScout volunteer visited @olive\_bburn @scouts



Rob Hensby @rob\_hensby1982 · 22h  
@flybe purple tower just after the switch on.



2 3 23



# Examples

**Negative Twitter Mention Chat** (a statement and **non-direct Tweets** 'chat towards another user' which may start a debate. Tag Twitter Mention Chat – Close as Twitter Mention Chat )

Twitter mention chat for @flybe. Tweets include:

- @WesleyCabus: I heard the same story on my last flight (with @FlyingBrussels), only devices who are switched to airplane mode were allowed to be used. Which excludes an iPod and Bluetooth headset :/
- @RobThomas14: Darren! Hope you get home soon :(
- @jasonmacken...: @Welsh\_Wings @flybe #FlyMayBe
- @PhilBuckle1: FlybeMaybe - didn't know you were such a fan!

**Known incidents** where it has been advised by management or Flybe (Close as Flybe Incident)


Tweet from @GNews\_Center: Flybe #Travel - Flybe passenger plane crash lands in Belfast, A Flybe aircraft crash landed in... goo.gl/7jAeYYpic.twitter.com/whe9bfC4Q1

**Any political posts** (Tag as Not Direct to Flybe – Close as Not Direct to Flybe)

Twitter conversation for @flybe. Tweet from @PercentageHero: My plane has a energy efficient thing. Do you approve @vote\_leave ? How much money will Flybe save when we exit EU

# Examples

**Trolls** a regular negative user jumping onto a post with a statement (Close as No Response Required)

 **Graham Wilson** The worst airline I've ever had the unfortunate chance of having to interact with!! Your staff are rude and your customer service is awful!! Maybe you should train your staff in manners!!! It would be a start at least!!!!


Aug 6 at 8:28 PM 2 tags

2 Likes  
Show other Comments and Replies


 **Faye Edlin-Ben...** That's utterly disgusting Graham


Aug 6 at 8:55 PM Add tags

Show other Replies

 **Graham Wilson** Thanks Faye.:)


Aug 7 at 7:40 AM 1 tag

 **Daniel Simpson** Glasgow BE789 delayed and the staff are not talking, or updating the customer.



Aug 9 at 2:34 PM 4 tags

1 Like  
Show other Comments and Replies


 **Ubaid Jalbiwal** You are entitled for compensation

Check the European law 261/2004 for flight cancellation/delay


Just google it and u can claim it free


Aug 10 at 6:42 AM 3 tags

**Facebook Chat** (Tag Facebook Chat – Close as Facebook Chat) users 'chatting' to each other on our Facebook Wall in the comments section, non direct posts. Please note if this is a comment and chat on a Brand Post about Marketing this is 'Marketing Chat'


 **Adele Smith** Omg is grandad ok that's bad let me know if you need anything doing xx

1 Like · Reply · 1w



 **Gemma Thomas** replied · 1 Reply

 **Richard Boyce** I'm so sorry to hear about this! Hope he is ok now

1 Like · Reply · 1w

 **Gemma Thomas** replied · 1 Reply



**Tweets from Press/Journalists** (Tag Press – Close as PR) such as: Alex McWhirter @McWhirterAlex' fairly harmless but likes to jump in on Tweets negatively and he is a travel journo and Alastair Jamieson @alastairjam

 **@McWhirterAlex** Alex McWhirter  **Flybe** First it was Birmingham and now Manchester is threatened. Might @Flybe be axing all Luxemburg flights ?

 **@Wort\_EN** Luxemburger Wort EN  
.@Flybe to stop flights between #Luxembourg and #Manchester - wort.lu/en/luxembourg/... - @luxairport

 **@alastairjam** Alastair Jamieson  **Flybe** @flybe @thebeatcroft Maybe focus your business where you do best instead of undermining other carriers? You put AirSouthwest (RIP) out of business already.

Sep 6 at 9:25 AM 3 tags

 **@NRMcIntyre** Nick McIntyre  **Flybe** @thismorning On Flybe tell us & we do a PA saying not to eat nuts/products w/ nuts & we don't sell staff trained to use epipen @thismorning

# Examples

Posts or images with alcohol – can engage if our response does not refer to the alcohol or is seen that we are encouraging this (Tag as Sensitive Topic – Close as No Response Required)



@mattelcock  
Matt Elcock

Flybe @flybe Two of my favourite pastimes...flying and trying new craft ales #WindowViewWednesday #flybe  
pic.twitter.com/44920rVksV



You can respond to messages like this as we have **not referred to the alcohol** or to be seen as encouraging drunk passengers (this is directing the Tweet away from this) 😊



Scotty Antico

Wont last 2 months!! Keep in mind that Loganair has dutifully served these routes under their own aoc or on behalf of BA then FlyBe.. If anyone uses Flybe and forces Loganair out of business what will you do when Flybe dumps the routes leaving NO operator on the routes.



@flybe  
Mia Latham

Replying To: @mattelcock  
Good choice, Matt! Where will you be flying today? - Mia  
3 hrs ago Add tags



@mattelcock  
Matt Elcock

Flybe @flybe Unfortunately I'm not 😊 but you can bet your bottom dollar you'll be flying me on my jollies next year at least twice!  
3 hrs ago 4 tags

Sensitive Topic advised by management or Flybe after flagging (Tag as Sensitive Topic – Close as No Response Required)



@parthaskar  
Partha Kar

Flybe On a Flybe plane to Manchester  
Woman next to me seems displeased as I sit down  
Ask her why  
"Not personal, i just don't like Chinese people"  
On many MANY levels.... pic.twitter.com/Nxf1AGkFWD



0:00 / 0:07





# Twitter

*Inform, Support, Engage & Incentivise*



- On Twitter we should always aim to respond when the user tags @flybe
- If they just use the word Flybe (it's picked up in Lithium) we need to make a judgement call. If we can help, emphasise, provide acknowledgement, an explanation or assist in anyway respond.
- Another form of contact will be through a Direct Twitter Message
- **Always engage or respond** to positive Twitter Mention Chat & Av Geek Posts

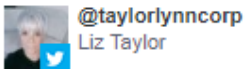


@kjppsmyth  
Karol Smyth

Love this aircraft and livery #GFBEM #Embraer #E195 #Flybe  
#CancerResearchUk #KidsandTeensLivery #avgeek #DublinAirport  
[pic.twitter.com/fdhXatPumH](https://pic.twitter.com/fdhXatPumH)



