

9:40 am Social Media, Bird Strikes, and Aviation Safety Policy

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The January 2009 US Airways in the Hudson River in New York was an excellent example of how social media applications like Twitter and YouTube affect how the public finds out about aviation safety related events. The intense media attention around the FAA's proposal to restrict public access to their bird and wildlife strike database represented a different opportunity to use automated online search tools to identify opportunities to promote a better public understanding of bird strike related aviation safety issues.

When many bird strike related organizations first launched their web site, that was about all the online presence that was needed. However, with the rise of the use of social media technology that allows users to tailor how they find and use information, having a web site is no longer enough. Many of the most useful tools in the social media arena are relatively simple to use, often free, and can greatly expand the ability of an organization to reach an online audience. Examples from the work of the AirSafe.com Foundation will show how even the smallest aviation safety organization can use evolving online media technology to enhance their ability to maintain a high public profile.