

jetBlue

Attune

Chicago, October 19, 2022

# JetBlue/On The Fly

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Manager Internal Content

# Born at JFK in 2000.

JetBlue is a global,  
award-winning travel company.

These five values inspire our culture and guide the  
decisions that we make every day:

- Safety
- Caring
- Integrity
- Passion
- Fun





# In the past 22 years we've...

- Grown domestically and internationally.
- Added game-changing aircraft to our fleet.
- Introduced our premium travel experience, Mint.
- Launched two innovative subsidiaries, JetBlue Ventures and JetBlue Travel Products.
- Expanded into Europe, landing in London in 2021, where we now offer 5 daily nonstop flights.

# Our 24,000 Crewmembers.

They are the heart of our brand  
and our greatest asset.

- 40 million customers each year.
- Nearly 100 cities in the US, the Caribbean, Latin America and now Europe.
- New York's Hometown Airline.
- A leading carrier in Boston, Fort Lauderdale, Los Angeles, Orlando and San Juan.



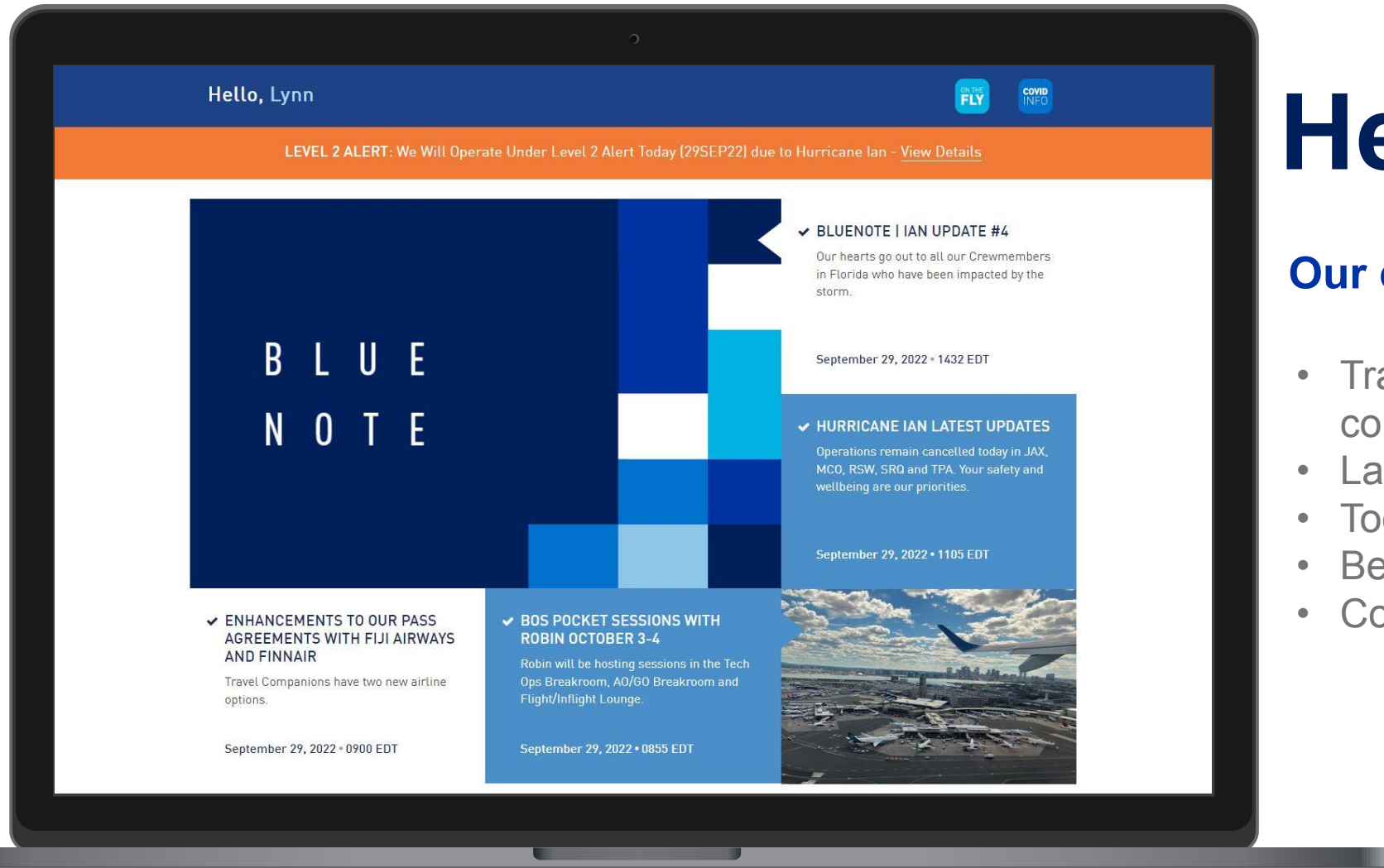


# Internal communications at JetBlue.

# HelloJetBlue

## Our company intranet.

- Traditional source for all internal communications
- Latest news
- Tools
- Benefits and payroll information
- Comments and likes



