



# **Communications and Social Media Best Practices**

**2024 CWA District 1 Conference**

# This workshop...

## WON'T:

- Teach you how to make your content go “viral.”
- Teach you how to get thousands of social media followers / likes overnight

## WILL:

- Discuss the **Why, What, and How** member communications
- Equip you with online organizing tactics that will enable your local/district to run effective campaigns through multiple communications channels
- Teach you how to build power online to take back the narrative on issues

**WHY**

**Why is it important to have a strong member communication program?**

# A little background...

High contact with the union = more positive attitude towards the union and support of union programs

	Members with high steward contact	Members with low steward contact	AFPs/nonmembers with high steward contact	AFPs/nonmembers with low steward contact
Satisfied with overall union performance	73%	53%	72%	46%
<b>Union doing excellent/good job on:</b>				
Standing up/fighting for members	65%	43%	61%	36%
Working to elect candidates who support working people	61%	46%	62%	30%
Negotiating for good salaries and benefits	63%	40%	56%	37%

# A little background...

**9 in 10 (92.1%)** internet users access the internet using a mobile phone.

**62.06%** of website traffic comes from mobile devices.

There are now **4.62 billion** people using social media.

Facebook is the **3rd most popular** website in the world (Google is #1; YouTube is #2).

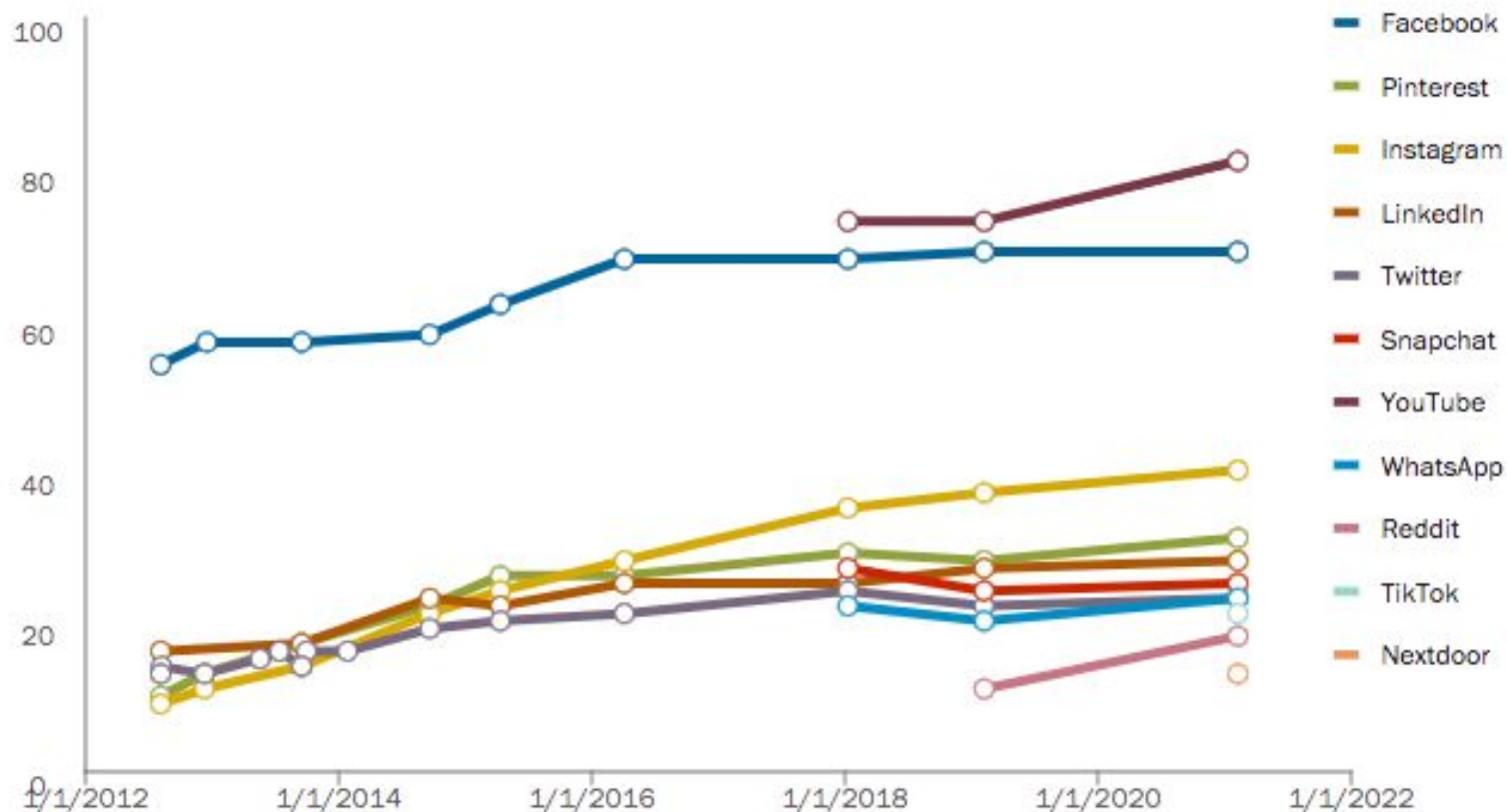
**69%** of Americans use Facebook (the platform with the second closest usage percentage is Instagram, at 40%).

