



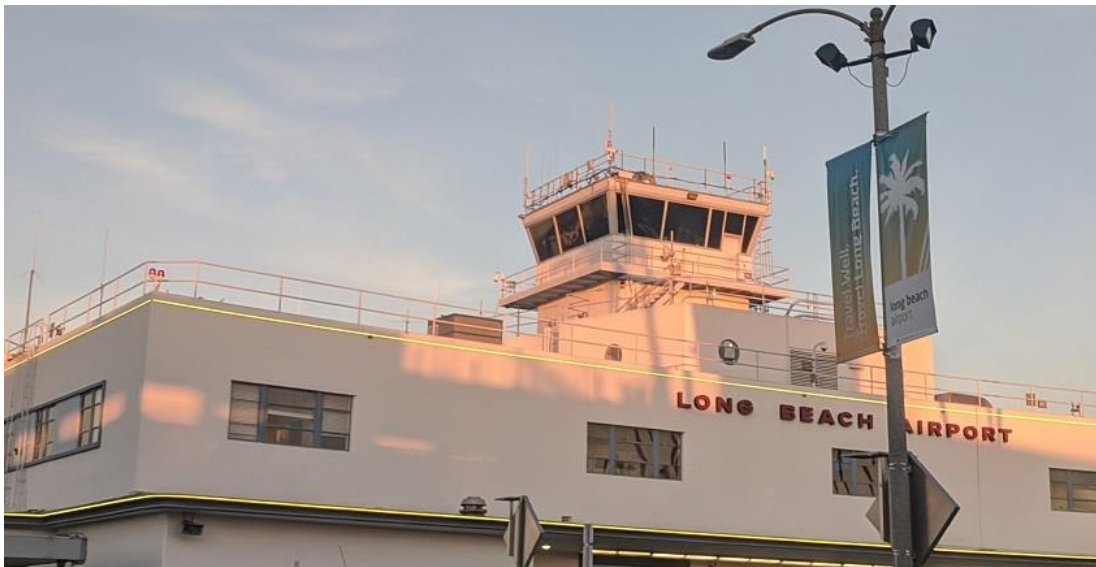
long beach
airport

where the going is easy®

Public Affairs Highlights and Initiatives March/April 2020

Advertising/Marketing

Long Beach Airport continued to market itself with pole banners on Donald Douglas Drive, Adopt-A-Highway signs and large Airport signs along the 405 Freeway.



Community Outreach

Due to the COVID-19 situation, Long Beach Airport's planned participation in community events was put on hold. Beach Streets, along with the Long Beach Grand Prix, were cancelled. The Ronald McDonald House annual Walk for Kids also cancelled their outdoor event. Several tours scheduled during March and April were postponed.

Customer Experience

Long Beach Airport has temporarily suspended our volunteer program (including our STARS therapy dog program). That didn't stop us from recognizing our amazing pups with social media posts, or from celebrating them during National Volunteer Week in April. Airport Director Cynthia Guidry sent a personal thank-you message to all volunteers to mark the occasion.



To show support and to honor our frontline workers, Long Beach Airport turned itself “blue” in mid-April as part of the nationwide “#LightItBlue” campaign.



Government Affairs

In early March, staff attended the Airport Experience Conference, NBAA Schedulers and Dispatchers Conference, and the ACI-NA/AAAE Airport Customer Experience Symposium, as well as the City’s Managers Retreat in downtown Long Beach. Long Beach Airport’s Public Affairs office sent three staff members to report to the City’s Joint Information Center (JIC) to assist with COVID-19 communications. As of the end of April, all three employees were still assigned full-time to the JIC.


Media

There were 15 earned media placements in March. The majority of the coverage focused on safety precautions taken by LGB in light of coronavirus, as well as the associated drop in passenger traffic.