@flybe Flybe Twitter Mention Chat Edinburgh



@taylorlynncorp  
Liz Taylor

@BorthwickCastle looking forward to seeing you soon! Courtesy @flybe  
#sitevisit #lunch #edinburgh  
2 hrs ago 4 tags





@fionacpearson  
Fiona Pearson



Isn't it funny how camera picks up propeller motion!? Pic over #Fairisle  
#Shetland approach. Fab flight #Flybe  
[pic.twitter.com/SDhmFaAYx7](https://pic.twitter.com/SDhmFaAYx7)


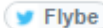



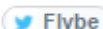
# Negative Tweets

- We should always reach out to negative Tweets to provide acknowledgement when they've directed it to us @flybe or if it's picked up in Lithium when the user has used the word Flybe reach out to them
- In most cases this will be a Tweet that we can empathise with, provide an explanation or assist to provide a resolution
- In other cases Twitter is also used to 'rant', when making the judgement call if we respond (by acknowledging their bad experience and reach out to help) this is often not what the Twitter user expects and this can be very positive

 **@Lavu3K** Kalyan Lavu  
 **@AviosHelp** , I need to claim missing avios for the last 4 journeys made by @flybe airlines . Can you please help me.  
 Yesterday at 9:53 PM 4 tags



 **@South\_Lochs** Norman MacLeod  
 **@LukeFarajallah @SOU\_Airport @flybe @swissport** Would be nice to see that teamwork at EMA. @swissport always seem surprised when a #flymaybe flight finally lands, so add another 15 mins on  
 Aug 4 at 11:14 AM 7 tags


 **@em\_willison** Emma Willison  
 **@flybe** we booked a flight thinking we'd get home quicker than driving. Thanks for proving us wrong with constant delays and no information  
 Monday at 4:53 PM 4 tags



 **@Joshua\_Port...** Joshua Porter  
 **£180 @flybe** want to switch me from the 7:15 flight from Manchester to Southampton to the 5:30 one! Joke of an airline! Next time I'll drive!  
 Yesterday at 4:30 PM 5 tags



 **@BiggingSharpe** Daniel Sharpe  
 **@flybe** Sat in Lyon waiting for your 1 person to check EVERYONE in! 3 kids going out of their mind! Plus lots of other children too! #poor  
 pic.twitter.com/MatbgXUzgL






 **@HannahLouis...** Hannah Louise  
 **@flybe** Absolutely awful company, I'm never flying with you again!  
 Nov 2 at 8:19 AM 3 tags

 **@flybe** Emily Kilroy  
 Replying To: @HannahLouise238  
 Hi Hannah, thank you for taking the time to tweet us. I am so sorry to learn of your dissatisfaction with our services. Is there anything that I may look to advise you in, or help you with at all today? - Emily  
 Nov 2 at 8:20 AM Add tags

 **@HannahLouis...** Hannah Louise  
 **@flybe** Hi Emily. My flight to Berlin was delayed until 06:45 then without an announcement was changed back to the original time.  
 Nov 2 at 8:23 AM 7 tags

 **@HannahLouis...** Hannah Louise  
 **@flybe** This caused me to miss the flight and have to pay an additional £45 to fly at 17:00 this evening. This is not acceptable.  
 Nov 2 at 8:24 AM 7 tags

 **@HannahLouis...** Hannah Louise  
 **@flybe** Your staff are extremely rude and I am going to make a formal complaint on how I've been dealt with.  
 Nov 2 at 8:25 AM 7 tags

 **@flybe** Emily Kilroy  
 Replying To: @HannahLouise238  
 Thank you for detailing this to me, Hannah, and I can reassure you that we are aware of this situation and it is being investigated by ourselves. I am sincerely sorry for this

# Facebook

*Inspire, Engage, Incentivise, Inform & Support*



**David Saffron** Flybe you are one of the most customer friendly, proactive carriers in the UK, you could teach a few of your competitors a few lessons in Customer Service 🙌  
Like · Reply · Message · 1 · October 29 at 1:09pm

**Flybe** Thanks for the lovely feedback, David. I am so glad that we have been able to provide such a great service to you. 😊 - Emily  
Like · Reply · 2 · Commented on by LSW EMEA (?) · October 29 at 6:43pm

- Any public posts that come through on Facebook will either be a comment on a Brand Post or a post on our Facebook Wall it's vital to **always think public** and respond as anyone can see this
- If this is 'Facebook Chat' a non direct comment to another user please ensure the customers original comment (post on our Facebook Wall) has been answered and handled
- Another form of contact will be through Facebook Messenger
- Given that Flybe are going to be generating a significant amount of content for the Facebook page. An outcome may be that this generates more traffic on Lithium. Our focus is to respond to all customer support queries and to engage with comments on our Brand Posts

**Eduardo Rafael Galue Mozo** A few minutes after take off from Exeter airport, on our way to Malaga.



Like · Reply · Message · 2 · November 15 at 2:32pm

**Flybe** Stunning photo, Eduardo! 😊 - Beann  
Like · Reply · 1 · Commented on by LSW EMEA (?) · November 15 at 2:34pm

**Flybe**  
Published by Flybe Limited (?) · November 7 at 5:30pm ·

Don't do the equivalent of the Christmas Eve panic buy! Book your Christmas and New Year flights now from £34.99 one way\* on selected seats & routes 🌲 <https://goo.gl/NcHVqU> \*T&Cs apply.



**A DECEMBER TO REMEMBER**  
Get your festive flights wrapped up.

Fly from **£34.99** one way on selected seats & routes\*  
[flybe.com](https://flybe.com)

**Flybe** added 3 new photos.  
Published by Flybe Limited (?) · November 16 at 5:30pm ·

We love love here at Flybe ❤️ So we were excited to help Keith plan his surprise proposal to Emma during their flight from Southampton to Amsterdam. Congratulations Keith and Emma, we hope you have a beautiful wedding!






