



AIRCRAFT MECHANICS FRATERNAL ASSOCIATION

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To: Members of Locals 4, 11, and 18
Re: Region II Director Update – July 2019
Date: August 11, 2019

Dear AMFA Members:

The National Executive Council (NEC) held five conference calls with our Legislative Affairs team, three NEC Zoom conference calls along with one NEC face-to face-meeting, five conference calls with Commerce House, and one Zoom conference call with Local Presidents during the month of July. The NEC also held two Zoom conference calls with the Southwest Airlines ALRs regarding the implementation of the newly ratified AMT CBA as well as the outstanding lawsuits and upcoming Mediation with SWA to resolve these matters.

In July I traveled to attend the GMMs for all three Locals in Region II: Local 4 GMM (three meetings), Local 18 (three meetings), and Local 11. While in Dallas for the Local 11 meeting I was able to attend the quarterly union coalition meeting held at SWAPA, which includes unions on the property at SWA (AMFA, SWAPA, TWU550, TWU555, TWU556, and Teamsters).

AMFA’s social media efforts continue as we post updates and information across many platforms. We encourage you to take the time to follow and read them when you are able. The message of the month is “Help us (AMFA) to HELP you (AMFA).” Keep in mind that reposting of Union articles of interest that is shared in your sphere of social media (helps us) the information to be viewed by others (helps AMFA) of our collective concerns including media outlets picking up a story. Collectively we have the ability to have greater influence on our profession. If you have not done so, please take a moment to register with the website of AMFA [National](#) and your respective [Local](#) so that you will be included on the latest information. Important: be sure to follow AMFA on [Twitter](#), [Facebook](#), and [Instagram](#). To the right are social media analytics for the month of July provided by CommerceHouse. We can follow the analytics and watch the stats increase with your help.

For more specific updates and further information regarding AMFA, please visit AMFA National website at www.AMFANational.org.

I wish every member and their loved ones another blessed and safe summer. Please enjoy life and the beauty that it offers each of us.

Best Regards in Solidarity,

Will Abbott
Region II Director

SAFETY IN THE AIR BEGINS WITH QUALITY MAINTENANCE ON THE GROUND

Social Media Analytics- July

AMFA Social

Facebook
4,528 total page likes (up 104 from June)
44,058 organic reach (up from 42,971 in June), 10,938 engagements (up from 10,014 in June)
Top post: 16,796 reach (fourth highest reach ever), 6,619 engagements, 780 reactions, 367 likes, 5,839 post clicks

Twitter
26,000 total impressions (down from 33,000 in June)
19 new followers, 15 mentions, 415 profile visits
Top post: 1,429 impressions, 174 engagements, 16 likes, 5 retweets

Instagram
210 followers (up 11 from June)
Top post: 57 likes, 6 saves, 769 reach

Takeaways
August was a steady month across social channels. While overall impressions were down on Twitter, Facebook and Instagram outperformed June and all three platforms gained a solid number of followers. Facebook had the fourth highest reach ever (16,796) with the wages infographic post and gained 104 likes. Twitter's top post was also the infographic with 1,429 impressions, which is the most impressions in a post since May and 26,000 total for the month. Instagram's post on the MAX situation was the top of the month, with a reach of 769, especially impressive considering the account has 210 followers. Moving forward, we will continue to position ourselves as leaders of aviation safety through blogs, graphics and quick responses to timely and relevant news.