

The Social Media Habits of **United, Delta, Jet Blue, AA, SouthWest**
and hundreds of other brands active on **Facebook & Twitter...**

...dissected by **unmetric**

Some screenshots from **unmetric**

With unmetric

Pick and choose brands to analyse on **facebook.**

Select brands you compete with or just about any brand you'd like to study in depth (even if they're not in your sector)





unmetric f t

Add a Facebook Page to Analyze

Select a Sector

- All Sectors
- Airlines**
- Automotive
- Beverages
- Diversified
- Financial Services
- FMCG-Food/Beverages
- FMCG-Home Care
- FMCG-Personal Care
- Insurance
- Media

Choose from these 33 Facebook Pages in Airlines

	United Likes:322,106 - Geo Focus:USA	+ Add
	US Airways Likes:19,056 - Geo Focus:USA	+ Add
	Virgin America Likes:163,334 - Geo Focus:USA	+ Add
	Virgin Atlantic Likes:93,998 - Geo Focus:Worldwide	+ Add

Suggest a sector

We're always looking for new sectors to cover. So go ahead, and tell us what we should include.

Looking for a page not listed here?

Let us know what's missing and we'll add it to our "crunch this" list ASAP. Please enter the name of the page or better still, their Facebook page address (URL)

With **unmetric**

Get a bird's eye view and alerts on brands that matter to you

unmetric

[Summary](#) of [Facebook Pages I closely monitor](#) for the [last 7 days](#)

Brand	Profile Picture
American Airlines	
Delta	
JetBlue Airways	

Brand	Likes	New Likes (last 7 days)	Geo Focus	Sector	Action
American Airlines	196,360	1,125	USA	Airlines	→ Detailed Analytics
Delta	191,924	1,338	USA	Airlines	→ Detailed Analytics
JetBlue Airways	527,424	858	USA	Airlines	→ Detailed Analytics

Alerts for your Facebook brands in the last 7 days

3,514. That's the number of fans these 4 brands added to their fan-base.	With a growth rate of 0.7% , Delta enjoyed the highest fan growth rate amongst the 4 you are monitoring. See how they grew.	Among the 4 brands you are monitoring, American Airlines was engaging best with their fans. Learn more.
603 new posts were written across these 4 brands in the last 7 days.	1,237,814 is the total number of fans across these 4 brands. Jet Blue leads the	A post by Delta struck a chord – with the highest engagement amongst fans in the last 7 days.

With unmetric

Dive deep into any brand

The screenshot displays the unmetric dashboard interface. At the top, the unmetric logo is on the left, and navigation icons for Facebook and Twitter are in the center. A user profile icon is on the right. The main header reads "Analysis of **JetBlue Airways** for the **last month**". Below this is a navigation bar with tabs for "Overview", "Fans", "Engagement", and "Content".

About this Facebook page

JetBlue Airways
USA Airlines

527,424 TOTAL LIKES
13,868 NEW LIKES (last month)

Company Overview (from Facebook Page)
JetBlue gives you more than the other guys! More comfort. More entertainment. More for your money. With JetBlue, you'll enjoy comfy leather seats with the most legroom in coach (1), the most ...

[Visit the JetBlue Airways facebook page](#)

Activity in the last month

- 13,868** New Fans
→ Fan base grew slower than the average Airlines Facebook page
- 561** Posts
→ The engagement (with fans) for these posts was below average
- 19** Tags
→ This gives you an idea of the diversity of content the page admin posted

Notes & Alerts (What's this?)

- On an average, **66%** of content posted by admins was "brand related"

Study their Fan Growth and Fan Profile...



...and their Rules of Engagement

The screenshot shows the Wnnmetric interface for analyzing Southwest Airlines' Facebook posts. The top navigation bar includes the Wnnmetric logo, social media icons for Facebook and Twitter, and a user profile icon. The main header displays "Analysis of Southwest Airlines for the last month". A dropdown menu for the time period is open, showing options: "last 7 days", "last month", and "some other period..". Below the header is a navigation bar with tabs for "Overview", "Fans", "Engagement", and "Content".