# Negative Comments




- On Facebook negative comments are either on our Brand Posts or posts on our Wall. Its important that we provide a response to these as it is very obvious when we have ignored a post
- If the comment is of a sensitive nature/abusive it is important this is reported before a response


 **Ben Del Boy Green** Don't fly with Flybe !!! They lost my baggage and took weeks for it to return and then wen it was returned to the wrong address and they don't like to reply to there email either haven't even had a apology ! Also had my keys in my luggage and was locked out my house till my luggage was re turned its messed my birthday up thanks Flybe 🙄😡

Like · Reply · Message · 🗨️ 1 · October 26 at 11:02am


[View previous replies](#)

 **Flybe** ✓ I do sincerely apologise for the stress and worry caused over your birthday, and I do recognise that this is an extremely frustrating circumstance. If you are currently waiting on a response from our baggage team, I would be happy to escalate this for ... [See More](#)


Like · Reply · Commented on by LSW EMEA [?] · October 26 at 12:07pm

 **Mckane-Bunty Dave-Rosie** Flybe why don't we get any promotions from Guernsey 🇮🇪 to Southampton i have not seen any yet as we are always going to Southampton - Dave


Like · Reply · Message · 23 hrs

 **Flybe** ✓ Thanks for getting back in touch. As this flight is operated by our codeshare partner Blue Islands, they will be the ones to promote this route. They actually have a current promotion online, which consists of 20% of Just Fly seats only. This is for booking period between 20th -26th November, for travel dates between 15th December and 31st March. – Denny

Like · Reply · Commented on by LSW EMEA [?] · 23 hrs

 **Dazza Mark** Worst airline every! Do not use!

Like · Reply · Message · Yesterday at 12:17am


 **Flybe** ✓ Hi Dazza, I am sorry to learn you feel this way. Please feel free to PM us with some details of your experience. - Denny


flybe.com

9879 people reached [Boost Post](#)


Like Comment Share

Laurie de la Haye, Nu Mi and 17 others [Top comments](#)

 Write a comment...

 **Eleri Hughes** Currently stuck in cork airport after a 7hr delay on a Flybe plane. Cannot offer us any details. Current estimate is 21.30 tonight, have been waiting since 2. No information and no complimentary lounge, sat on hard plastic chairs waiting to hear something. Have to be in work in the morning and have to manage to pick up my car tonight. My advice- choose a different airline, I will be from now on! 😡


Like · Reply · Message · 19 November at 14:38


 **Flybe** ✓ Hi Eleri, thank you for getting in touch and I am sorry to hear that your flight has been delayed. The BE4578 is delayed due to a technical issue in Cardiff. I fully understand that this is a long delay and we are doing our utmost to minimise this, as we appreciate how much of an inconvenience this is.

Please see a member of staff who well be able to supply you with refreshment vouchers to make your delay a little more comfortable. You can always keep up to date on your flight status here: <https://www.flybe.com/cam/initialiseFlightInformation.action> - Alice

# Jumping in on Chat


- You can reach out to a post if we can help in anyway, provide an explanation or resolution
- You may close this if this is 'chat' directed to another person and does not reflect the above or is **non-direct to Flybe**
- If someone has re-tweeted a post or are posting on behalf of someone else, and are requesting that Flybe help, always check the first conversation (from the customer), ensure this is being handled and acknowledge this
- **Always respond to the customer**, if someone is jumping in to this conversation, **we can acknowledge we are assisting**. If someone has jumped in and commented when it is not directed to Flybe or is abusive this may be closed on Lithium

 **@magaligorre**  
Magali Gorré

 Thanks [@ManchesterAipr](#) the trip was good the [@flybe](#) services was very bad ! after hours delay and a suitcase thats broken i'm upset 😞 Yes why throwing with lugguage and to be fair there were 10 suitcases that's all. brand new suitcase brokenG

Yesterday at 11:10 AM Hide 5 tags

English Country Flybe Quoted Tweet Twitter Mention Chat Damaged Baggage +

 **@flybe**  
William Westlake

Replying To: [@magaligorre](#)

Hi Magali, I'd like to reach out and try to help you with this as I can see your tweet to [@ManchesterAipr](#). I'm sorry to learn that your baggage was damaged especially after the delay that you've described. Could I ask if you reported this at the airport that you arrived at and received a PIR reference? If this is the case, could you please DM me with your Flybe booking reference, PIR reference for your damaged suitcase, and e-mail address so that I can look into this and ensure that it is passed on to our Baggage team. - Will

Yesterday at 11:22 AM Add tags

 **@mauramccabe**  
Maura McCabe

 can anyone [@DublinAirport](#) [@askDUBairport](#) locate Kerry's bags?! they're on the grounds, but it seems [@aerlingus](#) & [@flybe](#) can't communicate ☹️ ht

**@kerrymccabe12** Kerry McCabe  
oh whatdya know..no clothes in my closet because [@AerLingus](#) & [@flybe](#) haven't returned my suitcases yet. 11 days & counting -- https://

