DELTA

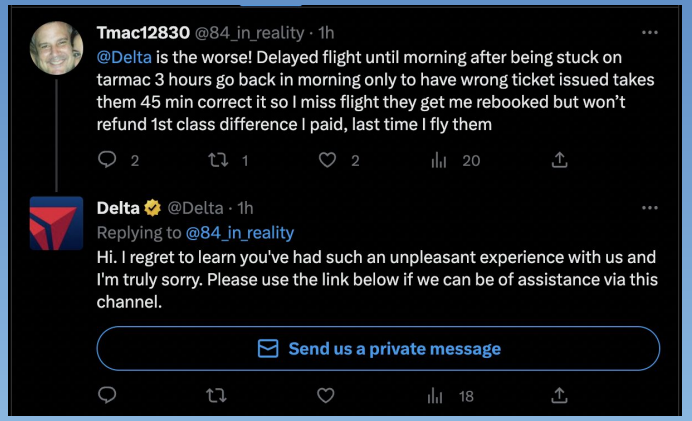
SOCIAL MEDIA PLAYBOOK

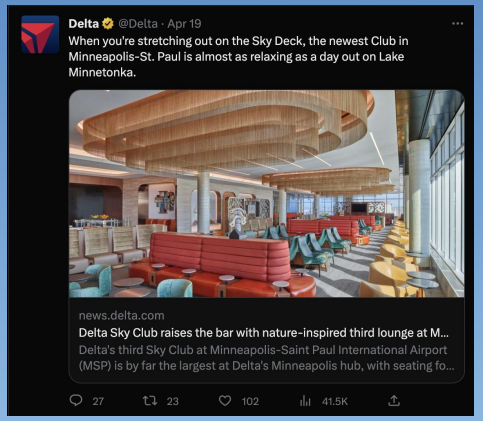
S... J... and G... C...

ABOUT THE COMPANY

Delta is a major U.S. airline and one of the world's oldest airlines. Based in Atlanta, GA, Delta operates 5,400 flights daily to 325 destinations in 52 countries on six continents. While Delta is a very popular airline it's Twitter account **lacks engagement**.

Goal: boost Delta's engagement on promotional Twitter content to drive brand loyalty.





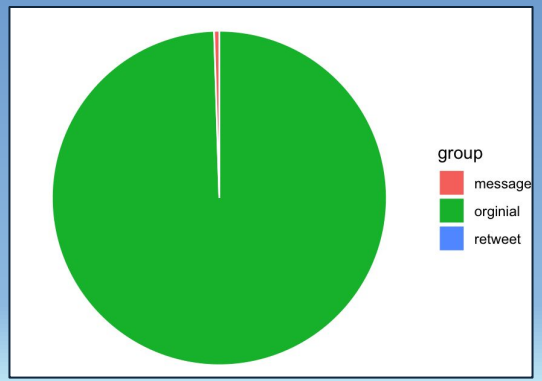
Tweet Distribution: 4/21 - 5/01, 2023

Retweets vs Original Tweets

Retweets: 0/1000
Original Messages: 995/1000
Messages: 5/1000

Replies to Tweets

396 replies
from 135 users



7

Media URLs

Top Tweet: 25 Retweets

Delta ✓
@Delta

49.1K views

Earth is our home, and the future of our planet depends on the actions we take today.

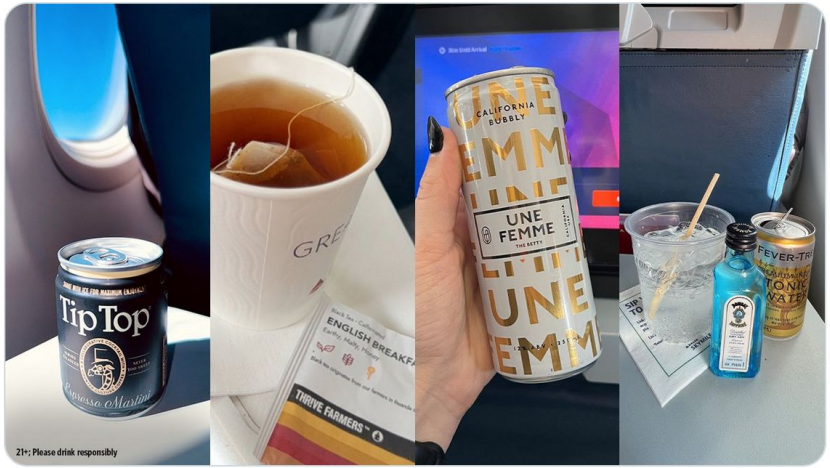
Follow along as we reflect on some of our accomplishments from 2022 and our vision for a more sustainable future – a thread 🧵

Delta ✓
@Delta

148K views

Which of our drinks are you trying on your next flight?

