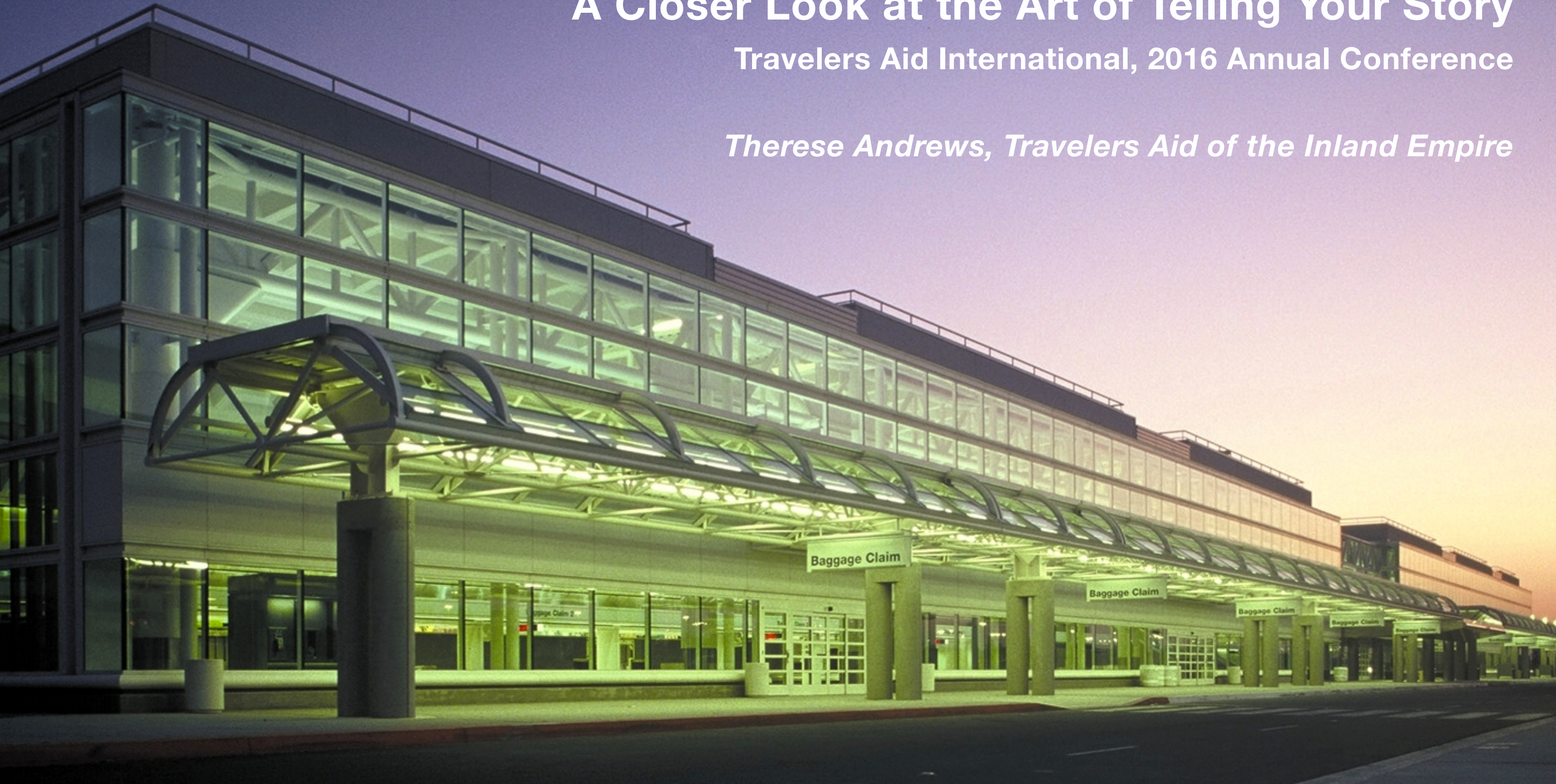


A Closer Look at the Art of Telling Your Story

Travelers Aid International, 2016 Annual Conference

Therese Andrews, Travelers Aid of the Inland Empire




**“Frankly, there isn’t anyone
you couldn’t learn to love
once you’ve heard their story.”**

-Mr. Rogers




Travelers Aid of the Inland Empire

A day in the life of Travelers Aid of the Inland Empire stories...

**Travelers Aid of the Inland Empire**
April 1 · 🌐

Field Blevins, Christopher Blevins and Carson Beckett arrive at #OntarioInternationalAirport with their mountain bikes carefully contained for the 2016 Pro XCT (Professional Mountain Biking) this weekend in San Dimas and Fontana. Good luck gentlemen and "ride on!"



