



Be on Social

Without being on social.



Michael Corcoran
Former Head of Social Ryanair

Donegal Tourism Seminar
2024

Why the f*ck am I?

- 01 I'm not a Forbes 30 under 30
- 02 I have not been named 'Top Marketing Influencer' by some random agency looking to PR for new business.
- 03 I let my work do the talking (most of the time), and I think I'm ok at it.



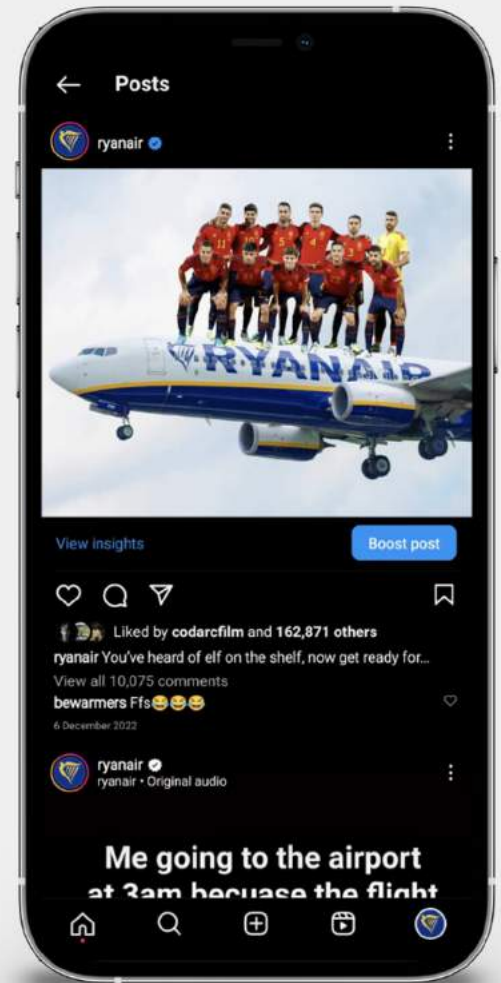
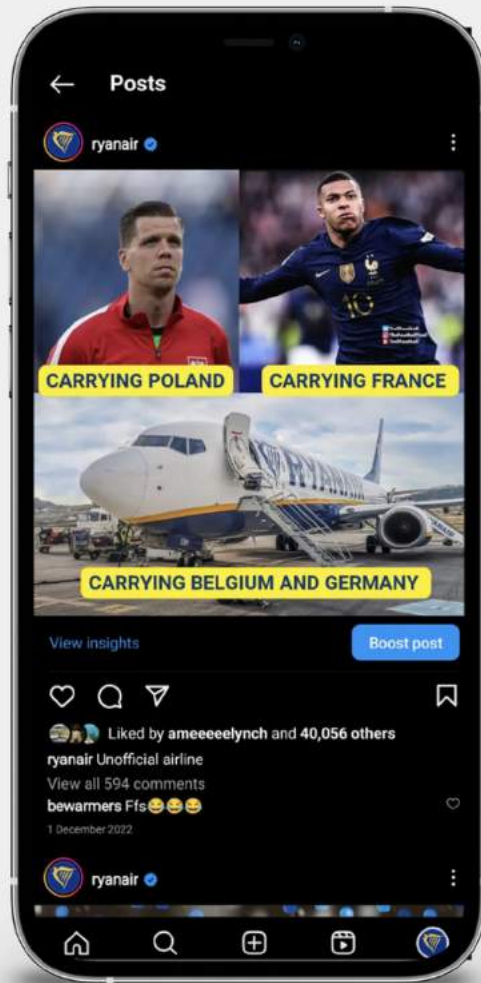
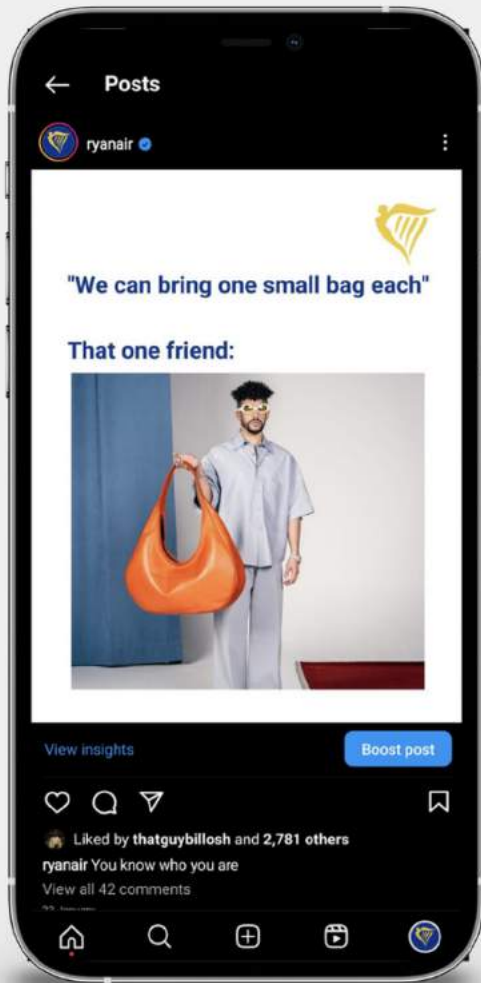
**STEP BACK AND
THINK!**