**54%** of U.S. adults get news from Facebook.

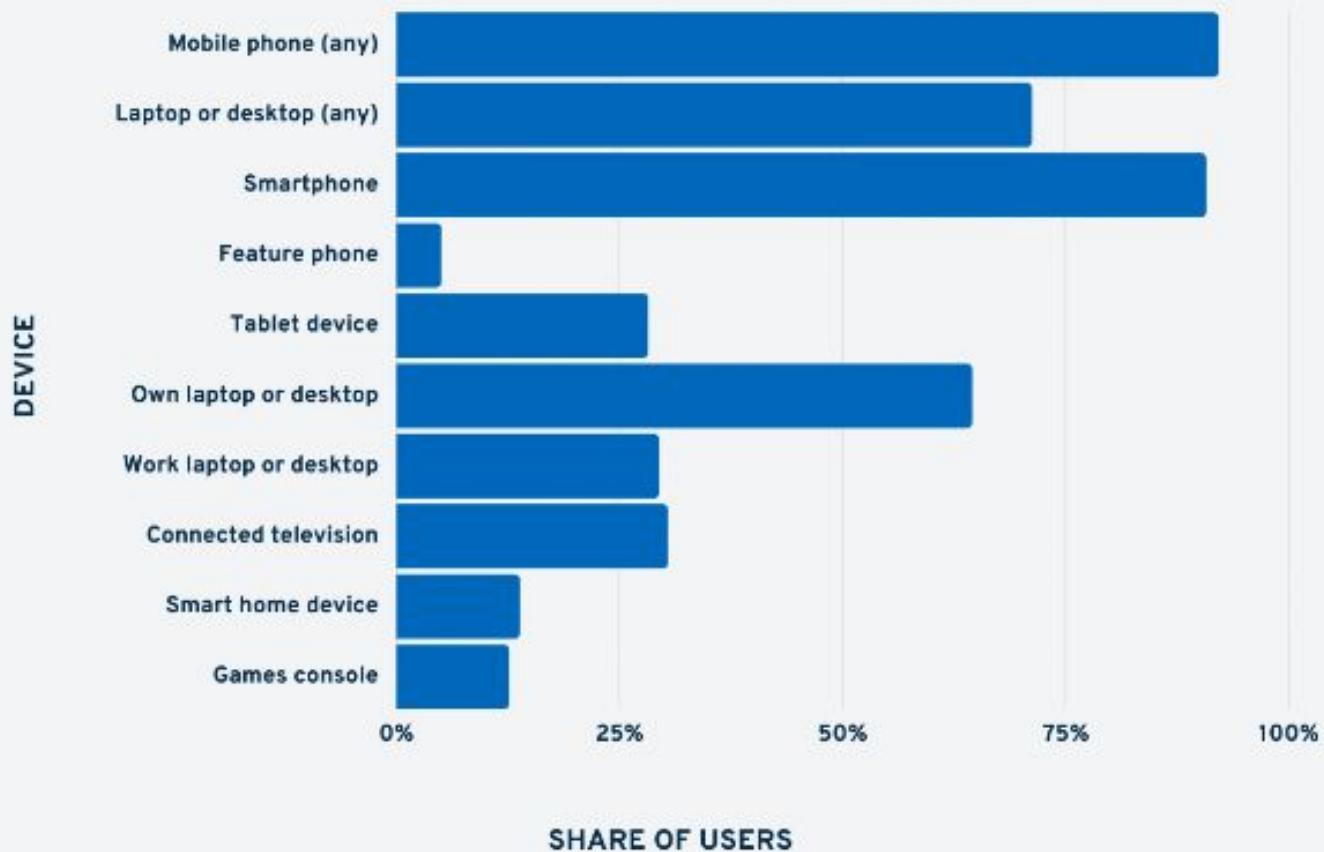
**70%** of people say they got info about 2020 election from social media

## Which social media platforms are most popular

*% of U.S. adults who say they ever use ...*



# How internet users access the internet



# WHAT

**What are we talking about here? What kind of “communications” and what platforms?**



# How do we typically communicate with our members?

- Social media
- Email
- Text message
- Print materials (flyers, print newsletters, etc)

# Facebook vs. Instagram vs. Twitter

## *What's the difference?*



- Used to connect with people we know
- Moves slower
- Can share more text, more photos, longer videos.
- Hashtags = ❌


### **Good for:**

- Facilitating conversations
- Getting info to members and other allies and followers

# Facebook vs. Instagram vs. Twitter

## *What's the difference?*



- Used to connect with people we do & don't know
- Moves slower (grid posts) and faster (Stories, Reels)
- Visual, less text-based
- Hashtags = 
- Hard to share links


### **Good for:**

- Visually showcasing our work - photos, videos
- Engaging broader community “influencers” (bloggers, activists, opinion makers)