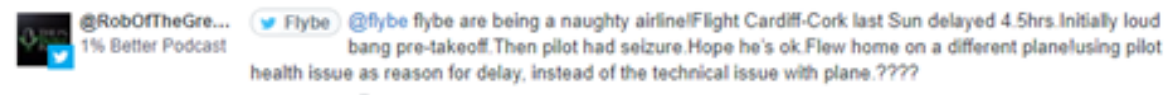
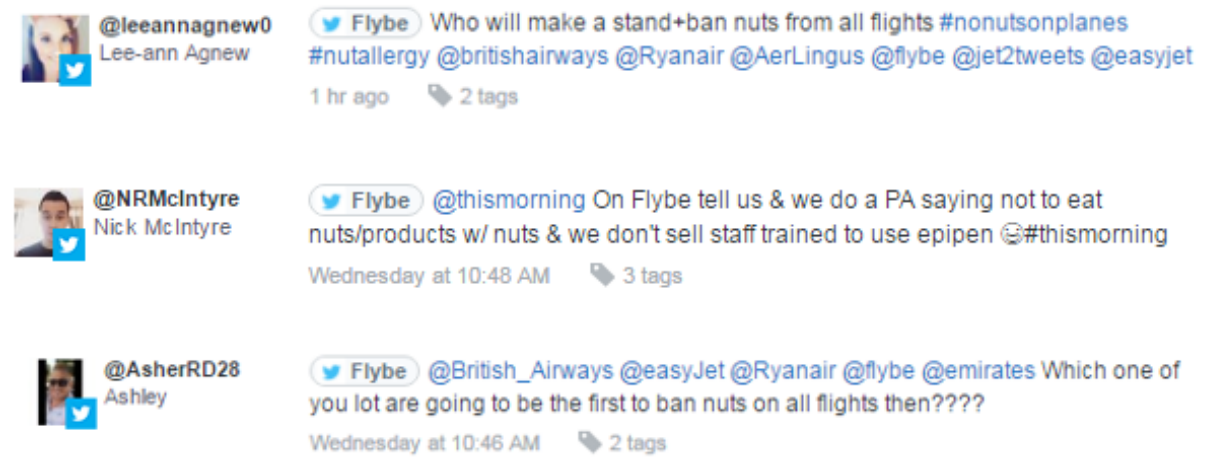
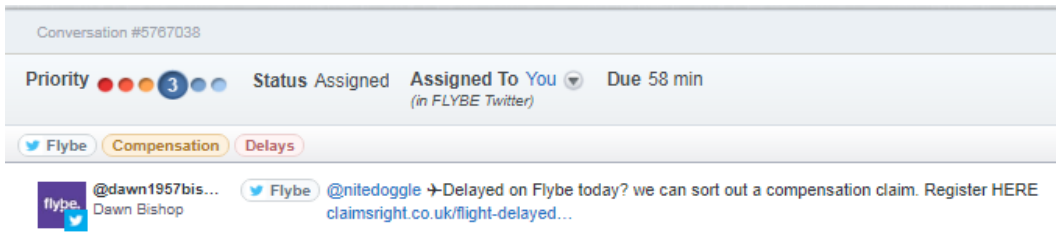




# Reporting Posts

When is it appropriate to report a Social Media post?

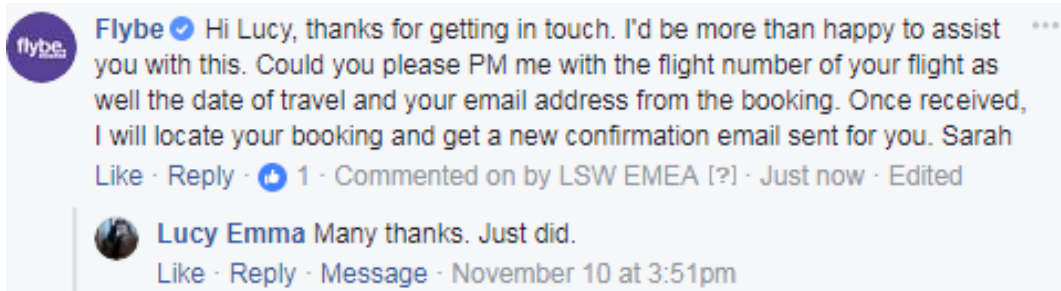
- If a post is of a sensitive nature or can be seen as abusive always report this to management
- If a post is of a known topic and this is gaining traction, report to management
- If the post is of a **sensitive nature/abusive, may gain traction** and we have received **3 or more about the same topic** (from separate users), we need to **report this to Flybe**
- Always utilise the 'Approved Statement' folder for support with responses. Do not respond with anything that is not a fact or confirmed by Flybe – if in doubt, again flag this to management
- If this contains a full name or image of a staff member or representative (e.g. airport staff)
- If a user is using the Flybe logo
- **Anything that may gain traction monitor**
- If this is a post from a competitor (such as Loganair)



# Public V Private

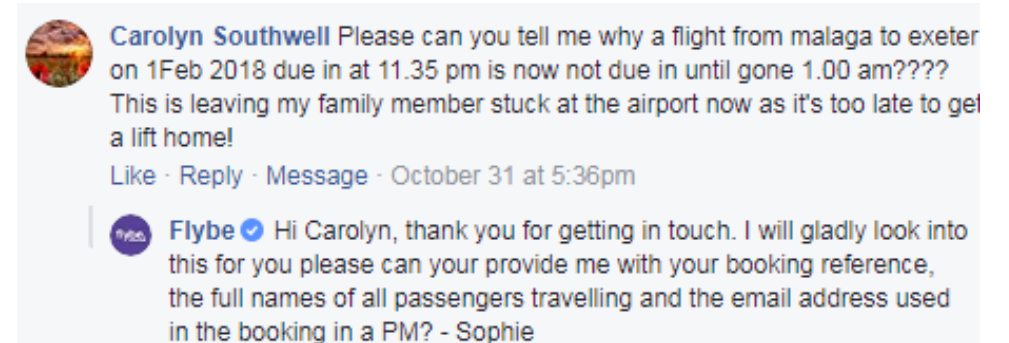
When to go public or private in an exchange?

- If the post/message started publically and **DPA** is required, or it is of a **sensitive topic**, always ask the customer to go **private** to handle the conversation
- Remember, if you are going private **always acknowledge the post publically** with clear next steps to ensure our followers and viewers following the conversation can see we are helping, and aiming for this to be resolved
- If you do not need to go private always stay public – remember to **always think public**. Remember you are **representing the Flybe Brand**



**Flybe** ✓ Hi Lucy, thanks for getting in touch. I'd be more than happy to assist you with this. Could you please PM me with the flight number of your flight as well the date of travel and your email address from the booking. Once received, I will locate your booking and get a new confirmation email sent for you. Sarah  
Like · Reply · 1 · Commented on by LSW EMEA [?] · Just now · Edited

**Lucy Emma** Many thanks. Just did.  
Like · Reply · Message · November 10 at 3:51pm



**Carolyn Southwell** Please can you tell me why a flight from malaga to exeter on 1Feb 2018 due in at 11.35 pm is now not due in until gone 1.00 am???? This is leaving my family member stuck at the airport now as it's too late to get a lift home!  
Like · Reply · Message · October 31 at 5:36pm

**Flybe** ✓ Hi Carolyn, thank you for getting in touch. I will gladly look into this for you please can your provide me with your booking reference, the full names of all passengers travelling and the email address used in the booking in a PM? - Sophie

# Tone of Voice

- The general tone to adopt in your responses is to **reflect the Flybe brand** – focus is on personalisation and engagement
- Always bring out your individual personality
- **Things to remember:** always be social and always be human (not a robot) – *Social Media is about being interactive with people*
- **Reflect Flybe's Social Personality** & always focus on personalised and human interactions
- Make people who made positive comments feel glad they did
- Make people who made negative comments feel like they've been heard
- To reflect and consider the customers tone of voice

EMOTIONAL

"CLOSE TO YOU"  
Flybe is proudly local, it's what makes Flybe unique, allows our staff to get to know our passengers

CAPTURED  
NOT CREATED

flybe.  
Close to you

Flybe is a down-to-earth, warm, friendly presence in the aviation industry. It's time to fly the flag for everything we stand for.