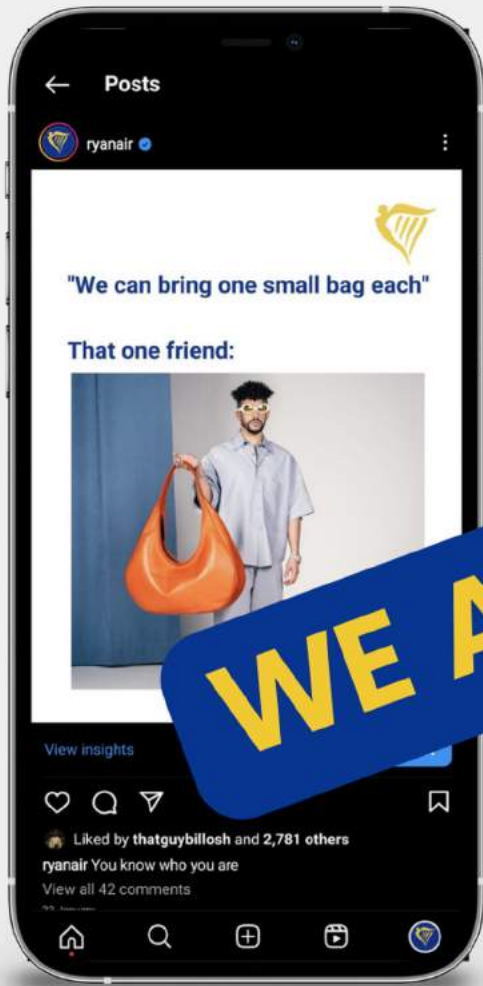
WHAT IS SOCIAL MEDIA?

Who the f*@k knows? We're all trying BUT we need to do better.

SAYS WHO?

Social Media is not black and white. There are exceptions & norms.





WE ARE THE EXCEPTION!!!

WHAT WENT WRONG?

We are all to blame for creating an echo chamber of 24/7 social and huge volumes of content; why?