There were 36 earned media placements in April. The biggest stories of the month were about the \$18.4 million in CARES Act funding awarded to LGB and about the emergency landing of a small plane that was returning to LGB. The decrease in passenger traffic was also mentioned in numerous media stories.

Social Media

Facebook Post With the Greatest Reach in March:


Long Beach Airport
 Published by Lindsey Ann [?] · March 15 ·

Since we do not have international flights, Long Beach Airport is not experiencing any delays due to customs processing. We are open for business and our dedicated staff is cleaning and disinfecting on an hourly basis in order to protect the health and safety of our passengers and employees.



5,779 People Reached

183 Reactions, Comments & Shares ⓘ

130 Like	72 On Post	58 On Shares
14 Love	13 On Post	1 On Shares
22 Comments	3 On Post	19 On Shares
17 Shares	16 On Post	1 On Shares


472 Post Clicks

38 Photo Views	0 Link Clicks ⓘ	434 Other Clicks ⓘ
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NEGATIVE FEEDBACK

4 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Twitter Post With the Greatest Reach in March:


Long Beach Airport ✓
 @LGBAirport

We've kept our regular cleaning protocol and also added staff dedicated just to disinfecting frequently touched objects and surfaces. These images were captured yesterday by @presstelegram. #COVID19LongBeach



4:03 PM · Mar 5, 2020 · [Twitter Web App](#)

Impressions
 times people saw this Tweet on Twitter
 21,590

Total engagements
 times people interacted with this Tweet
 628

Media engagements
 number of clicks on your media counted across videos, vines, gifs, and images
 456

