

Southwest Airlines Receives Gold Honor in 2019 Shorty Awards



Southwest Airlines is proud to be a finalist and Gold Honoree for Best Online Community in the 2019 Shorty Awards.

This award honors the management of an online community to effectively engage with, collaborate with, and grow its participants.

The Shorty Awards, now in its 11th year, was the first awards show to honor social media, and it continues to recognize the most influential, popular, and culturally relevant brands, organizations, agencies, campaigns and influencers across social media.

The Southwest Community launched in 2016 and is the first of its kind in the airline industry.

Not only is the Community a place where travelers can share stories, but also exchange knowledge and find inspiration from other Community members.

The Community is comprised of a corporate blog where storytelling comes to life, a thriving discussion forum where questions typically receive same-day answers, and a knowledge base where readers can find step-by-step answers to some of the most frequently-asked travel questions. The site boasts 128,952 members and a group of 11 super users, known as “Community Champions,” who foster meaningful conversations on the Community’s 12 interactive topic boards.

Southwest Airlines recognizes the value of online communities and how they can be used to carry out our purpose: Connecting People to what’s important in their lives through friendly, reliable, low-cost air travel.