Key insights are presented in two light blue boxes:

- Most posts were by the community.
- More positive than negative vibes on this wall.
- Southwest Airlines could be engaging better with its community. [Here's why](#)

The "Engagement Details" section shows a pie chart where 98.5% of posts are from the community. Summary statistics are as follows:

Category	Count
Total Posts	1290
Admin	19
Fans	1271

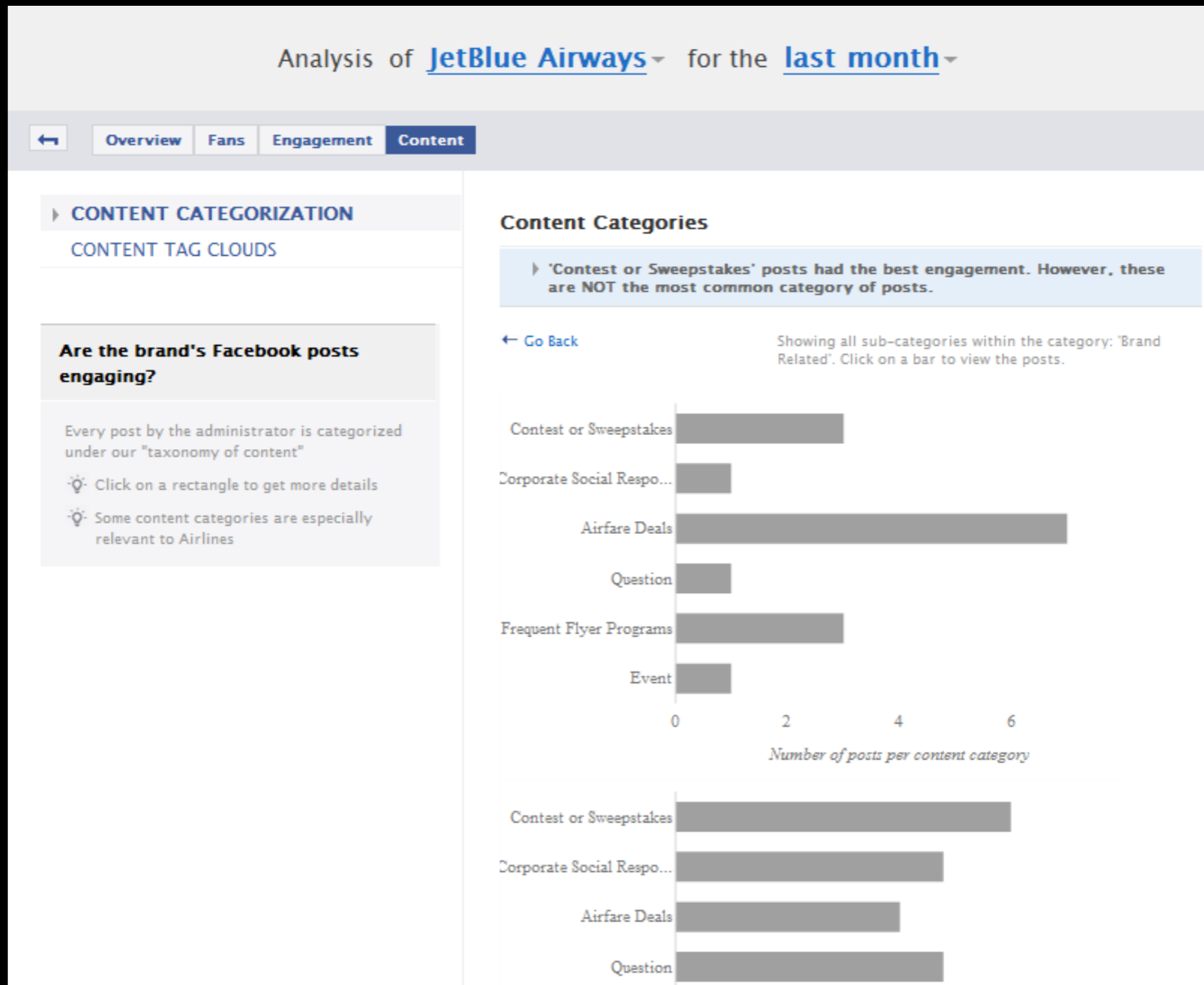
The "Sentiment Analysis" section uses icons to represent post sentiment:

- Neutral (neutral face icon): 653 Posts
- Positive (happy face icon): 477 Posts
- Negative (sad face icon): 160 Posts

The "FaceBook Posts in the last month" section lists several posts with their engagement metrics:

Post Text	Likes	Comments	Shares
The San Antonio City Council just issued a proclamation honoring Southwest's 40 years of service. Thanks to all of our Customers and Employees for making our big 4-0 such a success!	540	58	10
From 30,000 feet, Southwest played an integral role in the LUV story of two of our most loyal Customers. Read on to see how Paul popped the question to his girlfriend, Kat. LUV is definitely in the air!	438	47	8
Check out how Southwest is helping keep our Employees cool in these record-breaking heat temperatures across the system. Snow cone, anyone?	332	29	6
Southwest Airlines announces final 10 winners for Showing LUV to its Communities 1,600 roundtrip ticket giveaway to 40 nonprofit organizations! Check out the video of our undercover mission to surprise one of the winning organizations:	271	27	5
Check out this week's Hotel Deal of the Week! A Southwest Airlines exclusive offer, save 50% on 2-night stays at the Best Western Plus Carriage Inn, located in North Los Angeles. Valid on stays through 1/1/12	194	13	3

Dissect their Content Strategy like never before



With unmetric

Dissect their Content Strategy like never before

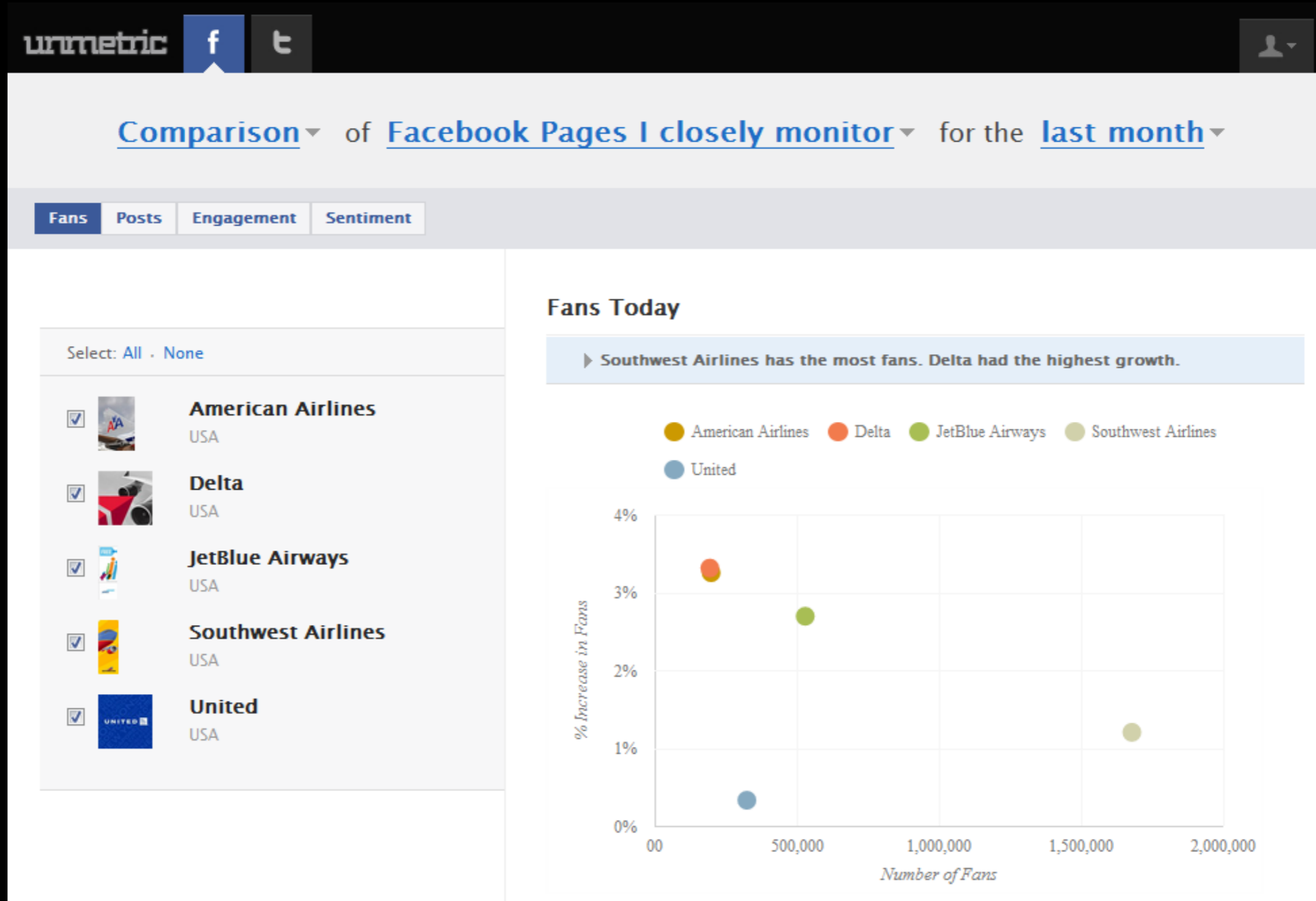
The screenshot displays the Unmetric interface for analyzing JetBlue Airways' content. At the top, the Unmetric logo is on the left, and social media icons for Facebook and Twitter are in the center. The main header shows the analysis is for **JetBlue Airways** for the **last month**. Below this is a navigation bar with tabs for Overview, Fans, Engagement, and Content (which is selected). On the left side, there is a 'CONTENT CATEGORIZATION' section with a 'CONTENT TAG CLOUDS' sub-section. A callout box titled 'Not just another word in the wall' explains that posts are processed by an NLP algorithm to extract important nouns and adjectives. It also includes two tips: 'Select/Unselect 'Ignore Fan posts' to get more insights' and 'Select a larger time period to get more relevant insights.' On the right side, there is a 'Ignore Fan Posts' checkbox and a large tag cloud. The tag cloud features various terms related to JetBlue Airways, with 'JetBlue Airways' being the largest and most prominent. Other significant tags include 'JFK', 'Boston', 'New York', 'Long Beach', 'NYC', 'day', 'guys', 'time', 'ticket', 'year', 'great', 'taxes', 'trip', 'book', 'challenge', 'prize jackpot', 'three months of unlimited travel', 'customer service', 'taxes', 'trip', 'Airlines raise', 'BRING BACK', 'BluePass', 'International Airport', 'LOVE JET', 'Limit', 'Thanks', 'best airline', 'crew', 'flight was delayed', 'last', 'today', 'more', 'check out', 'com', 'join TrueBlue', 'TrueBlue points', 'chance to win', 'Puerto Rico', 'Sky's the Limit', and 'Grand Prize'.