# Tone of Voice

Flybe's brand strapline launched in January 2018 is 'Close to you'. We want customers to know that we're closer to them because:

- We fly from more UK airports than any other airline, so a Flybe flight is never far away.
- We're also closer to our customers because our smaller aircraft make it easier to deliver friendly, personalised service on board.
- We need to demonstrate that closeness every time we communicate with our customers. To help achieve that, here are four tonal touchpoints for guidance.
- When we talk, we are **confident, caring, informed** and **down-to-earth**.



## Confident

We know that we have a great product, which is unique in the market, and we're proud of it. We have a strong heritage which gives us permission to talk with confidence and authority about the routes we serve.

## Caring

We care that our customers have a good experience. So we do everything we can to provide a more thoughtful, intimate service and experience. We're local, so we understand and relate to our customers. The things that are important to them, are important to us. We show we care with our language – not formal or stiff, just simple, honest and accessible.

## Informed

We're well-informed because as well as being experts in aviation, we've got local knowledge. We keep our ear to the ground, so we're knowledgeable about the things that matter to our customers. We're a reliable source of information, and we love to share it.

## Down-to-earth

We are proud to provide great service with a warm smile and a twinkle in the eye. We want to communicate this friendly, approachable spirit at every opportunity, and to reflect the same down-to-earth tone of voice that's already being used by our customer service team.

# Tone of Voice

- **Positive Comments:** Always respond to positive feedback, thank them for taking the time to share this. Ask them questions back, make them feel glad they got in touch
- **Always have fun and enjoy handling positive comments**
- **Negative Comments:** Always think of negative comments as constructive and an opportunity to improve.
  - Always think about **customer effort**
  - Why have they come onto Social Media?
  - Can we make a difference?
  - *If someone is complaining, it is more than likely that they are looking for help or a resolution*
  - Occasionally, people use Social Media to just complain, however we should always aim to respond to these to show they have been listened to. Therefore, respond and try to give them a response with substance, empathy and care (human interaction)
- Remember we can't anticipate every type of post that comes in but we should always flag to management if there is one of a sensitive nature/abusive as this may support with expanding/reviewing the guidelines for the future

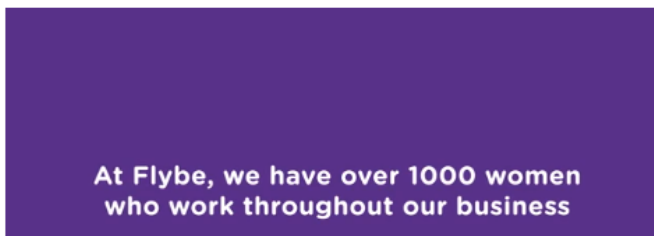




# Using Hashtags & Emoji's

- You can always **utilise any known Flybe hashtags** in your responses such as: #Flybe, #WindowViewWednesday, #DestinationoftheWeek, #TravelTuesday, #FlybeFriday, #ThrowBackThursday – *if there are any campaigns for which Flybe are utilising a new hashtag, this will be communicated for you to use and promote*
- You can always use emoji's within positive engagement responses to comments on our Brand Posts
- You may utilise emoji's when it is within the right context ensure you are making the right judgement call and you are thinking public (only use the approved emoji's in a positive context)
- If you are ever unsure if an emoji or hashtag is not in the right context don't use this as you have doubt about this for a reason

This #InternationalWomensDay, our Business Manager, Natalie Wingfield, shares her experience of climbing the Flybe career ladder and her thoughts on succeeding in business. #BeBoldForChange



Purple is the new black! 25,000 seats for £25\* one way including destinations such as Amsterdam, Hamburg, Dublin and many more! More details: <https://goo.gl/Esja8G>

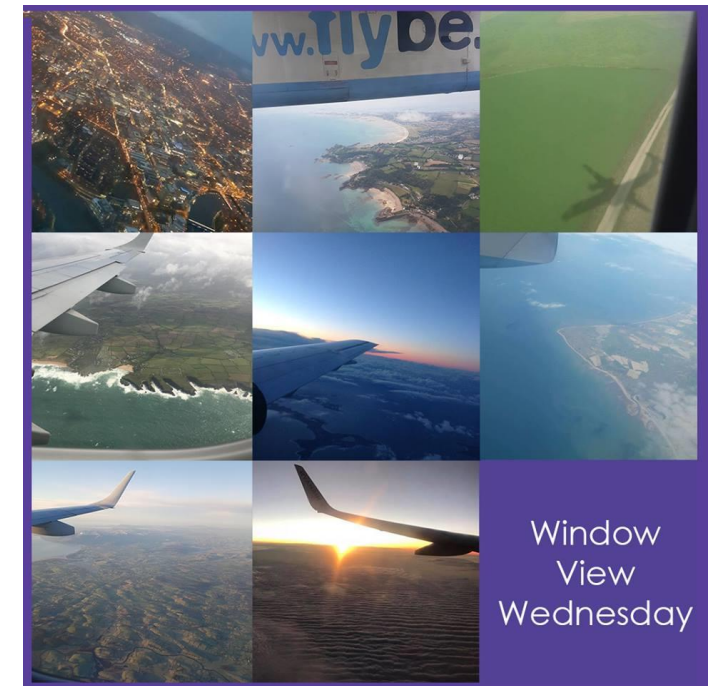
#purpleisthenewblack #blackfriday

\*Terms apply. Subject to availability.



Published by Flybe Limited [?] - January 12 at 5:30pm - \*

Our #destinationoftheweek is Glasgow. As Scotland's largest city, Glasgow's a non-stop hive of entertainment and historical intrigue. With its unique character, the city is peppered with familiar landmarks and famous live music hot spots. Find flights to Glasgow at <https://goo.gl/DFoP8G>



# Social Media Influencers & VIP's

How to respond to Social Media influencers, VIP's, Twitter Verified Accounts?

