

Social Media and Gliding

Jeremy Pack – “just a glider pilot”
Ex half cat instructor, Ex Club Committee member
Club class and Standard class comp pilot

Social Media

- Internet “things” that allow people with:
 - Common Interests, or
 - Common goalsto communicate, and form relationships
- This is NOT just Facebook and Twitter

Why are we discussing this today?

- Question: Can social media make a gliding club's volunteer or staff hours more effective, increasing the value and reach of each hour?
- Observation: Social media is happening around you
 - It may *happen* to you or your club
 - The BGA and gliding clubs need policies, plans and collateral
- Proposal: Social interaction improves retention
 - Helps pull in and allows people to participate
 - Enables groups that cut across existing structures, casting a wider social net
 - Glider pilots spend a long time away from their club, we need them to return

Social Media

- Internet “things” that **allow people** with:
 - Common Interests, or
 - Common goals**to communicate, and form relationships**

Examples

- | | |
|-------------------|--------------------|
| ○ Email lists | ○ Photo sharing |
| ○ Forums | ○ Messaging Apps |
| ○ Social Networks | ○ Location reviews |
| ○ Wikis | ○ Collaboration |

Relevant Sites/ Apps

- | | |
|-----------------|------------|
| ○ Google Groups | ○ Facebook |
| ○ Yahoo | ○ Google+ |
| ○ Flickr | ○ Twitter |
| ○ YouTube | |

Social Media

- Internet “things” that allow people with:
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Internet “work in progress”.

Subject to: innovation, change, fashion, evolution, mergers and commercial failure.

- | | | | |
|-------------------|--------------------|-----------|-----------|
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| ○ Social Networks | ○ Location reviews | ○ Flickr | ○ Twitter |
| ○ Wikis | ○ Collaboration | ○ YouTube | |

3 Points in 20 Minutes

Social Media for:

- Your club
- The BGA

Thoughts

- Incidents and Accidents



Image: bk images, freedigitalphotos.net

Gliding Incidents and Accidents



Twitter is not about celebrity

- Anyone can read anyone's messages, globally
- Searchable & indexed
- Spreads news as it happens
- Share photos instantaneously

twitter

Search, find, and listen
into conversations
between anyone
in the world,
in real-time.



Incidents and Accidents

- Current club and BGA procedures assume you control the information

Examples:

- G's mid-air Club Class 2012, Newmarket
- Fatal Microlight crash Staffordshire (October, 2013)
- Nigeria October 3rd, 2013: Embraer 210 crash

G's Accident breaks on twitter

Nigel @nigelgutgenug
@CambridgeNewsUK reports of glider pilot parachuting out of glider over Newmarket. Up to 25 circling over town.
pic.twitter.com/2GIne1SM
a year ago · Reply · Retweet · Favorite

Jo-Anne Pugh @jbpuh
reports of glider collision near Newmarket
a year ago · Reply · Retweet · Favorite

BBCSuffolk @bbcsuffolk
Update: Witness describes seeing glider over Newmarket "doing a nose dive". Both pilots have been found alive:
bbc.co.uk/news/uk-englan...
a year ago · Reply · Retweet · Favorite · 3 more

BBC Look East @bbdookeast
RT @BBCSuffolk: Update: Witness describes seeing glider over Newmarket "doing a nose dive". Both pilots have been found alive: <http://t. ...>
a year ago · Reply · Retweet · Favorite

Alex Day @alexmday
Newmarket glider crash latest - story still developing, check back for updates bit.ly/MWCjit
a year ago · Reply · Retweet · Favorite

cain @ira_cain
Newmarket glider crash: Pilot parachutes from wreckage - BBC News: BBC News Newmarket glider crash: Pilot parachu... bit.ly/Qs1jx
a year ago · Reply · Retweet · Favorite

Jonathan Hand @jonnyhand
BBC News - Newmarket glider crash: Pilot parachutes from wreckage bbc.in/ME5MDZ
a year ago · Reply · Retweet · Favorite

