

CASE STUDY

80% More Traffic. 120% More Engagement. How MSP Airport Built a Social Presence That Earned National Press

In four years, a sole social strategist transformed Minneapolis-St. Paul International Airport's social media from an afterthought into a growth engine — with content picked up by USA Today, TMZ, and the LA Times.

80%

Website Traffic Growth

120%

Engagement Growth

4

Platforms Managed

3+

National Media Pickups

The Client

Minneapolis-St. Paul International Airport (MSP) — a major U.S. airport serving over 36 million passengers annually across two terminals. MSP maintains a presence on Facebook, Instagram, X (Twitter), and LinkedIn to communicate with travelers, the local community, and industry stakeholders.

The Challenge

When the engagement began in 2021, MSP's social media presence existed — but barely. There was very little consistent content management, reporting was fragmented across platforms, and whatever audience growth had occurred was largely a byproduct of name recognition rather than deliberate strategy.

The accounts were functional but not strategic. There was no unified voice, no content calendar driving consistent output, and no framework for measuring what was actually working. For an airport that millions of people interact with every year, the social presence wasn't remotely matching the scale of the brand.

The Approach

As the sole social strategist over a four-year period (2021-2024), the goal was to build MSP's social media into a channel that drove real engagement, website traffic, and community connection — not just a broadcast feed for announcements.

Unified strategy across four platforms. Facebook, Instagram, X, and LinkedIn were each treated as distinct channels with their own audiences and content styles — but managed under a single cohesive strategy. LinkedIn leaned into staffing announcements, job openings, and operational updates. X became the home for real-time personality. Instagram and Facebook balanced visual storytelling with practical traveler information.

Content that earned attention. Rather than defaulting to sterile corporate updates, the content strategy leaned into what made MSP interesting: stunning aircraft photography, behind-the-scenes construction updates, new route announcements, seasonal offerings, and personality-driven posts like the annual April Fools content. The goal was to make people *want* to follow an airport — not just tolerate it in their feed.

COVID-era communication. Managing social through 2021-2022 meant navigating constantly shifting travel protocols and public health updates. The accounts became a trusted, real-time information source for travelers — building audience trust and engagement during a period when people needed reliable updates more than ever.

Consolidated reporting. Fragmented reporting was replaced with unified analytics that tracked performance across all four platforms, connecting social activity to website traffic and identifying which content themes were actually driving results.

Viral Spotlight: The Ice Chunk That Wouldn't Quit

A chunk of ice sat on the MSP airfield and refused to melt — all the way into July.

A simple photo — the stubborn ice chunk in the foreground, a plane taking off behind it — captured the absurdity perfectly. The tweet took off, earning national coverage from USA Today, TMZ, the LA Times, and local news outlets.

345K

Views

1K+

Likes

286

Reposts

49

Comments

This wasn't a one-off accident. It was the result of a content strategy that gave a major institution permission to have personality — and an audience that was already engaged enough to amplify it.

The Results

Over four years of consistent, strategic social management:

- **80% increase in website traffic** driven by social channels

Social became a measurable pipeline to MSP's digital properties

- **120% increase in social media engagement** across all platforms

More than doubling the rate at which audiences interacted with content

- **National media coverage** from USA Today, TMZ, LA Times, and local outlets

Organic content that earned press — not paid placements

- **Four platforms, one strategist** — unified voice and reporting across Facebook, Instagram, X, and LinkedIn

Consistent output that scaled with a lean team

The transformation wasn't about spending more — it was about showing up consistently with content that respected the audience's attention. When you give a brand a real voice and a real strategy, the numbers follow.

Key Takeaway

Even the most "corporate" brands can build engaged audiences on social media. It doesn't require a massive team or a massive budget. It requires a clear strategy, consistent execution, content with personality, and the willingness to treat social as a real channel — not an afterthought.

Ready to turn your social presence into a growth channel?

Whether you need a full organic strategy, content that earns attention, or a social presence that actually drives business results — let's talk.

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