



Information Article - Part 1

DARK SITE - An Explanation + Crisis Response Use of 'Social Media'

ABCX Airways - Information related to the accident / incident to Flight ABC 1234 from AAA to BBB on date / time (latter referring to scheduled time of departure of Flight ABC 1234 from AAA)

Press Release # 1

Press Release # 2 etc.

Fast Facts

FAQs

Further Information for Families, Relatives & Friends (including airline contact details):

Further Information for Media (including airline contact details):

..... and so on

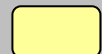
The Media are requested to respect the privacy of all families, relatives & friends associated with those on board the accident / incident flight. In particular, the media are asked not to call any ABCX Airways Emergency Call / Contact Centre(s) set up specifically for use by families, relatives & friends

ABCX Airways has provided a specific media contact centre and appropriate details are provided below:

.....



Click on **Yellow Button** to go to main ABCX Airways Website Homepage



Relevance

- ✓ Provision of Crisis Related Information to Target Audience(s) / Recipients
- ✓ Crisis (Media / External / Internal etc.) Communications

Note - Diagram above depicts what a (simplified) page from a typical airline 'dark site' might look like!





DEFINITION

DARK SITE

A dark site is an element of 'crisis communications strategy', used by appropriate organisations - whereby a purpose built (or adapted) and largely pre-prepared (but typically unpublished [not 'live']) 'crisis information' *web site* is 'stored' - until such time as it is required to be promoted to the live web, usually in the immediate aftermath of a major crisis

Dark sites are typically developed for areas of known risk or vulnerability to an organisation e.g. for an *airline* a dark site might be used as part of the crisis communications response to a '*catastrophic aircraft accident*' type scenario; for better management of *extreme operational disruption* etc.

Airlines particularly use dark sites for the provision of timely and (hopefully!) accurate information to those directly or indirectly affected by the crisis (typically accident victims for the former - and their associated (non-flying) family, relatives and friends for the latter) and, of course, to the media too

In addition to versions of the dark site possibly being published in the 'home language' of the crisis airline, strong consideration should be given to *also* using appropriate languages related to the (main) target audience(s) of the dark site e.g. for the (real) Air France fatal accident in the mid-Atlantic ([AF 447](#) - 31 May / 01 June 2009) the numerical mix of nationalities on board would have typically required dark site information presented in *at least French, Portuguese, German & English!*

Much (but not all) of the information published to a typical airline dark site post-crisis can only be prepared and added *in the shorter term just before release to the site* (e.g. the passenger and crew lists). However, information e.g. relating to technical details of an aircraft type involved in an accident and similar can (and should) be *pre-prepared* - and thus be immediately available to insert onto a dark site, if required (e.g. as part of 'fast facts' / FAQs)

As a mark of respect to crisis victims / others adversely involved, dark sites typically contain zero / minimal branding; no advertising; plain, grey (or similar colour) background (hence the term 'dark site') etc.

Note that an airline's 'normal business' website(s) should generally still be accessible during Dark Site operations. This is typically accomplished by clicking on an appropriately labelled link shown on the Dark Site page itself - or some such similar arrangement. In this information article this is depicted by the yellow 'button' shown at the bottom, right of the page 1 diagram





EMERGENCY / CRISIS RESPONSE - Some Considerations re Use of a 'DARK SITE'

What?

In a major crisis, it is essential for the 'affected organisation' to be able to provide its 'version of events' - and to respond to and document any crisis related issues appropriately, before anyone else (especially the media) can do it instead. Today, the provision of timely and accurate information is considered to be vital in such circumstances

Accordingly, development of a 'dark site' as part of an organisation's overall crisis response / crisis communications plan / strategy has now become essential - especially in this era of modern, rapid and easy-access communications

Why?

In the face of crisis it is common for larger organisations to use dark sites to assist their overall crisis response effort, particularly in the provision of up to date and accurate information to all appropriate stakeholders - including those directly involved / impacted and the media etc.

Airlines are typical organisations (many of) which make use of dark sites in their overall crisis response / crisis communications strategy, with such sites usually replacing the airline's main (normal business) web site home page (temporarily and for a requisite period - depending on crisis circumstances) immediately post major crisis. However, note that the airline's main (normal business) web site home page should generally still be available - usually via a clear but simple link (clickable button) on the dark site page itself

Typically, an airline's dark site would contain crisis related messaging and information such as press releases, official statements, appropriate photographs & images, background information, frequently asked questions / fast facts and, most importantly, updated information on 'what's happening' to all those directly, indirectly (and possibly adversely) affected by the crisis. The latter point includes publishing details of reliable contact information (e.g. typically a mix of toll free and toll paid telephone number hotline[s]; social media and email) where families, relatives & friends (who were not travelling on board the accident flight) of aircraft accident victims (typically all those travelling on the accident flight) can make contact with a real airline / airline representative person - who should be able to assist such callers

As already mentioned, in addition to a dark site being published in the 'home language' of the organisation suffering the crisis, strong consideration should be given to also using (at least some) appropriate languages related to other target audience(s) of the dark site e.g. for the Air France fatal accident in the mid-Atlantic (AF 447 - 31 May / 01 June 2009) the mix of nationalities on board would have typically required dark site information presented in **French, Portuguese, German & English!** If nothing else, dark site information should typically always be published in at least English





It should be fairly obvious that much (but not all) of the information published to a typical airline dark site post crisis can only be prepared and added in the shorter term just before release. However, information e.g. relating to technical details of an aircraft type involved in an accident; background details of the airline etc. can (and should) be **pre-prepared** - and thus be immediately available to insert onto the dark site (or even be already in place, ready to be edited and published 'on the day' as required)

How?

General

A dark site can be **'found'** as part of an organisation's main website domain (internet address) or, alternatively (but definitely as a second choice only), can be published via a separate domain. The dark site can be **'stored'** e.g. on any of the organisation's servers, on a suitable, independent (external) server / device etc. Generally speaking, it is safer to store the dark site on the latter - for a number of valid reasons. Bandwidth to such server(s) should be adequately failsafe - as should the storage capacity of the server itself i.e. both should have enough capacity to adequately deal with what the world is going to be throwing at them, post a catastrophic type event

The latter two are vital considerations to get right e.g. 'hits' on an airline's website (normal and / or dark site) following a catastrophic aircraft accident can be many, many multiples higher than those ever envisaged by the IT capacity planners projected, absolute maximum loadings for **normal** business

Design (Best Practice)

Having a pre-approved dark site design 'ready to go **immediately**' upon crisis notification allows an organisation to save precious time and provide vital information more effectively and efficiently

Dark site design should generally be clean, clear and simple - so as to not distract from the content

Branding should be minimal for dark sites and at absolute **most** might typically include just the company name, logo and very limited (if any) use of corporate colours. However, best practice would seem to favour unbranded dark sites (other than for the name of the organisation) with e.g. muted grey backgrounds. This is done in order to be seen to be focussing on the crisis issues at hand - rather than be seen as a possible (if inadvertent) marketing item or just plain carelessness / disregard for the feelings of those affected (especially adversely) in some way by the crisis

Another alternative (but definitely a second choice to the method outlined immediately above) might be to have e.g. a transparent, dark shaded (grey again) overlay over the main (normal business) home page with a prominent banner or clickable button (or similar) displayed in an appropriate position - inviting the reader to 'click' on a button / do whatever, in order to obtain more detailed information re the 'crisis' - OR click on an alternative button / similar to e.g. view the main (normal business) home page free of the transparent overlay





Content Update and Editing

A dark site's content must be editable quickly, easily (and also remotely if possible) - generally without the need for support from IT or 'webmaster' type specialists. The procurement and effective use of good quality and capable website content publishing / editing tools will facilitate this