Likes
 times people liked this Tweet
 70

Detail expands
 times people viewed the details about this Tweet
 55

Profile clicks
 number of clicks on your name, @handle, or profile photo
 19

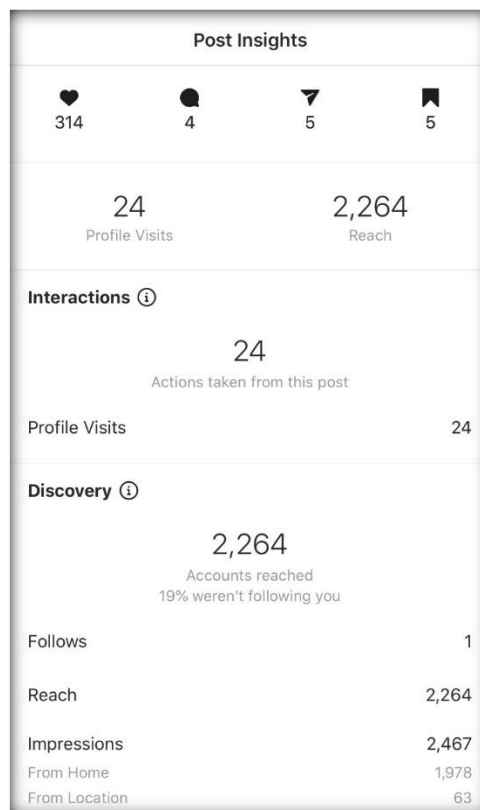
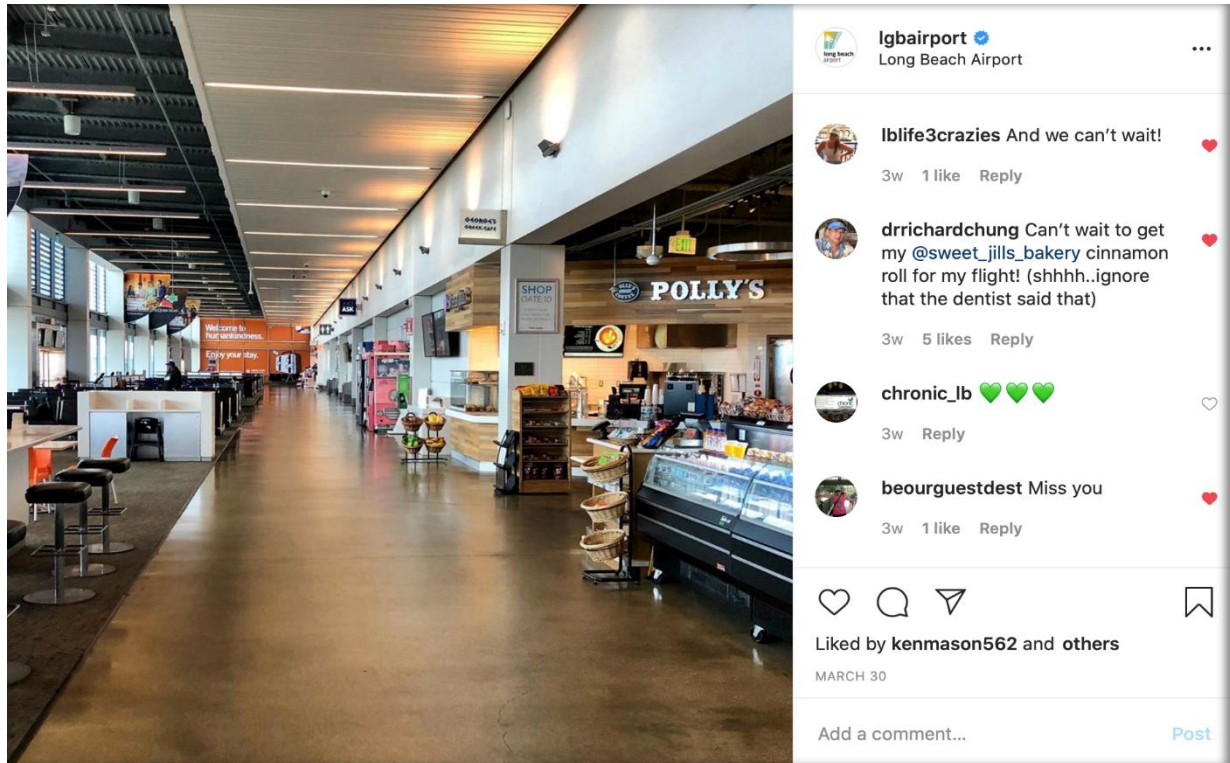
Retweets
 times people retweeted this Tweet
 16

Link clicks
 clicks on a URL or Card in this Tweet
 5


Hashtag clicks
 clicks on the hashtag(s) in this Tweet
 5

Replies
 replies to this Tweet
 2

Instagram Post With the Most Likes in March:




Facebook Post With the Greatest Reach in April:



Long Beach Airport
Published by Lindsey Ann [?] · April 10 · 🌐

Our historic terminal was lit up blue last night for those fighting on the front lines against COVID-19. Thank you for your commitment to our community. 💙 #LightItBlue



Performance for Your Post

2,341 People Reached

298 Reactions, Comments & Shares ⓘ

123 Like	123 On Post	0 On Shares
203 Love	152 On Post	51 On Shares
10 Comments	4 On Post	6 On Shares
13 Shares	13 On Post	0 On Shares


113 Post Clicks

18 Photo Views	0 Link Clicks ⓘ	95 Other Clicks ⓘ
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NEGATIVE FEEDBACK


4 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Twitter Post With the Greatest Reach in April:





Long Beach Airport ✓
@LGBAirport


Rain showers bring flowers. Hoping these airfield flowers brighten your feed. Stay safe and healthy, #LongBeach. 🌸







Impressions	7,659
Total engagements	303
Media engagements	149
Likes	74
Detail expands	58
Retweets	11
Profile clicks	8
Replies	3


Most Liked Instagram Post in April:

 **lgbairport** 
Long Beach, California



[View Insights](#) [Promote](#)

 Liked by **longbeachcity** and **others**

lgbairport Our historic terminal was lit up blue last night for those fighting on the front lines against #COVID19. We thank you for your commitment to our community. 