

- People, purpose, global impact
- Timely, transparent
- Pride, trust



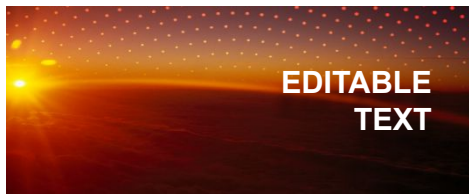
## Content

- Company objectives, inform, entertain (let metrics be your guide)
- Employee sharing
- Headline, summary, image (includes graphics)



### Love at first flight

An operations manager and an analyst for the V-22 tiltrotor thrive on teamwork in the factory and at home.



How a KC-46 modification electrician found success at Boeing



Twin satellites lift off; signal acquisition confirmed



Boeing celebrates 90 years in Brazil, strong future ahead

## Photos sell the story

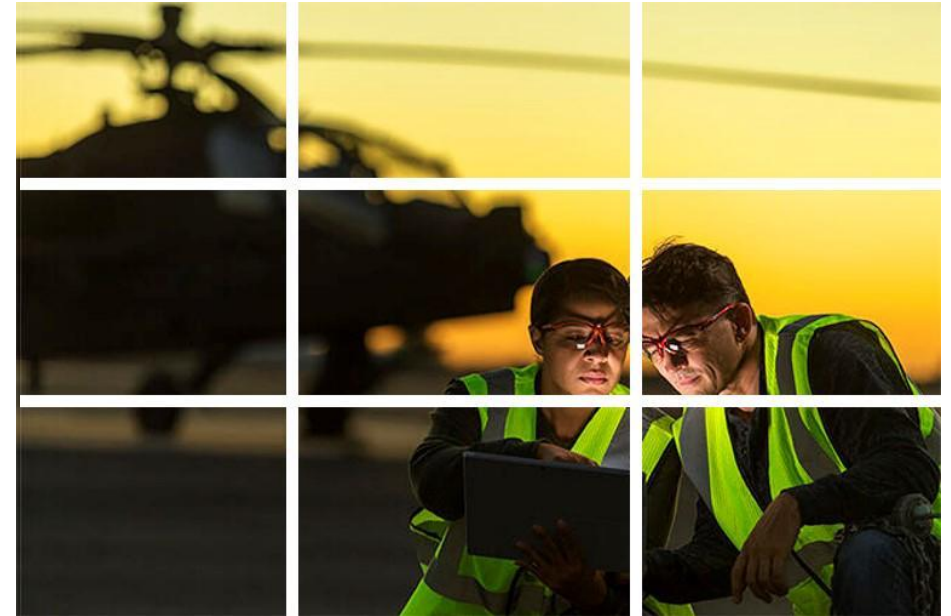
- Colorful
- Close up
- Show action

## What draws them in?

- Composition
  - Rule of thirds
- Don't overlook the face
- Overall image quality

## What performs well?

- Products in action
- People in action
- Double dose: people + products





## New fabrication center static image



## New fabrication center time-lapse gif



## Animated GIFs

- Purposeful. Gif or gimmick?
- Movement, but not too much
- Products in action
- Having a central focal point



## SB>1 DEFIANT Milestone





## Boeing teammates Seahawks pride on 'Monday Night Football'



**Situation:** “Top Gun: Maverick” features Boeing F/A-18 Super Hornet, showcasing employees’ work on the big screen

## Storytelling opportunities:

- Social media’s Top Gun Day
- Early screening for employees
- Actor visits F/A-18
- TOPGUN-pilot-turned-Boeing-employee + movie consultant
- Fun facts about the films
- Employee video series



### Video: Team Boeing celebrates movie fans’ ‘Top Gun Day’

Employees behind the F/A-18 Super Hornet share their favorite quotes from the classic naval aviator movie “Top Gun.”



### Video: Actor Jon Hamm visits the home of F/A-18 Super Hornet

The St. Louis native — Cyclone in “Top Gun: Maverick” — gets an up-close look at the aircraft featured in the film.



### Fun facts about the ‘Top Gun’ films

In four short videos, real-life TOPGUN fighter pilot turned Boeing employee Kevin “Proton” McLaughlin breaks it down.



### Video: Real ‘Mavericks’ work here

Meet a real-life TOPGUN fighter pilot turned Boeing employee, Kevin “Proton” McLaughlin.

### Video: Super Hornet is the star

F/A-18 employees get an early viewing of “Top Gun 2” and fly the cockpit simulator before show time. Spoiler warning!



by BNN  
Published May 27, 2022



## Empowering employees through storytelling to be Boeing ambassadors





## Amplifying employee pride



**Hear from a software engineer**  
Quimeka has a brother in the military. Her work on F/A-18 sensors and network communication capabilities is personal.



**Focused on a fighter's future needs**  
Alex shares how his team's work on the Block III Super Hornet is shaping the future of naval aviation.



**Meet a flight control teammate**  
When Adam sees an F/A-18 roll down the flight line, he thinks about all the details that make flight possible.



**Hear from a product review engineer**  
For Emily, the thrill of working on F/A-18 jets starts with digging deep into the science of aviation and aerospace.

Like this story? Use an icon to share it.



*Share this story, inspire someone to join Team Boeing! Explore job opportunities, internships and more at [Careers at Boeing](#).*

## Campaign

- Jon Hamm was the most liked and most shared video of 2022
- 'Real Mavericks' employee video was third-most shared of 2022
- Employee videos continue to gain engagement, likes shares; support recruitment efforts