**Travelers Aid of the Inland Empire**
May 21 at 9:49am · 🌐


Travelers Aid Volunteer Diana McVicker assists Dr. Judith Dunbar-English Professor at Santa Clara University with a wealth of information re: directions to the local city of Claremont and some fun places to eat after arriving at ONT. Safe travels!



**Travelers Aid of the Inland Empire** added 2 new photos.
March 20 · 🌐

Some of the happiest people I know - Travelers Aid Volunteers
#Internationaldayofhappiness Join our Volunteer team who welcome visitors with smiles and provide helpful information.






**Travelers Aid of the Inland Empire**
May 19 at 7:43am · 🌐

<http://www.independenttraveler.com/.../16-ways-to-get-through...>

16 Ways to Get Through the Airport Faster | IndependentTraveler.com

How can you move more quickly through a crowded airport? Check out our 16 essential tips.

INDEPENDENTTRAVELER.COM

 Like  Comment  Share



Travelers Aid of the Inland Empire

Make it unique

If you've been to one airport...
you've only been to one airport!

- What's unique to your TA agency?
- What's on your "front page?"
- Affirm your organization has meaning.



Travelers Aid of the Inland Empire



Travelers Aid of the Inland Empire added 27 new photos.

Yesterday at 4:23pm · 🌐

Honor Flight/Inland Empire, Patriot Guard Riders, USO Volunteers, Travelers Aid Volunteers, DAR Representatives, Operation Gratitude, Veterans, Airport Staff, Family and Friends formed welcome lines at Ontario International Airport today to greet the twenty-one WWII Veterans returning from the WWII Memorial in Washington, D.C. (www.honorflightie.org)



Be genuine

When sharing about your TA agency, use the stories your volunteers provide, and the people they help, to establish that connection.

- How do you gather stories?
- How do you use your ever-present volunteer staff to collect these moments?
- How do you create emotion through storytelling?



Travelers Aid of the Inland Empire



Travelers Aid of the Inland Empire

May 14 at 10:39am · 🌐

While on travel Mother's Day weekend, Phoenix Sky Harbor Airport Navigator Goldie Cohen assisted Travelers Aid of the Inland Empire Director Therese Andrews with questions. Goldie has been a Volunteer Navigator for 8 years and looks forward to meeting and greeting guests during her shift. It was truly a pleasure meeting you.

<https://skyharbor.com/volunteer>



👍 Like

💬 Comment

➦ Share

👍 27

[Top Comments](#)

Plan Content for a “Thumbs Up”

Some ideas:

- “WOW” stories (the guest experience)
- Volunteers in action / Volunteer spotlight
- TA involvement at airport events
- A board member being recognized
- Related organization & partner information / links
- Interesting aviation news / stories / facts
- Kudos to other airport programs
- A new travel app, a travel tip or quote
- Consider seasonality for more relevance (e.g. National Volunteer Week)

What topics have you focused on?

What ideas can you share?



Travelers Aid of the Inland Empire



Travelers Aid of the Inland Empire

June 1 at 7:08am · 🌐

"Greetings from Denali, Alaska at 10 PM. The sun never sets this time of year. It is so beautiful here and the temperature has been in the high 60s during the day," said Travelers Aid Volunteer Kathy Holloway. Safe travels Kathy on your way back to ONT.



Post with a passion

Post engagement increases with high resolution pictures and video, timely content, useful information and personality. More interactive content enhances engagement rates. And for continued quality, don't forget to proofread and to schedule your posts to keep an active online presence.

- What tips do you use for optimized content?
- How do you spark engagement?
- How do you change the way you're telling a story in social to spark more intrigue?



Travelers Aid of the Inland Empire



Travelers Aid of the Inland Empire

May 17 at 7:54am · 🌐

Travelers Aid Volunteer Sid Santia stops to pose with a Southwest Crew flying through [Ontario Intl Airport](#). Pictured center is Flight Attendant Marlo Bendett (daughter to another Travelers Aid Volunteer Melody Kobala). Thanks crew for stopping by the Travelers Aid Information desk to give a Sid a little "luv" during his shift.
(Pictured submitted by Marlo's mom Melody)



👍 Like

💬 Comment

➦ Share

Do more with less

How often do you feel like you are a social media team of one, and that social media could be a full-time job in itself?

- What creative ways are you taking on the task of social media?
- What tools are you using?
- Community-submitted content?
- Volunteers & staff contributing?
- Local university intern opportunity?



Travelers Aid of the Inland Empire

Thank you!

Therese Andrews, Travelers Aid of the Inland Empire

Facebook: Travelers Aid of the Inland Empire

Instagram: @taieont