Content = 💰

IT DEPENDS

Social media lives off tactics - we need strategy

STRATEGY IS NOT A
LIST OF TACTICS

STRATEGY IS ABOUT
SACRIFICE

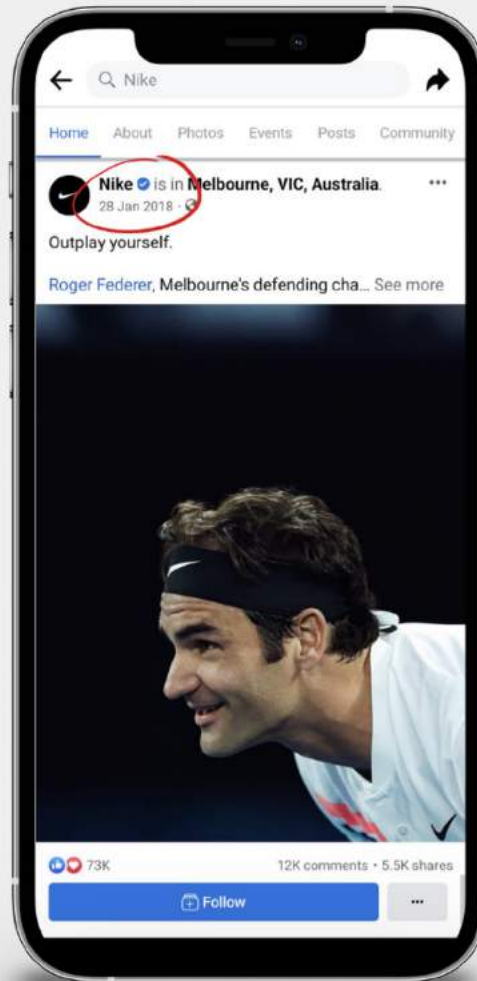
STRATEGY IS BRIDGING THE GAP ABOUT
**WHAT WE ASPIRE TO BE &
WHAT WE ARE DOING ABOUT IT**

NIKE

FACEBOOK 36.2m LIKES

NIKE FACEBOOK

FEWER BIGGER BETTER & DIRECT
RESPONSE PAID MEDIA



01 Last 'ORGANIC' post 2018

02 1,900+ Live Paid Ad Campaigns
on Facebook

03 Same goes for other Nike pages,
Football, Basketball etc...

All All ads Nike



Ads About

-1,900 results

Keyword Filters

Platform: Fa

Launched February 2023

Active Started running on Feb 12, 2023 Platforms ID: 154290856205435 3 ads use this creative and text See ad details

Nike Sponsored
You can hear 'em now. Kansas City @chiefs are back on top and this dynasty is just getting started. 🏆🔥
Kansas City is Never Done.

NIKE.COM Learn More

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Nike Sponsored
You can hear 'em now. Kansas City @chiefs are back on top and this dynasty is just getting started. 🏆🔥 Link in bio.
Kansas City is Never Done. #SBLVII

NIKE.COM Show Your KC Pride Find Your Store Learn More
NIKE.COM Show Your KC Pride Find Your Store Find Your Store

Active Started running on Feb 12, 2023 Platforms This ad has multiple versions ID: 1290613331516999 3 ads use this creative and text See ad details

Nike Sponsored
You can hear 'em now. @1137923372:The Kansas City Chiefs are back on top and this dynasty is just getting started. 🏆🔥 #SBLVII

NIKE.COM Learn More

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Nike Sponsored
You can hear 'em now. The Kansas City Chiefs are back on top and this dynasty is just getting started. 🏆🔥 #SBLVII

NIKE.COM Kansas City is Never Done. Shop Now
NIKE.COM Kansas City is Never Done. Shop Now

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Nike Sponsored
Join us in Sydney for the ultimate immersive soccer experience, celebrating the Matildas and their journey through the lens of Nike FC Photographer Rachael Gbytheshelvine.

NIKE.COM Nike FC Immersive Matildas Experience, Sydney

LUSH

'BOYCOTT' SOCIAL MEDIA...BUT DID THEY???

LUSH EARNED SOCIAL

'BOYCOTT' SOCIAL...WELL KIND OF

- 01 No longer actively publishing on social, BUT using influencers and creators across social to drive saliency of their brand and products.



Whatever Happened To Lush?

JACQUELINE KILIKITA

LAST UPDATED 23 JANUARY 2023, 12:05

Lush Cosmetics to deactivate Instagram, Facebook, TikTok and Snapchat accounts

This article is more than 1 year old

Lush quits Facebook, Instagram, TikTok and Snapchat over safety concerns

Beauty retailer says it has had enough of social media after allegations of whistleblower Frances Haugen



Lush has run diverse campaigns over the years linked to social causes. Photograph: Neil Hall/Reuters