Getting the Dark Site to the Target Audience

Preferred Method - Converting an organisation's *normal business home page to a dark site* is the most effective way of ensuring that the target audience (at time of crisis) gets to the dark site with minimum fuss and time - as the 'normal business' website address (e.g. www.abcxairways.com) for the organisation may still be used, but with e.g. an automatic redirection to the dark site page. (Reminder - such a dark site's home page should include a simple link [button] which, if clicked, will take the user to the main *[normal business]* home page for the organisation)

IMPORTANT REMINDER - Server 'Meltdown'

A huge (repeat - **huge**) surge in traffic (hits) to an organisation's main web site(s) can be expected during a major crisis affecting said organisation - being especially applicable in the case of a catastrophic airline (aircraft) accident. The 'surge' is likely to be many, many multiples larger than the 'maximums' typically planned for by the average airline ICT department; web hosting company (if separate from the airline) etc. - when they initially planned their 'disaster recovery - DR' response

Consequently, it is vital to have sufficient infrastructure (adequate bandwidth; server(s) capacity; a comfortable contingency allowance for both of the latter etc.) already in place to cope with such anticipated surges - in order that the main (normal) web site continues to function normally - and similarly for the dark site, if hosted on the same server(s)

An additional method also used to increase server capacity is to 'load shed' - i.e. temporarily disable *pre-selected* 'heavy load' *normal* business applications / programmes

*If all of the above (and more) is not adequately accounted for 'pre-crisis' - there is an **extremely high probability risk** that the number of 'hits' on the main site (and thus possibly the dark site also) will effectively render the site(s) unusable - commonly known as 'server meltdown / lockup / overload' - (which does no good whatsoever to the accident airline's brand, image & reputation) - to the extent that the eventual, associated fallout might feasibly contribute to failure of the airline itself*

*To repeat - a particular problem here is that many airlines tend to **very significantly underestimate** the amount of additional website bandwidth and server capacities required - following a major crisis*

Remember - if users can't access a target site, they will go elsewhere for information - information which will generally be outside of the organisation's control

IMPORTANT - It is **vital** that the above risk is adequately accounted for





Use of Organisations' Intranet

Organisations in crisis should also consider set up of dark site equivalents on their own internal *intranet* sites (if available) - in a similar way to that already described above for the *internet*

Target audience for the *intranet* dark site is generally the organisation's own staff / organisation i.e. the intranet dark site can be used as one method of augmenting *internal* crisis communications

[More](#)

Social Media - and Crisis Communications

Social media communications such as 'FACEBOOK', 'TWITTER' and 'YOUTUBE' (there are quite a few more as at 2016) are increasingly being used by organisations to manage (or not!) certain aspects of crisis communications in near real time. Organisations not fully geared up to use social media as part of an overall crisis communications strategy - **now do so at their peril!**

Notes:

A dark site typically needs to evolve over the course of a crisis. Initially the focus might be on providing crucial, crisis related and general information to appropriate stakeholders, with particular emphasis on surviving victims - together with associated, non-involved family, relatives & friends of **all** victims - (alive or otherwise for the latter). Subsequently the emphasis might typically also include (the list is not exhaustive):

- Focusing on how the crisis is being 'managed'
- Progress of the air accident investigation process - insofar as is permitted
- *Humanitarian assistance; financial assistance; other welfare issues; compensation etc.
- Brand, image and reputation matters
- Establishing a sound and publicly acceptable exit strategy
- Transitioning back to 'business as usual'

*Note - such matters are typically likely to be long-term - possibly running into several years

Another often forgotten advantage of maintaining a dark site is that, in its creation and subsequent review (recommended at least 6 monthly for latter) - airlines are effectively compelled to examine and review (in turn) certain aspects of their crisis management procedures / strategies (including the crisis communications aspects of same) - which is no bad thing





Some useful tips / reminders:

- Data entry and basic management of the dark site should be achievable without specialist (IT) intervention
- The dark site should be managed so as to present information in the most appropriate language(s) for the target audience(s). English must always be the primary language used - but the nationalities (and numbers of such nationals) on board an accident flight will dictate the other languages chosen. There must be a reasonable limit to this however - and it is suggested that no more than 3 or 4 different languages (including English) are used - if so warranted
- Provide the appropriate 'tools' on the dark site which will make it easier for people to get constant information updates on the crisis from additional sources e.g. Twitter (including use of hashtag [#] and retweeting), Facebook (including use of hashtag [#] etc.), Youtube, RSS feeds, email notification services etc.
- Further to the above, ensure effective cross-links between the 'normal business' website, the dark site, social media channels etc.
- Ensure additional bandwidth and server capacity can quickly be made available when the dark site goes live (just in case the number of hits might cause the site to 'crash')
- Consider establishing the dark site on a completely different server and system from the server used for the main (normal business) website - not just because of potential 'capacity' problems - but also in case the normal business server 'goes down' for any reason (e.g. not necessarily associated with the air accident response situation). Ideally, such dark site server should be located sufficiently remotely from the normal website server, so as not to be impacted adversely by e.g. local, materialised threats to the latter - such as building fire, power failure etc.





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DEFINITION

Social Media and Crisis Communications

The better known Social Networking sites (2016) are 'Twitter and 'Facebook'. There are many more of course

The use of Social Networking is rapidly augmenting use of the 'dark site' as one of the primary tools for 'pushing (sending/transmitting/publicising)' crisis communications by an organisation (airlines in this case) 'in crisis'. It can also (more rarely) be used as a supplementary tool to *respond* to public type enquiries ('pulled [received]') at time of crisis (i.e. supplementing [*but never replacing*] an airline's 'emergency [telephone] call / contact / information centre' [ECC])

Whilst crisis response use of Social Networking should be considered a powerful, economical and essential tool - its misuse can have adverse impacts on the various aspects of the crisis communications operation which it is meant to enhance. For example, if used to respond to public enquiries as per above, it is imperative that enough competent and exercised 'operators' man the Social Networking function, so that meaningful 'information exchange' takes place without undue delay - this can be very 'manpower intensive' at a time when such resources may be scarce

Again, if used to respond to public enquiries, it is imperative that an effective, efficient and consistent (cohesive / co-ordinated) data exchange system operates between the Social Networking function and e.g. those of *other* information gathering and dissemination entities within the airline - such as the emergency (telephone) call centre, the crisis command & control centre, the dark site etc.

Similar considerations to the above apply to 'Social *Media*' (i.e. using Social Networking for crisis communications involving the media)

WARNING - *Social networking /media aspects of crisis communications must now (2016) be considered a VITAL (repeat - VITAL) element of an airline's overall crisis communications strategy*

You might now want to take a look at the info at the end of the link below - before going further:

<http://mashable.com/2010/04/22/social-media-iceland-volcano/#ex2dVyyWQggc>





Social Networking - Some Crisis Communications Dos & Don'ts

With regard to a high profile catastrophic aircraft accident (e.g. large numbers of fatalities) - the 'power' of social media / networking (TWITTER, FACEBOOK, YOU TUBE, various BLOGs etc.) is now such that it can seriously influence the global vision of such crisis (and thus of the aircraft operator [airline] itself) in just a matter of minutes - e.g. is the crisis related social media / networking helping or hurting the airline? If the latter is not participating in the discussion, then it can obviously have no say in the matter

Aircraft operators *ignoring* social media / networking opportunities to:

- Get messages across in an effective, efficient, accurate, honest & timely manner
- Correct and / or 'positively' respond to negative comment / information
- Respond to information requests and similar
- Be seen to be 'doing the right thing'
- etc.