*This will be identified in the Profile on Lithium, the number of followers, if Twitter Verified & their klout score (measures a users overall influence).*

- Known and identified influencers will be on our list which will also include known Twitter Handlers such as Travel Journo's & Press'
- Please ensure that you handle all of these posts the same as any other customer. We want to go above and beyond for everyone and not just VIP's
- If the Twitter or Facebook user is on our known list, please flag this
- If the user ('Influencer' or 'VIP') is gaining traction with 5 or more posts about the same subject received, flag this to management. If the user has more than 100,000 followers and their post to Flybe is gaining traction, again, please flag this



## What is a Klout Score?

***Klout** is a website and mobile app that uses social media analytics to rank its users according to online social influence via the “**Klout Score**”, which is a numerical value between 1 and 100.*

A screenshot of a Twitter profile for Piers Morgan. At the top left, a red badge with the number '88' is highlighted by a black arrow, representing his Klout Score. The profile includes his name, 'Top Klout Topics' (Twitter, United Kingdom, Celebrities), a 'Twitter Verified' badge, and statistics: 88,431 Tweets, 1,241 Following, and 5.1M Followers. His bio reads: 'One day you're the cock of the walk, the next a feather duster.'

A screenshot of a Twitter profile for Joe McElderry. A red badge with the number '82' is visible next to his profile picture, representing his Klout Score. The profile includes his name, 'Top Klout Topics' (Celebrities, Pop Music, London), a 'Twitter Verified' badge, and statistics: 13,760 Tweets, 1,230 Following, and 324.9K Followers. His bio includes: 'Instagram - joemcelderry91 For all enquiries contact - sue@celebagents.co.uk all tour dates this summer see https://t.co/LDyNcaBR2s NEW ALBUM OUT 14th JULY'

# CEO Mention

How to respond if Flybe's CEO Christine Ourmières is included within a Tweet or other Flybe Board Members?

- **Always respond to these messages as normal** – if the message becomes sensitive or abusive, and this is gaining traction, report this to management and Flybe OOO



**@traineehunt** trainee lawyer **Flybe** @flybe absolute nightmare rebooking flights. Have tried to complain and no one is listening!  
Nov 16 at 12:27 PM 3 tags

**@traineehunt** trainee lawyer **Flybe** @OurmieresChris having a complete nightmare trying to rebook flights with Flybe. Anything you can do to help?  
Nov 16 at 12:30 PM 2 tags

**flybe.** Roxanne Lilley  
Replying To: @traineehunt  
Hi There, thank you for getting in touch and I'm sorry to hear you're having troubles re-booking your flights. I'll be more than happy to look into this for you, in order to do so, can you please DM me with your Flybe booking reference, full name of all passengers and the email address entered on your booking. Once I have this information, I'll be able to advise you further. – Roxanne  
Nov 16 at 12:35 PM Add tags

**@South\_Lochs** Norman MacLeod **Flybe** @LukeFarajallah @SOU\_Airport @flybe @swissport Would be nice to see that teamwork at EMA. @swissport always seem surprised when a #flymaybe flight finally lands, so add another 15 mins on  
Aug 4 at 11:14 AM 7 tags

**@South\_Lochs** Norman MacLeod **Flybe** @flybe @OurmieresChris #flybe you have my email & cell number, you send marketing junk daily. Why can you not tell me of a cancelled flight?  
Sep 25 at 5:49 PM 5 tags

**@Rosa\_Irene** Irene **Flybe** @flybe @OurmieresChris Yes but how does this benefit pax? Why not spend +attention/£ on updating worn-out cabin seats/dirty carpets/old BE logo?  
Oct 26 at 1:25 PM 2 tags

**@Rosa\_Irene** Irene **Flybe** @flybe @bhx\_official But u changed to purple 4 years ago, so why r half ur fleet still in the old white colour?  
Oct 26 at 2:00 PM 3 tags

**flybe.** Phoebe Ellis-Ro...  
Replying To: @Rosa\_Irene  
Thanks for your feedback Irene, we will be sure to take this on board. In regards to our aircrafts currently within our fleet we have 28 which have so far been painted purple. We initially started with our Q400's and are looking to expand this further in the future by basing this on the age of the aircrafts. Thanks again for your tweet and if there's anything else I can do for you please let me know. – Phoebe  
Oct 26 at 2:51 PM Add tags



# Press & Journalists

What to do if the Press or News Agencies are included in a Tweet:

- If this post is of a sensitive nature report this to management – otherwise reach out and respond as normal
- **If the post is from any known journalists, close this.** If it contains any media/press then flag to management. This will be reported to Flybe to give a heads up to PR (report to Flybe OOO) – *such as @thismorning*
- If you receive 3 or more posts about the same topic and including the same press or new agency/regulator flag this – *such as @watchdog*
- If any messages come in directly from the Press, any customers requesting information on a known incident or for Flybe content (images/videos etc.), direct them to the Press Office webpage



**Flybe** First it was Birmingham and now Manchester is threatened. Might @Flybe be axing all Luxemburg flights ?



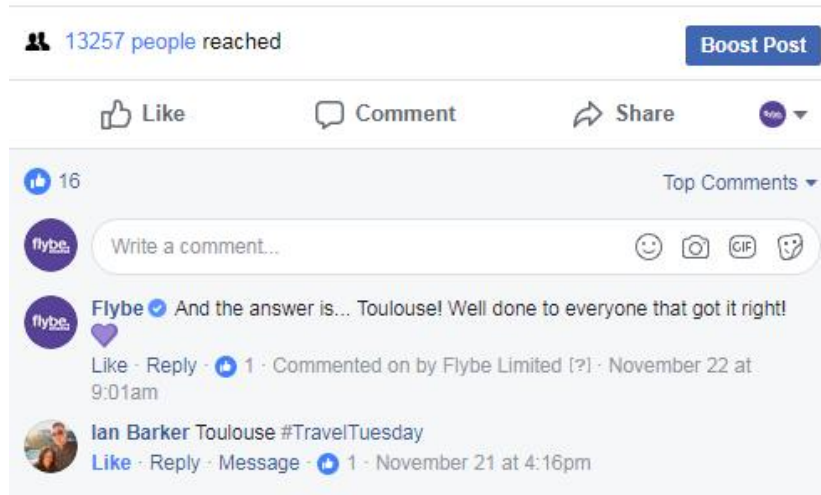
**Flybe** @flybe @thebeatcroft Maybe focus your business where you do best instead of undermining other carriers? You put AirSouthwest (RIP) out of business already.  
Sep 6 at 9:25 AM 3 tags