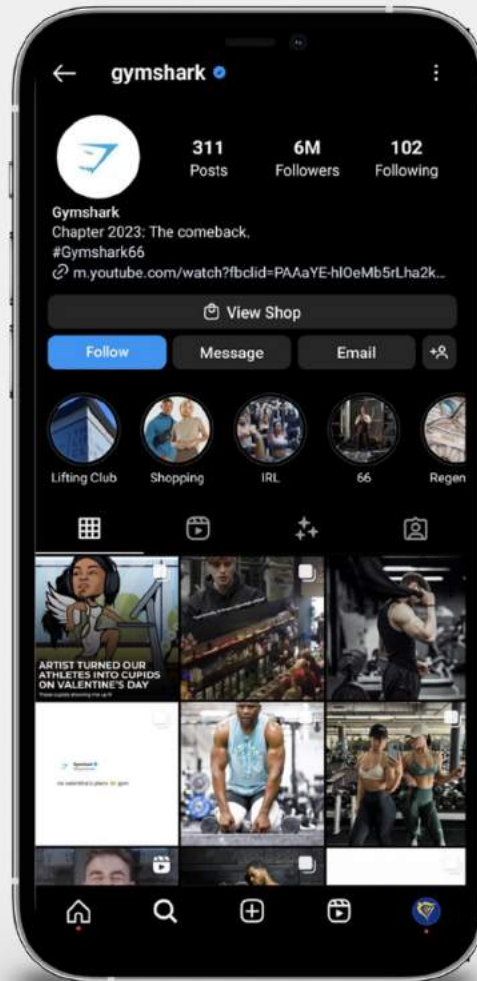


GYMSHARK

BABY SHARK TO GLOBAL KILLER

GYMSHARK INFLUENCERS

Using the power of social across its different strengths to grow and change as does the business



01 Bootstrapped at the start

02 To win, they needed to get the product in the hands of people with next to no budget.

03 Built a huge influencer programme to get people in their clothes low + cost reach.

04 Now and next they are reducing their approach to influencers and scaling like BIG BRANDS.

What's my point?

You don't need to
have active social
channels 24/7 & 365
Day Content Plans

Social offers more
than publishing
content.

Focus on what can
drive impact or solve
a problem and then
pivot.



**And then
there's
Ryanair**





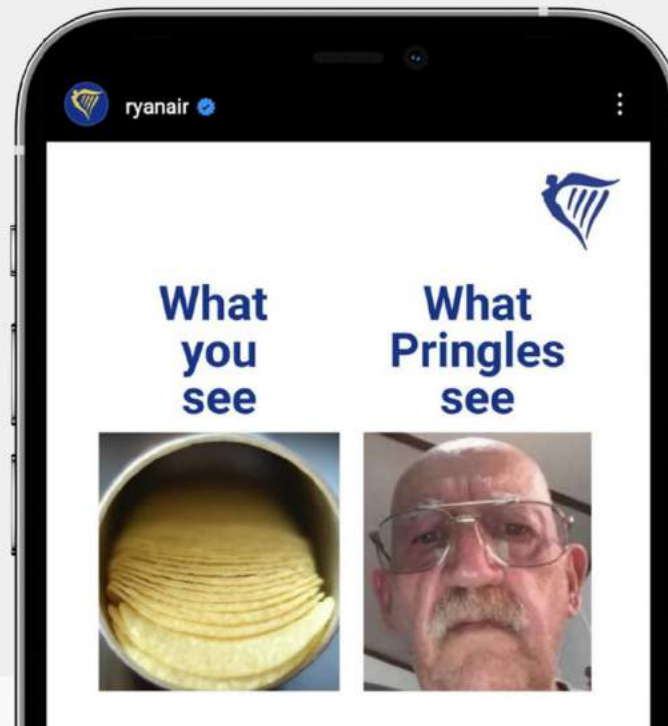
Our strategy is based on four variables:

01 BRAND

What brand have we built, what can we own and what is unique?

02 CATEGORY

What are our competitors doing about aviation and social?



03 CUSTOMER

What does the customer need - motivations / behaviours?

04 SOCIAL MEDIA LANDSCAPE

How is social media evolving and how are people using it



IDENTIFY INSIGHT/GAP/PROBLEM THAT CAN BE OWNABLE

- HOW DOES IT MANIFEST?

- HOW DO WE KNOW IT COULD WORK?