..... **do so at considerable risk to their brand, image and reputation!**

Concerning use of social media / networking as part of an airline's *overall* crisis communications strategy, operators may wish to consider the following (in no particular order):

- Do have an effective and efficient **social media / networking** crisis communications plan in place - including well trained, exercised manpower. If you plan on running your social networking crisis response 'on the hoof' and / or with insufficient resources - **DON'T!**
- Do ensure that social media / networking crisis communications are 100% consistent (at all times) - with all other forms of crisis communications (dark site, press releases, press conferences etc.) deployed during the crisis response
- Do act quickly - the early hours (actually, this now [2016] needs to be re-termed as 'early minutes') of a crisis are when people (including the media) most want answers. **Response speed is critical** - even if you don't have the answers. Acknowledging that you're listening and seeking a resolution / answer can buy time and, more importantly, quell criticism
- Do be pro-active where possible. However, when forced to 'react' (especially in response to negative type inputs) - always try to 'up the ante' in a manner favourable to yourself (i.e. to the airline) - e.g. if there is a negative comment by a disenchanted employee - try to respond with a positive counter comment (ideally coming from the airline's top manager / similar)
- Do not rely on just one social media / networking platform - make reasonable use of the two or three most popular avenues currently available i.e. do increase your chances of 'social media / networking visibility'





- Do ensure that you become the 'hub of appropriate issues' - whatever they (the issues) might be - with the view of becoming the de facto source for all information on same. Whilst you can't control the conversation, you *can* control the placement of the conversation on your social media / networking pages. Make sure your opinion is prominently seen
- Do leave social media networking comments on display. When you shut off comments it can say a lot (probably in a negative way) about your brand / image / reputation. However, also have a clearly stated social media / networking policy regarding the generally held public view on what might or might not be acceptable e.g. profanity; racism; defamatory etc.
- Do rely on your advocates and your allies - e.g. seek and promulgate (via social media / networking) the opinion of same on the many issues involved - especially if they are accepted 'experts' in any particular field e.g. air accident investigation; humanitarian assistance etc.
- Do not abandon your core values - adhere to them in a crisis. It's not a time to throw everything out the window (assuming that you have adequate core values in the first place of course?)
- Do monitor real-time content to answer questions (see last bullet point on page 12). If someone is angry, don't leave it at that - why is he / she angry and how can you fix it or lessen the impact?

Often the reason there's negative sentiment is because questions haven't been responded to or have not been responded to adequately in the first place e.g. just saying, "We feel your pain" doesn't solve a problem. Instead ask, "How can we help to lessen your pain?"

- Do be clear about your limitations - not every problem can be solved the way the community wants it. Explain (with reasons) why certain issues can't be solved 'in this or that particular way'. However, do always look for other ways to address the issue(s) of concern - where possible. Same applies to the provision of information - if you don't have it - say so (+ what you are doing [or trying to do] to plug the particular information gap)
- Do use the 'private' social media / networking resources of employees (with their permission and co-operation of course) in monitoring comment about the crisis i.e. encourage them to alert the company as to when they see opportunities and / or crisis issues
- Do use good judgment in whether or not to respond to social communications - not every comment requires a response i.e. know when to engage or disengage. Social media / networking hands-on experience plus effective & efficient training & exercising will help here. As already mentioned (see 'definition' page 9), it is unwise to enter into 2-way social media / networking operations without sufficient resources (including well trained, knowledgeable and exercised manpower) already in place and ready to go





- Do apply 'dark (web) site' principles to your own social media / networking site(s) e.g. remove branding, advertising, bright colours etc. As with the website version of a dark site - this must be pre-prepared and pre-planned for (see 'real' example bottom of next page)
- Do use (create) a 'hash tag' & an appropriate title (e.g. the accident aircraft's flight number - as in '#ZZ123' [TWITTER]) to try to ensure that this becomes the primary 'unofficial' place to look / tweet / retweet (social media / networking-wise) by 'the world' for information / comment etc. re the crisis. This takes the load away from the accident airline's main TWITTER account - which should still be retained and used for 'official' tweets by the airline re the accident - and also for normal business use

Note that whilst use of the hash tag started with TWITTER, the concept is now (2016) also used by other, prominent social media / networking sites e.g. FACEBOOK, YOUTUBE etc.

- Do try to take appropriate matters out of the social media / networking sphere where appropriate - e.g. if there is a 'ringleader' heading up a particular cause / issue, try direct contact and have a one-to-one conversation via email or phone, in order to try to resolve the situation. Telephone contact is preferable as some people will have absolutely no problem copying and pasting your emails to the social networking sphere
- Make sure you have a social media monitoring & 'listening' platform (possibly outsourced to a commercial, specialist provider) in place - to ensure that you can monitor and filter any (especially adverse) comments. Use the platform to listen to what customers are saying and to aggregate their comments. Use the collected data to improve your response

And remember good crisis communications in the social media / networking sphere is not a panacea for everything - If you are perceived as getting it seriously wrong, the negative effects of same will generally outweigh your best efforts, no matter how much social networking you do and how well you do it (same goes for all other types of crisis communications of course)

Finally - if you are a large airline e.g. flying scheduled, passenger operations world-wide - and you think that the 'old-fashioned' way of running crisis communications is sufficient, have a good, hard look at what you will find in the videos at the end of the below links - and perhaps think again!

Even if your operation is e.g. 'all cargo', you will also need to think again. For example - what if one of your freighter aircraft crashed into a dense urban environment with hundreds (or more) of fatalities? Similar can apply to all other types of aircraft operator

<http://idisaster.wordpress.com/2011/10/31/why-should-you-use-social-media-for-crisis-communications/>

<http://www.youtube.com/watch?v=KdZkc67Dymo>





Some examples of 'real' crisis use social media / networking will be found below. They relate to the aviation disaster involving Malaysian Airlines (MAS) flight MH 370 which 'disappeared' on 08 March 2014 with 239 persons on board. The shooting down of Malaysian Airlines flight MH 17 just a few months later is also reflected in the first TWITTER link below - but does not get a mention on the MAS FACEBOOK site

Note that you will need to scroll back in date to between March and July 2014 to see these comments on the first two sites listed below

FACEBOOK (MAS)	- https://www.facebook.com/malaysiaairlines/
TWITTER (@MAS)	- https://twitter.com/MAS
TWITTER (#MH370)	- https://twitter.com/search?src=hash&q=%23MH370

DARK SITE etc. - CASE STUDY

See also **Part 2** (starts page 15) of this Information Article for 'screen shots' relating to dark site and social media use - with regard to the real mass fatality accident of 'flydubai' flight FZ 981 on 19 March 2016

Note: After looking at pages 15 and 16 it might be best to turn to page 33 and work forward (i.e. towards page 18) to see some examples of how use of the 'darksite' was managed by flydubai. Once done, return to page 43 (and work forward again - towards page 35) to see a very limited extract related to how they also managed 'social media' as part of their crisis communications response





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Information Article - Part 2

Case Study - Use of Dark Site & Social Media - 'Real Life Example'



Flydubai Boeing 737-800 (A6-FDN) seen at Dubai International Airport (Operating as Flight FZ 981, this aircraft crashed (all on-board killed) in Rostov-on-Don [Russia] on 19 March 2016)



Emergency response personnel at the crash site of the FlyDubai Boeing 737-800 - Photo: TASS





Aljazeera.com/news

FlyDubai plane crashes in Russia, killing all on board

19 Mar 2016 09:52 GMT

‘.....Russian officials say plane carrying 62 passengers and crew crashed on landing in city of Rostov-on-Don

At least 62 passengers and crew have died after a FlyDubai plane crashed during an attempted landing in the Russian city of Rostov-on-Don, Russian officials said.....’