# Facebook vs. Instagram vs. Twitter

## *What's the difference?*



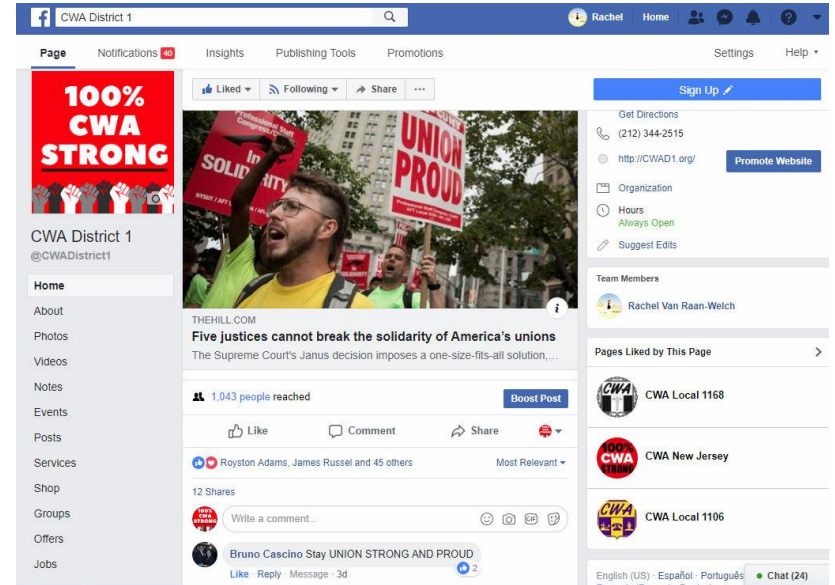
- Used to connect with people we don't know
- Moves faster
- Quicker, shorter posts
- Hashtags = 

### **Good for:**

- Building visibility with the media and applying pressure on elected officials and corporations
- Engaging broader community “influencers” (bloggers, activists, opinion makers)

# Facebook Pages

- Pages share info directly from the Local (announcements, events, bulletins)
- Pages are public and encourage posts to be shared
- Good for spreading information more widely
- Things you post show up in the News Feeds of people who have “liked” the page (sometimes...it’s complicated).
- Generally one-sided conversation.
- **Think of it like bulletin board** where you post info about your local, updates for members, things you’ve done, etc.



# Facebook Pages

CWA New Jersey

100% CWA STRONG

CWA New Jersey is at New Jersey State House.   
 We're here at the Statehouse in Assembly chambers where the Assembly is in session. Just a few out of our contingent of State Worker Shop Stewards and Local staff. CWA is working around the clock to stop a state shutdown. #NoBudgetNoShutDown

CWA New Jersey (@cwanj)

Home

Posts

Videos

Photos

About

Community

Actions

Events

Notes

Info and Ads

Create a Page

Like Comment Share

117

20 Shares

Pages Liked by This Page

- CBTU
- CWA Local 1033
- International Broth...

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

Privacy · Terms · Advertising · Ad Choices · Cookies · More

Facebook © 2018

CWA Local 1122

SOFTBALL GAME TONIGHT!  
At the Ironworker's hall on Orchard Park Rd., West Seneca. 6:45p start!

CWA Local 1122 (@CWA1122)

Home

Posts

Events

Photos

Videos

Notes

About

Community

Info and Ads

Create a Page

Like Comment Share

399 people like this

406 people follow this

Send Message

About

3775 Genesee St  
Buffalo, New York 14205

Get Directions

(716) 833-2211

Send Message

www.cwa1122.org

Organization

Hours: 9:00 AM - 4:30 PM

Get more info

Suggest Edits

Related Pages

- WNY Working Families

CWA District 1

100% CWA STRONG

CWA District 1 @CWADistrict1

Home

About

Photos

Videos

Notes

Events

Posts

Services

Shop

Groups

Offers

Jobs

Like Comment Share

1,043 people reached

Boost Post

Like Comment Share

Royston Adams, James Russel and 45 others

Most Relevant

120 Shares

Write a comment...

Bruno Cascino Stay UNION STRONG AND PROUD

Like · Reply · Message · 3d

Pages Liked by This Page

- CWA Local 1168
- CWA New Jersey
- CWA Local 1106

English (US) · Español · Português · Chat (24)

# Facebook Groups

→ Focused more on community, sharing of information and conversations among smaller groups of people.

→ **Settings**

◆ **Privacy**

- **Public**
- **Closed**
- **Secret**
  - Sharing from closed or secret groups is limited.

◆ **Posting**

- Admin
- Moderated
- Anyone

→ Think of it like a meeting with a group of members having a discussion together.

# Useful Tips for Groups

- Great for big contract campaigns
- Appoint Shop Stewards as administrators / moderators to lead group discussion
- Designated Q&A times
- Link your Group to your Page to allow it to be easily discovered by members
- If there's a heated campaign, post moderation is helpful but respond to all posts!
- Always behave as if the employer is in the group too!

The screenshot shows a Facebook group interface. On the left is a sidebar with the group name 'CWA Local 1038 OPD Mt. Holly Shop', a 'Closed Group' status, and navigation options like 'About', 'Discussion', 'Members', 'Events', 'Photos', and 'Files'. Below these are search and shortcuts sections. The main content area shows a post by 'Jay J Relseek' from April 18. The post features a large red image with white text: 'I'll have a meeting in the Library at 12:30pm on Thursday. I have all of your questions answered.' Below the image, there is a comment from 'Anne T. Picker' saying 'Have fun.' with a thumbs-up icon. At the bottom of the post, another red image contains white text: '2% raises dates are August 1, 2017 and July 1 2018. More'.



**“Why aren’t my Members or Supporters  
seeing our posts?”**



# Facebook's Algorithm



**What's is the algorithm?**

Facebook's algorithm is it's way of calculating what posts are most relevant to show users in their News Feed.

Facebook then ranks these posts by how likely the user would be to interact with that content.

Simply put: The algorithm is how Facebook decides what to show in a News Feed.