With unmetric

Compare what matters on

facebook.

Compare Facebook fans and...



With unmetric

Compare Facebook fans and... engagement and more

The screenshot shows the unmetric dashboard interface. At the top, there are navigation tabs for 'unmetric', 'f' (Facebook), and 't' (Twitter). Below this, a breadcrumb trail reads 'Comparison of Facebook Pages I closely monitor for the last month'. A secondary navigation bar contains tabs for 'Fans', 'Posts', 'Engagement', and 'Sentiment', with 'Engagement' currently selected. On the left side, there is a list of selected Facebook pages for comparison, each with a checkmark and a small profile picture icon:

- American Airlines (USA)
- Delta (USA)
- JetBlue Airways (USA)
- Southwest Airlines (USA)
- United (USA)

On the right side, the main chart area is titled 'Engagement in the last month' with a link 'How we compute Engagement Scores'. A blue callout box states: 'American Airlines engaged best with its fans.' Below this is a horizontal bar chart showing engagement scores for each airline. The x-axis represents the engagement score, ranging from 0 to 30. The bars are ordered from lowest to highest engagement score.

Airline	Engagement Score (approx.)
Southwest Airlines	7
JetBlue Airways	10
United	12
Delta	24
American Airlines	35

At the bottom of the dashboard, a tip box with a lightbulb icon reads: 'TIP: A couple of engaging posts, every once in a while, is all it takes to get your scores up.'

twitter  is similar

with some unique features of its own...

We have...

unmetric

twitter summary of a brand

The screenshot shows the Unmetric dashboard for the Twitter account @americanair. The dashboard is titled "Analysis of @americanair for the last 7 days" and features a navigation bar with tabs for Overview, Follower & Followee, Frequency & Timing, and Analysis of Replies. The Overview tab is selected.

