



Marsha Collier is always ready to travel.

# Socially Connected

AAdvantage member **Marsha Collier** is a social-media maven with a passion for flying.

## **H**OW OFTEN DO YOU TRAVEL?

I'm a Million Miler® with American — I travel pretty frequently. During June, I traveled to four different cities. I'm normally traveling to speak on social media and customer service. I love flying, especially with American. The airline really makes flying easy, and the AAdvantage program is great. Even though travel can seem like a hassle, American really helps to take the edge out of flying. For my thoughts on travel, read the Q&A below.

### **What are your favorite destinations?**

"My top three leisure destinations are Miami, London and New York. I would love to travel to see the Northern Lights. That's been on my bucket list for a while."

### **What advice would you give fellow**

**Road Warriors?** "Pack lightly and be sure that your carry-on bag meets the requirements. I'm a carry-on gal, and I always have

a change of clothes with me. I try to prepare for changes. Traveling is an adventure, and things can happen. You just have to remember that there's something good on the other side of your travels.

"My other piece of advice is to be aware of your cellphone usage when traveling abroad. My secret is that I normally purchase a SIM card for the country I'm going to visit. This gives me a local number and an opportunity to prepare for my service needs."

### **As the author of dozens of books, what would you title your next work?**

"It would probably be titled, 'Connecting with Your Customer.' I have a passion for customer service. It's all about building relationships and being kind. The best way to get good customer service is to be nice. As my mom would say, 'You attract more flies with honey than vinegar.' American does a great job of connecting with its customers via social media. While connecting on a flight once, I

accidentally walked outside of security. I had a really tight connection. I quickly tweeted American to tell them my issue. Within moments, someone contacted me to guide me in the right direction."

### **What hashtag would you use to describe yourself?**

"#caring — I actually care about those who are out there in the social-media world. When you're interacting with your customer base on social media, you have to show them you care. If your customer has a birthday, tweet them to say, 'Happy Birthday.' The small gestures mean so much. I love hashtags! My favorite one that I created is #AAwesome to describe great customer service on American. I fell in love with the airline on Twitter. It's like always having a friend in the sky."

Check out more about Marsha's travels on her blog [mcollier.blogspot.com](http://mcollier.blogspot.com) or follow her on Twitter at [@MarshaCollier](https://twitter.com/MarshaCollier).