



where the going is easy®

## Public Affairs Highlights and Initiatives June 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

Plans for Long Beach Airport's participation in community events were removed from our calendar as community events continued to be cancelled due to COVID-19 guidelines; Airport tours scheduled for the month of June were also postponed. LGB launched two social media campaigns: #TogetherLGB spotlights the critical work frontline employees and airline partners perform, and #FlyEasyAtLGB informs the public of health and safety measures or initiatives that promote peace of mind about the LGB travel experience.



**Long Beach Airport** ✓  
@LGBAirport



Need to travel? We're prepared to welcome passengers back to a healthy and safe travel experience here at LGB. #FlyEasyAtLGB ✈️

*Travel well. Travel Long Beach.*

|                |                 |                     |                   |                    |                      |
|----------------|-----------------|---------------------|-------------------|--------------------|----------------------|
|                |                 |                     |                   |                    |                      |
| Face Coverings | Plastic Shields | Physical Distancing | Enhanced Cleaning | Sanitizer Stations | Reduced Touch Points |

**ALT** long beach airport

4:21 PM · Jun 17, 2020 · Twitter Web App

||| View Tweet activity

4 Retweets and comments 13 Likes

## Customer Experience

LGB lighting on our Historic Terminal celebrated Pride Month and Juneteenth. We've increased signage reminding passengers facial coverings are required to reduce the spread of COVID-19; for passenger convenience, a vending machine that offers personal protective equipment (PPE) was installed pre-security.





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## Government Affairs

Two Airport Public Affairs staff members continued to report to the City's Joint Information Center (JIC), while another has been reassigned to the Emergency Operations Center (EOC).



## Media


There were 13 earned media placements in June. The story that garnered the most interest in June focused on the new vending machine which dispenses personal protective equipment, such as face masks, disposable gloves and hand sanitizer. Other stories included the customer experience, flight schedules and F/A-18 aircraft training.

## Social Media


Facebook was up to 17,773 likes in June. The Facebook post with the greatest reach in June:

Post Details

**Long Beach Airport** 

Published by Kate Kuykendall [?] · June 26 at 2:15 PM · 

Heads up if you live near the airport: The U.S. Marine Corps has let us know that two F/A-18 aircraft will be conducting training operations at Long Beach Airport this weekend. We anticipate these aircraft will arrive today (June 26) and will depart shortly after their arrival. They'll then return on Saturday and Sunday (June 27 and June 28) to conduct additional training operations before departing late in the afternoon on Sunday, June 28. All times are tentative and subject... See More




Performance for Your Post


35,367

People Reached

1,901

Reactions, Comments & Shares 

1,108

 Like


207

On Post

901

On Shares

184

 Love


59

On Post

125

On Shares

6

 Haha


4

On Post

2

On Shares

29

 Wow


3

On Post

26

On Shares

1

 Sad

0

On Post

1

On Shares

420

Comments

103

On Post

317

On Shares

154

Shares

154

On Post

0

On Shares


3,700

Post Clicks


313

Photo Views

1

Link Clicks 

3,386

Other Clicks 

NEGATIVE FEEDBACK

11

Hide Post

0

Hide All Posts

0

Report as Spam

0

Unlike Page


Reported stats may be delayed from what appears on posts

Twitter was up to 13,447 followers in June. The Twitter post with the greatest reach in June:




|                   |        |
|-------------------|--------|
| Impressions       | 36,011 |
| Media views       | 9,345  |
| Total engagements | 784    |
| Media engagements | 301    |
| Detail expands    | 273    |
| Likes             | 141    |
| Profile clicks    | 24     |
| Retweets          | 21     |
| Hashtag clicks    | 16     |
| Replies           | 4      |
| Link clicks       | 4      |


Instagram was up to 7,466 followers in June. The Instagram post with the most likes in June:





lgbairport


Long Beach, California













Liked by  josephapodacaa and 398 others

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Heads up if you live near the airport: The @usmarinecorps has let us know that two F/A-18 aircraft will be conducting training operations at Long Beach Airport... more

View all 19 comments


Post Insights




399



19



108



15

26

Profile Visits

3,023

Reach

Interactions ⓘ

27

Actions taken from this post

Profile Visits

26

Replies

1

Website Clicks

2

Discovery ⓘ

3,023

Accounts reached

15% weren't following lgbairport

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