# Email

## We send a lot of emails!

### Daily News

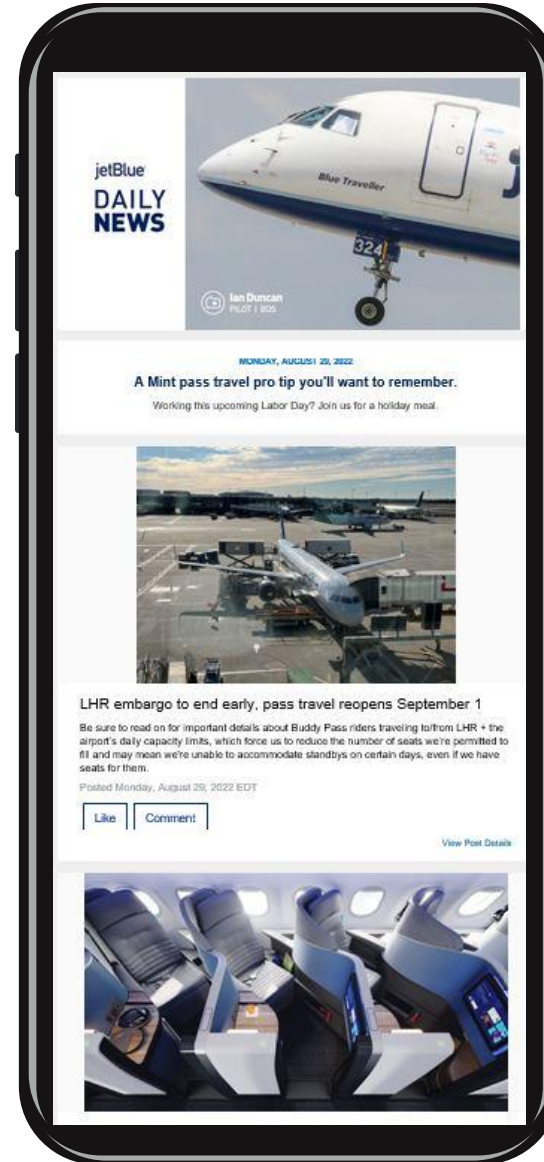
- All Crewmembers
- 5 days a week

### Weekly workgroup newsletters

- Airports
- Customer Support
- Flight Ops
- Inflight
- System Operations
- Tech Ops

