



HOW MILLENNIALS SEE THE FUTURE OF BUSINESS AVIATION

A Focus on Sustainable
Personal Air Transport

1. INTRODUCTION

What do young people think of travel, flying, Business Aviation, and future transport?

EBAA's survey realised in cooperation with ThinkYoung sought answers to these questions.

As the first report of its kind for EBAA, this survey provides a unique platform for you to connect with young people in an ever-changing environment.

Working together and speaking with one common voice will help us increase the visibility of the report and the reach of our #ExpandingHorizons message. We encourage you to help us spread the information from this toolkit over the coming months.

2. HOW TO USE THIS TOOLKIT?

Make use of information provided in this toolkit to support your communication and social media activities

- Share this toolkit with your communication, media officers, social media officers and web editors
- Present it to other colleagues who might be interested
- Disseminate this toolkit to your partners and members

We encourage you to use the following tools in your social media communication:

1. VIDEO SUMMARISING THE MAIN FINDINGS OF THE REPORT

- Videos are the most engaging content on social media. Share the video on your channels using the #ExpandingHorizons hashtag and suggested social media posts.

2. INFOGRAPHICS ON KEY FACTS AND FIGURES

- Infographics can be used as a teaser to motivate the viewer to download the full report. To promote the report publish the infographics to your social media or on your webpages.

3. SOCIAL MEDIA VISUALS AND GIFS ADAPTED FOR DIFFERENT CHANNELS

- Use these materials on your website and social media pages to bring more visibility to the #ExpandingHorizons campaign.

3. WHAT'S IN THIS TOOLKIT?

- Social media guidelines on how to achieve stronger impact online;
- Social media posts for Twitter, Facebook, Instagram and LinkedIn;
- Visuals to accompany your social media posts;
- Social media profile images and social media covers;
- Web banners you could include on your website;
- Promotional video summarising the main findings of the report.

Additional campaign information can be found on www.expandinghorizons.com

4. SOCIAL MEDIA GUIDELINES

Whenever you are referring to the issues around the future of aviation, its technological developments, climate change, employment prospects, and even outside social media channels, please use the primary campaign hashtag #ExpandingHorizons with capital E and H (for readability).

Each social media communications platform has its own format and style. Below you may find tips and tricks to increase the success of your awareness-raising communications.

TWITTER

Twitter is a good platform for reaching a wide audience very quickly, if used effectively. Twitter posts are not good for telling a detailed story so use images to get around the 280 characters limit.

- Pin a tweet about #ExpandingHorizons activities to your Twitter account
- Connect with influencers, bloggers or freelance journalists, by tagging them directly in your Twitter posts or Twitter images.
- Mention other relevant Twitter users, such as EBAA (@EBAAorg) or ThinkYoung (@ThinkYoungTW).
- Consider creating a basic editorial calendar, to plan how and when to tweet in advance. This can be coordinated with other organisations, members and stakeholders you work with. (Applications such as TweetDeck and Hootsuite make scheduling tweets in advance a lot easier).
- Create a 'list' on Twitter to focus on organisations, influencers, and companies supporting #ExpandingHorizons. This will make it a lot easier to follow the awareness-raising activities of other Twitter accounts. Here is how to proceed: <https://support.twitter.com/articles/76460>
- Retweet and favourite #ExpandingHorizons tweets published by other users.

FACEBOOK

Facebook is a great platform for creating an online community; whether it is friends in a personal setting, or like-minded individuals and organisations in a professional setting.

- Share, comment and like [#ExpandingHorizons](#) posts via individual (personal) - or your organisation's - Facebook pages to increase visibility of posts.
- Even though there is no character limit like on Twitter, text on Facebook posts should still be kept short to be effective (we recommend up to 20 words).
- Tag other relevant Facebook pages and include references to other social media channels like Twitter, Instagram or LinkedIn.
- Always include engaging visuals or short videos.

INSTAGRAM

Instagram is the biggest photo-sharing social media service. This platform offers a variety of features that are popular among millennials, such as stories, photo filters and video effects.

- Use [#ExpandingHorizons](#) in every post to aid in content discovery and optimization, and up to 10 secondary hashtags to increase engagement.
- Like and comment [#ExpandingHorizons](#) posts via individual (personal) - or your organisation's – Instagram account to increase visibility of posts.
- Tag influencers and like-minded organisations in your posts and stories.
- Use Instagram's features to make your content fun and engaging. Boomerang and Slomogram for videos. Filters, polls and gifs for stories. Emojis in posts and comments.
- Always mention the location of your posts.

LINKEDIN

LinkedIn is a professional and business-oriented social network site used for keeping in touch with partners, business associates, and colleagues. LinkedIn allows you to network and exchange opinions with people and professional organizations in your industry.

- Post informative content either as an individual or LinkedIn Page user.
- Look for contacts and stakeholders that might find the [#ExpandingHorizons](#) campaign interesting, and promote content within LinkedIn groups.
- Like and comment on posts from other LinkedIn accounts posting about [#ExpandingHorizons](#) campaign.