About this Twitter ID

@americanair
USA Airlines

251,093 TOTAL FOLLOWERS
2,964 NEW FOLLOWERS (last 7 days)

Bio (from twitter.com)
Thanks for checking in! Send your praise, concerns and suggestions to the link below to ensure an appropriate response from American Airlines.
Active since: Mar 03, 2009

[Visit the @americanair twitter account](#)

Activity in the last 7 days

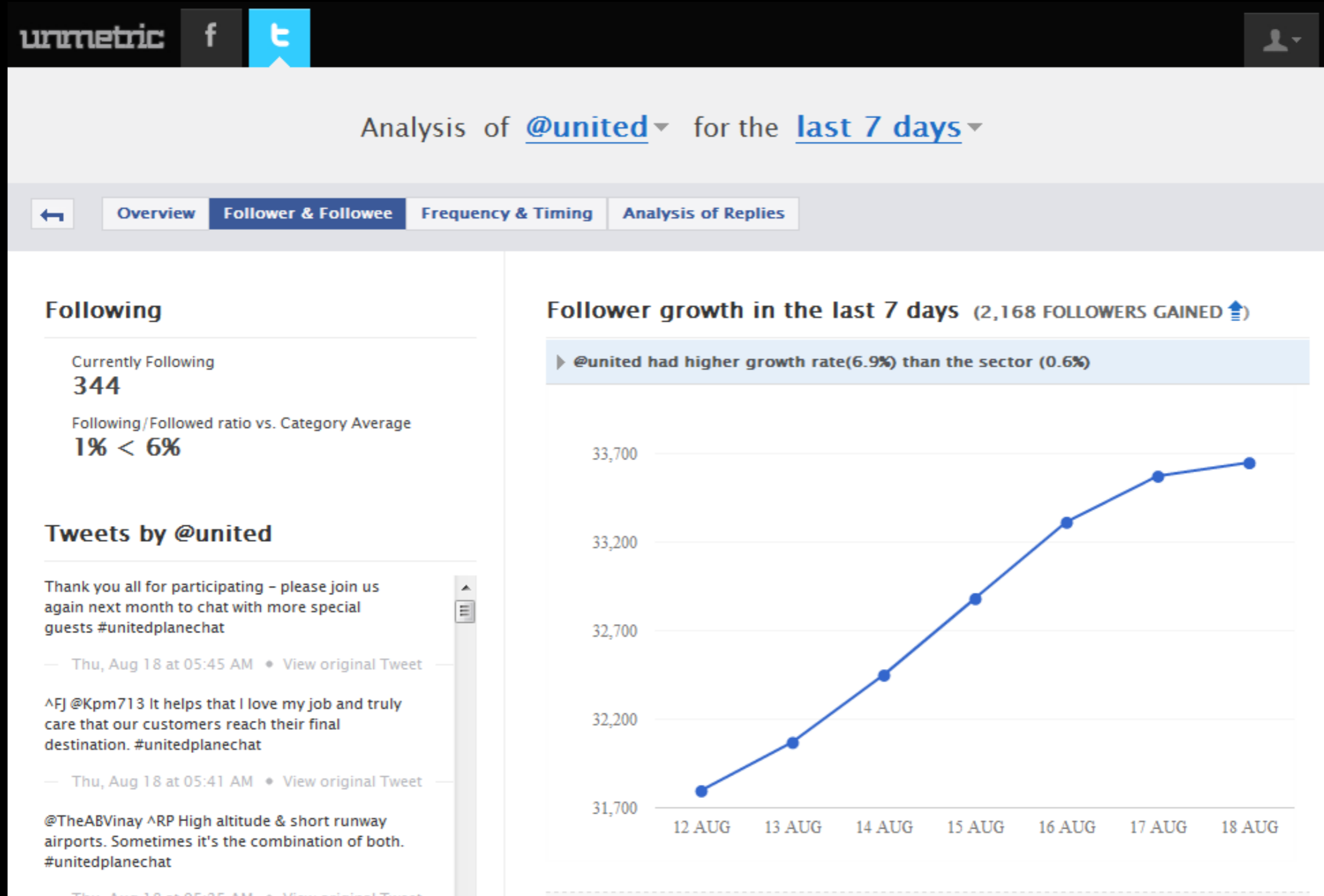
- 2,964** New Followers
→ Follower base grew faster than the average Airlines Twitter account
- 74** Tweets
→ Most of their tweets are replies
- 57** minutes
→ That's the Average Reply Time (ART) for @americanair

KLOUT Score (What's this?)