.....for remainder of this news report, see:

<http://www.aljazeera.com/news/2016/03/160319022058136.html>

Guardian Newspaper (UK) / 0953 GMT on Saturday 19 March 2016

<http://www.theguardian.com/world/2016/mar/19/passenger-jet-crashes-on-landing-in-russian-city-of-rostov-on-don>

www.news.com.au - Saturday 19 March 2016 at 1342 GMT

<http://www.news.com.au/travel/travel-updates/incidents/boeing-737-from-dubai-crashes-in-southern-russia/news-story/fd2d6d59cb502bf95fd56ab32adaf021>

Wikipedia

https://en.wikipedia.org/wiki/Flydubai_Flight_981

CEO of flydubai holds press conference on flight FZ981 accident

19/03/2016 08:02:01 PM UAE time

<https://www.wam.ae/en/news/emirates/1395293092241.html>





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www.aviationemergencyresponseplan.com (Parent Website)

Cheap Dubai Flights | flydubai

https://www.flydubai.com/en/

Apps NATS | AIS - Home Fly On Track How to Make Ginger AOL Mail: Simple, Free How to Disable Direct

Other bookmarks

flydubai Book Offers Plan Destinations Flying with us Contact

For the latest updates relating to FZ981, [click here](#)

Make a booking Manage booking Check in online Timetable Flight status

Flight Car

Dubai, Dubai All Airports (DXB... DXB

Flying to

☒ Return trip ☐ One way

31 Mar 16 THU 3 Apr 16 SUN

Adults 1 Children 0 Infants 0

Economy Promo code

Find flights ▶

[Advanced booking options](#)

Flydubai changed back to its 'normal business' home page on around 30 March 2016

However, 'dark site' information is still available here (see arrow)

(Note also the symbol of condolence and remembrance still shown at bottom right of this home page)

flydubai Book About flydubai Contact Travel agents

10:24 31/03/2016





Family Assistance Centre | X

https://www2.flydubai.com/en/emergency/latest-updates/2016-03-24-Family-Assistance-Centre-in-Rostov-On-Don

Apps | NATS | AIS - Home | Fly On Track | How to Make Ginger | AOL Mail: Simple, Free | How to Disable Direct

Other bookmarks

flydubai

Airline 'best practice' is to have 'potential' Family (Humanitarian) Assistance Centres (FAC / HAC) **pre-identified** (i.e. in advance) at each operating destination on the airline network. Such best practice includes covering issues such as 'offering comfortable facilities'. Looks like 'flydubai' might have been lacking somewhat on this specific matter???

Continue to flydubai.com

[Посетите веб-сайт на русском языке](#) | [Visit the website in Russian](#)

Home **Latest Updates**

Family Assistance Centre in Rostov-On-Don

Last updated: 24 Mar 2016 19:09

The Family Assistance Centre in Rostov-On-Don is being moved to a new location on Saturday 26 March. We have taken this decision with the changing needs of the families in mind, whose welfare is our primary concern. The new location will offer more comfortable facilities for the family members using the facilities. The centre will continue to be open daily from 9am to 9pm.

i.e. 1 full week after the accident occurred - not good enough!

Emergency call centre

From outside of Russia:

+44 20 3450 8853 or +971 4 293 4100

From inside of Russia (toll free):

8 800 333 42 12

Statement relating to flydubai flight FZ981

Media enquiries

08:08 25/03/2016





www.aviationemergencyresponseplan.com (Parent Website)

Statement relating to flydubai

https://www2.flydubai.com/en/emergency/latest-updates/2016-03-23-Statement-7-relating-to-flydubai-flight-FZ981

Continue to flydubai.com

[Посетите веб-сайт на русском языке](#) | [Visit the website in Russian](#)

Home Latest Updates

Statement relating to flydubai flight FZ981

Last updated: 23 Mar 2016 21:11

As a mark of respect, flydubai confirms it has retired flight number FZ981. The flight from Dubai to Rostov-on-Don operated on 22 March as flight number FZ935 and will continue to operate as per the current schedule.

Emergency call centre

From outside of Russia:
+44 20 3450 8853 or +971 4 293 4100

From inside of Russia (toll free):
8 800 333 42 12

Family Assistance Centre in Rostov-On-Don

Last updated: 24 March 2016 19:09

Media enquiries





flydubai with great sadness

https://www2.flydubai.com/en/emergency/latest-updates/2016-03-21-flydubai-confirms-flight-manifest-for-FZ981

Apps | NATS | AIS - Home | Fly On Track | How to Make Ginger | AOL Mail: Simple, Free | How to Disable Direct | Other bookmarks

Посетите веб-сайт на русском языке | Visit the website in Russian

Home Latest Updates

flydubai with great sadness confirms flight manifest for FZ981

Last updated: 22 Mar 2016 22:44

flydubai confirms, with great sadness, the 62 fatalities as a result of the tragic accident of flight FZ981. This confirmation is made after contacting each family member. flydubai confirms the names of those who sadly lost their lives on Saturday 19 March 2016. The manifest can be viewed [here](#).

Ghaith Al Ghaith, CEO of flydubai said: "flydubai would like to express once again its deepest sympathies to all those who have lost loved ones in this terrible tragedy. The families of all those who have been affected by flight FZ981 remain our top priority. We would also like to express our gratitude for the work of the Russian officials, local authorities, emergency services and volunteers in difficult conditions in the aftermath of the accident and we continue to offer our support to them."

flydubai has opened its Family Assistance Centre in Rostov-on-Don to provide support and information to bereaved families.

We would like to ask that the families and friends of those affected by this sad event are given the time and space they need to grieve.

Relatives are invited to call the numbers below for further information or visit the Family Assistance Centre which has been established in Rostov-on-Don.

From inside Russia (toll free):
8 800 333 42 12

From outside Russia:
+44 20 3450 8853 or +971 4 293 4100

flydubai will continue to issue further updates as more information becomes available.

Emergency call centre

From outside of Russia:
+44 20 3450 8853 or +971 4 293 4100

From inside of Russia (toll free):
8 800 333 42 12

Media enquiries

From outside of Russia:
+1 407 205 1813

From inside of Russia:
810 1 407 205 1813

Out of respect to the family, relatives & friends of deceased accident victims - the passenger and crew list is not reproduced in this information article / case study

07:27
23/03/2016





Confirmation of opening o... x

https://www2.flydubai.com/en/emergency/latest-updates/2016-03-21-Family-Assistance-Centre-statement

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flydubai

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Home Latest Updates

Confirmation of opening of Family Assistance Centre

Last updated: 21 Mar 2016 19:46

flydubai confirms that the Family Assistance Centre in relation to flight FZ981 has now opened in Rostov-on-Don.

The Family Assistance Centre will offer support and information to bereaved families, including details of financial assistance. flydubai's Family Assistance Team are already in touch with the families to confirm that the Centre has opened and will operate between 9am and 9pm until further notice.

Families can seek further assistance using the emergency numbers below:

From outside of Russia:
+44 20 3450 8853 or +971 4 293 4100

From inside of Russia (toll free):
8 800 333 42 12

Emergency call centre

From outside of Russia:
+44 20 3450 8853 or +971 4 293 4100

From inside of Russia (toll free):
8 800 333 42 12

Media enquiries

From outside of Russia:
+1 407 205 1813

From inside of Russia:
810 1 407 205 1813

This is not good practice

A Family (**H**umanitarian) Assistance Centre (in such circumstances) must operate 24H

Furthermore, such HAC should have opened much sooner (by whoever was responsible for so doing i.e. airline and / or local authorities etc.)