Sacha @sachaidk
BBC News Newmarket glider crash: Pilot parachutes from wreckage BBC News Two glider pilots escaped serious injury in... dlvr.it/1v6vkF
a year ago · Reply · Retweet · Favorite

Shanna @shannaidk
BBC News Newmarket glider crash: Pilot parachutes from wreckage BBC News Two glider pilots escaped serious injury in... dlvr.it/1v6vpR
a year ago · Reply · Retweet · Favorite

Message from public to news media

A picture of the "event"

**G's Accident
breaks on
twitter**

- 'Nigel' – broke the news
 - Saw the incident
 - Tweeted as it happened
- **The press contacted Nigel directly**
- Press had first hand account before the ambulance arrived

Nigel @nigelgutgenug
@CambridgeNewsUK reports of glider pilot parachuting out of glider over Newmarket. Up to 25 circling over town.
pic.twitter.com/2GlnelSM
a year ago Reply Retweet Favorite

Jo-Anne Pugh @jbpugh
reports of glider collision near Newmarket
a year ago Reply Retweet Favorite

BBC Suffolk @bbcsuffolk
Update: Witness describes seeing glider over Newmarket "doing a nose dive". Both pilots have been found alive:
bbc.co.uk/news/uk-england...
a year ago Reply Retweet Favorite 3 more

BBC Look East @bbclookeast
RT @BBCSuffolk: Update: Witness describes seeing glider over Newmarket "doing a nose dive". Both pilots have been found alive: <http://t. ...>
a year ago Reply Retweet Favorite

Alex Day @alexmday
Newmarket glider crash latest - story still developing, check back for updates bit.ly/MWCjit
a year ago Reply Retweet Favorite

cain @ira_cain
Newmarket glider crash: Pilot parachutes from wreckage - BBC News: BBC NewsNewmarket glider crash: Pilot parachu... bit.ly/Qsl1jx
a year ago Reply Retweet Favorite

Jonathan Hand @jonnyhand
BBC News - Newmarket glider crash: Pilot parachutes from wreckage bbc.in/ME5MDZ
a year ago Reply Retweet Favorite

Sacha @sachaidk
BBC News Newmarket glider crash: Pilot parachutes from wreckage BBC News Two glider pilots escaped serious injury in... dlvr.it/1v6vkF
a year ago Reply Retweet Favorite

Shanna @shannaidk
BBC News Newmarket glider crash: Pilot parachutes from wreckage BBC News Two glider pilots escaped serious injury in... dlvr.it/1v6vpR
a year ago Reply Retweet Favorite

Message from public to news media

A picture of the "event"

Police on Facebook

- Fatal Microlight crash Staffordshire (October, 2013)



Staffordshire Police

6 October

NEWS: Police officers and other emergency service personnel are currently in attendance at an incident in the Stourton area of Stourbridge.

Just after 6pm this evening, Sunday, a report was received that a two-seater microlight aircraft had been in collision with pylons at Barratt's Coppice, Bridgnorth Road.

Sadly the sole occupant of the microlight, the male pilot, was confirmed dead at the scene. He has yet to formally identified. Specially-trained officers will be supporting the man's family and our thoughts are with them at this difficult time. No one else was involved in the incident.

A detailed investigation into the circumstances of the collision will be carried out by colleagues from the Air Accidents Investigation Branch. Tonight the scene will be preserved by officers from Staffordshire Police.

As a result of the incident there is currently a power outage in the area and engineers are on site.

Like · Comment

74

Michael Bird, Geoff Pickford, Sharleen Hollinshead and 51 others like this.

View 47 more comments



Julie Ann Dampier :((x

6 October at 14:52 via mobile

Incidents and Accidents – My thoughts

- Our sport needs to debate participation in social media during an incident
- Clubs to brief/ debate with members, use of social media
- Review your procedures – the game has changed
 - Will you contribute to the news in real time?
- After a reportable incident: Review local Police Facebook page,

Social Media for the BGA, Clubs and Individuals

**UK Gliding's
Biggest Social Media
success story?**

**Women Glide (UK)**

259 likes · 11 talking about this

✓ Liked

Message



Community

Whatever your level, whatever your aspirations, this page is for all women who glide in the UK.