RYANAIR



OUR OPPORTUNITY

ACCESS TO A
**FREE
AUDIENCE**
ON SOCIAL

GENERATE
**EARNED
MEDIA**
OFF SOCIAL

ALWAYS STAY
**TOP OF
MIND**
FOR BRAND

GIVES US A
**POINT OF
DIFFERENCE**
IN CATEGORY

HELP RYANAIR'S
**BRAND
IMAGE**
WITH CUSTOMERS





WHAT INFLUENCES OUR STRATEGY?

BRAND

RYANAIR LOW COST DNA

OPENED TRAVEL TO ALL, CONNECTING EUROPE. LOW-COST MINDSET & THE LICENCE TO BE DISRUPTIVE.

CATEGORY

METAL MACHINES IN THE SKY

AIRLINE SOCIAL IS A SEA OF SAMENESS SELLING PREMIUM EXPERIENCES AND PERFECTLY FILTERED CONTENT THAT DELIVERS MODESTLY.

CUSTOMER

EXPECTATIONS ARE TOO SKY HIGH

CAUSING FRICTION WITH US AS A LOW-COST AIRLINE, PLAYED OUT ON SOCIAL MEDIA DAILY WITH A MIX OF GENUINE AND FIRST-WORLD PROBLEMS.

SOCIAL MEDIA LANDSCAPE

CORPORATE WORLD BROKE SOCIAL

MOTIVATIONS - ESCAPING FROM LIFE AND BEING ENTERTAINED.
CHANGE FROM THE FILTER, PERFECT - TO THE IMPERFECT AND CREATIVELY CHAOTIC SPACE, LEAD BY CREATORS AND BY GEN Z.



RYANAIR

WHAT ARE WE SETTING OUT TO SOLVE?

PROBLEM

1) WE ARE A LOW-COST AIRLINE WITH A LOW-COST MINDSET & THE LICENCE TO BE DISRUPTIVE (DNA). WE NEED COST-EFFECTIVE MARKETING.

OPPORTUNITY

SOCIAL MEDIA HAS THE POTENTIAL TO GENERATE LOW-COST HIGH, RETURN REACH AND PUBLICITY SIMILAR TO THAT OF TRADITIONAL DISRUPTIVE PR RYANAIR ARE KNOWN FOR

PROBLEM

2) PEOPLE ARE TIRED OF THE FAKE FILTERED, SEA OF SAMENESS NATURE OF SOCIAL MEDIA; CORPORATE BRANDS & AIRLINES DON'T GET THIS.

OPPORTUNITY

BE A TONIC ON SOCIAL MEDIA BE ENTERTAINING BE IMPERFECT, UNFILTERED, SELF-DEPRECATING & IRREVERENT, IS WHAT HUMANS ESCAPE TO SOCIAL FOR.

PROBLEM

3) PASSENGERS' LOW-COST TRAVEL EXPECTATIONS ARE TOO HIGH – THIS FRICTION IS PLAYED OUT ON SOCIAL FOR ALL TO SEE.

OPPORTUNITY

DECREASE FRICTION ABOUT HOW WE OPERATE AND BE IRREVERENT ON FIRST-WORLD TRAVEL PROBLEMS PEOPLE TRY TO 'CANCEL' US ON IN AN ENTERTAINING WAY.



RYANAIR

STRATEGY

ON A PAGE



MISSION

Be the most TALKED ABOUT BRAND ON SOCIAL MEDIA

VISION

Entertain everyone so much they share Ryanair content on & off social media

STRATEGY

Design a 'creator lead' approach driving talkability on & off social media by:

Making entertaining relevant & topical content

Always On content that changes Ryanair's perception

Tone

Be the Ryanair admin

Act like a creator

Channel

Be where the trends start

Grow like a creator

Content

Be relevant and chaotic

Publish like a creator

Activations

Build with niche groups

Collab like a creator

Community

React like a creator

Engage like a creator

RYANAIR

WINDOW GATE

Sometimes words are not needed & BIG
WINS are when you least expect it



- 01 One tweet = **59m Impressions** & additional millions in PR & earned media
- 02 Appear on Jimmy Fallon show cold opening
- 03 Nailing our strategy tone and problem we're trying to solve





Thank You

