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Let Facebook Do the Work for Your Next Flight on Finnair

Where: Finland

March 21, 2013 at 8:17 AM | by kjb | Comments (0)



Another week means it's time for another carrier to do the **social media** thing both on the ground and up in the air. This week it looks like Finnair is sending their Facebook capabilities to 35,000 feet, as **the airline is trying to get passengers connected during their flights.**

Basically what Finnair is trying to do is to allow their passengers to check-in aboard their flight just like the would back on the ground. The new system is able to connect someone's Facebook profile to the seating map, and then from there they can what friends or other passengers might be up to. In theory **it should even alert friends when you're safely on the ground and in need of a pickup from the airport.**

Finnair does stress that this is hardly a mandatory option, as you're still free to fly under the radar just as you did before. So if you're flying into town to wish your friend a happy birthday, it's not like Finnair and Facebook are going to ruin your surprise—at least not because of this.

The whole check-in process takes place when you hit the airport ticket counter to get your boarding pass, so it's not going to be an option high in the skies. We'd imagine that eventually—assuming Finnair is interested in the in-flight WiFi thing—that this would expand to more than just the airport. However, for now we guess you'll need to remember to print your boarding pass and check-in on Facebook before climbing aboard. The bragging about being seated in **their new business class** will just have to wait until you're back on the ground.

[Photo: Joi]

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