- Tip Top Espresso Martini
- Thrive Tea
- Une Femme Sparkling Wine
- Bombay Gin and Tonic



Favorite Tweet:

Delta @Delta

336 likes

Which of our drinks are you trying on your next flight?

- Tip Top Espresso Martini
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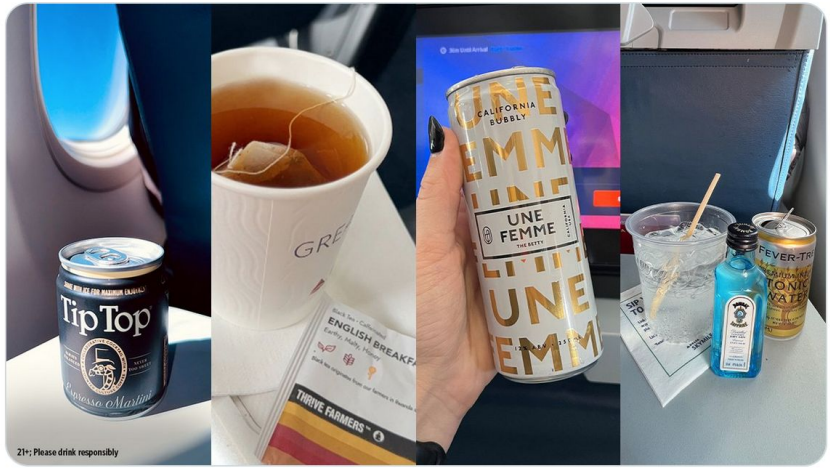
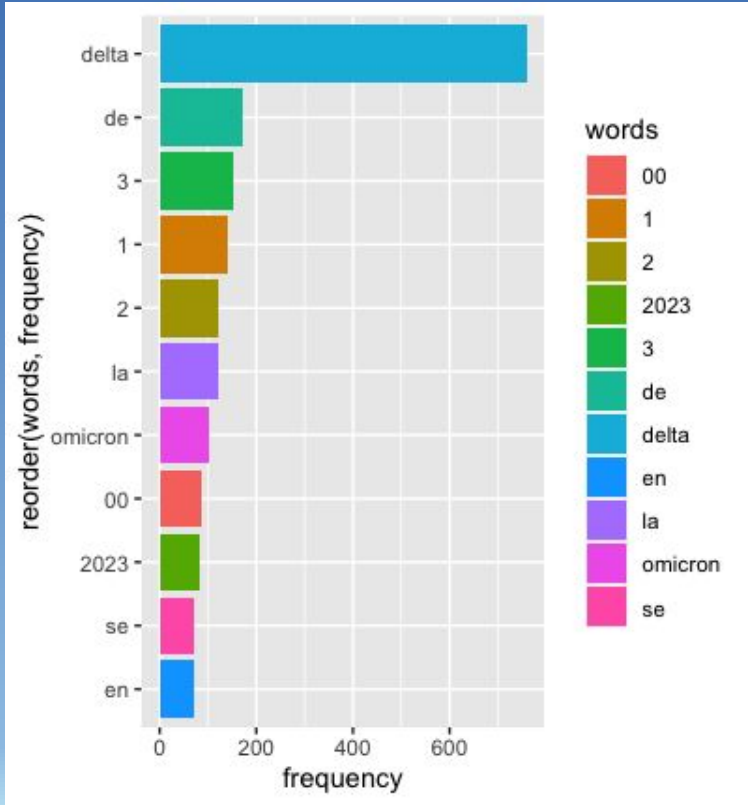
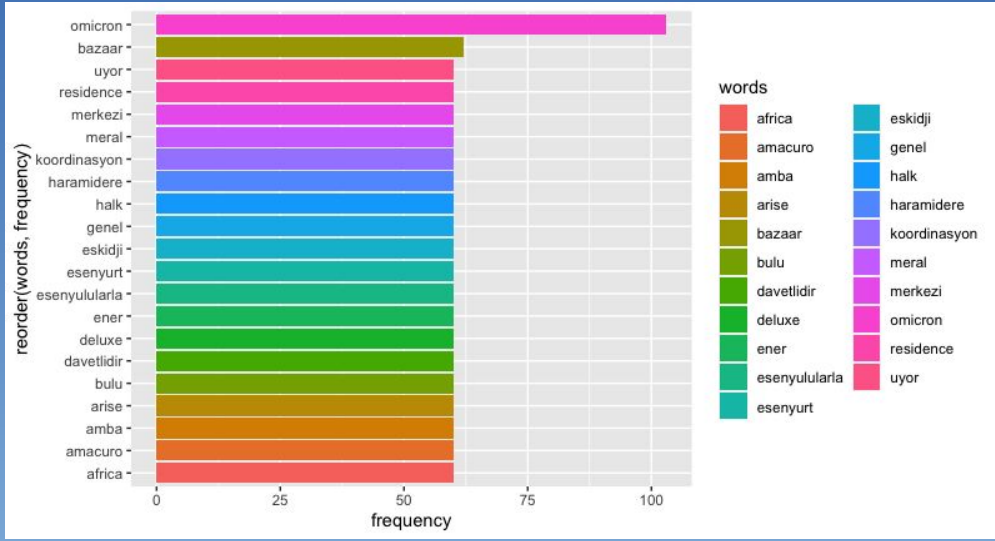
- Une Femme Sparkling Wine
- Bombay Gin and Tonic



