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# some tips for your union to conquer members on social networks

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# JOURNALISTS: In the fight also on social networks



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# **SOCIAL NETWORKS** **Strategies for the** **union movement**

**TO KNOW**  
**HOW TO**  
**COMMUNICATE**

We hope you will use and apply these tips wisely to further strengthen the workers' struggle!

# BE SINCERE to have credibility



## EVASIVE

What may seem like a quick response to calm an affiliate can, in the long run, erode the image and undermine confidence in the union.



## RIGHT WORDS

Always be honest and choose words carefully and lovingly. Virtually face and voice are missing. Therefore, communicating virtually is very delicate and requires skill and patience.



## PROFESSIONALS

Analyzes good practices. Learn from specialized communication professionals in the union movement.

# Engagement to grow

Interactions are needed  
Relevance is the goal



**Presence**



**Frequency**



**Diversify**



**Interactions**



mistakes  
happen



failures hurt less  
when admitted

# How much are your members worth?

## VALUE

- Use social media to show **how much the union values** the category.
- Prepare **posts about all actions**, meetings, agreements, partnerships and struggles organized to guarantee workers rights and more quality of life.

## BENEFITS

- If the union offers benefits, informs about everything that was done to make it possible.
- Invest in **quality** photos and videos.

## ANSWER

- Don't forget to **respond** to comments and messages in the **shortest possible time**.
- This shows care, attention and availability. People get angry if the response is slow to arrive, and that weakens **confidence in the union's work**.