**Flybe** @thismorning On Flybe tell us & we do a PA saying not to eat nuts/products w/ nuts & we don't sell staff trained to use epipen ☹️#thismorning

# Likes & Following

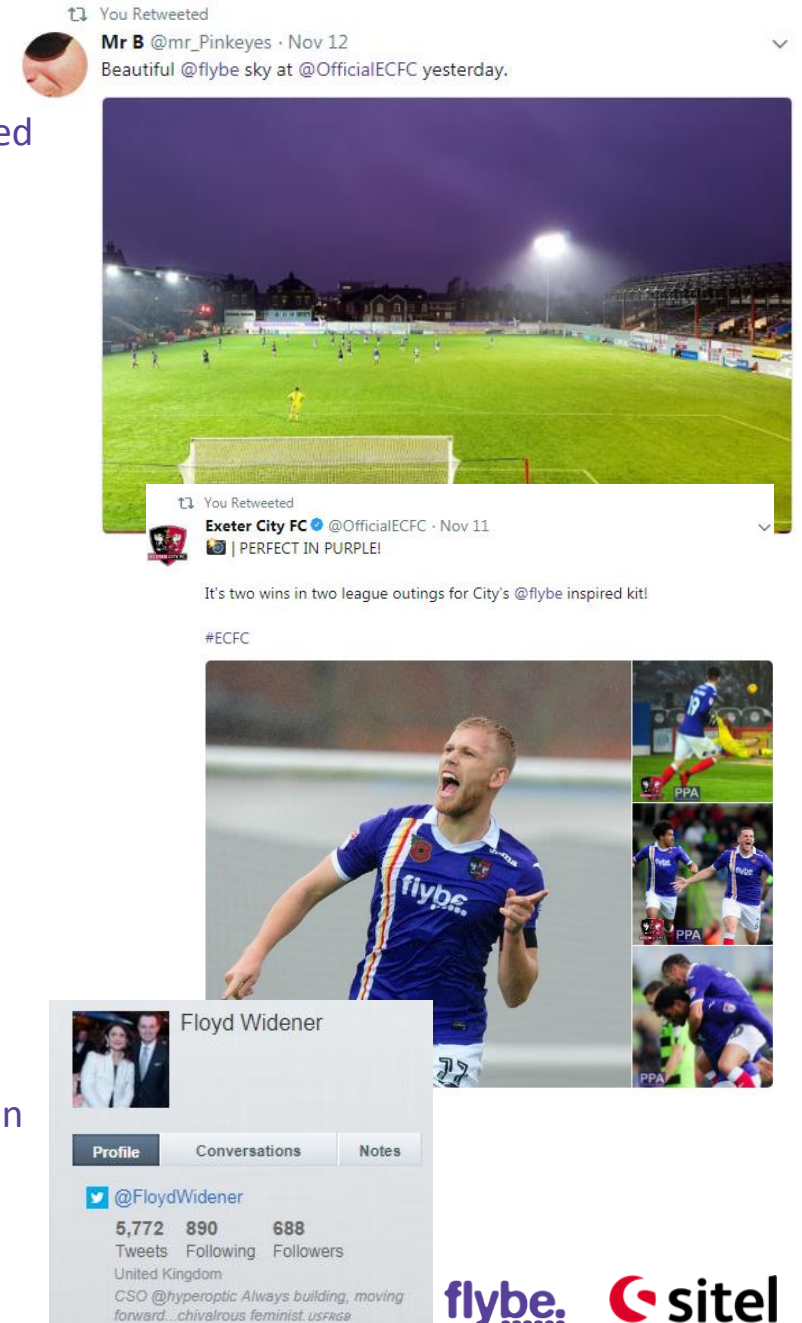
- You may 'Like' any positive posts, comments and tags on our Brand Posts
- You may 'Like' any posts where airports are promoting Flybe
- You may 'Like' any positive customer stories where they've had a great experience with Flybe
- Any users that request us to follow them on Twitter always check their profile first. If there is no doubt in their integrity, you may follow them back as well as anyone who engages with us positively





# Re-Tweets

- You may re-tweet any posts from Flybe’s CEO Christine Ourmières about any events she’s attended (unless we’ve already promoted the event on our Social Channels)
- You may re-tweet posts from our sponsorships or Av Geeks if this represents our Flybe Brand ‘Captured not Created’
- You may re-tweet positive customer stories where they’ve had a great experience with Flybe
- **Do not re-tweet anything that contains the following:**
  1. Negative posts
  2. Alcohol
  3. A known incident
  4. Anything in the press
  5. Posts that are already advertised on our pages (**we don’t want our page to look repetitive**)
  6. Pictures of Flybe employee’s in uniform (unless approved by Flybe or management)
  7. Flight deck images
  8. Charities (excluding Cancer Research UK)
  9. Other brands
- Posts from Floyd Widener (Christine’s husband) or from other board members such as: Luke Farajallah or Simon McNamara if they Tweet anything seen as relevant to Flybe then the best protocol would be to **flag it, email Flybe** and then they’ll make the decision whether to retweet in those cases



The screenshot shows a Twitter thread. At the top, a user 'Mr B @mr\_Pinkeyes' has re-tweeted a post from 'Exeter City FC @OfficialECFC' dated Nov 11. The original post features a night-time photograph of a football stadium with a goal in the foreground and players on the field. The text of the tweet reads: 'Beautiful @flybe sky at @OfficialECFC yesterday.' Below this, a second tweet from 'Exeter City FC' is shown, dated Nov 11, with the text: 'It's two wins in two league outings for City's @flybe inspired kit!' and the hashtag '#ECFC'. To the right of the main tweet is a vertical strip of three smaller images showing football players in blue kits celebrating. At the bottom of the screenshot is a profile card for 'Floyd Widener' (@FloydWidener), showing 5,772 tweets, 890 following, and 688 followers. The profile bio reads: 'CSO @hyperoptic Always building, moving forward...chivalrous feminist.us#rgr'.