10:13 22/03/2016





www.aviationemergencyresponseplan.com (Parent Website)

Главная - flydubai

https://www2.flydubai.com/ru/emergency/

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Главная Последние новости

Заявление касательно **FZ981**

Последние обновления: 20 марта 2016 22:04

Мы осведомлены о некоторых трудностях при попытке дозвониться на горячие линии для родственников и близких пострадавших пассажиров. Мы делаем все возможное, чтобы решить эти проблемы и предоставляем обновленные номера телефонов.

[Подробная информация](#)

Заявление исполнительного директора **flydubai** Гейт Аль Гейта

Последние обновления: 20 марта 2016 15:35

Сейчас, непосредственно после происшествия, наши главные приоритеты - это забота о всех тех, кого затронула эта трагедия, и оказание помощи компетентным органам в расследовании причин происшедшего.

[Подробная информация](#)

Кризисный контакт-центр

За пределами России:

+44 20 3450 8853 или +971 4 293 4100

По России:

810 44 20 3450 8853 или 810 971 4 293 4100

Запросы СМИ

За пределами России:

+1 407 205 1813

По России:

810 1 407 205 1813





www.aviationemergencyresponseplan.com (Parent Website)

Statement relating to flydubai flight FZ981

flydubai

[Посетите веб-сайт на русском языке](#) | [Visit the website in Russian](#)

[Continue to flydubai.com](#)

Statement relating to flydubai flight FZ981

Last updated: 20 Mar 2016 22:04

We have been made aware of some difficulties being faced connecting to family assistance lines. We have been working to resolve this and have updated the numbers as follows:

Emergency call centre

From outside Russia:

+44 20 3450 8853 or +971 4 293 4100

From within Russia:

810 44 20 3450 8853 or 810 971 4 293 4100

Media enquiries

From outside Russia:

+1 407 205 1813

From within Russia:

810 1 407 205 1813

Emergency call centre

From outside of Russia:

+44 20 3450 8853 or +971 4 293 4100

From inside of Russia:

810 44 20 3450 8853 or 810 971 4 293 4100

Media enquiries

From outside of Russia:

+1 407 205 1813

From inside of Russia:

810 1 407 205 1813







Statement relating to flydubai flight FZ981

flydubai.com

Home Latest Updates

English
العربية
Русский

Statement relating to flydubai flight FZ981

Last updated: 20 Mar 2016 00:45

At present, our priority is to identify and contact the families of those lost in today's tragic accident and provide immediate support to those affected. flydubai will additionally organise a programme of hardship payments to the families amounting to USD 20,000 per passenger, in accordance with our Conditions of Carriage, with the aim of addressing immediate financial needs.

The flydubai 'conditions of carriage' stated (at the time) that this amount would be 15,000 Special Drawing Rights (SDR / XDR) [an 'XDR' is a type of universal currency]

The US\$ / XDR exchange rate on 20 March 2016 was about 1.403:1 respectively (and, on 26 March 2016 was about 1.396:1). Consequently, the US\$ amount on 20 March would have been \$21,045 (and on 26 March would have been \$20,940). So, why pay US\$ 20,000?

Emergency call centre

+ 44203 4508 853 or +9714 293 4100

Media enquiries

+1407 205 1813

09:06
20/03/2016





The screenshot shows a web browser window with the URL <https://www2.flydubai.com/en/emergency/latest-updates/2016-03-19-Statement-4-relating-to-flydubai-flight-FZ981>. The page features the flydubai logo and a navigation bar with 'Home' and 'Latest Updates' tabs. The main content area is titled 'Statement relating to flydubai flight FZ981' and includes a 'Last updated' timestamp of 19 Mar 2016 21:12. The text states that the airline's priority is the extension of all possible care and respect to the families of the passengers and crew of flight FZ981. It mentions that they are currently in the process of contacting all families that have lost loved ones as a result of this tragic accident. It is a process that will take a little time but as a mark of respect to the families of the bereaved, they want to make every effort to inform them directly prior to releasing the full passenger manifest. To the right, there is a section for 'Emergency call centre' with the number +44203 4508 853 or +9714 293 4100, and a 'Media enquiries' section with international media contact at +1407 205 1813 and UAE media at +971 55 517 4642. An orange box highlights a note about family contact procedure, stating it is acknowledged airline best practice and a legal requirement in some countries. Another note mentions that the release of the passenger list (manifest) into the 'public domain' might be advantageous to all concerned, even though some 'families' might yet still remain to be contacted by the airline / whoever. The browser's address bar and bookmarks are visible at the top, and the system clock shows 09:00 on 20/03/2016.

Statement relating to flydubai flight FZ981

Last updated: 19 Mar 2016 21:12

Our priority is the extension of all possible care and respect to the families of the passengers and crew of flight FZ981. We are currently in the process of contacting all families that have lost loved ones as a result of this tragic accident. It is a process that will take a little time but as a mark of respect to the families of the bereaved, we want to make every effort to inform them directly prior to releasing the full passenger manifest.

This procedure (family contact) is acknowledged airline best practice in such circumstances (& is actually a legal requirement in some countries)

However, there comes a time (in certain conditions) where release of the passenger list (manifest) into the 'public domain' might be advantageous to all concerned, even though some 'families' might yet still remain to be contacted by the airline / whoever

Emergency call centre

+ 44203 4508 853 or +9714 293 4100

Media enquiries

International Media: +1407 205 1813

UAE Media :+971 55 517 4642





www.aviationemergencyresponseplan.com (Parent Website)

Statement relating to flydubai

https://www2.flydubai.com/en/emergency/latest-updates/2016-03-19-Statement-3-relating-to-flydubai-flight-FZ981

flydubai.com

flydubai

Home Latest Updates

Statement relating to flydubai flight FZ981

Last updated: 19 Mar 2016 19:57

We are aware of the reports that are circulating in relation to the black box flight recorders. We can confirm that both black box flight recorders have been recovered from the crash site by the local accident investigation team and we continue to do all we can to assist their work.

Emergency call centre

+ 44203 4508 853 or +9714 293 4100

Media call centre

+1407 205 1813

(Arabic Only): +971 55 517 4642

Statement relating to flydubai flight FZ981

Last updated: 20 March 2016 00:45





Statement from the CEO, Ghaith Al Ghaith

Last updated: 19 Mar 2016 15:59

On behalf of everyone at flydubai, I would like to express the devastation we all feel in relation to this morning's tragic events in Rostov-on-Don. Our primary concern is for the passengers and crew involved at this tragic time. Everyone in our company is in deep shock and our hearts go out to all loved ones of those involved.

We are still in the process of gathering all the information we possibly can, but at this stage I will share the facts that we are able to confirm now. At 00.50GMT today flydubai flight FZ981 crashed at Rostov-on-Don and I am very sorry to say that we believe that there are no survivors. Onboard the aircraft, 55 passengers including 33 women, 18 men and 4 children and 7 crew members of whom 5 were male and 2 were female. The nationalities of the passengers included 44 Russians, 8 Ukrainians, 2 Indians and 1 Uzbekistani.

I am personally leading our accident response with the support of the full management team. At this stage the focus of our efforts is on establishing the facts around the incident and providing all possible support to the authorities.

As I speak members of our team are contacting relatives of the passengers and crew who were on board and we are offering any help we can to those affected.

In addition, we have activated our Emergency Response Team who are on their way now to the site.

We do not yet know all the details of the incident but we are working closely with the authorities to establish precisely what happened. We are making every effort to care for those affected and will provide assistance to the families and friends of those who were on board.

Finally, I would like to say once more how deeply we feel for those affected by this tragedy.

