



Southwest Airlines Social Media Monitoring Report

Source	Source Credibility	Date/Time	Feedback
Flickr picture http://www.flickr.com/photos/flow14/3270400646/	Quantcast: <ul style="list-style-type: none"> ● 24.3 million people drive traffic thorough www.flickr.com a month. ● Rank: 30 ● Picture galleries available with social networking, chat, groups, and photo ratings. 	February 10, 2009	“Southwest redesigned their terminals recently (Orlando pictured, but KC is similar) - comfortable chairs with power for laptops, standing height tables with power (not pictured) and of course, their old 1.0 chairs. They also revamped the seating procedure a bit. Overall, a pretty positive experience.” – Flow14 Not only tells about how wonderful waiting for your Southwest plane is but also shows you a picture of the comfort.
Tribiz on Twitter	<ul style="list-style-type: none"> ● Name Triangle Biz Journal ● Location Raleigh, NC ● Web http://triangle.b... ● Bio The NC Triangle Business News ● 166 Following ● 135 Followers ● 210 Updates 	February 9, 2009 12:50 p.m.	Expresses awareness of and excitement for Southwest Airlines’ rates. Also links the article written about the airline’s rates. “Southwest Airlines rates high for on-time flights http://tinyurl.com/bnyqz5 ”
Mark347 on Twitter	<ul style="list-style-type: none"> ● Mark Ragan ● Location Chicago ● Web http://www.myraga... ● Bio I am the CEO of Ragan Comms and the creator of MyRagan.com ● 1,999 Following ● 1,561 Followers ● 149 Updates 	February 9, 2009 12:00 p.m.	Expresses an interest in not only the company but also how the company is doing in the social media world. Links readers to an blog about “How Southwest juggles social media channels” “Are you nuts about Southwest Airlines? Get the inside scoop about its social media secrets from Southwest: http://tinyurl.com/bhbm2f .”

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<p>I LUV Southwest Airlines! Facebook Group</p> <p>http://www.facebook.com/group.php?sid=545da8b62ae888626cf0c65286faf3d7&gid=2236101306</p>	<ul style="list-style-type: none"> ● 1,393 members ● Group created by Brandon Bell (Tulsa) “LUV-er of SWA” <p>On this Facebook group anyone can join and post comments, discussions, and pictures.</p>	<p>January 19, 2009 1:20 p.m.</p> <p>February 5, 2009 11:11 p.m.</p>	<p>Julie Crider Wisbrock (St. Louis, MO) “What an amazing company comprised of real humans that appreciate the crazy world in which we live. Thanks SWA! “</p> <p>Stefanie Schulz Brutsch (Phoenix, AZ) “Where else can you change a flight 3 times and still not get charged a change fee!”</p>
<p>The Consumerist - http://consumerist.com/5130699/video-shuffle-fun-shuffle-fun-shuffle-fun-fun-shuffle-fun-fun-shuffle-just-plane-fun</p>	<p>Web site for consumer-driven advice. “The Consumerist is the 38th most popular blog in the world, as measured by Technorati, a site that tracks blogs and other social media.” Story had 8,576 views.</p>	<p>Jan 13, 2009 5:45 p.m.</p>	<p>Video: Shuffle Fun Shuffle Shuffle Fun Shuffle Fun Fun Shuffle Fun Fun Shuffle Just Plane Fun! By: Ben Popken, Article about an video from the 1980s. It has negative responses to the company.</p>
<p>Personal Blog</p> <p>http://bargainbriana.com/2009/02/im-in-blissdom/</p>	<ul style="list-style-type: none"> ● Name: “Bargain Briana” ● 1736 readers ● Finance & Economics from Indiana University 2000 ● Masters in Professional Accountancy from Indiana University 2005 	<p>February 6, 2009</p>	<p>Wrote blog called “I’m in Blissdom” Readers/followers of her blog can see read how to save money with southwest from her personal experience. “I’m not a frequent flier but I have flown several different airlines in the past few years. None of them compare to Southwest Air in terms of price, services, and hospitality.”</p>
<p>Southwest Airlines Facebook Fanpage</p> <p>http://www.facebook.com/s.php?init=q&q=southwest%20airlines&ref=ts&sid=545da8b62ae888626cf0c65286faf3d7#/pages/Southwest-Airlines/6806028948?sid=545da8b62ae888626cf0c65286faf3d7&ref=s</p>	<ul style="list-style-type: none"> ● 61,468 fans ● Fanpages are for businesses that want to set a positive image about their company ● This page has a discussion board and a wall for people to post on. You can also upload pictures and videos. 	<p>January 4, 2009 3:56 a.m.</p> <p>February 9, 2009 9:37 p.m.</p>	<p>Matthew Dixon (Embry-Riddle) “Thank you Southwest! Once again you saved my butt. I was flying another airline on New Year's Eve and the flight was overbooked and indefinitely delayed to a mechanical problem... I was able to use a Rapid Reward at the last minute... Thanks for providing me with the flexibility and the quality of service I have come to expect from Southwest.”</p> <p>Jen Kelley (Washington, DC) “I love Southwest! I love that there is no BS with your airline at all. Keep it up and I will always fly when I can.”</p>

