

# **SOCIAL MEDIA – ITS RAPID GROWTH AND THE IMPACT FOR AIRLINES WITH REGARD TO DISASTER RESPONSE AND CLAIMS HANDLING GENERALLY**

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# STAT ATTACK

Current Facebook population in excess of 800,000,000 users increasing at rate of 10% a year

If Facebook were a country it would be the 3<sup>rd</sup> biggest in the world after:

China approx. 1.35 billion

India approx. 1.2 billion

Double the 3<sup>rd</sup> biggest 'country' which is the US at approx. 310,000,000

## STAT ATTACK 2

On average 530,000 people join Facebook everyday, therefore 6.1 a second, compared to India where birth rate is 1 person born every 1.2 seconds and China where one birth every 1.7 seconds.

In Russia there are 5,236,720 Facebook users, which is an increase of roughly 15% in the last year.

Facebook penetration in Russia is at 3.76% of the country's population and 8.77% of internet users. This can be compared to penetration of nearly 50% in the UK and US.

## STAT ATTACK 3

50% of users log in every day

48% of 18-34 year olds check FB when they wake up

28% before they have even got out of bed

The average user has 130 Facebook 'friends'

# TWITTER STATS

- Over 300 million users
- 3 years, 2 months and 1 day is the time from the first tweet to the billionth tweet
- 1 week is now the time it takes for users to send a billion tweets
- On average 150 million tweets sent per day
- 6,939 tweets per second is the record set at midnight in Japan on New Years day 2011

# YOU TUBE STATS

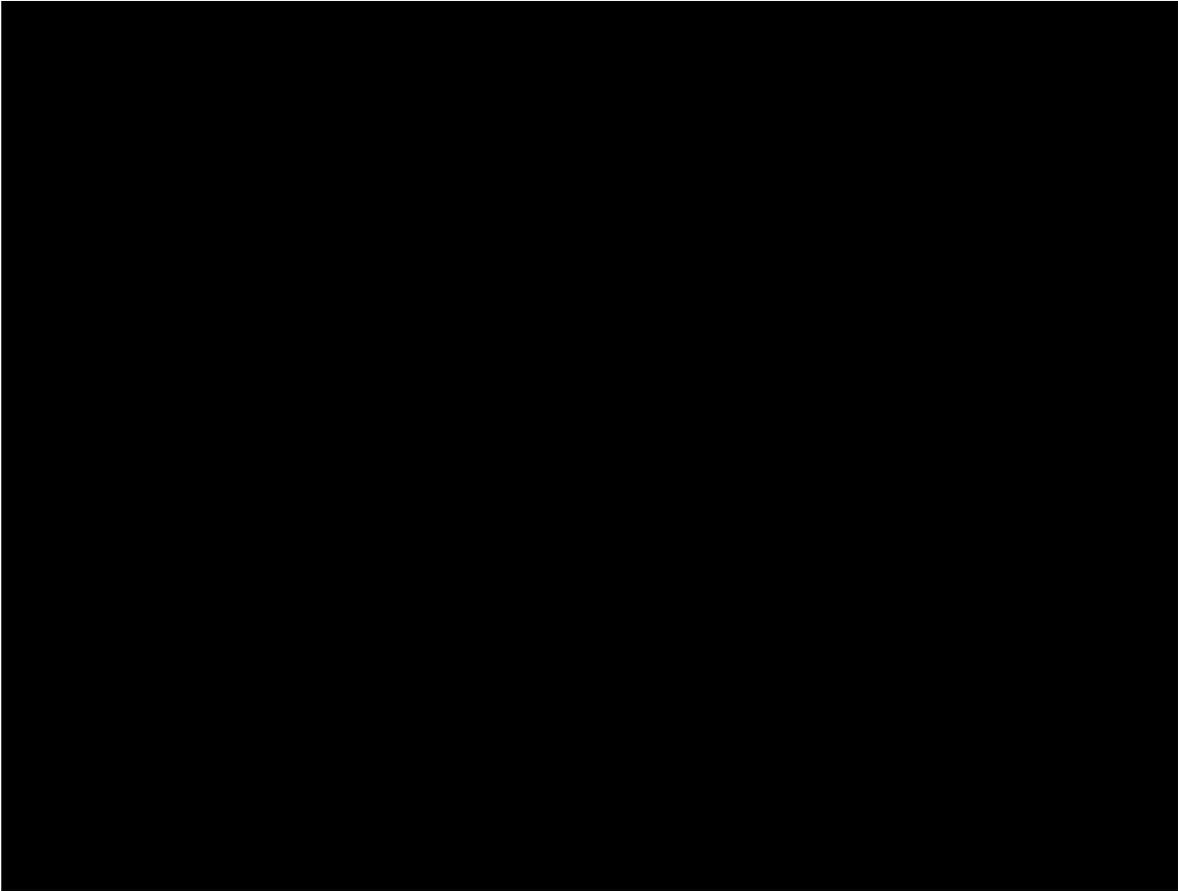
As at Feb 2011 YouTube has 490 million unique users

There are on average 92 billion page views each month

2.9 billion hours, or 325,000 years, are spent on YouTube every month



# The Story of Dave Carroll



# DAVE CARROLL V UNITED AIRLINES

## Impact for Dave Carroll

- In excess of 11 million hits.
- Now a successful recording artist – past albums sold more copies.
- Travels the world speaking about the impact of social media.

## Impact for United Airlines

- The Times reported share price drops 10% within 4 days of YouTube clip.
- Drop in share price costs 180 million dollars – equivalent to 53,000 new guitars.
- They now use Dave's video clip as part of in-house training.

# CLAIMANTS USING SOCIAL MEDIA

- 95% of tweets re airlines are negative
- Instant access to the world, much quicker than standard press – images of the US Airways aircraft plane that landed on Hudson immediately online



Sent from pax via their smart phones

- Boeing 737 Continental aircraft went off runway on 20 Dec 2008 and pax tweets developments from bus



# AIRLINES USING SOCIAL MEDIA

- Set up own Facebook pages
- Respond to criticism – seek advice if FB Group can be taken down.
- React promptly to tweets \*

**Passenger on Virgin flight delayed for 30 mins. He notices reading light not working and ‘tweets’. The department within Virgin that follows social medial pick it up straight away and send technician to fix it before flight takes off.**

- Add comments on a You Tube clip.
- Silence is not the best policy

# AIRLINES USING SOCIAL MEDIA (2)

- Play detective on FB
- Medical report states



- Facebook profile shows



# AIRLINES USING SOCIAL MEDIA (3)

- Monitor FB groups of disenchanted Claimants
- Valuable insight into how they feel, – can establish who will settle and who will fight
- Learn tactics in advance
- **Lesson** is people are still careless when it comes to social media.

**Thanks for Listening  
Any Questions?**

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