69 See analysis of @americanair at klout.com

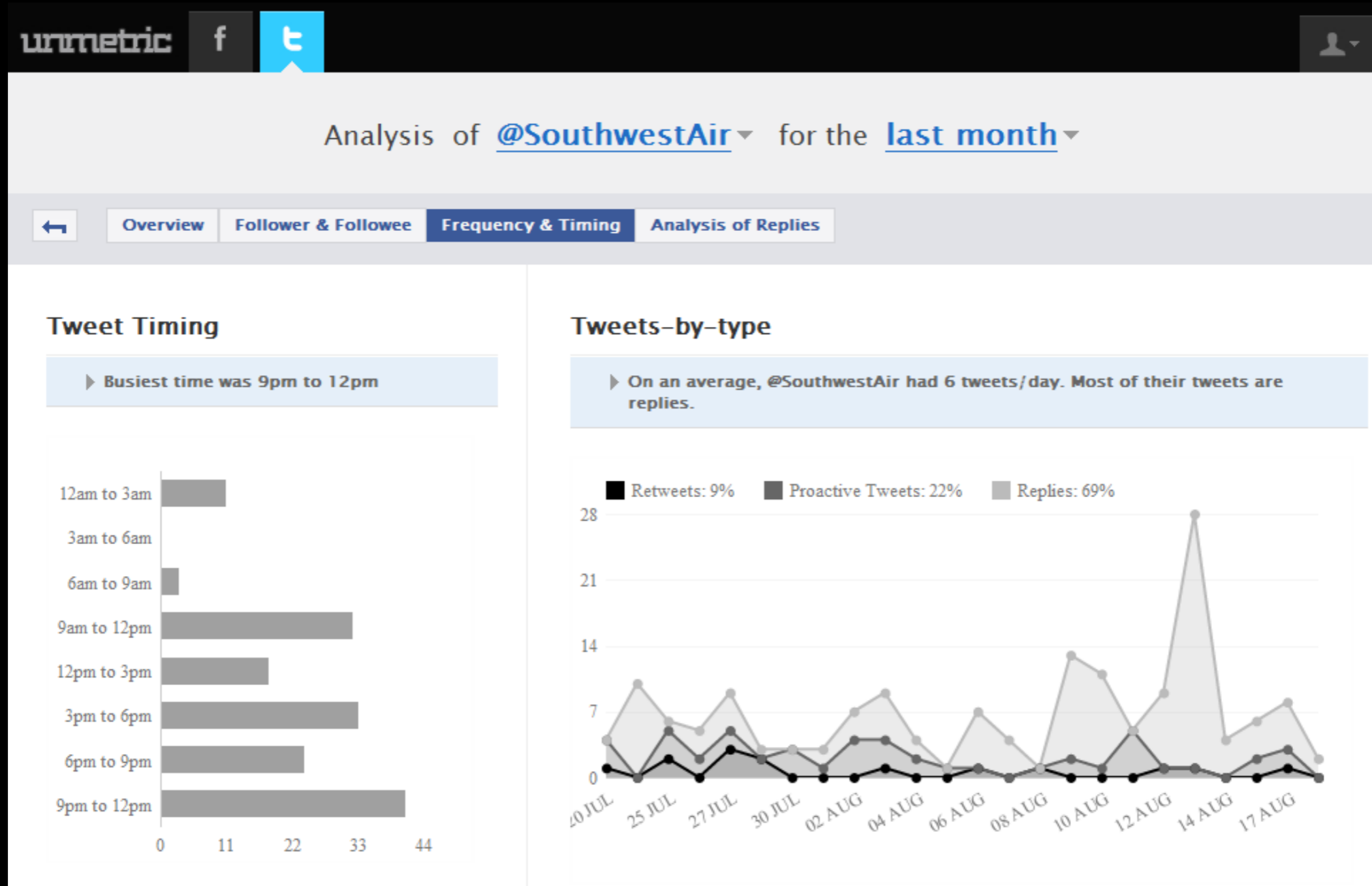
We have...

follower growth & followee ratio



We have...

tweet timing (in various ways)



and lots more, including...

@reply metrics: in depth

unmetric f t

Analysis of [@JetBlue](#) for the [last month](#)

← Overview Follower & Followee Frequency & Timing **Analysis of Replies**

Sentiment of Queries

What were the replies by @JetBlue in response to: customer's criticism, praise or some other sentiment?