FREQUENCY ANALYSIS





Delta, struggling with Omicron and storms, posts a fourth-quarter loss.

The airline said it lost $408 million in the final three months of 2021, but added that performance was expected to recover with a strong spring and summer travel season.

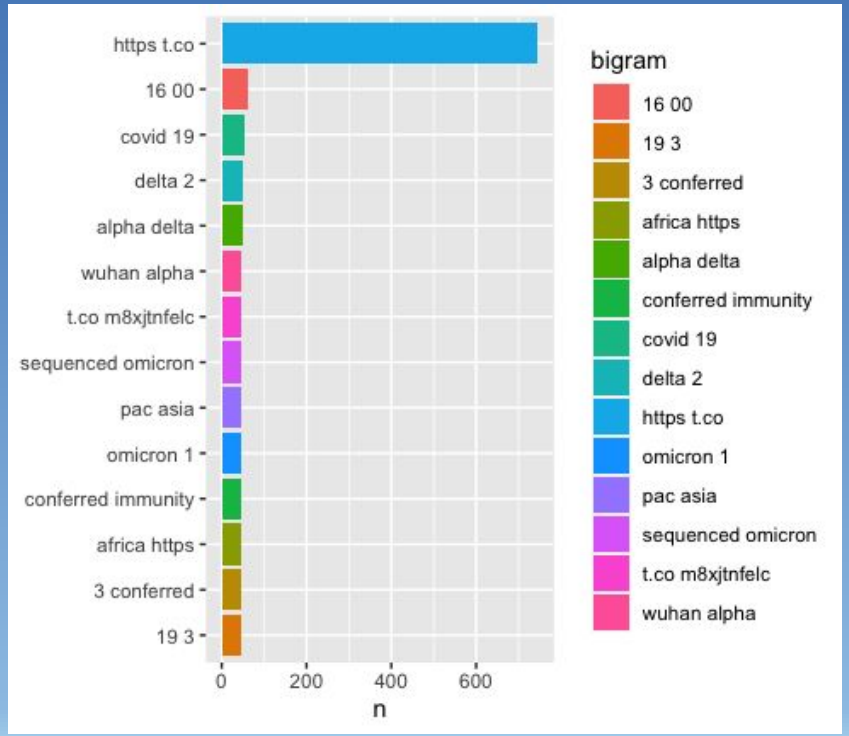
Give this article

Delta Air Lines said on Thursday that it expected a return to profitability in March.
Charlie Riedel/Associated Press

