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Now on Facebook & Twitter: San Diego International Airport uses power of social media to reach residents & travelers

SAN DIEGO – July 30, 2009 – San Diego International Airport today enhanced its public outreach with the launch of two popular social media tools – Facebook and Twitter – each capable of connecting thousands of residents and travelers with goings-on at the nation’s busiest single-runway airport.

The airport’s Facebook fan page uses the Web’s most popular social networking site to present news updates, background information, photos and information about *The Green Build* – the largest set of improvements in the history of the airport. The page allows other Facebook users to become “fans” and receive airport updates automatically. Facebook is the world’s largest online social networking platform, with more than 250 million active users communicating with friends, co-workers and acquaintances, as well as companies, organizations and public agencies. Facebook users are invited to become a fan of the airport’s Facebook fan page, which is also viewable directly at <http://companies.to/sandiegoairport>.

The airport is also using Twitter – the popular mobile short-messaging tool – to provide followers with 140-character-or-less text updates. The airport posts up to several Twitter updates a week, covering construction news, airport art, airport-related events and more. Follow the airport on Twitter at the handle: [@SanDiegoAirport](https://twitter.com/SanDiegoAirport). Twitter easily allows followers to receive airport updates directly on their cell phones or other mobile devices.

“Facebook and Twitter provide an opportunity for us to connect with new audiences and demographics – people we may not have reached as well in the past through our traditional methods of communication,” said Thella Bowens, President and CEO of San Diego County Regional Airport Authority. “We’re excited to expand the conversation with our ‘fans’ and keep more San Diego County residents and travelers in-the-know about their airport.”

San Diego International Airport is a leader in the social media arena, being one of the first major airports to launch an employee blog viewable by the public, at www.ambassablog.com. The airport’s social media tools are being integrated with the agency’s web site (www.san.org), news releases and other traditional communications tools. Airport users with WiFi-enabled devices can easily access the tools within the airport, thanks to free WiFi service available throughout the terminals.

The San Diego County Regional Airport Authority was established by state law in 2003 to operate San Diego International Airport and to address the region’s long-term air transportation needs. San Diego International Airport — funded through user fees — served 18.1 million passengers in 2008 and generates some \$10 billion in annual economic impact for the region.

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