**"But, *how* does Facebook decide what to show?"**

# How the Algorithm Works

Facebook's algorithm calculation incorporates several factors that help it learn what people care about, including:

- If people are commenting on, reacting to, and sharing your content.
- When content is posted and what kind of content it is.
- How informative the content is.

Facebook is shifting more and more to a **content recommendation model** - Content Recommendation Engine - which could be good for us and our pages!

# How to Hack the Algorithm a.k.a. DO THIS!

- Don't Spam (aka constant posting).
- Don't Bait!
- Post Less.
- Try videos, especially Facebook Live.
- Facebook and Instagram Stories!
- Reply to comments directly (but don't feed the trolls!)
- Meme-ify! Create easily shareable content
- Avoid text-only posts.

# Page Insights a.k.a. Stats to Watch

## **Reactions, Comments, and Shares**

When a post receives engagement, Facebook will serve it to more people as the engagement on the post implies that people are interested in the post. More engagement, higher reach.

## **Hide, Report as Spam, and Unlikes**

This is considered as negative feedback. They are ways users tell Facebook that they don't want to see a Page's posts. Facebook will accordingly show those posts to fewer people.

## **When Your Fans Are Online**

There is no universal best time to post on Facebook. The best time to post, is when people are on your page. This shows you how active your Facebook fans are, on average, on each day or the week and each hour of the day.

## **Post Types**

This section tells you how each type of posts (e.g. link, photo, or video) fare in terms of average reach and average engagement. From here, you can tell which type of posts does best on your Page, and you can adjust your posting strategy accordingly.

# Types of Page Posts

What should I post? A video? A picture?



## Types of Page Posts

- Video
- Photo
- Link
- Text

# 4 Types of Facebook Posts



PHOTO POSTS



LINK POSTS



VIDEO POSTS

*Try placing multiple images into a gallery in one post.*




TEXT POSTS

*100 million hours of video gets watched on Facebook every day.*


# Photos/Video Posts

- **Photos/Video**
  - For posts >4 photos, Facebook shows the first 4 in the post and links to the remaining
  - Image shape dictates layout
- **Photo Album**
  - Great for event recaps
- **Photo Carousel**
  - A series of images with an option for a link
  - Limit of 6 photos max
- **Slideshow**
  - Use photos to create a video with simple transitions and music (upload or choose from Facebook's free library)
- **Canvas**
  - A mini page with photo & video
  - Mobile-only


## Share a photo or video




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**Upload Photos/Video**  
Add photos or video to your status.




**Create Photo Album**  
Build an album out of multiple photos.



**Create a Photo Carousel**  
Build a scrolling photo carousel with a link.



**Create Slideshow**  
Add 3 to 10 photos to create a video.



**Create a Canvas**  
You can now tell a more immersive story by combining images and videos.



# Video Posts

## Types of Video Posts

1. Posting video links (from YouTube or another source).
2. Uploading video files natively into Facebook.
3. Live Video

Facebook loves video on it's own platform more than linked video. People engage more with native video.

# **Email, Text, Website**

**Talk about functions and importance of each; help is available for each**

# The Revolution Will Not be Televised - It Will Be Live!



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## Why Go Live?

- Capture your members in action
- Showcase an event to people who couldn't attend
- To give news and updates in real-time

# BEFORE Going Live

- **Promote** the upcoming Facebook Live event with a post on your page an hour or two in advance
- **Test your Internet connection.** Connect to public wifi sources.
- **Make sure your device is charged.** Have a backup charger for longer broadcasts.
- **Check the lighting and audio.** Invest in a selfie light and mic.
- **Get in position.** Make sure your camera is facing the right way-- either towards you or towards the action.
- **Film horizontally for a wider view of the action.** Hold your phone how you plan to film BEFORE you press the button to go live.
- **Type out your caption beforehand** so you're ready when it's time to go live.

# During Your Live Broadcast

- **Acknowledge and talk to your audience.** Remember the 5 W's!
- **Keep it moving!** Show your audience all of the action. Get in front of, and up above the action when necessary.
- **Stay still!** Invest in a tripod with a cell phone attachment for press conferences.
- **Encourage interaction.** Tell your followers to share your stream and take part in a call-to-action.
- **Plan to go live for 10 minutes when possible.** It takes a while for Facebook to notify your followers that you are live. The longer you broadcast, the more likely people will see your broadcast.

# Stories, Reels

Importance of Stories and Reels here



**Twitter!**

# Why Tweet?

- It's a real time social search engine - see what's happening and join the conversation
- Amplify your actions and successes by tweeting about them.
- Talk to people - friends, fellow CWAers, politicians (they need to hear from you!), journalists, etc...

This screenshot shows the Twitter profile page for CWA District 1. The profile picture is a red banner with the text "100% CWA STRONG". The bio reads: "CWA District 1 proudly represents more than 150,000 workers in New York, New Jersey, New England, and eastern Canada." The statistics show 4,966 tweets, 1,466 followers, and 2,530 following. The "Who to follow" section includes NIEA @NIEA, NJ Dems @NJDCS, and André Carson @RepAriC. A tweet from EPI is visible, titled "EPI Report Concludes that Hispanic-White Wage Gap Remains Steady".