Emergency call centre

+ 44203 4508 853 or +9714 293 4100

Media call centre

+1407 205 1813

(Arabic Only): +971 55 517 4642

Statement relating to flydubai flight FZ981





Statement relating to flydubai

https://www2.flydubai.com/en/emergency/latest-updates/2016-03-19-Statement-2-relating-to-flydubai-flight-FZ981

Apps NATS | AIS - Home Fly On Track How to Make Ginger AOL Mail: Simple, Free How to Disable Direct

Other bookmarks

flydubai flydubai.com

Home Latest Updates

Statement relating to flydubai flight FZ981

Last updated: 19 Mar 2016 11:36

Following our earlier statements more information is now available relating to flydubai flight FZ981.

flydubai very much regrets to confirm that the accident involving flight number FZ981 at Rostov-on-Don earlier today has resulted in 55 passenger fatalities including 33 women, 18 men and 4 children. The nationalities of the deceased passengers include 44 Russians, 8 Ukrainians, 2 Indians and 1 Uzbekistani.

We are currently contacting relatives of the passengers and crew who were on board and we are offering any help we can to those affected.

Chief Executive Officer Ghaith Al Ghaith, with the support of the full management team, is leading our response to the accident. At this stage the focus of our efforts is on establishing the facts around the incident and providing all possible support to the authorities.

Our emergency response team are now en-route to Rostov-on-Don.

The aircraft involved was a Next-Generation Boeing 737-800.

Emergency call centre

+ 44203 4508 853 or +9714 293 4100

Media call centre

+1407 205 1813

(Arabic Only): +971 55 517 4642

Statement relating to flydubai FZ981

Windows taskbar: 11:06 19/03/2016





Statement relating to flydubai FZ981

Last updated: 19 Mar 2016 09:57

flydubai is deeply sorry to confirm the following information in relation to the tragic accident involving flight FZ981 which was flying from Dubai International (DXB) to Rostov on Don (ROV). While we are still awaiting final confirmation, it is with great sadness that we report we believe there are no survivors. We are unable to provide more specific details at this moment but we will provide updates as soon as we possibly can.

At this moment our thoughts and prayers are with the families of our passengers and crew who were on board the aircraft. We are working with the local emergency services and other agencies who are at the scene.

flydubai is in the process of verifying the passenger list however preliminary numbers indicate 55 passengers and 7 crew on board on the Next-Generation Boeing 737-800 aircraft. The aircraft had departed Dubai International (DXB) at 18.20GMT on Friday 18 March and was due to arrive that evening at 22.40GMT.

Speaking about the incident, flydubai CEO Ghaith Al Ghaith, said, "We offer our deepest condolences to the families of the passengers and crew. Everyone at flydubai is in deep shock and our hearts go out to the families and friends of those involved. We don't yet know all the details of the accident but we are working closely with the authorities to establish the cause. We are making every effort to care for those affected and will provide assistance to the loved ones of those on board."

flydubai is activating family reception centres for relatives of passengers and we have issued the following numbers for relatives to call:

+44 203 450 8853 (UK)
+971 (0) 42934100 (UAE)

In addition we have set up a media call centre that can be contacted on the following number:

+1407 205 1813
+971 55 517 4642 (Arabic language)

An update will be issued as soon as more information becomes available.

Emergency call centre
+ 44203 4508 853 or +9714 293 4100

Media call centre
+1407 205 1813
(Arabic Only): +971 55 517 4642

It is useful to 'number' each press statement etc. consecutively - in addition to including the date / time of issue

It is also useful to state the 'time-zone' used (in this case, UAE local time)





www.aviationemergencyresponseplan.com (Parent Website)

Accident involving flydubai FZ981

flydubai

Home Latest Updates

Clicking here took the reader to the 'normal business' home page for 'flydubai'

A minor criticism here is that there is no 'hint' that by clicking on these words, the reader would be redirected to the airline's 'normal business' home page

flydubai.com

Searching for & clicking on 'flydubai' (e.g. www.flydubai.com) automatically took the searcher to a different website (<https://www2.flydubai.com/en/emergency/>) - which was now **not** the airline's normal home page. Instead it was a website typically known as a 'dark site' – and only used at time of major crisis

Note the lack of branding, advertising, colour, other commercial info etc.

Dark sites are so used as a mark of respect to crisis victims and their family, relatives and friends

Clicking here gave a choice of reading the text in English or Russian. See screenshot page 26 for how this looked in reality

A minor criticism here is that there was no 'hint' that by clicking on this symbol, the reader would be offered such choice

Note - both 'minor criticisms' documented on this page were eventually corrected by the airline - see page 24 for how this looked in reality

Emergency call centre

Media call centre

Statement relating to flydubai flight FZ981





www.aviationemergencyresponseplan.com (Parent Website)

The screenshot shows a web browser window with the URL <https://www2.flydubai.com/en/emergency/latest-updates/2016-03-19-Flight-FZ981>. The website header includes the flydubai.com logo and a navigation bar with 'Home' and 'Latest Updates' (the latter being highlighted). The main content area is divided into two columns. The left column features a section titled 'Flight FZ981' with a sub-header 'Last updated: 19 Mar 2016 07:36'. The text below states: 'We are aware of an incident involving our flight FZ981 from Dubai to Rostov On Don. We are investigating further details and will publish an update once more information is available.' Below this is a section titled 'Statement relating to flydubai flight FZ981' with a sub-header 'Last updated: 20 March 2016 00:45'. The text below this section is partially visible: 'At present, our priority is to identify and contact the families of those lost in today's'. The right column contains two sections: 'Emergency call centre' with the number '+ 44203 4508 853 or +9714 293 4100' and 'Media call centre' with the number '+1407 205 1813'. Below the media call centre number is the text '(Arabic Only): +971 55 517 4642'. The browser's address bar shows the URL and various icons. The Windows taskbar at the bottom displays icons for Internet Explorer, Firefox, and Google Chrome, along with the system clock showing 09:17 on 20/03/2016.

flydubai.com

Home **Latest Updates**

Flight FZ981

Last updated: 19 Mar 2016 07:36

We are aware of an incident involving our flight FZ981 from Dubai to Rostov On Don. We are investigating further details and will publish an update once more information is available.

Statement relating to flydubai flight FZ981

Last updated: 20 March 2016 00:45

At present, our priority is to identify and contact the families of those lost in today's

Emergency call centre

+ 44203 4508 853 or +9714 293 4100

Media call centre

+1407 205 1813

(Arabic Only): +971 55 517 4642





www.aviationemergencyresponseplan.com (Parent Website)

Deliberately Blank





www.aviationemergencyresponseplan.com (Parent Website)

flydubai

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Dubai International Airport, Terminal 2
Dubai, United Arab Emirates

+971 800 544445

<https://www2.flydubai.com/en/>

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Puzzle

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flydubai

F2981 Update 9:
Statement from our CEO Ghaith Al Ghaith:

In the immediate aftermath of the accident we have been focusing on two key priorities; care for all those who have been affected by the accident and support for the investigating authorities as they work to identify the cause.

To begin with, we are working to establish how we can most effectively provide care and support to the families of the 55 passengers and 7 crew members who lost their lives. We now have our own specially trained Care Teams both on the ground in Rostov-on-Don and in Dubai. We are making arrangements for the families who wish to visit the scene of the accident, to do so. We would ask that at such a sensitive time all the families be given the space they need to grieve.

Throughout yesterday, efforts were also made to contact as many family members as possible and those efforts are continuing. As we mentioned yesterday we are not going to release the names of passengers until we know their families have been told first.

As far as the investigation is concerned, we have specialists from our engineering, safety and security departments on the ground at the crash site. They will be working with the authorised authorities to help them identify the cause of the accident as soon as possible. They are there to provide expertise and any information the air accident investigators might need.

I am personally leading the airline's response and, along with our senior airline management, receiving regular updates from the Emergency Response Team on the ground.