### BlueNotes

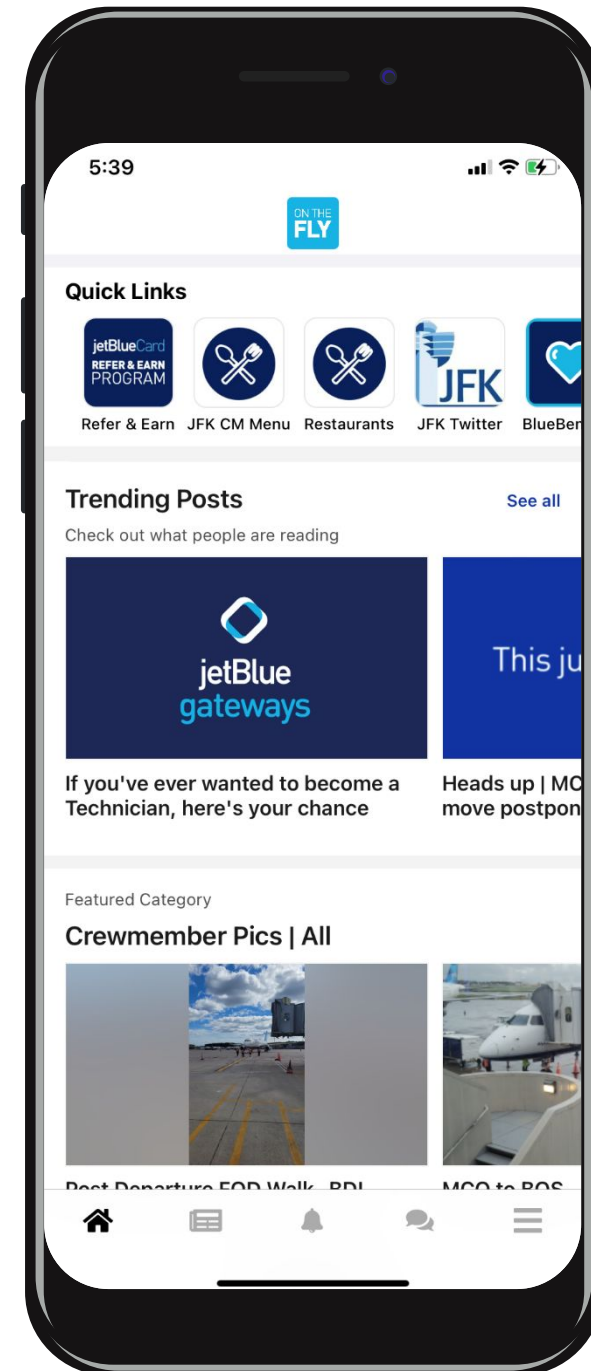
- Company-wide executive communications



# On The Fly

## Our mobile app.

- Available for all Crewmembers to download.
- Public-facing version with limited external news.
- Has grown exponentially since we launched 3+ years ago.
- Our primary mode of communication with our Crewmembers.





# On The Fly's evolution.

In roughly 4 years, the app has gone from being an optional tool for a small group of Crewmembers, to a must-have for all JetBlue Crewmembers to feel informed, educated and entertained.

2018

## Early stages.

Beginning in July, we piloted On the Fly with a small number of Crewmembers in select airports, holding in-person events (“Appy Hours”) to introduce the app and encourage Crewmembers to download it.

2019

## Building an audience.

We rolled On The Fly out to all Crewmembers in late 2019, making it available for anyone to download. At first, it was still primarily used by Airports Crewmembers, particularly as a way for them to access their work schedules.

2020

## Growth and challenges.

As the pandemic began, our business changed dramatically. We did not furlough any Crewmembers, but many took opt-out packages, and our workforce shrank as a result. Still, app downloads slowly increased, as did the volume of content we posted—mainly by Corporate Communications.

# 2021.

## A watershed year for On The Fly.

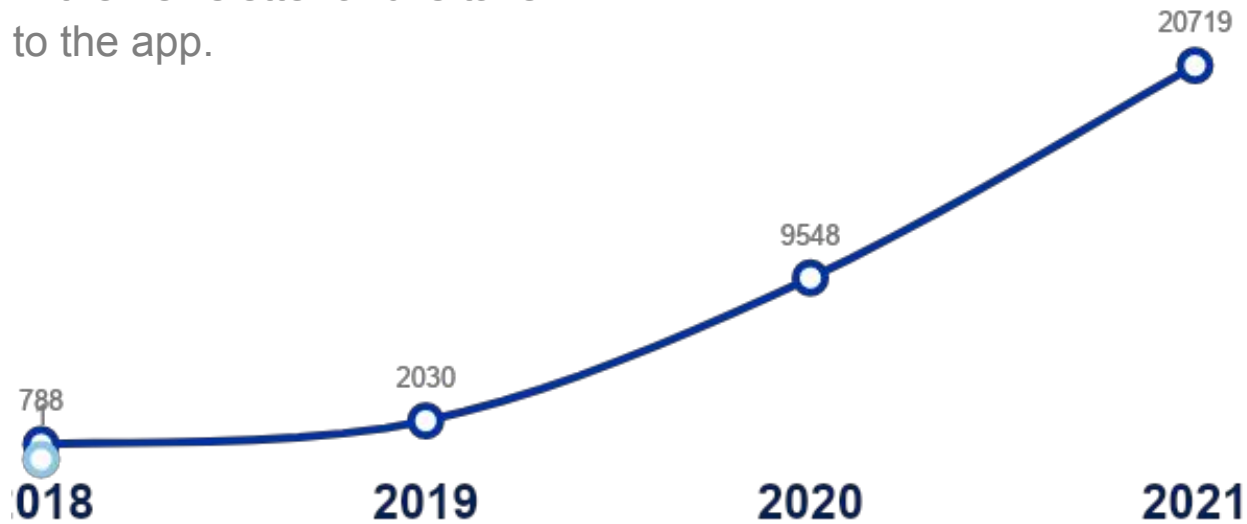
We shifted many of our email communications from Outlook to OTF, sending them as newsletters through the app. In October 2021, we began sending Daily News via OTF, and that's when employee engagement truly took off.

jetBlue  
**DAILY  
NEWS**



Using On The Fly to send Daily News had a direct impact on the number of Crewmembers using the app. Each issue of this 5x a week newsletter includes 4-6 posts. In order to read them in full, like or comment on them, a Crewmember taps on the link in the newsletter and is taken to the app.

Sending Daily News through OTF has other benefits, beyond bring Crewmembers in. It gives us access to useful data, including open rates, which currently hover around 60-65%.