This screenshot shows a tweet from CWA District 1 (@CWA\_DIST1) featuring a large group photo of workers in red shirts holding protest signs. The signs include "HEY VERIZON: MORE GOOD JOBS", "NOT EXECUTIVE PAY", and "CWA & IREB DEMAND GOOD JOBS". The tweet text reads: "CWA District 1 proudly represents more than 150,000 workers in New York, New Jersey, New England, and eastern Canada." The statistics show 4,966 tweets, 1,466 followers, 2,530 likes, and 7 retweets. The "Your Tweet activity" section shows 3,175 impressions over the last week.



# What makes a great Tweet?

- Be informative - link to information, use pictures, include facts.
- Pictures/graphics - catch peoples' eye.
- Use tags and hashtags

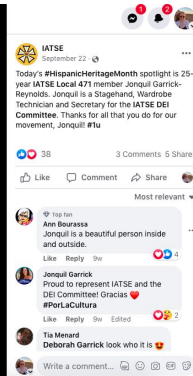


## How to get your Tweets seen

- Direct Message
- Hashtags
- Tagging/Mentions

# Good Accounts to Follow

- CWA 1037
- IATSE
- LiUNA
- NYS AFL-CIO



# Anatomy of a Tweet

Tweet at CWA to get retweeted:

**@CWAUnion**  
**@CWADistrict1**  
**@CWA\_NJ**

## Important Twitter anatomy note!

Starting a tweet with a mention (@CWAUnion), means that the tweet will only appear for users who follow BOTH of you - So put something in front of it, even if it's just a period.

username

280 characters



CWA District 1  
@CWADistrict1

CWA Local 1108 is hard at work today  
canvassing for @KateBrowningNY in New  
York! Primary Day is coming up THIS  
TUESDAY - remember to #VOTE.

mention

hashtag



9:53 AM - 24 Jun 2018

7 Retweets 14 Likes

retweets

likes

**HOW**

**How to get the best out of your photos, videos,  
and overall member communications.**

# How do you encourage activists to listen, engage, share

- Create trust
- Explain why it's critical to share; why it matters
- Make it easy (3 clicks or less)
- Alleviate social anxiety

Communicating regularly - posting, emailing, etc - helps build trust with your audience and encourages people to engage and share.

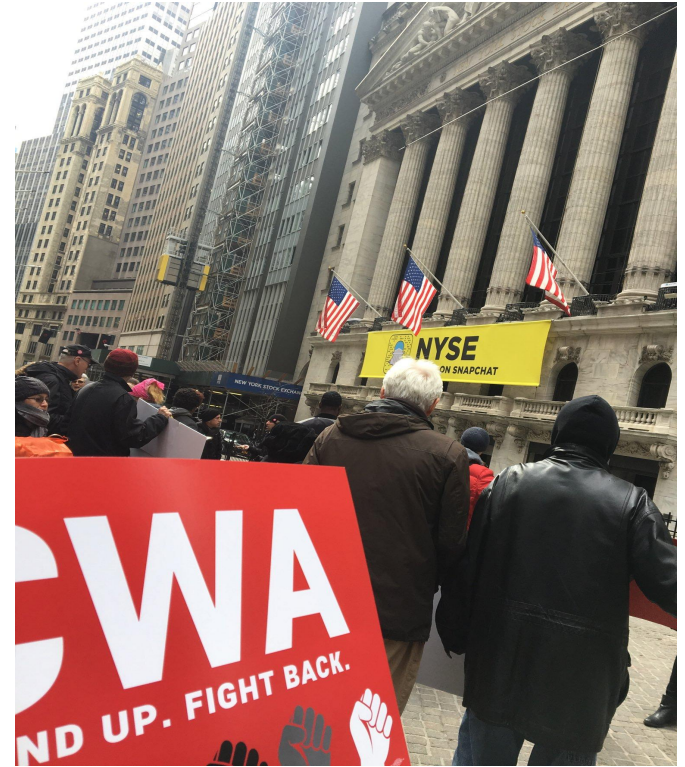
# Photo Best Practices

A good photo...

- Shows action
- Tells a story
- Shows off the work you're doing



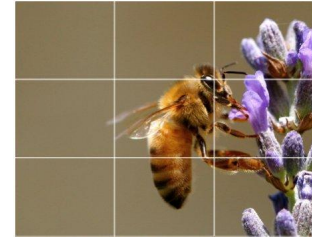
The Good



The Not-So-Good

# The Photo Fundamentals

The rule of thirds is the theory that people's eyes tend to go, not to the middle of a photograph, but to "the thirds."



Take photos from the right angles - Get in front of the action at rallies, events. Try different perspectives.



# The Photo Fundamentals

Think about lighting and background - Be careful about backlit photos and weird shadows.

