Twitter/X Strategy for RYANAIR

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About the Account

about @ryanair on X

Ryanair ✓
@Ryanair

Catch flights, not feelings with Europe's favourite airline.
Customer queries 👉 @askryanair

💼 Aviation   🔗 linktr.ee/ryanair   📍 Born July 8   📅 Joined June 2013

12 Following   817.2K Followers
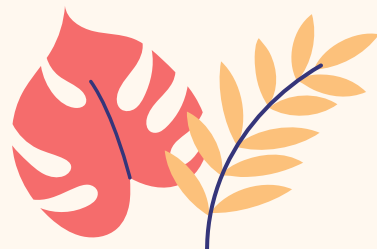
@ryanair

- +1.8k followers in the past 30 days.

- 817k followers

- Twitter, along with LinkedIn, is Ryanair's least followed social media platforms.

- Averages 5-7 tweets per day

Current Content

Ryanair ✓ @Ryanair · Feb 24
Let the Early Summer Begin ☀️🌴 Fly from €29.99
➡️ bit.ly/3Tbnrsc...

LET THE EARLY SUMMER
ADVENTURE BEGIN

FROM €29.99

💬 8   🔁 1   ♥ 10   📊 22K

Ryanair ✓ @Ryanair · Feb 21
here we go. again.

"I'm never flying Ryanair again"

Always come back

Your ex

Sky Sports Football ✓ @SkyFootball · Feb 20
🚨 BREAKING: Kylian Mbappe will take a pay cut to join Real Madrid 💰

💬 14   🔁 77   ♥ 1.3K   📊 131K

Ryanair ✓ @Ryanair · Feb 22
Fly into April with 20% off ✈️✨
BOOK NOW ➡️ bit.ly/3T6UGww

ESCAPRIL
20% OFF
LIMITED TIME ONLY

💬 8   🔁 4   ♥ 15   📊 20K

Focuses more on flight updates, customer service, promotional info, etc.

than other platforms but also taps into funny meme culture.

Strengths

- Engages regularly with followers for complaints and customer service.
- Promotions and discounts advertised directly to followers
- Information about delays and cancellations - great resource!

Weaknesses

- Lower number of followers compared to their other platforms and to other competitors.
- Dissatisfied customer reviews are shared on a public platform.

Opportunities

- Possibility for increased engagement with followers and potential customers.
- Twitter/X has pretty robust advertising options to target certain key demographics.

Threats

- A lot of competition from other airlines who are more active and have more followers.
- Negative publicity from customer reviews and complaints.
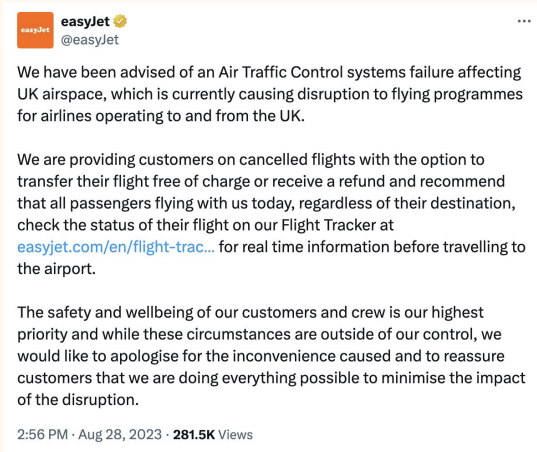- X's current leadership is rocky, and changes could come rather quickly.

Competitors

easyJet

BRITISH AIRWAYS

easyJet ✅
@easyJet

We have been advised of an Air Traffic Control systems failure affecting UK airspace, which is currently causing disruption to flying programmes for airlines operating to and from the UK.

We are providing customers on cancelled flights with the option to transfer their flight free of charge or receive a refund and recommend that all passengers flying with us today, regardless of their destination, check the status of their flight on our Flight Tracker at easyjet.com/en/flight-trac… for real time information before travelling to the airport.

The safety and wellbeing of our customers and crew is our highest priority and while these circumstances are outside of our control, we would like to apologise for the inconvenience caused and to reassure customers that we are doing everything possible to minimise the impact of the disruption.