# Active users.

## Reading the news and sticking around.

Sending Daily News through On The Fly also gives our Crewmembers an enhanced reading experience, as the newsletter is optimized for mobile. No more pinching and zooming.

# Company news and fun features.

5 days a week, to all 24,000+ Crewmembers.

- Editorial calendar.
- Weekly editorial meetings for internal comms.
- Team shares updates from stakeholders around JetBlue.
- Shared brainstorm doc, field pitches from other teams.



# From idea to broadcast.

## Life of a post in On The Fly

- 1 Idea generated
- 2 Story written and reviewed by subject matter experts
- 3 Story posted in OTF
- 4 Inclusion in Daily News, picked up in targeted workgroup comms
- 5 Pushed out via broadcast to garner even more views

# Crewmember-generated content.

OTF has traditionally been a place for Corporate Communications to share company info—but our ultimate goal is to have it be a space for communications both official and user-generated.



**JUST PERFECT!**  
Where I feel most at Peace!

Crewmember Pics | All

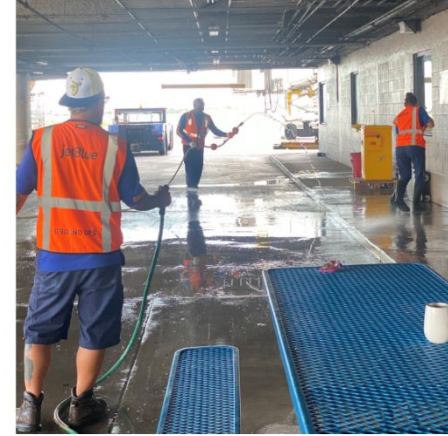
🔒 Aug 23, 2022



**Time Lapse Engine Change**  
JetBlue MX JFK

Crewmember Pics | All

🔒 Aug 24, 2022



**Clean up!**  
After 100% fleet launch 🛫 these guys took it upon themselves to clean up the breezeway #teampbi

CM Pics | Airports, Crewmember Pics | All



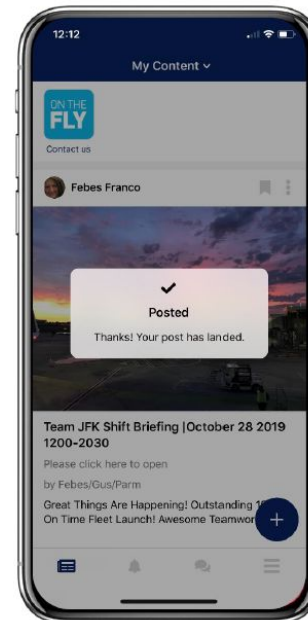
**Nation Aviation Day @ BOS**

Crewmember Pics | All

🔒 Aug 19, 2022

# Crewmember pics.

It's easy for Crewmembers to post their own photos but we also have a visual how-to guide they can download if needed.



# Crewmember Pic activity

Crewmembers can post their photos in specific categories, based on their workgroup, but we also collect them in an “all Crewmember pics” category, which anyone can subscribe to.

	1 year ago	6 months ago	Today
New posts per month	34	117	219
Views per month	3,539	3,844	5,190
Comments per month	48	77	83
Likes per month	457	711	1,219
Members who submit posts every month	34	87	168



jetBlue INFLIGHT  
THE WEEKLY  
BRIEFING



The Weekly Briefing | September 21, 2022

INFLIGHT UPDATES



Need-to-knows | MCO Terminal C move

On September 27, JetBlue will call Orlando's brand new Terminal C home. Check out some need-to-knows for Inflight Crewmembers.

Posted Wednesday, September 21, 2022 EDT

[View Post Details](#)

We want you  
to pick our next flicks!



# Workgroup-specific comms

Weekly emails targeted to different workgroups that layer:

- Visuals
- Custom newsletter headers
- Posts
- Other content

Combining rich content compels Crewmembers to click.

# Crewmember-first content.

A significant number of our Crewmembers have been at JetBlue less than 2 years.

What that means for our internal comms team:

- Don't assume everyone knows everything. Spell out acronyms, give background on topics, link back to earlier posts.
- Explainer-type stories do well. A few examples: How do we come up with our tailfin designs? What goes into creating a flight number? What is deicing and how does it work? What does the day in the life of a JetBlue recruiter look like?



# What's next?

# Who, what, where.



## **Hiring in record numbers.**

So many new Crewmembers, Crewmember Resource Groups, opportunities for targeted communications.



## **Our growing fleet.**

More opportunities to go behind the scenes with photos and videos.



## **Network expansion.**

As we announce more destinations, how can we enhance our Crewmembers' experience as they travel for work and for leisure?

**Thank you.**

jetBlue<sup>®</sup>