We are aware that in the course of the past 24 hours there has been a great deal of speculation as to the cause of this tragedy. We share the desire to get answers as quickly as possible but at this stage we must not be drawn into speculation. We would ask that the investigating authorities are given the time and space they need to report definitively on the causes of the accident.

Thank you

Zizo Hegazy, Azharuddin Riyazi, Camilla Ganiyeva and 164 others like this.

33 shares

Sarah Salama I respect how is the priority given to supporting families who are affected by the crash... human beings and souls are valuable... Let's not conclude any unnecessary statements... there are experts who are responsible to investigate and release all details of the crash.

13 · 5 hrs

1 Reply





www.aviationemergencyresponseplan.com (Parent Website)

flydubai

https://www.facebook.com/flydubai/

Apps | NATS | AIS - Home | Fly On Track | How to Make Ginger | AOL Mail: Simple, Free | How to Disable Direct

Other bookmarks

facebook Sign Up

Email or Phone Password Log In

Keep me logged in Forgotten your password?

VIDEOS

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Emirates Dubai International

VISITOR POSTS

Ahmed Taufiq Today at 08:39

I am not giving up, through the sadness and pain, stand up again flydubai be strong be united

Nader ElBarbary Should have diverted to another airport plain and simple. Human life should not be put at risk, yes would have cost the airlines extra money to divert and then come back. But human life is more important. Its either air traffic control fault or pilots, decision should have been made NOT to land. Finally if I am not satisfied by the investigation, I will never fly on flydubai again. Rely this message to the CEO

5 Replies · 1 hr

View 20 more comments

flydubai updated their cover photo.

7 hrs ·

#withgreatsadness

Share

Zizo Hegazy, Sharon Hindley, Maryame Car-Cho and 198 others like this.

65 shares

Florin Eftimie Our prayers with the family of the victims. God's comfort and peace and healing upon the families of the victims. Thank you Fly Dubai for your efforts in this hard times!

1 · 7 hrs

Mustafa Marei 3 طائرات غيرت وجهتها بالأمس لسوء الأحوال الجوية في روسيا إلى مطار كرسنودار، وشركة الطيران التركية أرجعت طائراتها و لم تسمح لها بالهبوط لسلامة الركاب، أما فلاي دبي إصر الكائن على الهبوط و بذلك لكن لا يتكف الشركة مصاريف اضافية للشركة من نقل المسافرين! See more...

5 · 5 hrs

2 Replies · 2 hrs

View 20 more comments

flydubai Yesterday at 09:05

Update 8:

Our priority is the extension of all possible care and respect to the families

16:16 20/03/2016





www.aviationemergencyresponseplan.com (Parent Website)

The screenshot shows a web browser window with the Facebook page for flydubai. The browser's address bar shows the URL <https://www.facebook.com/flydubai/>. The Facebook interface includes a top navigation bar with the 'facebook' logo, a 'Sign Up' button, and login fields for 'Email or Phone' and 'Password'. Below the navigation bar, the page content is divided into a left sidebar and a main feed. The left sidebar contains a list of user comments, including one from Ahmed Taufiq and another from Joseph Addo. The main feed displays two updates from flydubai. The first update, dated 'Yesterday at 09:05', is titled 'Update 8:' and contains text about the extension of care and respect to the families of passengers and crew of flight FZ981. The second update, dated 'Yesterday at 09:29', is titled 'Update 7:' and contains text about the recovery of black box flight recorders. Both updates show engagement metrics such as 'likes' and 'shares'. The bottom of the screenshot shows a Windows taskbar with various application icons and a system clock indicating the time as 16:17 on 20/03/2016.

flydubai

<https://www.facebook.com/flydubai/>

facebook Sign Up

Email or Phone Password Log In

Keep me logged in Forgotten your password?

Like Comment Share 3 Likes

Ahmed Taufiq Today at 08:39

I am not giving up, through the sadness and pain, stand up again flydubai be strong be united

Like Comment Share 2 Likes

Joseph Addo Today at 04:57

Pis how much is the cost... from ghana to Dubai

Like Comment Share

English (UK) · Privacy · Terms · Cookies · Advertising · Ad Choices · More · Facebook © 2016

View 20 more comments

flydubai Yesterday at 09:05

Update 8:

Our priority is the extension of all possible care and respect to the families of the passengers and crew of flight FZ981. We are currently in the process of contacting all families that have lost loved ones as a result of this tragic accident. It is a process that will take a little time but as a mark of respect to the families of the bereaved, we want to make every effort to inform them directly prior to releasing the full passenger manifest.

Armanul Nasar, Izhar Agha, Ankur Rastogi and 338 others like this. Top comments · 64 shares

Ewan O'Neill Such sad news to the families of the 55 passengers and the 7 crews who lost their lives.. May their soul rest in peace 22 · 23 hrs

Maria Charalambous-Zanotto Human error is always possible in every aspect of life. No one will ever know what pressure was exerted on the pilot to land at the specific airport. Low cost airline companies have a policy about time and keeping everything at the lowest possible cost... See more 18 · 10 hrs 1 Reply

View more comments 2 of 105

flydubai Yesterday at 09:29

Update 7:

We are aware of the reports that are circulating in relation to the black box flight recorders. We can confirm that both black box flight recorders have been recovered from the crash site by the local accident investigation team and we continue to do all we can to assist their work.

Ana Michelle C Castillo, Phat Nguyen, Lula Solomon Abreha and 234 others like this. Top comments · 23 shares

Walaa Younis Such sad news to the families of the 55 passengers and the 7 crews who lost their lives.. May their soul rest in peace 9 · Yesterday at 09:02 1 Reply

Said Slawomir El-Khasawneh





www.aviationemergencyresponseplan.com (Parent Website)

flydubai

https://www.facebook.com/flydubai/

facebook Sign Up

Email or Phone Password Log In

Keep me logged in Forgotten your password?

23 shares

Walea Youniss Such sad news to the families of the 55 passengers and the 7 crews who lost their lives.. May their soul rest in peace

8 - Yesterday at 09:02

1 Reply

Said Slawomir El-Khasawneh

اليوم تحطمت طائرة ركاب في جنوب روسيا و التي تمتلكها الاماراتية فلاي دبي و قد مات جميع من كان على متنها.

سبب الحادث هو جشع الشركة المالكة، فبرغم وجود ظروف جوية كانت لا تسمح أبدا بالهبوط، طاقم الطائرة فضل البقاء في السماء منطقة المطار لمدة ساعة و

See more...

5 · 14 hrs

View 13 more comments

flydubai

Yesterday at 03:30 · 🌐

Update 6:

Statement from the CEO, Ghaith Al Ghaith

On behalf of everyone at flydubai, I would like to express the devastation we all feel in relation to this morning's tragic event in Rostov-on-Don. Our primary concern is for the passengers and crew involved at this tragic time. Everyone in our company is in deep shock and our hearts go out to all the loved ones of those involved..... See more

Nawar Sabah, Tracy Atuhairwe, Anshad Thaha Mohammed and 488 others like this.

205 shares

Irene Panayiotou To all of you out there posting negative comments..clearly you have no idea how hard the pilots& crew are being trained , especially in the UAE... So keep your theories to yourselves and let the authorities do the work. Shame on you for accusing the l... See more

232 - Yesterday at 05:12

20 Replies

Jamal Deen our sincere condolences to the family members of passengers and crew of flight FZ291, mourning for the victims and praying for the loved ones of those who had been aboard. Whatever the reason, we are confident the crew and air traffic control made ever... See more

26 - Yesterday at 04:41 - Edited

2 Replies

View more comments 2 of 155

Windows taskbar icons: Internet Explorer, Firefox, Google Chrome, Microsoft Word, etc.