# Brand Posts & Av Geeks:

- Always engage with comments on our Brand Post
- For any big campaigns or boosted posts this will be communicated by Marketing with suggested responses/engagement tips
- Any comments with just a tag of a friend can be closed but you can 'like' these
- **Av Geek Posts** – always engage with these posts. If this fits in with 'Captured not Created', 'Close to you' and Flybe's brand we can always reach out to them requesting to use this image on our Social Channels. This can then be sent to Flybe Social Media Executive Danielle Agtani.
- Suggested wording: *'We would love to use this on our Social Channels, please let us know your thoughts.'*

Celia Cuddehay Brilliant giveaway 😊 I would be thrilled to win this! Liked & shared 🥰 Got everything crossed 🍀

Like · Reply · 31 October at 08:58

Flybe 🟢 Thanks for entering, Celia! My fingers are crossed for you. Is there anything you would really like to do, or see, in Edinburgh? 😊 - Emily

Like · Reply · 1 · Commented on by LSW EMEA (?) · 31 October at 09:01

Celia Cuddehay I really want to visit the castle and obviously do some serious shopping! 😊

Like · Reply · 31 October at 09:03

Flybe 🟢 The castle is amazing, as well as the Royal Mile! Hopefully the Christmas markets might be on too! - Emily

Like · Reply · 1 · 31 October at 09:06

Celia Cuddehay I do love a Christmas market! 😊

Like · Reply · 31 October at 09:07

Flybe 🟢 Me too. It is almost the season! 🥰🍀 - Emily

Like · Reply · 1 · Commented on by LSW EMEA (?) · 31 October at 09:11

Sue Moran

Like · Reply · 1 · 1 November at 15:54

Flybe 🟢 Very Spooky! Great costumes guys. I hope you all had a great time! 🍁🎃 - Sam

Like · Reply · 1 November at 15:58

Sue Moran Was super fun thank you 😊

Like · Reply · 1 November at 15:59

@Henry\_Spurg... Henry Spurgeon

Flybe Sunny @SouthendAirport enjoying a busy ramp amidst @LondonCityAir experiencing some fog ☁️ #diversions #avgeek #officeview #airtraffic @flybe @LuxairAirlines @KLM\_UK @StobartGrouppic.twitter.com/9rtdtNUBNaa

Tuesday at 9:48 PM Hide 5 tags

English United Kingdom Flybe Av Geek Posts London City

Sandra Ronald Entered. But as I live in Edinburgh I'll donate it if I win 😊

Like · Reply · 6 November at 14:36

Flybe 🟢 Hi there, Edinburgh's a lovely place to visit. Have you entered the competition? Good luck with it! 🍁🍀 - Sam

Like · Reply · 2 · 8 November at 10:03

Sandra Ronald It's beautiful 🥰 I love here lucky me 😊

Like · Reply · 8 November at 10:06

# Positive Traction on Posts:

- Any posts that involve our competitors or ones of a light hearted but potentially sensitive nature can really be *boosted on Social Media* to gain positive traction & reach
- **Posts of this nature we will involve Danielle Agtani** to assist with a response. First port of call is to call her for advice and assistance on a response (as Danielle is trained in this area). If Danielle does not answer please email her with the post and suggested response. We can work together for a great response which could **increase our reach on Social Media**
- If Danielle does not respond after 30 minutes, flag to management and as a team we will make a judgement call on the response
- These posts can be anything from our competitors to fun responses 😊

@RickKnights Rick Knights [Flybe](#) Huge claim from @flybe that flying is faster than driving or taking a train. I demand proof. #gamechanger #shock pic.twitter.com/1HkPBWSpUQ



5 min ago Hide 2 tags English Country Flybe +

@\_SelfEsteemT... The Self-Esteem... [Flybe](#) Oh @flybe, why does having chocolate have to be a sin? pic.twitter.com/NvrESU8wWs



@RickKnights Rick Knights [Flybe](#) @flybe what about hovercraft? Is it faster than that? 37 sec ago 2 tags

**Kieran McLeod** @skycleod [Follow](#)

Picking which airline to fly with for Orkney flights- do I go with Flybe (£35 flight) or loganair (£36 flight)? Tough decision...

11:16 AM - 16 Nov 2017

8 Likes

2 Comments Retweet 8 Likes Message

[flybe.](#) **Flybe** @flybe · Nov 16  
 Hmm well I'd certainly choose purple! What time are you flying Kieran? We've got a great selection of tasty treats on board from golden pastries to a tapas platter or even our 'asian inspired' itsu range... Check it out here: ['goo.gl/bVQP35'](http://goo.gl/bVQP35).



3 Comments Retweet Like


**Kieran McLeod** @skycleod · Nov 16  
 @FlyLoganair @flybe Christ, my parents were never married but I now know a divorce feels... #chooseme



# Positive Posts:

- Remember to always engage with Positive Posts whether this is positive Twitter Mention Chat, about an experience, a compliment or even just a customer photo 😊 - this can be anything from a 'Like' to a response

**Flybe** Brand Post Flybe's cover photo



Yesterday at 5:42 PM Add tags

275 Likes  
Show other Comments and Replies



Iris Koot

Gorgeous plane 😊!!

2 hrs ago Hide tags



@andrewmckie  
Andrew Mckie

**Flybe** @flybe manchester to Southampton 40 minutes impressive

Tuesday at 9:42 AM 4 tags



@robinbrittonITV  
Robin Britton

**Flybe** Top marks to @SOU\_Airport - arrive at airport at 10 for @flybe flight. Clear security in 2 mins. On plane at 10:45 pic.twitter.com/bHL3N6NuWQ



@GKelly\_singer  
graham kelly

**Flybe** #Thankyou @flybe we had a bit of a scary landing tonight BE296 having to take off again and the staff really helped keep people calm #thanks

Yesterday at 9:34 PM 2 tags



@Owlsabou...  
MrGee

**Flybe** First time using @DSA\_Airport & @flybe for our hols to Mallorca, service from both was excellent.

Just wish we were still there!!.. <http://pic.twitter.com/MDtDWZhvRB>