# Internet is a showcase

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convene and  
mobilize



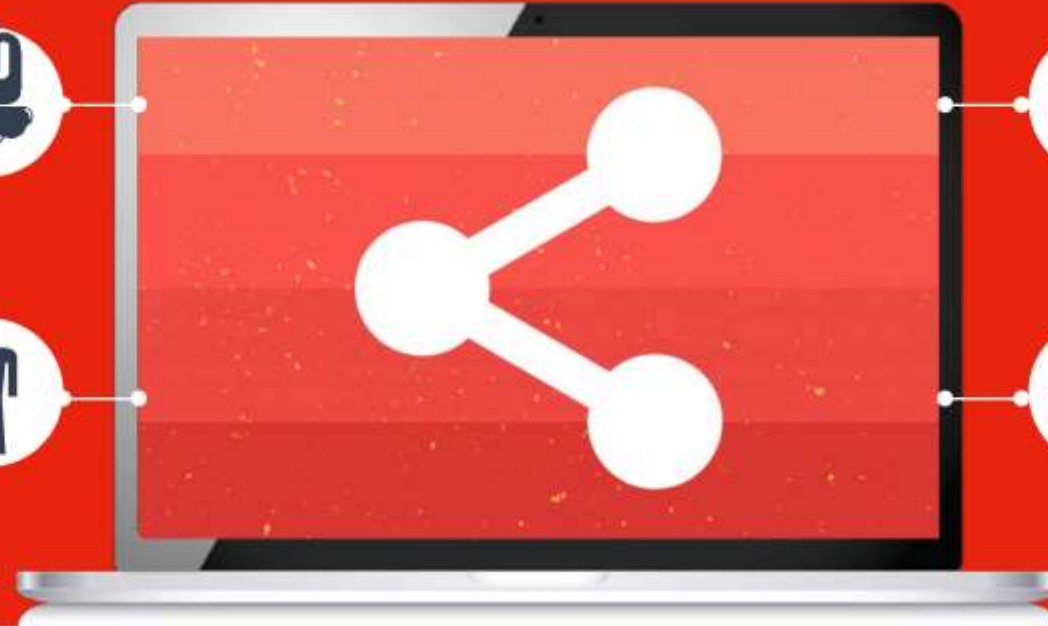
dissemination  
channel



strategic and  
democratization  
tool



reduced cost



be a shelf where **everyone can see** the work of the  
**UNION**





# Nobody wants to talk alone

- ANSWER EVERYTHING

confidence

- BE POLITE PLEASE

respect

- RESPECT FOR THE UNION'S SOCIO-POLITICAL VALUES

alignment

# Attention is the way



**PROBLEM**



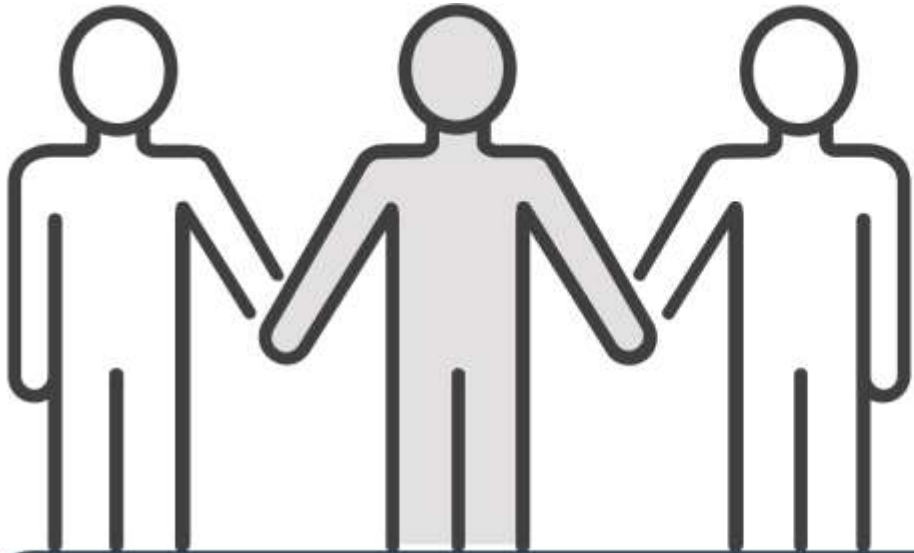
**SPEED**

Respond  
carefully

Your TU cannot fail to pay attention to workers, even in positive comments. Attention should be paid to the way in which people interact with posts and to look for new ways to continue supporting the union's website.

Instant  
messages

# Empathy is essential



It is the ability to put yourself in the other's shoes. This means trying to understand how he feels, making an effort to understand what drives him to act in a certain way and to understand how his problems affect him



listen to affiliates



reflect on what they tell you

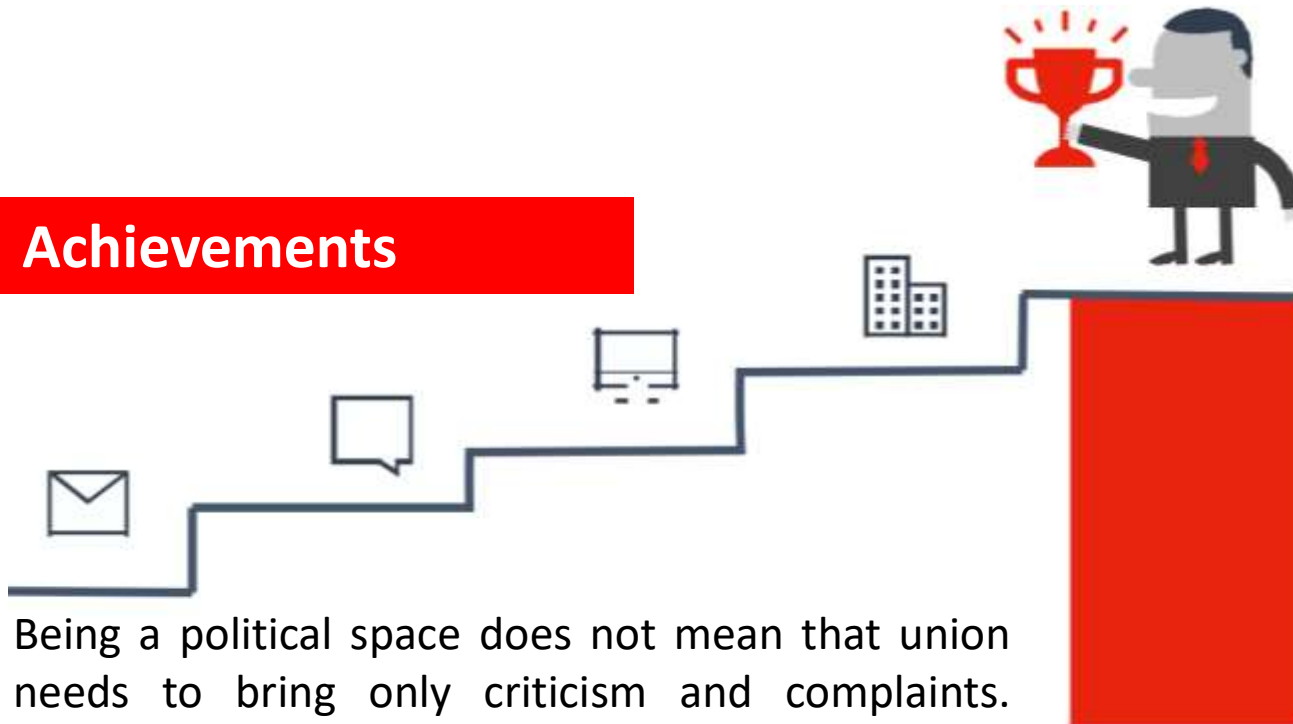


don't turn away criticism

# Praise the good things

## Phases

### Achievements



Being a political space does not mean that union needs to bring only criticism and complaints. Unions are also spaces for achievement, and all good results deserve and should be disclosed to members!

