

# Qantas goes behind the scenes with SnapChat

Qantas will be using SnapChat to give users an exclusive view into what goes on behind the scenes at the airline. They will be handing over the keys for the SnapChat account to their employees who will be showcasing what they do on the job every day.



SnapChat users will be able to see a side of flying that people rarely get to see – like an A380 wheel change, a day in the life of a cabin crew member, or the perspective from a tug driver who pushes back an aircraft.

We have been encouraged by the results of the TV program Ready For Takeoff and our Roo Tales blog that Australians are interested in seeing behind the scenes of the national carrier. The success of SnapChat's live streams shows that they are positioned to continue to grow and become a major player in this space, and we are really keen to get involved early.

Posting every fortnight, Qantas will give SnapChat users a behind the scenes look at the airline from the perspective of its employees – from pilots, cabin crew, and engineers to Rockpool mixologists and chefs, lounge employees

and more. Our audience will be able to follow our employees' journey through our Snap Stories.

Qantas will be the first Australian airline on SnapChat. SnapChat users can now add "Qantas" as a friend. There are approximately two million active Australian users on SnapChat each month. In the last 12 months, Snapchat usage has increased from 15% to 22%.

For more, visit: <https://www.bizcommunity.com>