

Growth and Development Committee, Digital Media Working Group addendum Winter 2015

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Twitter.

The SSA Twitter account shares both aerospace and soaring tweets. From the SSA profile

TWEETS 2,730 , FOLLOWING 497, FOLLOWERS 1,310, FAVORITES 496, LISTS 10

Facebook

SSA, 3,064 likes

Let's Go Gliding, 369 likes

Sharing soaring content presents itself well on social media. Information, notifications, pictures, and video all play well. Facebook allows more content, so can allow pictures and video content to be framed with a story. Some of our chapters and commercial operators record milestones with both picture and comment. Bermuda High Soaring does very well in this regard. Big Q Aviation and Soaring NV also share milestones. Northwest Sky Sports posts videos of many, if not all, ride customers, though is presently including less comment than a few months ago. Sky Sailing has concentrated more on sharing soaring shots with minor descriptions. Ideally, these shares can be viewed by customers who will hopefully share their experiences with friends and family. The potential for wide exposure is surely there. Chapters also share events. Lake Elsinore Soaring Club shares the flight of the day. Some include social events. Some chapters have posted newsletter articles to Facebook. At least one important article on Safety Committees was shared by the SSA Facebook. Hopefully we can encourage further involvement in social media and inspire those organizations whose pages have become stale to re-involve themselves.

Facebook allows several options for defining a Facebook presence. However, I recommend not using the 'group' option. A group cannot be liked by a person or organization. It can only be joined by a person, not by an organization. As a result, the group page must be visited and re-visited to discover posts to be shared. It becomes time consuming for others seeking content. The other options push content to followers who have liked the page.

Individual pilots share their flights with friends, but often need to be prodded to share publicly so the SSA might share them. Privacy is certainly a concern, thus Facebook pages for soaring organizations should have a number of content creators who keep a number of soaring pilots among their Facebook friends to make some of this quite spectacular content more widely available. In the foreseeable future, social media and particularly Facebook provides links to content, but also provide an outlet to amaze and exhilarate and inform the public about our sport. Thus coaching clubs, chapters, and commercial operators to include social media sharing and building upon the content is a reasonable pursuit.