2:56 PM · Aug 28, 2023 · **281.5K** Views

Angelo Edades @angeloedades · Aug 28, 2023

Please tell staff and out stations and phone lines to communicate

💬 5   🔁   ♡ 5   📊 7.6K

British Airways ✅ @British_Airways · Aug 28, 2023

Hello, we will pass your comments on to the relevant team. We really appreciate your ongoing patience. Bethan

💬   🔁   ♡ 1   📊 6.7K

- ## 1.2 million followers

- ## 10-15 tweets per day

- ## 2.5 million followers
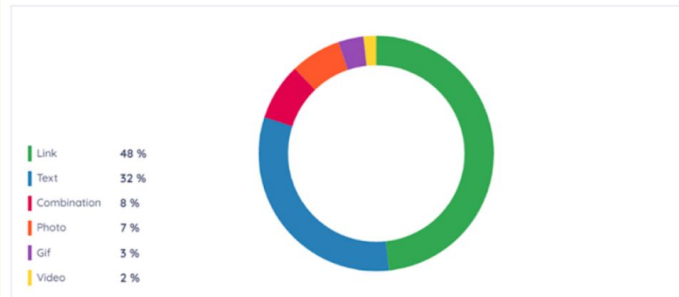
- ## 10-15 followers per day
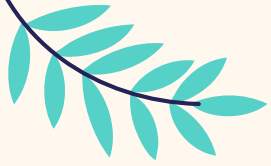
The Audience

Current Audience

- Existing customers

- Travelers on a budget

- People looking for travel deals, updates on flights and looking to get in contact with customer service
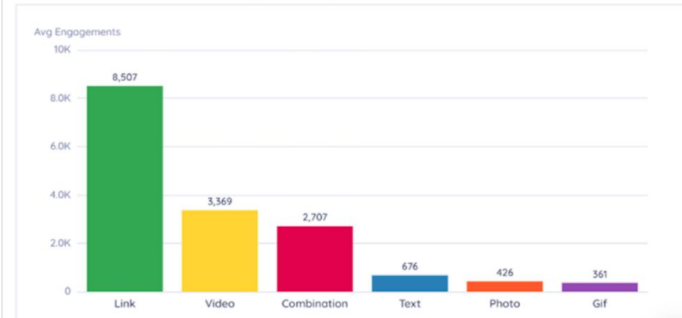
- More than likely based in Europe

Most Frequent Media Types
What type of media is being posted?

Link	48 %
Text	32 %
Combination	8 %
Photo	7 %
Gif	3 %
Video	2 %

Most Engaging Media Types
Does this match with the profile's most frequent media types?

Avg Engagements

Link	Video	Combination	Text	Photo	Gif
8,507	3,369	2,707	676	426	361

Goal Audience

- 18 - 22: Younger Gen-Z and Millennial audience that is present on their other platforms.
- Male: adapting to a mostly male platform.
- Individuals based in Europe looking for low cost, last minute, and/or convenient travel options.
- College and university students

8. 62.9% of Twitter users are male

This survey didn't report options for nonbinary people, so it doesn't capture the full spectrum of gender for all Twitter users. However, it does illustrate the wide gender gap on Twitter.
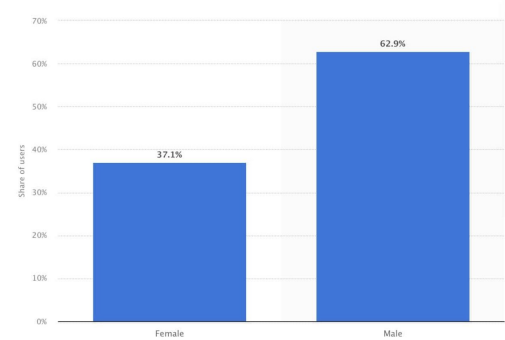
source

He spends 18 hours p/w on Twitter/X, accessing bite sized news, culture and entertainment content

He often loves to take weekend trips to adjacent countries when he doesn't have a lot of homework. He loves cultural activities and visiting historical sites
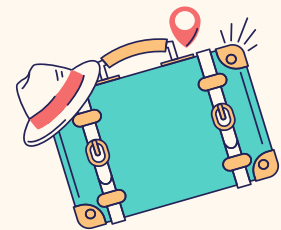
James Smith, 22

James is a single college student obtaining his Bachelor's degree in Business Studies at a European university.
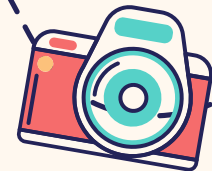
Like most college students in Europe, he only has a part time job and is on a tight budget.