too much background in the frame



backlit



**GOOD** Light is to the side of the people so their faces and signs are well-lit.



**BAD** Part of the group is in the sun, part in shadow, so the lighting is uneven, group is hard to see.





# Easy Tips for Getting the Best Photos (even with your phone!)

**Tap!** Tap a particular spot before you take the picture to focus on that spot and/or to expose dark areas

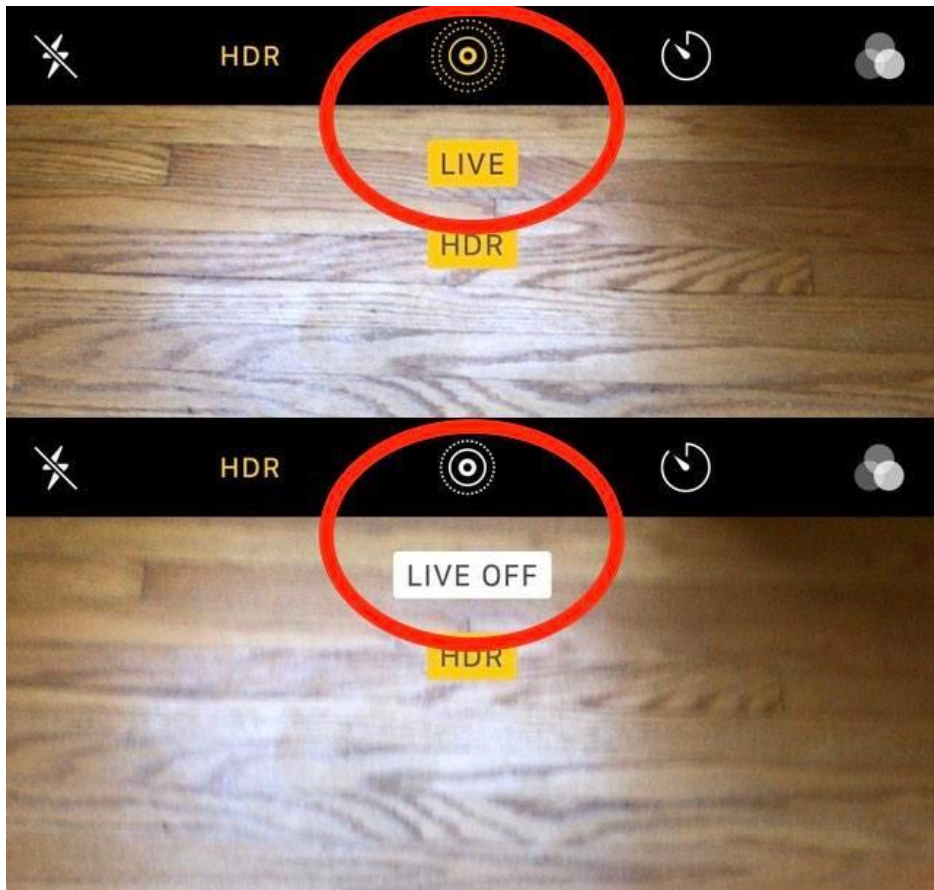
**Get in close to the action!** Pictures of people sitting at tables can be a little boring - but they don't have to be.



**Watch out for closed eyes!** Use “Live Mode” on your phone’s camera and/or take a couple of shots



# Easy Tips for Getting the Best Photos (even with your phone!)



Live Mode

# Easy Tips for Getting the Best Photos (even with your phone!)

## Make it fun!

- Try taking a selfie
- Use filters
- Have people do something - fists up, thumbs up, hold a sign, etc



# The Video Fundamentals

- **Record subject at same height**
  - Hold your phone at eye level with your subject (whether you are doing a selfie or interviewing someone else).
  - Don't shoot from above or below, unless you are going for an unconventional or dramatic effect.
- **Think of your background**
  - Try not to shoot your selfie or interview in front of a blank wall. The best backgrounds will show where you are and will help tell your story.
- **Minimize background noise**
  - Turn off radios, televisions, and other background noises, and avoid chewing gum during your selfie or interview.

# Horizontal or Vertical?

## HORIZONTAL VIDEO

*( Landscape - wider than it is tall )*

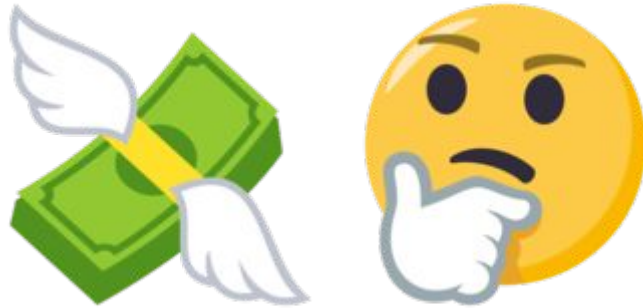


## VERTICAL VIDEO

*( Portrait - taller than it is wide )*



**“Are there any FREE digital tools?”**



# FREE Digital Tools You Can Use

## Managing Social Media Accounts

- **Hootsuite** (*Facebook and Twitter*)  
Post content directly to your Facebook page or Twitter timeline; Schedule posts automatically at specific times; Monitor your social media profiles, including comments/replies, inbox messages, and other Facebook pages/ Twitter profiles
- **Tweetdeck** (*Twitter*)  
Tweet directly to your Twitter account, Set up customizable columns which can be set up to display your Twitter timeline, mentions, direct messages, lists, hashtags, or all tweets by or to a single user. Tweets can be sent immediately or scheduled for later delivery.














# FREE Digital Tools You Can Use: Action Network

## Mass Email and Texting

- Send mass emails and texts to your members; create petitions, letter campaigns, and event signups
- Texting cost: \$.40 to rent the 800 number that the text will come from; \$.05 per message
- Sign up here:  
[https://cwa-union.org/pages/get\\_started\\_with\\_action\\_network](https://cwa-union.org/pages/get_started_with_action_network)

### CREATE A SPONSORED ACTION

Create an action or an email for this group. Activists who take action on these pages will be added to the group's email list. As a group administrator, you can manage any action created by any group organizer or administrator, as well as access the group's email list.