47% of the queries were neutral

48% positive 4% negative

Sample Queries & Replies

Response Time: 0 minutes

@mouthfulofjoy at 06:57 PM on 08/18/2011
@JetBlue Did i miss out on an NYC #bluepass

@JetBlue at 07:26 PM on 08/18/2011
@mouthfulofjoy This is the BluePass we are offering.
<http://t.co/BuoC54K>

<< Previous Tweet Next Tweet >>

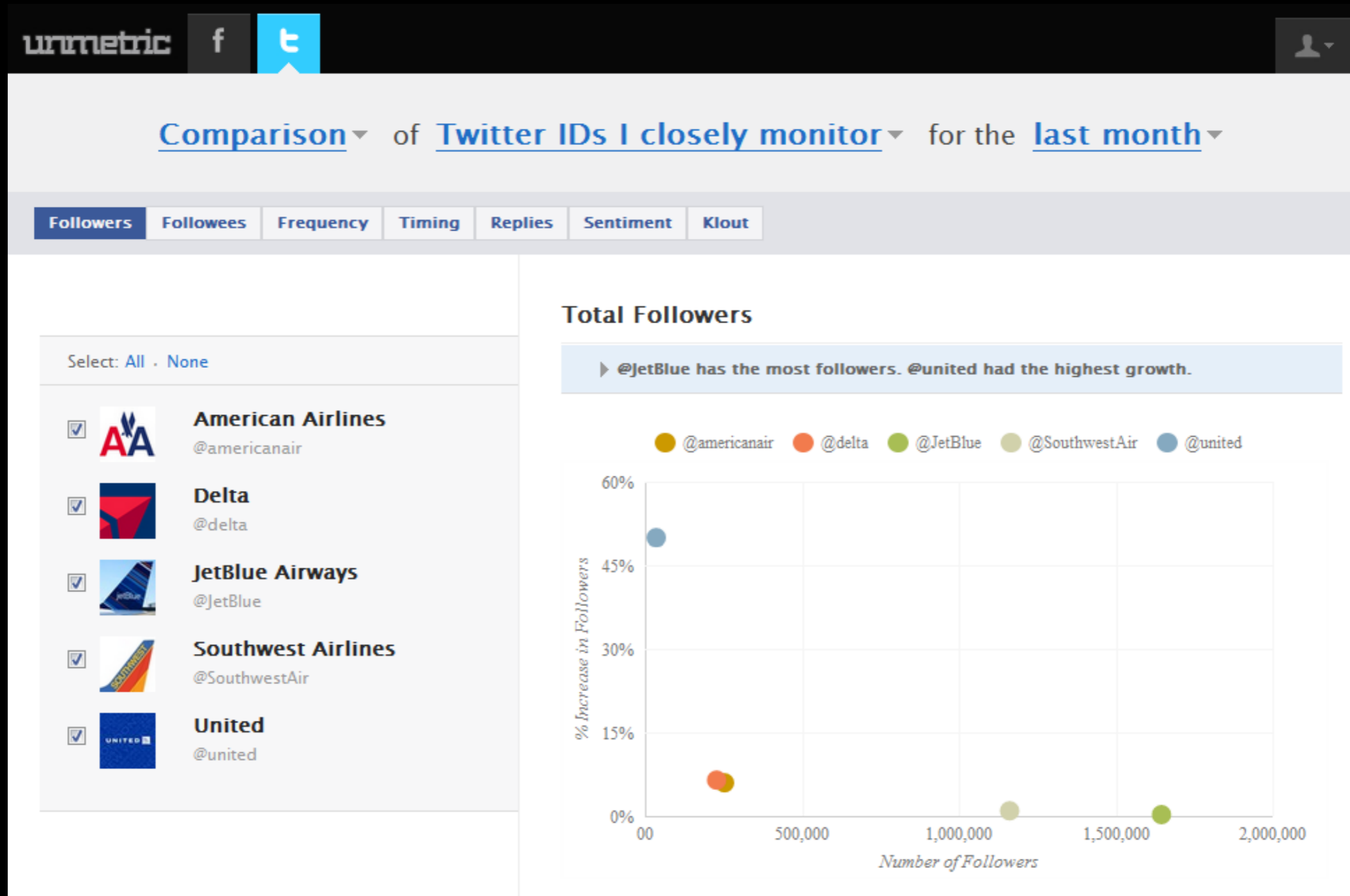
ART (Average Reply Time) ?