He is looking for reliable, low-cost flights with timely customer service and an easy booking process
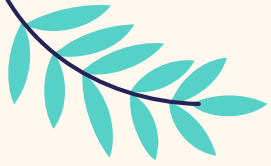
The Goals

Catching James

- Using Ryanair's strengths in customer engagement and low cost air fare.
- Highlighting personalised experiences, easy booking options, sales, and Erasmus Student Network (ESN) 10% off promotions.
- Addressing customer service weaknesses.
- Focusing on interest/ consideration.
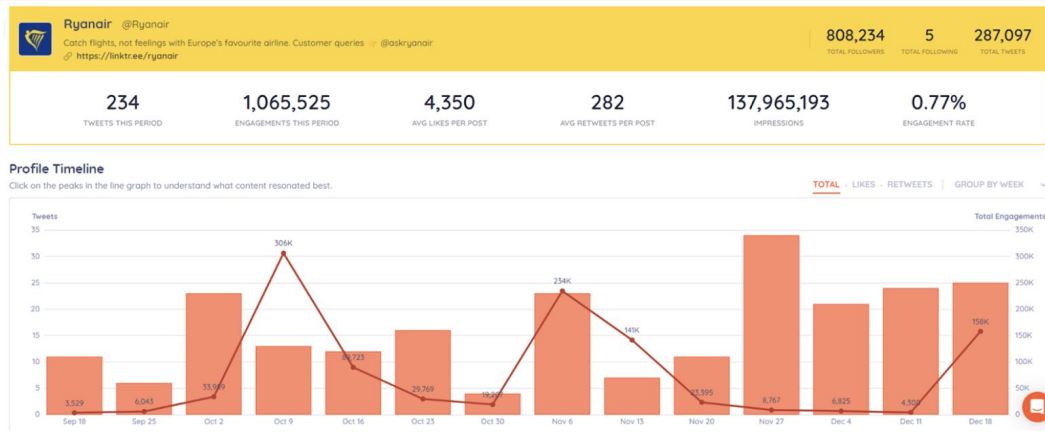
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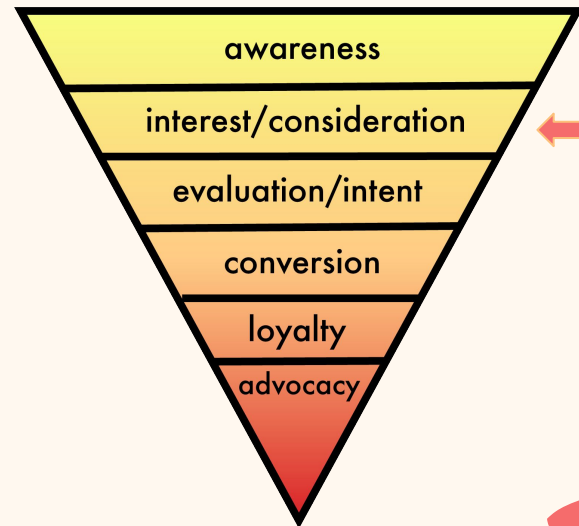
Business Goal: *Increase engagement from potential customers on Twitter/X, increasing brand awareness and loyalty, thus driving sales.*

KPI: Increase in bookings coming from Twitter/X. By tracking the bookings made through links shared or promotional codes mentioned in tweets you can assess progress.
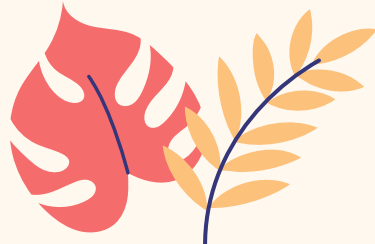
SMART Goal: *Increase Twitter/X engagement by 20% in 6 months.*

KPI: By tracking metrics like engagement rates, shares, reposts, likes, mentions, etc. on X, you can measure progress and adjust accordingly.
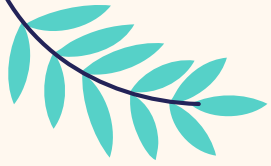
The Plan

Content Types

- Promotional Offers
- Pictures of travel destinations available through Ryanair
- Posting funny/ sassy memes that are made on their other accounts.
- Customer service/ announcements.