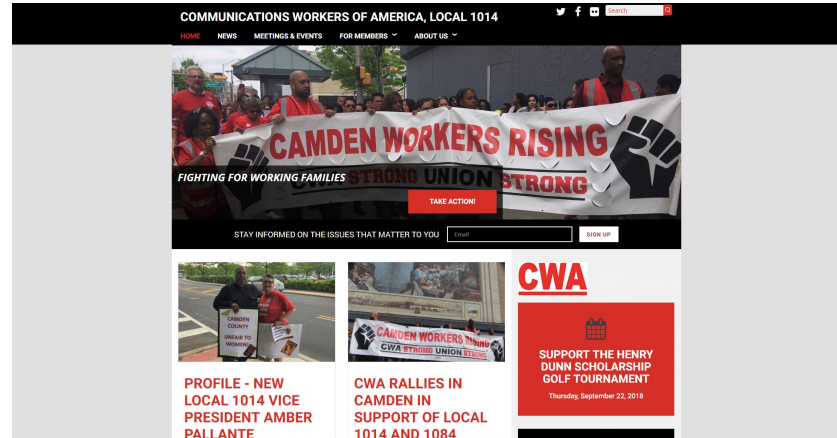
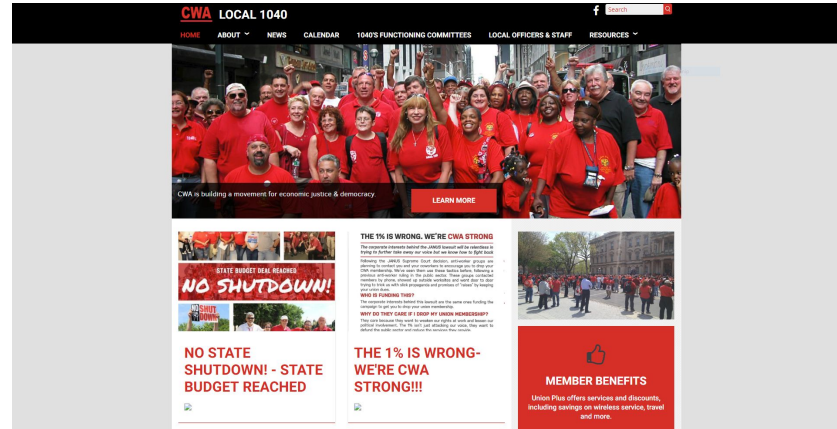
- |  |   |
|--|---|
|  Event Campaign |  Campaign Page   |
|  Petition       |  Event           |
|  Ticketed Event |  Form            |
|  Fundraiser     |  Letter Campaign |
|  Files          |  Email           |
|  Ladder         |  Report          |
|  Collections    |   |



# FREE Digital Tools You Can Use: Union Hall

## Websites

If your Local doesn't have a website, or is using an expensive or complicated website platform that you'd like to get rid of, CWA offers a free, easy-to-use solution for Local websites



# FREE Digital Tools You Can Use: Photo Editing

## Pixlr

Make quick and easy edits to photos - crop, rotate, lighten, darken, enhance colors, shrink the file size.

The mobile version of the site has a one-click background-remover.

Pro version: \$58/year

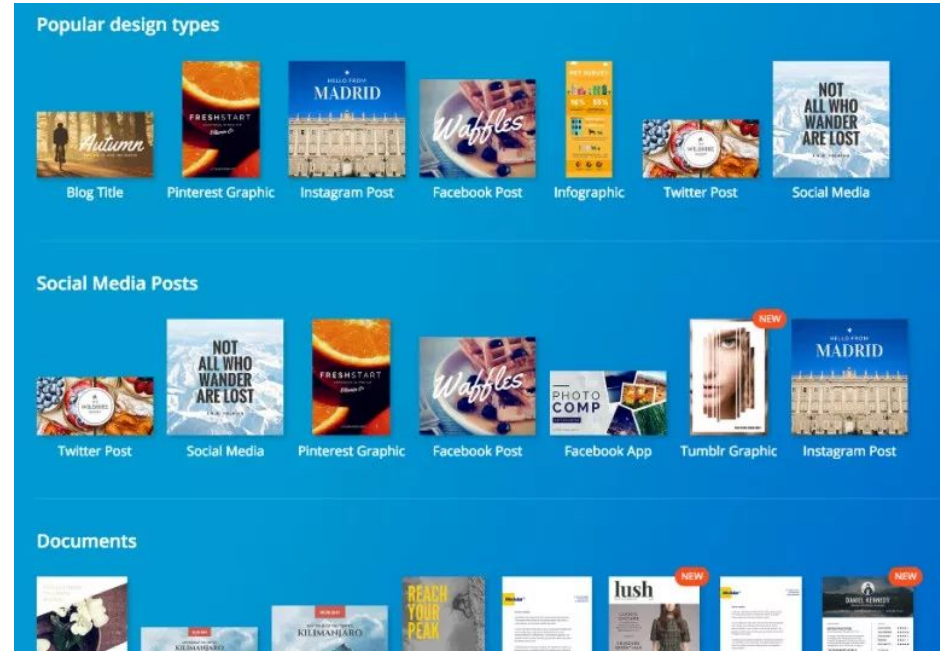


# FREE Digital Tools You Can Use: Design

## Canva

Create print materials and digital graphics for your social media account with free stock images, fonts, illustrations and shapes.