5. SOCIAL MEDIA POSTS

TWITTER

POST	IMAGE
How do #millennials see the future of #BusinessAviation? How will personal air transport transform the way we fly? Find out here expandinghorizons.com #expandinghorizons @EBAAorg @ThinkYoungTW	[choose from Annex]
#BusinessAviation is #expandinghorizons for the next generation. Report by @EBAAorg & @ThinkYoungTW reveals the potential of #sustainable personal air transport expandinghorizons.com #expandinghorizons	[choose from Annex]
Businesses must commit to building customers' trust in pilotless flying technology. Find out more about what the future holds for #BusinessAviation expandinghorizons.com #expandinghorizons	[choose from Annex]
The future is bright for #BusinessAviation: transforming the way we fly with innovative & sustainable technologies expandinghorizons.com #expandinghorizons	[choose from Annex]
#Millennials see #BusinessAviation as an attractive career choice, creating job growth in research, innovation & engineering expandinghorizons.com #expandinghorizons	[choose from Annex]
TWITTER POLL	
Will the future of personal air transport drastically change society as we know it? Compare with the results of the @EBAAorg & @ThinkYoungTW survey here! expandinghorizons.com #expandinghorizons	
<i>Yes</i>	
<i>No</i>	

FACEBOOK

POST	IMAGE
For millennials, Business Aviation means freedom. On demand air transportation means they can be where they want, when they want. For more insights, check out the new report by @EuropeanBusinessAviationAssociation & @thinkyoung expandinghorizons.com #expandinghorizons	[choose from Annex]
To unlock the potential of personal air transport, trust needs to be built around new technologies like automation. For more insights into the future of Business Aviation, check out the new report by @EuropeanBusinessAviationAssociation & @thinkyoung expandinghorizons.com #expandinghorizons	[choose from Annex]
How can Business Aviation boost the future job market? Millennials expect that the largest job growth will be in research, innovation, and engineering. One of the many ways the industry is #expandinghorizons for the next generation expandinghorizons.com	[choose from Annex]
More than half of millennials want to know more about Business Aviation and its potential to drive job growth, build sustainable communities, and empower people through pioneering technology. One of the many findings of the new report by @EuropeanBusinessAviationAssociation and @thinkyoung expandinghorizons.com #expandinghorizons	[choose from Annex]
New report by @EuropeanBusinessAviationAssociation and @thinkyoung finds that climate change, digitisation and Artificial Intelligence are the trends that will impact the development of Business Aviation. For more on the future of aviation, visit expandinghorizons.com #expandinghorizons	[choose from Annex]

FACEBOOK POLL

What do you think are the most important benefits of Business Aviation? Compare with the results of EBAA and Think Young's survey here!
expandinghorizons.com #expandinghorizons

Flexibility

Travel time-saving

Increased work productivity

Technological advancement

Prestige/status

INSTAGRAM

POST	IMAGE
Want to #expand your #horizons? Find out how #BusinessAviation helps you fly smart → expandinghorizons.com #expandinghorizons #aviation #engineering #BizAv, #BizAvWorks, #Privatejets, #Airtaxi, #Flyingcars, #planes, #airplane #fly #aircraft #travel #engineering #innovation #transportation	[choose from Annex]
#BusinessAviation is making the world smaller with safe, fast & sustainable travel. Check out EBAA & Think Young's new report expandinghorizons.com #expandinghorizons #aviation #engineering #BizAv, #BizAvWorks, #Privatejets, #Airtaxi, #Flyingcars, #planes, #airplane #fly #aircraft #travel #engineering #innovation #transportation	[choose from Annex]
Ever considered piloted ride-sharing? Interested in #Flyingcars? Check out the new report by @european_business_aviation #BizAv, #BizAvWorks, #Privatejets, #Airtaxi, #Flyingcars, #planes, #airplane #fly #aircraft #travel #engineering #innovation #transportation	[choose from Annex]
#Millennials see #BusinessAviation as an attractive career choice, creating job growth in research, innovation & engineering → expandinghorizons.com #expandinghorizons #aviation #engineering #BizAv, #BizAvWorks, #Privatejets, #Airtaxi, #Flyingcars, #planes, #airplane #fly #aircraft #travel #engineering #innovation #transportation	[choose from Annex]
Which #megatrend will have the biggest impact on the development of sustainable personal air transport? Find out here! expandinghorizons.com #expandinghorizons #aviation #engineering #BizAv, #BizAvWorks, #Privatejets, #Airtaxi, #Flyingcars, #planes, #airplane #fly #aircraft #travel #engineering #innovation #transportation	[choose from Annex]

LINKEDIN

POST	IMAGE
<p>Transport innovation is dramatically changing our lives, but what does the future hold for Business Aviation? Sustainable personal air transport offers freedom and flexibility, expanding horizons for the next generation expandinghorizons.com #expandinghorizons</p>	<p>[choose from Annex]</p>
<p>Career prospects in research, innovation, and engineering. One of the many ways Business Aviation is empowering millennials and expanding horizons for the next generation! expandinghorizons.com #expandinghorizons</p>	<p>[choose from Annex]</p>
<p>For 62% of millennials, freedom and flexibility are the main benefits of Business Aviation. New forms of sustainable personal air transport can increase connectivity between urban and more remote areas expandinghorizons.com #expandinghorizons</p>	<p>[choose from Annex]</p>
<p>Business Aviation is set to take off in the next years, bringing benefits to new generations of travelers. Find out how millennials from France, Switzerland, Germany & the UK see the future of personal air transport expandinghorizons.com #expandinghorizons</p>	<p>[choose from Annex]</p>
<p>Business Aviation has the potential to drive job growth, build sustainable communities, and empower people through pioneering technology. To find out more, check out the new report by @European Business Aviation Association (EBAA) & @ThinkYoung expandinghorizons.com #expandinghorizons</p>	<p>[choose from Annex]</p>