Content Shared

- Apart from replying to customer complaints, interact with positive experiences too.
- Share relevant aviation news and travel guides for popular destinations.
- Funny UGC (User Generated Content) about flying, traveling, pop culture, etc.
- Airport or weather related delays to popular destinations.
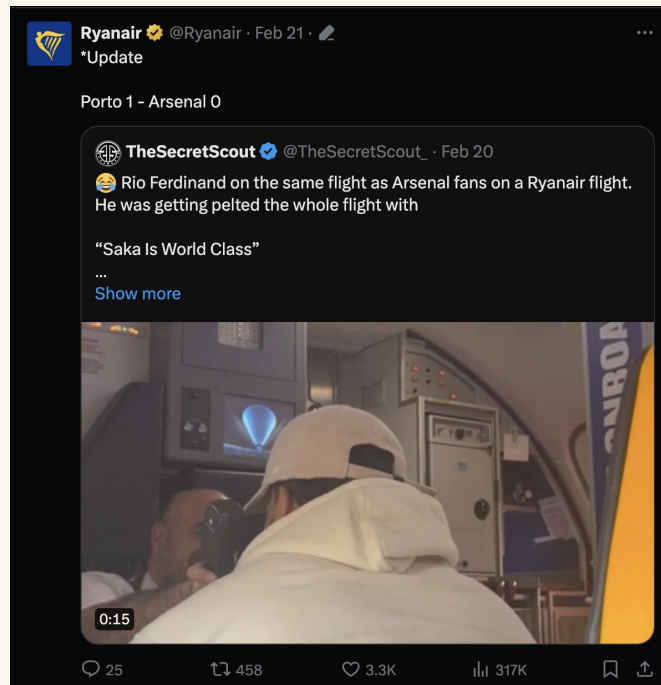
Conversations Joined

- Flight deals: flash sales, ESN deals, special promotionals, event/ seasonal themed travel deals.

- Budget travel: discussions around traveling the world on a budget. Engage influencers in the traveling niche, especially ones based in Europe.

- Customer Service: keeping an eye on conversations surrounding feedback and service issues. Provide swift responses and demonstrate commitment to service.

- Travel Experiences: conversations about unique travel experiences and conversations about recommendations tailored to a particular country or cultural adventure.

Audience Engagement

- Ask customers to share their favourite Ryanair social media moments or responses and interact with them through *positive* customer experiences online.

- Collaborate with Europe-based travel influencers and bloggers to create lasting relationships with the travel community.

- The audience <u>LOVE</u> the interactions and responses in comment sections on TikTok/ Instagram; incorporate it into X strategy!

    (if it ain't broke...)
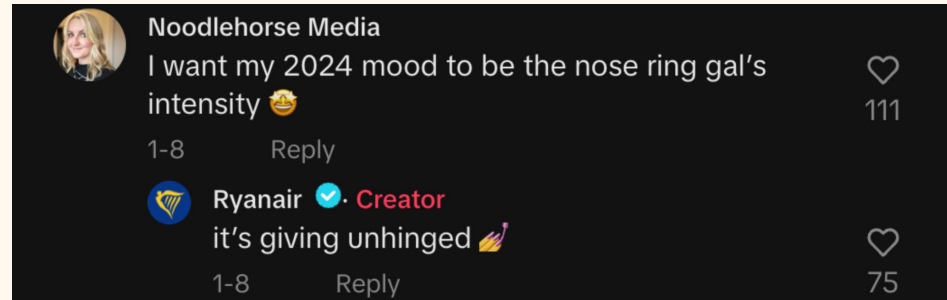
Conclusions

- Posting 8-10 tweets per day between original content, promotions, and responses, sharing UGC, and creating a consistent X presence similar to other platforms.

- Provide prompt responses to current customer queries and complaints to show an organised and satisfactory response

- Optimize content to match Twitter/X's unique demographics and tailor to target audience.

- Involvement in relevant conversations and topics to amplify visibility.

This will;

- Help boost engagement 20% in 6 months
- Drives higher audience engagement.
- Increases brand awareness and loyalty.
- Incentivise followers to book through them.
- Contribute to sales increase and revenue growth.