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<p>YouTube video</p> <p>“Southwest Airlines Flight Attendant Song”</p> <p>http://www.youtube.com/watch?v=Jy0Yf1CAsuQ&feature=channel_page</p>	<p>Quantcast:</p> <ul style="list-style-type: none"> ● Monthly traffic to youtube.com is around 77.9 million people. ● Ranked #5 ● Youtube.com is a huge site that reaches over 78 million U.S. monthly people. The site attracts a more youthful following. 	<p>January 8, 2009</p>	<p>Catchy video/song that promotes all the great features about flying Southwest.</p> <p>A few Comments:</p> <ul style="list-style-type: none"> ● Kilia40 wrote, “I had the pleasure of traveling with Southwest one time and they were absolutely wonderful!” ● Risewiththelive1 wrote, “Nice song! SWA is awesome :)”
<p>Fight Global/Blogs - Personal Blog “Runway Girl”</p> <p>http://www.flightglobal.com/blogs/runway-girl/2009/02/row-44-tries-to-quell-concerns.html</p>	<p>Technorati:</p> <ul style="list-style-type: none"> ● Authority: 44 ● Rank: 172,855 ● Runway Girl covers in her own cheeky way the North American major and regional carriers and regional aircraft manufacturers in the Americas. She has also developed expertise in the in-flight entertainment (IFE) and Caribbean aviation sectors. 	<p>February 6, 2009 8:34 p.m.</p>	<p>“Row 44 tries to quell concerns as fight for FCC approval rages” Article written by Mary Kirby</p> <p>Discusses the possibility of Southwest having Internet access while flying. This alone will generate and captivate more customers.</p>
<p>“Nuts About Southwest” (Blog)</p> <p>http://www.blogsouthwest.com/blog/welcome-world-wide-webinflight</p>	<p>Technorati:</p> <ul style="list-style-type: none"> ● Authority: 214 ● Rank: 16,619 <p>Southwest Airline’s blog “Nuts About Southwest” provides information to the public about the companies improvements and news. Costumers can supply comments/ feedback to the company to help them better understand their audience.</p>	<p>February 10, 2009 11:49 a.m.</p> <p>February 10, 2009 1:56 p.m.</p>	<p>The article “Welcome to the World Wide Web...In-flight” again talks about Southwest having Internet access in the air. Generates feedback about the pros and cons.</p> <p>“Having Wi Fi available sounds great but even if approved, please don't go toward allowing cell phone conversations while in the air! LOUD conversations are already a problem on many flights so I can't imagine how maddening it would be if cell phone use was allowed. Thanks” - Phil J Scott</p>