

# TO KNOW MORE... OR EVEN MORE

**WEEK 4**

Webography

**Recruiting plan**

## at the end, add your suggestions and upload it to the common drive

<b>USE OF WEB</b>	<p>DIGITAL 2021</p> <p>THE LATEST INSIGHTS INTO HOW PEOPLE AROUND THE WORLD USE</p> <p>THE INTERNET, SOCIAL MEDIA, MOBILE DEVICES, AND ECOMMERCE</p> <p>GLOBAL OVERVIEW REPORT</p>	<p><a href="https://datareportal.com/reports/digital-2021-global-overview-report">https://datareportal.com/reports/digital-2021-global-overview-report</a></p>
<b>ORGANISING + RECRUITING</b>	<p>Guide to organising and recruiting</p>	<p><a href="https://www.napo.org.uk/sites/default/files/Napo%20Organising%20and%20Recruitment%20Guide.pdf">https://www.napo.org.uk/sites/default/files/Napo%20Organising%20and%20Recruitment%20Guide.pdf</a></p>
	<p>Organising at Work - a TUC guide</p>	<p><a href="https://www.tuc.org.uk/sites/default/files/OrganisingatWork2018.pdf">https://www.tuc.org.uk/sites/default/files/OrganisingatWork2018.pdf</a></p>
	<p>VIDEO CLIP SOBRE RECRUITMENT PLAN</p>	<p><a href="https://youtu.be/MUTbGVrTkaM">https://youtu.be/MUTbGVrTkaM</a> stop at 3'30"</p>
	<p>TUC pocket guide</p>	<p><a href="https://www.tuc.org.uk/sites/default/files/2019-10/Pocket_Guide_To_Organising%26Campaigning_2019.pdf">https://www.tuc.org.uk/sites/default/files/2019-10/Pocket_Guide_To_Organising%26Campaigning_2019.pdf</a></p>
<b>DIGITAL MEDIA MARKETING</b>		<p><a href="https://www.socialmediatoday.com/news/7-digital-marketing-trends-of-focus-for-2021/592857/">https://www.socialmediatoday.com/news/7-digital-marketing-trends-of-focus-for-2021/592857/</a></p>
		<p><a href="https://www.hootsuite.com/research/social-trends">https://www.hootsuite.com/research/social-trends</a></p>
		<p><a href="https://www.marketingweek.com/new-rules-social-media-marketing-2021/">https://www.marketingweek.com/new-rules-social-media-marketing-2021/</a></p>
	<p>Using Twitter on MKT</p>	<p><a href="https://sproutsocial.com/twitter-marketing/">https://sproutsocial.com/twitter-marketing/</a></p>
<b>MKT PLANNING</b>	<p>Socila MKT process</p>	<p><a href="#">Social_Marketing_Planning_Workbook.pdf (nasmhpd.org)</a></p>
	<p>You can download a digital MKT plan template</p>	<p><a href="https://www.nibusinessinfo.co.uk/content/digital-marketing-plan-executive-summary">https://www.nibusinessinfo.co.uk/content/digital-marketing-plan-executive-summary</a></p>
	<p>Strategies for social MKT campaigns</p>	<p><a href="#">Strategies for Social Marketing Campaigns   What Works in Youth HIV</a></p>
	<p>Planning guide and toolkit</p>	<p><a href="#">Planning Guide and Toolkit   The NSMC</a></p>

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<b>Unions, social media and tools for TU action</b>	Union and Social Media: Cost effective medium for union campaign	<a href="https://unionism.files.wordpress.com/2015/05/union-and-social-media_indahbudiarti.pdf">https://unionism.files.wordpress.com/2015/05/union-and-social-media_indahbudiarti.pdf</a>
	Why Unions should embrace social media	<a href="https://alexwhite.org/2009/08/why-unions-should-embrace-social-media/">https://alexwhite.org/2009/08/why-unions-should-embrace-social-media/</a>
	Social media for unions	<a href="http://www.back2ourfuture.org/wp-content/uploads/2014/06/Social_Media_For_Unions.pdf">http://www.back2ourfuture.org/wp-content/uploads/2014/06/Social_Media_For_Unions.pdf</a>
	Guide to organising and recruiting	<a href="https://www.napo.org.uk/sites/default/files/Napo%20Organising%20and%20Recruitment%20Guide.pdf">https://www.napo.org.uk/sites/default/files/Napo%20Organising%20and%20Recruitment%20Guide.pdf</a>
	What a F**ck of Social Media	<a href="https://www.slideshare.net/Margorini/social-media-wtf-20">https://www.slideshare.net/Margorini/social-media-wtf-20</a>
	Twitter as a tool - Eric Lee blog. Author of Labour start	<a href="https://www.ericlee.info/2008/06/twitter_as_a_campaigning_tool.html">https://www.ericlee.info/2008/06/twitter_as_a_campaigning_tool.html</a>
	How to get members to talk about your union on social media	<a href="https://alexwhite.org/2014/05/get-members-talk-union-social-media/">https://alexwhite.org/2014/05/get-members-talk-union-social-media/</a>
	Campaigning & organising in the time of coronavirus	<a href="#">Fortnightly Newsletter - Campaigning &amp; organising in the time of coronavirus   Revue (getrevue.co)</a>
	How to recruit young workers to unions	<a href="#">Fortnightly Newsletter - How to recruit young workers to unions   Revue (getrevue.co)</a>
	INTRODUCTION TO ONLINE CAMPAIGNING for Unions	<a href="#">Introduction-to-Online-Campaigning-2020-free.pdf (alexwhite.org)</a>
<b>Communication</b>	En FR Livre blanc downloadable	<a href="https://www.leslivresblancs.fr/livre/entreprise/communication-interne/le-pouvoir-de-la-communication">https://www.leslivresblancs.fr/livre/entreprise/communication-interne/le-pouvoir-de-la-communication</a>
	In FR. About M. Castells and networks	<a href="http://www.slate.fr/tribune/82519/pouvoir-de-la-communication">http://www.slate.fr/tribune/82519/pouvoir-de-la-communication</a>