Showing the victories, even when the result is not yet definitive, it is important for everyone to understand the process

### Celebration

Celebrating achievements is always a good way to make the base more aware of the importance



# **Show** that there are more good things to come

## **Events**

Social networks are the main source for publicizing union events

## **Cheap**

Social media is cheap, organized and with great power to reach workers for activities

## **Updated**

Keep an updated schedule. Show in all used channels, the activity of the union.

## **Action**

Show the Union in constant action, always dynamic for the defense of workers

# Focus on the solution ... ... and not in the **PROBLEM**

difficulties



When it needs to report a difficulty, the union must explain exactly what is happening and what are the next steps to address the issue.

clarity



The solution must be clear and shows that the TU is already working on solving the problem. the impact of unpleasant news will be much less

waist match



Show that you have the skills to deal with challenges and how to overcome challenges quickly. For a problem, point out some solutions.



# find common interests

## Social Networks can help in this mission

Finding niches and promoting activities for specific segments of members is a great way to show commitment to different groups of workers and bring them closer to the union!

ideas



It is worth elaborating special programs, posts and work groups aimed at specific groups - for example, a monthly freelance debate or a round about agendas for female workers, ...



Freelance  
Professions  
Young  
Women  
Region/local  
Cities  
Retired

**segmentation**



Use the **tools**

The most popular media have so-called segmentation tools. With them, it is possible to target some publications to specific groups based on some characteristics.

This is an excellent way to turn the union into an inclusive and democratic space, and enrich the struggle, creating focuses on specific claims



# the worker wants **utility and value**



## **Interactivity**

remember: social media is  
a constant **interactivity**

## **Be useful**

- For workers, it is very important to see the union working for them, and to understand the usefulness of each of the activities developed. What? Why?

## **Clear image and text**

- Whenever the union writes a post on social media, it's essential that the text and image communicate very clearly why it's important for workers.

## **Be ready**

- If workers do not understand why certain content is on the union page, they can ask questions. If this happens, you need to be ready to answer in an informed and appropriate manner.

# Don't amplify the old media

## Against unions

You have already realized that the traditional media is committed to groups of economic power and dominant thinking. It is not uncommon for articles to attack the union movement.

## DO NOT SHARE THE OLD MEDIA

Not sharing news from these specific sites is a way of not replicating content that goes against workers.



## Against unions

Not sharing news from these specific sites is a way of not replicating content that goes against workers.

The union must be a space for training and information. It is representative of workers, defending their rights and interests, clarifying and mobilizing, developing solidarity. Usually, the old media does just the opposite. So, the union must assert itself as the most reliable source of information for workers.



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## Choose appropriate texts

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- Selection



- correct size



- diversity

# consistency is essential



## COHERENCE

it's about trust and credibility. If workers are close to the union, it is to identify with what is advocated



## DISAGREEMENT

It is natural to have disagreements within the board on some issues, but it is essential that there is dialogue and that information reaches the worker in an appropriate way.



## CENTRALITY

define a single person or team responsible for social media



# Producing content is more than posting

## Facebook

- It works with algorithms that receive better posts with little descriptive text and that enhance the image.

## Instagram

- Displays publications by relevance, using the keywords and hashtags used in the texts.

## Twitter

- It considers the chronological order and the relevance of the publications, a dynamic that makes it possible, in addition to the content, the time of posts to be considered.

### good content

interests and shows dominance

### appropriate

to the networks themselves

### criteria

more than a creativity, it's strategic.

### time

you need to dedicate time



# One language, several languages

Would you **TALK** in the same way,  
using the same terms and approaches with different people?

## Custom

the ideal is to adopt a strategy multimedia that is inclusive and contemplate various groups within your target .

## Diversify

Feed social media and the union website with videos, photos, infographics, texts, audios ...



## Quality

It is essential that all communication is effective and members will receive the information, regardless of their content profile.