Pro version: \$120/year



# Common Member Comms Mistakes

QR code in post image as the only link

**PLEASE DON'T DO THIS!!!!**

QR codes are for print, or for projection on a big screen. They are NOT for social media, email, or web.

People browsing on their phone or tablet will not be able to use the code.

*Do This Instead*

Social media: Share the direct link in the text body of the post.

Web or Email: Share the direct link OR hyperlink part of the text.

# Common Member Comms Mistakes

## Using a shortlink (bit.ly, tinyurl) on social media or in emails

Facebook does not like links that can't be easily identified - shortlinks like bit.ly or tinyurl can mask where exactly the link is directing.

Facebook doesn't like that, so it may punish posts that include shortlinks by showing them to fewer people.

Emails are similar - using a bit.ly link instead of the real link may get your email sent to spam.

## *Do This Instead*

Social media: Share the direct link in the text body of the post.

Web or Email: Share the direct link OR hyperlink part of the text.

Shotlinks are great for print materials like flyers - a good practice is to include a link along with a QR code.

# Common Member Comms Mistakes

## **Posting a whole flyer on social media or your website; emailing a photo or PDF of a flyer**

Many people browse social media and websites, and check their email, on their phone, making images with lots of text very hard to read. A picture or PDF of a flyer is not responsive - meaning they won't adapt to be the most easily readable in any format and will force the user to zoom in and move the object around.

Facebook punishes posts with graphics that have a lot of text.

## *Do This Instead*

For social media: Make a graphic with the main, topline message - no more than a couple of lines of text - and make the text as big and legible as possible! → Put flyer text in the text body of the post OR link to a webpage where people can go to read more if needed.

People browse social media quickly - keep your messaging as simple and concise as possible.

For web and email, copy/paste the text straight into the webpage or email.

# Common Member Comms Mistakes

**Not including a link to an action you want people to take / making it hard to sign up for something**

People sometimes post “Join us for our next membership meeting! Go to our Facebook group to get the link to register!”

This forces your audience to take another couple of steps to take your action - which makes it more likely that they’ll just skip it.

*Do This Instead*

If you want people to visit a specific link to take an action, sign up for something, or get more info, always include the direct link. Make it as easy as possible for people to get where you want them to go.

“Join us for our next membership meeting!  
Register here: [cwad1.org/fakesignuplink](http://cwad1.org/fakesignuplink)”

# Common Member Comms Mistakes

## **Posting lots and lots and lots of photos at once (social media)**

Most people won't scroll through 50+ photos in one go.

If you post all of your photos at once you lose additional content opportunities.

## *Do This Instead*

If you have a ton of photos - from one event or a series of events - milk it! Space the photos out over several posts, maybe over several days; give yourself more content.

Try making a short video out of your photos.



# Other Digital Apps

- **Legend**  
Text-only animated videos and GIFs
- **Giphy**  
Crowd-sourced GIFs
- **Adobe Spark Post**  
Social media graphics
- **Pixlr**  
Photo Editing



**You don't need to be a pro to give  
a **C.R.A.P.** about good design!**



**C**ontrast  
**R**epetition  
**A**lignment  
**P**roximity

# Good and Not So Good

CALL YOUR STATE LEGISLATORS NOW!  
CALL 609-400-4763



**CWA ACTION ALERT:**  
**CALL YOUR  
LEGISLATORS NOW!**



*TELL THEM TO PASS A  
BUDGET THAT INCLUDES THE  
FULL PENSION PAYMENT AND  
IF THE GOVERNOR VETOES IT  
OUT, THAT THEY WILL VOTE  
TO OVERRIDE THAT VETO.*

**CALL 844-325-5396**



# Meme-ify Your Content

**GOVERNOR CHRISTIE'S  
JOB BANDING RULE**



**DISBANDED**

**CWA**

**TO THE PUBLIC WORKERS KEEPING US  
SAFE THROUGH THE STORM**



**WE THANK YOU!**

# Resources and Trainings

- **Netroots**
- **Organizing 2.0**
- **Beth Becker**
- **Social Movement Technologies**

## Within CWA

- **Website**
  - ◆ **Neil Payne,**  
[npayne@cwa-union.org](mailto:npayne@cwa-union.org)
- **Action Network**
  - ◆ **Tailor Rogers,**  
[trogers@cwa-union.org](mailto:trogers@cwa-union.org)
- **Texting (Action Network or Hustle)**
  - ◆ **Will O'Neil,**  
[woneil@cwa-union.org](mailto:woneil@cwa-union.org)

# So, to sum up...

## Pick your platform:

Twitter: Faster, connect with ppl we don't know

Facebook: Slower, more of our members use it

## Group or a Page?

Group: Controlled audience, more conversation

Page: Posting limited to admins, better for sharing and spreading info.

## Hack the FB algorithm

Think about the best types of posts

Mix it up; try different types of posts

## Get the most out of your photos and videos

A good photo tells a story, shows action

Good lighting, good audio

## Use your tools

- Canva
- Pixlr
- Action Network
- Union Hall

**Rachel van Raan**

**rvanraan@cwa-union.org**

**D1 Main**

**CWADistrict1 (Facebook)**

**@CWADistrict1 (Twitter)**

**[www.bit.ly/3FfMjbh](http://www.bit.ly/3FfMjbh)**



**Questions or  
Comments?**