[About](#) – [Suggest an Edit](#)

Photos



259

Likes



Events

<https://twitter.com/...>

1 ▾

Highlights ▾

**Winter Development Day 18 Jan 2014**

18 January 2014

Location is probably confirmed but I won't post it until I'm sure!
case!

Be the first person to join

**Women Glide (UK)**

17 February

On Saturday some of the British Women's team, hosted by the Oxford Gliding Club, had a training day for both the Junior Women's and the Senior Women's teams. A very productive and informative day with Graham Masson, Derren Francis and Graham Francis. It was a great time to help members of both teams prepare for international comps this year!



A case study: Women Glide UK

- Lighthouse for Women's Gliding in the UK
 - Enables Women in gliding to meet, discourse and organise
 - Cuts across all existing organisations and structures
 - Finding and including pilots across UK clubs
- Number of men 'following' WGUK demonstrates appetite for pilot focussed communities in the UK
 - What else is possible?



- Facebook – 'simple' to create
- Facebook **Page**
 - 'Liking' adds WGUK posts to pilots newsfeed
 - Automatically cross posts to twitter (greater reach)
- Backed up static website of links, articles and downloads

Your Club

Minima

- Email discussion group
 - Most people have email
 - Club members only? (closed)
 - Have archive/ forum of conversations
- Be found on face book
 - Have a club page
 - Regular, new, sunny photos
 - Have quorum of members post pictures from their mobile phones
 - Allows club members to connect

Recommendations

- Foster and encourage social media
 - Its not for clubs to control
 - Link/ point to social media
- Advertise on free/ local social media
- Link website to flickr/ a photo site
 - Make club website more dynamic
- Use twitter 'widget' to allow anyone to post on website
 - Daily operations
 - Comps and events

Social Media and UK Gliding

The **BGA Ladder**
- best website ever
Can it go social and
create a
community?

Airspace Files
Community
maintained like
OpenSource
Software?

Use twitter to make
Comp and Event
sites interactive
- **use pilots to make
updates**

"Replace"
gliderpilot.net
- improved interface
- BGA members
only?

Basil to tweet
ratified records and
750s? Or comment
on BGA Ladder

BGA Club
conference, forum
and follow up?

**BGA member
Engagement
Strategy**

Specific
Communities for
Comp pilot
Instructor

**Instructor
community?**
- Forum
- Share aids and
materials

S&G reader
engagement
- Respond to articles
- Archive: input and
comments?

Pete Stratten twitter
@BritishGliding
great list of gliding
twitter usernames

Summary

Thoughts

- Q: "... Increase value of each volunteer hour..."
 - A: Maybe – not best argument for social media
- Social Media will not and should not follow existing structures
- There is no right answer/ template
 - Social media is dynamic
 - Social media is evolving

Actions

- Review incident procedures
 - 24hr news, Twitter, Police using SM, G-INFO
- There are local and national projects
- Understand Social Media a little more

Summary

Thoughts

- Q: "... Increase value of each volunteer hour..."
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 - Social media is and will change

Actions

- Review incident procedures
 - 24hr news, Twitter, Police using SM, G-INFO
- There are local and national projects
- Understand Social Media a little more
- **Be bold:**
 - **Support / Encourage Social Media**
 - **Allow people to interact**
 - **Increase engagement and buzz around gliding**

Supporting slides

Social Media and Gliding



Hot 98.3 FM Abuja @HOTFMNIGERIA

3 Oct

Breaking News: **Plane crashed** close to the Lagos Toll gate.

pic.twitter.com/UsqTExljmm

Collapse

Reply

Retweet

Favorite

Pocket

More



31
RETWEETS





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31
RETWEETS



G's Accident – A personal view

- It was news on national media
- Manager aware, worried and actively seeking information
- Cambridge gliding club have and were using a twitter account during comp

- All that was needed was:

Author: @CambridgeGliding

We have spoken to the pilot, nothing appears broken, he's on his way to hospital for checks