As more brands embrace Twitter as a customer service channel, the ART will become an increasingly important metric - to benchmark for oneself and against the competition

► On an average, @JetBlue replied in 14 minutes

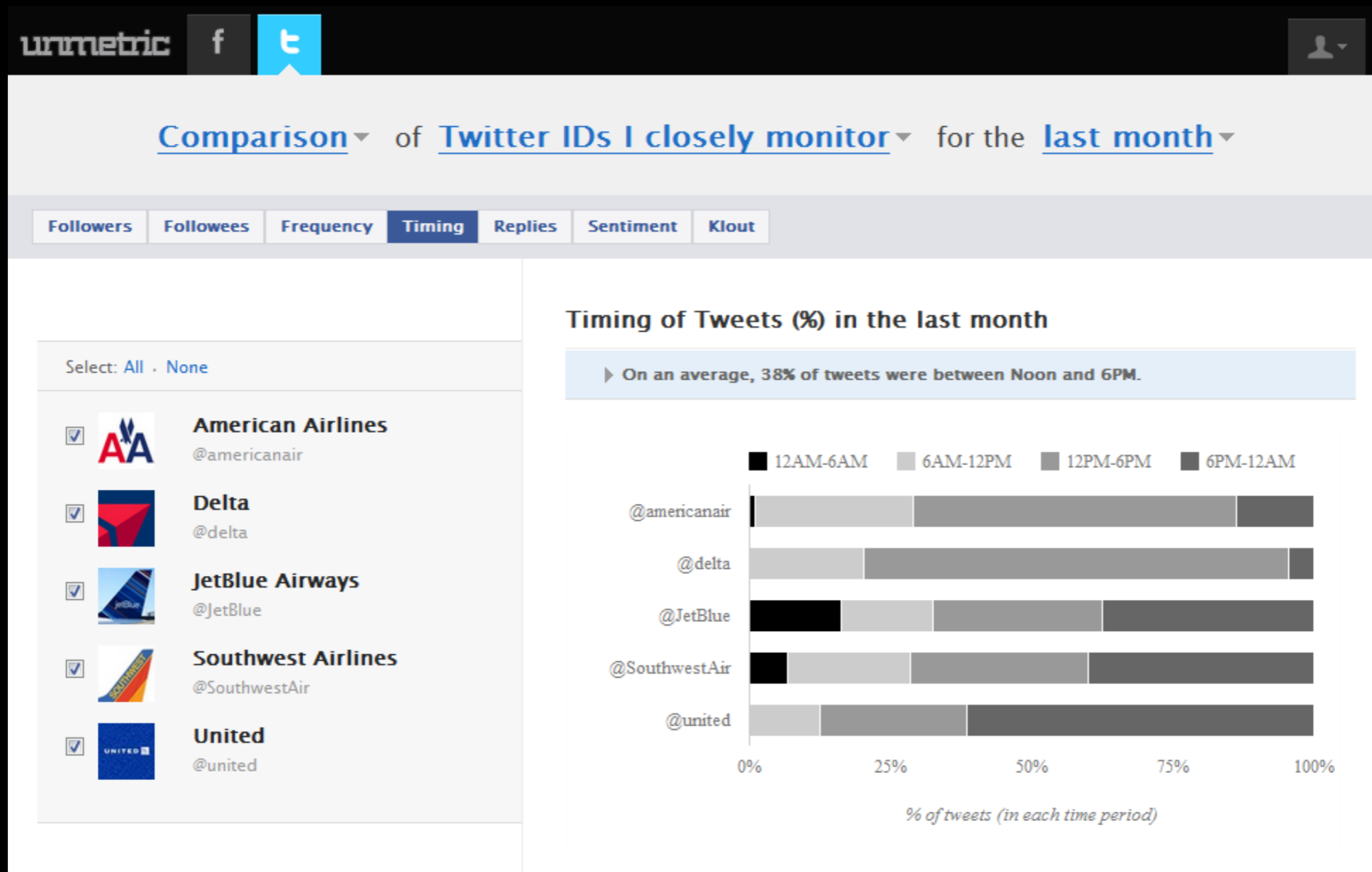
Reply Time Range	Count (Approximate)
Within 15 mins	350
15 mins to 1 hour	130
1 hour to 24 hours	20
More than 24 hours	0

Compare Followers



And comparisons too...

Compare Followers... and a lot more



At this time, Social Media is the “**wild beast**” of marketing.

unmetric helps you tame it...



unmetric

Competitive Social Media Intelligence

SECTORS WE COVER

Airlines
Automotive
Banks & Financial Institutions
Consumer Packaged Goods
Insurance
Pharma
Publishing
Restaurant Chains
Retail Chains
Technology
Telecom
Travel Portals

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