## Specific actions

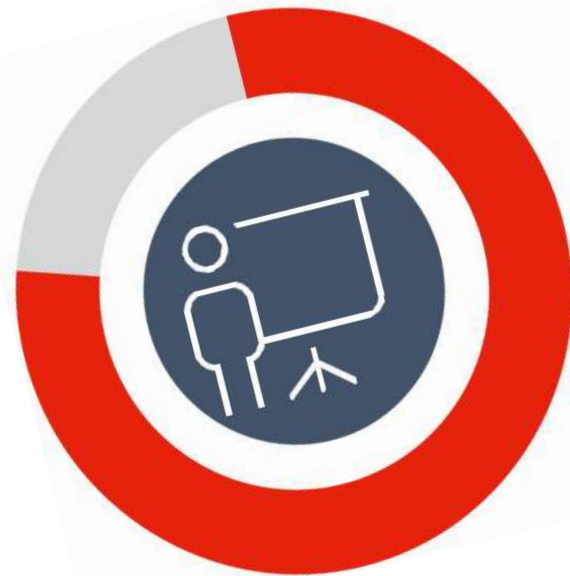
your target is made up of segments that need to be contemplated. Times to times, the union needs to deliver content to each of them.

# The internet is visual

A picture is worth a thousand words

**80%**

Users consume more content rich in images than in a text-only post.



Photographs and videos are more likely to be shared.

**40x**





# Being seen requires responsibility



**Take care**

**reply**

check the information, use forms that are not offensive to any individual or professional group.

**words**

be careful with the use of terms that may result in serious complications for the entity.

**images**

photos may be copyrighted. Being the subject of complaints about no proper authorization is, for a union, unacceptable.

**ask for help**

if you don't know or have doubts, ask for help.

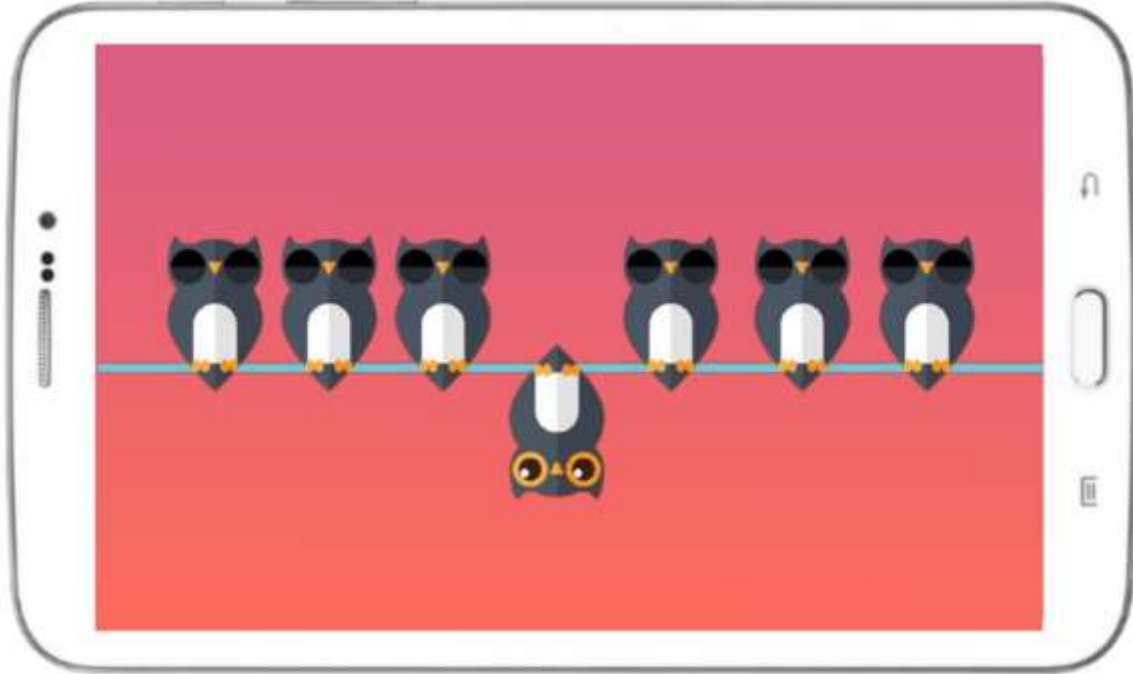
# Workers miss their union

Remember that the union is swimming against the current. Conquering workers takes time, needs perseverance and care. It is a relationship that builds up over time.

## Path to success

- maintains a continuous presence
- defines and respects a periodicity
- takes advantage of the less busy weeks to inform
- the important thing is not to stay or wait





**COMMUNICATION CHANGED,**  
and the union needs  
to take ownership

Don't be  
afraid of  
changes

To conclude

**Advance in  
communication  
and the Union  
will advance**

**will recruit members  
will strengthen the organization  
will be stronger  
will have more power**