By Niraj Chokshi

Jan. 13, 2022

BIGRAMS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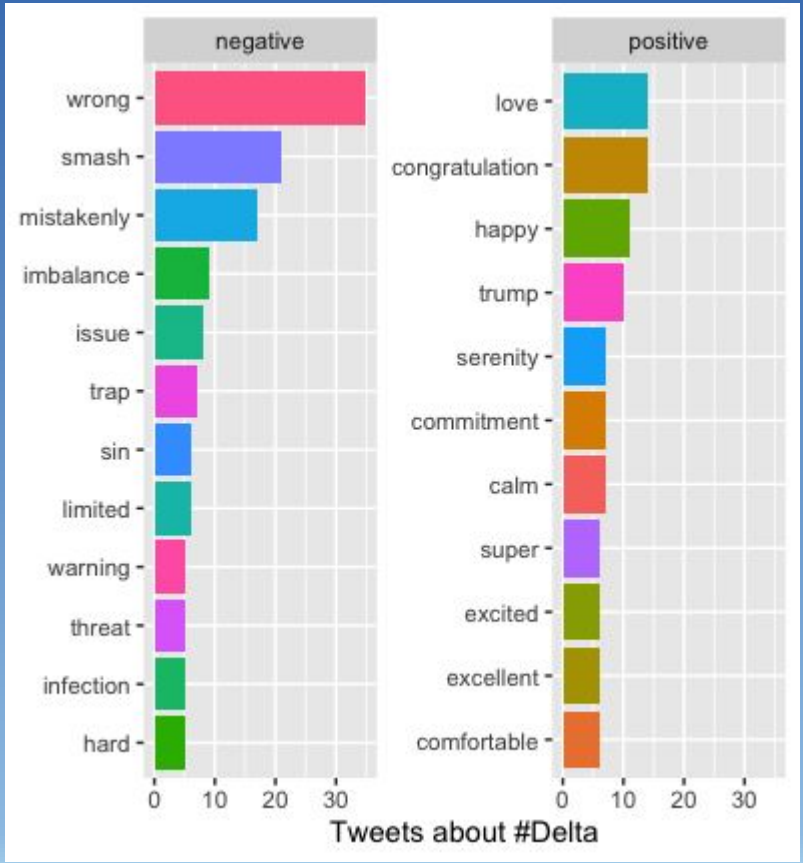
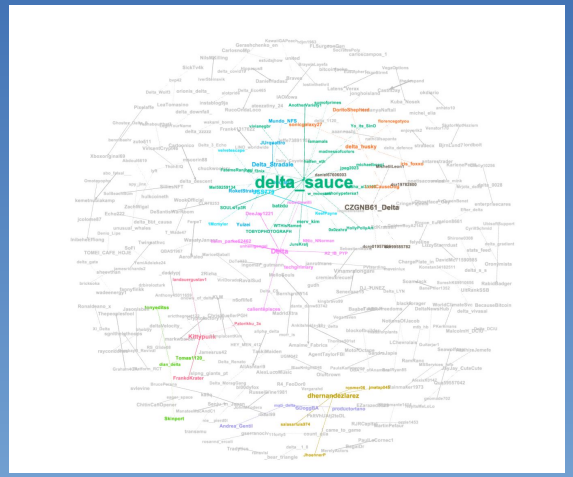
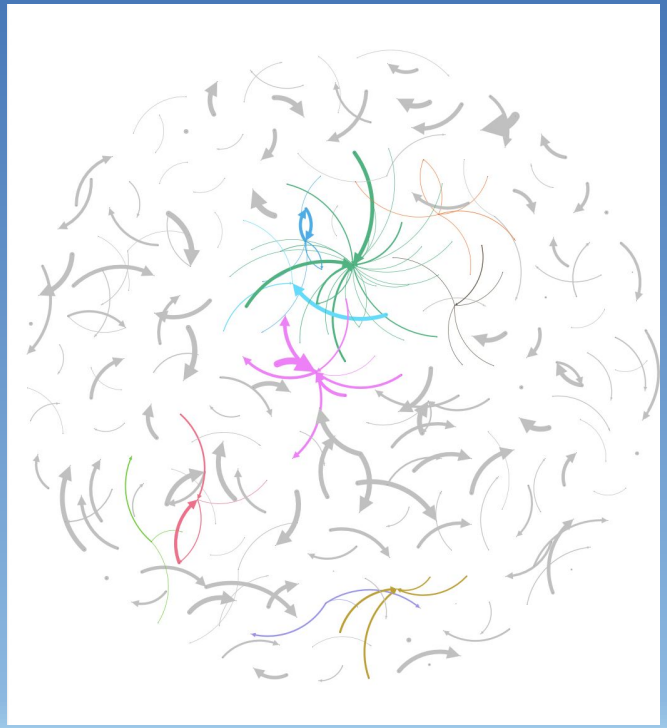
SENTIMENT ANALYSIS



- Negative words are more prevalent than positive words
- Many negative words are used in complaints about flights “issue”, “wrong”
- “Trump” falls under positive sentiment

MESSAGE NETWORK





A message network shows the interaction between users within Tweet replies. The modularity was .984. This visualization shows that Delta does engage with users through Twitter replies.

SOCIAL MEDIA STRATEGY

- **Strengthen brand partnerships**
  - Strengthen brand partnerships with affiliate companies
  - Further promote partnerships with Starbucks, snack brands
  - Strategically target sustainable, minority-owned, and local businesses

- **Increase Twitter following and bring new customers to the airline.**
  - Engage with other airlines and travel brands through comments and retweets
  - Consider influencer-marketing specifically with travel influencers

- **Strengthen current engagement and build a community around the brand**
  - Prioritize replying to a diverse range of comments, not only complaints and concerns
  - Boost language-inclusive content specifically for a Latin American audience
  - Generate storytelling content such as features on Delta employees or loyal customers

MAJOR TAKEAWAYS

- **Delta uses social media to communicate with customers**
  - However, customers do not frequently interact with Delta's content
  - Most engagement focuses on flight questions and complaints
- **Customers care about sustainability and access to specific brands as part of their airline experience**
  - Delta is positioned as a premium brand - partnerships further this brand image
- **Twitter conversations around Delta are more negative than positive**
  - It is important to increase content that is more likely to receive positive sentiment
- **Delta lacks a community within their Twitter following**
  - Building connections with followers and between customers is key to humanizing the brand