## A picture containing indoor, person, electronics, wall Description automatically generatedA close up of a logo Description automatically generated

# Sample Social Media Message Templates and Best Practices

Below are some sample templates provided by airports as part of the ACRP Project 04-23 research. You are encouraged to modify the content based on your style. Page 3 provides social media messaging best practices to help guide you in developing your content.

## Social Media Message Templates

### Weather Events

* {Airport} is currently operating with reduced capacity due to severe weather. Check with your airline for updated flight information. #{unique hashtag}
* The airport is open. However, weather in the area is causing some flight delays and cancellations. Please check your flight status with your airline before you head to the airport.
* The @FAA has implemented a ground stop due to weather in the area. The airport is open but departing flights are being held for the moment. We appreciate your patience as we wait out the weather. #{unique hashtag}
* Due to severe weather in the area, all runways are closed, but the terminal and concourses are open. Airlines have canceled flights for {time frame}.

### Initial Aircraft Accident/Incident

* We have received reports of an aircraft-related incident at {Airport}. We are currently looking into this and will provide additional updates as they become available.
* At this time, we can confirm an aircraft-related incident at {Airport}. We will be providing additional updates on our Twitter feed as they become available.
* {Airport} is currently operating under reduced capacity due to an aircraft-related incident. Check with your airline for updated flight information. Additional information will be shared on our Twitter feed as it becomes available.

### Security-Related Incident

* We are investigating a safety concern at the XXX security checkpoint. The area has been evacuated. Passengers in the terminal are not in danger but should stay away from the area. #[unique hashtag identifier]
* Security screening [and trains to gates {##} and terminal {name}] has (have) temporarily stopped while we investigate a safety concern. More information will be provided here. Thanks for your patience! #[unique hashtag identifier]
* We are investigating a safety incident near XXX. Please stay clear of the area. Updates will be provided here. #[unique hashtag identifier]
* A security concern briefly shut down an area of XXX. The concern has been resolved and the area is now open. {*If flight delays, add -* Check with your airline for updated flight information} Thanks for your patience! #{unique hashtag}

### Terrorist Event

* {Airport} security has confirmed that a passenger believed to be carrying a {Details} has seized control of the {location}. We are working to obtain additional details, and we will keep the media and the public informed. Airport law enforcement is on the scene and working with federal authorities on the matter. Remain clear of {area(s)}.

### Facility Incident (Fire/Explosion)

* {Airport} Department of Public Safety responded to a call at {Time} because of a {fire OR explosion OR fuel spill} at {Location}. We will provide details to the media and keep the public informed as we are able to release additional information. Please remain clear of {identify building, area, or roadway}.

## Social Media Communication Best Practices

Posting critical information to social media provides an additional channel for reaching passengers and stakeholders who are already following your airport’s SM channels. It also enables your whole community to share your message with their followers, helping to extend the reach of your message to others. Coordinating messaging for posting on a stakeholder’s channel or linking to your message will also extend your reach. Consider these best practices for utilizing social media during a natural disaster or community emergency:

* Keep messages short and actionable. Give citizens specific feedback such as the location of emergency shelters or road closure updates. Be specific in directions, but more generic in information (there does need to be a level of specificity to understand what type of incident is being addressed). Your first response message needs to direct people to safety without potentially confusing things with additional details.
* Link to more detailed content, such as emergency evacuation or shelter maps and your airport’s or a stakeholder’s website.
  + Include hashtags to amplify the reach of your message (e.g., #AirportEvacuation). For example, DFW airport uses a predefined hashtag of “#DFWSafe” that employees and stakeholders can follow. It is recommended that you develop hashtags in advance for the potential incidents identified in your risk assessment. For some examples, see the following United Nations’ “Hashtag Standards for Emergencies” (<https://www.unocha.org/publication/policy-briefs-studies/hashtag-standards-emergencies>).
* Send updates frequently. One of the greatest benefits of social media is its instant impact. Passengers and stakeholders will be looking for continual updates, so keep tweets, posts, and shares of valuable news, information, and instruction coming frequently.
* Emergencies don’t just strike during normal business hours; use a social media management system (SMMS) that enables you to craft and send messages from a mobile device.
* Choose an SMMS that integrates with a mass notification system and an Integrated Public Alert and Warning System (IPAWS).
* Continue to share updates even when an event has ended. Your stakeholders will be just as interested to learn about your airport’s recovery progress.