16:19 20/03/2016





www.aviationemergencyresponseplan.com (Parent Website)

The screenshot shows a web browser window with the URL <https://www.facebook.com/flydubai>. The browser's address bar and tabs are visible at the top. The Facebook page for flydubai is displayed, featuring a dark blue header with the Facebook logo and a 'Sign Up' button. A notification box at the top of the page states: "flydubai is on Facebook. To connect with flydubai, sign up for Facebook today." Below this, the flydubai profile picture and name are shown, along with a verified badge and the word "Airline". The page has 750,759 likes. The main content area shows a post from flydubai, dated 2 hours ago, with the text: "Update 5: Statement relating to flydubai flight FZ981. Following our earlier statements more information is now available relating to flydubai flight FZ981. flydubai very much regrets to confirm that the accident involving flight number FZ981 at Rostov-on-Don earlier today has resulted in 55 passenger fatalities including 33 women, 18 men and 4 children. The nationalities of the deceased passengers include 44 Russians, 8 Ukrainians, 2 Indians and 1 Uzbekistani. We are currently contacting relatives of the passengers and crew who were on board and we are offering any help we can to those affected. Chief Executive Officer Ghaith Al Ghaith, with the support of the full management team, is leading our response to the accident. At this stage the focus of our efforts is on establishing the facts around the incident and providing all possible support to the authorities. Our emergency response team are now en-route to Rostov-on-Don. The aircraft involved was a Next-Generation Boeing 737-800." The post has 245 shares and 200+ likes. The left sidebar contains sections for 'PEOPLE', 'ABOUT', and 'APPS'. The bottom of the browser window shows the Windows taskbar with various application icons and the system clock indicating 10:12 on 19/03/2016.





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flydubai

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Puzzle

House rules

PHOTOS

flydubai

VIDEOS

246 shares

Anmarija Havidic This can happen to ANY airline!!!! Shame on you with all these negative comments!!! Brothers, sisters, husbands, sons, daughters and wives died today!! Have some respect people!
232 · 2 hrs
0 Replies · 1 hr

FlyUIA Dear Colleagues!
We offer our sincere condolences to the family members of passengers and crew of flight FZ981, mourning for the victims and praying for the loved ones of those who had been aboard. Whatever the reason, we are confident the crew and air... See more
105 · 1 hr
2 Replies · 44 mins

View more comments 2 of 102

flydubai 3 hrs ·

Statement by flydubai CEO Ghaith Al Ghaith regarding FZ981 from Dubai to Rostov-on-Don 19 March 2016

51k Views

Like Comment Share

Amit Biswakarma, Baltazary Tenga, Nazira Nazirat and 273 others like this.

328 shares

Al Bahar I don't want to believe that it was pilot mistake.. I m sure they did best and it is just coincidence of destiny. I still love dubai i will fly with Flydubai.
16 · 1 hr

Shafqat Khan I filed with fly dubai and found one of the best airlines. I think pilot did his effort to safely land aircraft but due to bad weather all it

LIKED BY THIS PAGE

Dubai International Dubai International

Windows taskbar: Internet Explorer, Google Chrome, Word, 10:14 19/03/2016





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Emirates

VISITOR POSTS

Daria Kovaleva Today at 02:58
Как страшно жить
Like Comment Share

Muhammad Ali Saqib Today at 02:53
Rest in peace all passenger's
Like Comment Share

Mukami James Today at 02:51
My heartfelt deep condolences to the entire #flydubai fraternity... See more
Like Comment Share

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flydubai 3 hrs ·

Update 4:
flydubai confirms that flight FZ981 was carrying 55 passengers from 4 different nationalities:
44 Russian
8 Ukrainian... See more
Like Comment

Ata Varasteh, Mohammed Elkaderi, Jadira Sinke and 462 others Top comments · like this
375 shares

Michael Philippenko The weather in Rostov was this night horrible. I do not understand why aircraft did not went to Krasnodar airport (300 km from Rostov), but 2 hours was near Rostov airport...
54 · 3 hrs
11 Replies · 7 mins

Konstantin Markelov sad sad sad... RIP to all victims of the accident... and my support to Fly Dubai, I personally choose this airlines for my flights to Yekaterinburg (Russian) and have been always impressed by professionalism of the crew... I want to believe the pilots have done everything right and this disaster was a coincidence of unfortunate events
28 · 3 hrs

View more comments 2 of 177

flydubai 4 hrs ·

Update 3:
flydubai is deeply sorry to confirm the following information in relation to the tragic accident involving flight FZ981 which was flying from Dubai International (DXB) to Rostov on Don (ROV). While we are still awaiting final confirmation, it is with great sadness that we report we believe there are no survivors. We are unable to provide more specific details at this moment but we will provide updates as soon as we possibly can. At this moment our thoughts and prayers... See more
Like Comment

Szandra Szőlősi, Ata Varasteh, Baltazary Tenga and 516 others Top comments ·





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2 of 292

flydubai 6 hrs · 🌐

For any press enquiries, please contact our Media Contact Centre +1 407 205 1813

Like Comment

Ármed Hossam, Teres Maciole, Ammar Zulkifli and 87 others like this. Top comments ·

18 shares

Tory Petrova Good morning in this sad day:(! I'm from NTV Channel and we are preparing a program about this tragedy! We are looking for people who can speak with us by Skype about it. About everything (from Dubai). Maybe other crew, airlines, etc. please, connect with me!

6 · 4 hrs

2 Replies · 3 hrs

Küi Kratos I've tried calling but all lines are busy. I've even mailed you...please please for the love of God reply.I am dying of worry.

5 · 5 hrs

7 Replies · 2 hrs

View 4 more comments

flydubai 6 hrs · 🌐

For any concerned friends or family, the flydubai family assistance centre can be reached on +44 203 4508 853 or +9714 293 4100.

Like Comment

Camelia Del, Ata Varasteh, Wyvona Ann Tiglao and 120 others like this. Top comments ·

61 shares

Richard Nyombi Byemalo Sorry about the incident flydubai, it was indeed so unfortunate. My condolences to the families of the victims. No matter what, you're a great airline company.

4 · 5 hrs

Richard Nyombi Byemalo But the video footage caught by a CCTV suggests the plane was hit by some thing like a missile or a rocket.

1 · 5 hrs

8 Replies · 1 hr

View 4 more comments

10:18 19/03/2016





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The screenshot shows a web browser window with the Facebook page for flydubai. The address bar shows the URL https://www.facebook.com/flydubai. The page features a blue header with the Facebook logo and a 'Sign Up' button. Below the header, there is a login section with fields for 'Email or Phone' and 'Password', and a 'Log In' button. The main content area displays a post from flydubai, dated 8 hours ago. The post text reads: 'Update 2: flydubai regrets to confirm that flight FZ981 crashed on landing and that fatalities have been confirmed as a result of this tragic accident. The aircraft departed from Dubai International (DXB) at 18:20 GMT bound for Rostov on Don (ROV). The accident occurred in Rostov on Don at approximately 00:50 GMT. We are doing all we can to gather information as quickly as possible. At this moment our thoughts and prayers are with our passengers and our crew who were on board... See more'. Below the text, there are 'Like' and 'Comment' buttons. The post has 1,015 shares and 2 of 312 comments. Two comments are visible: one from Christopher Andrew Higgins and another from Matija Babić. A second post from flydubai is partially visible below, stating: 'We are aware of an incident involving our flight FZ981 from Dubai to Rostov On Don. We are investigating further details and will publish an update once more information is available.' The Windows taskbar at the bottom shows icons for Internet Explorer, Google Chrome, and Microsoft Word, along with the system clock indicating 10:19 on 19/03/2016.

