

**DIGITAL**

**COMMUNICATIONS**

**FOR CWA LOCALS**

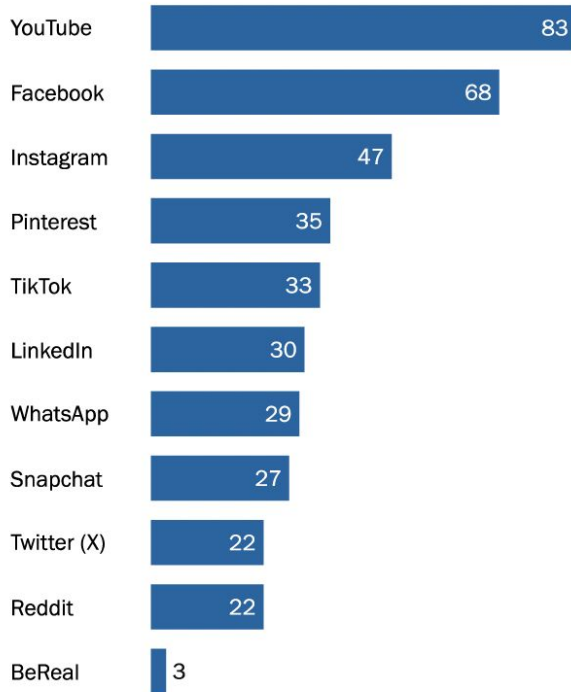


# High contact with the union = more positive attitude towards the union and support of union programs

	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%

## Most U.S. adults use YouTube and Facebook; about half use Instagram

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



Note: Respondents who did not give an answer are not shown.  
Source: Survey of U.S. adults conducted May 19-Sept. 5, 2023.  
"Americans' Social Media Use"

PEW RESEARCH CENTER

# WHICH SOCIAL MEDIA PLATFORMS DO AMERICANS USE?

- YouTube and Facebook are the most-widely used online platforms, and the user base is most broadly representative of the population as a whole.
- Almost half of U.S. adults use Instagram.
- Instagram, Snapchat and TikTok have the highest percentage of users under age 30. Youtube and Facebook have the largest amount of users age 50+
- TikTok's popularity is rising dramatically (12% difference between 2021 and '23). Twitter's popularity is declining (1% difference)

# Let's Talk Member Comms



## WEBSITE

UnionHall



## MASS EMAIL

Action Network



## MASS TEXT

Action Network



## SOCIAL MEDIA



**ABTP: Always Be Taking Photos!**



**RESOURCES & SUPPORT**

# Meet People Where They Are

We should be using all the tools at our disposal to get our messages out, keep people informed, and help people take action. **That includes social media, email, mass texting, our websites, and more.**

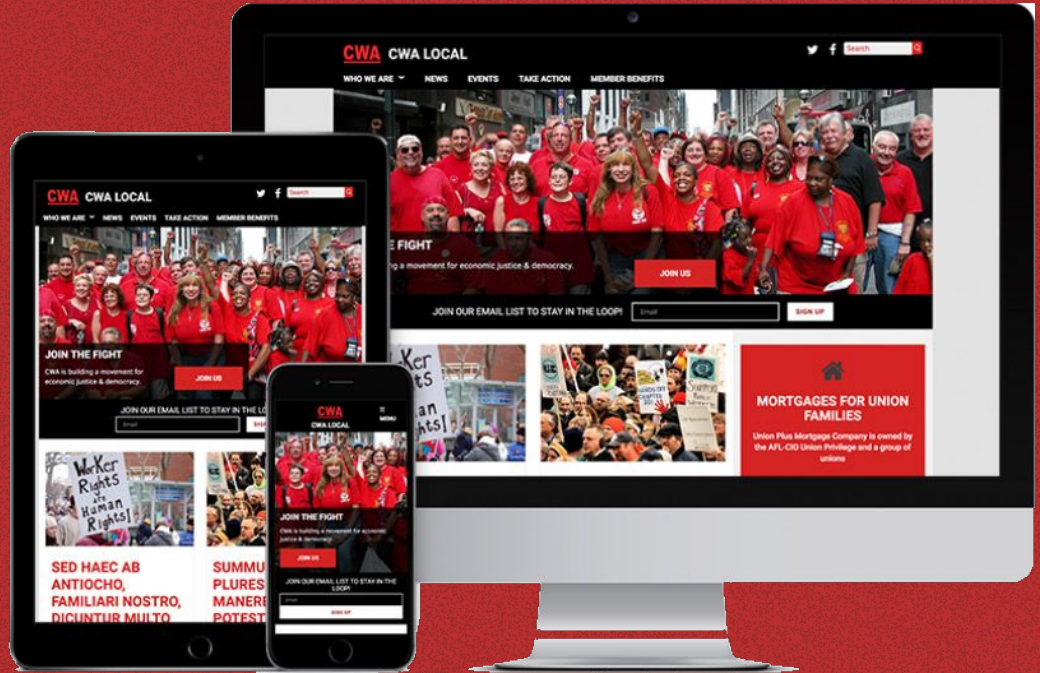


# WEBSITE

Platform: UnionHall

Cost: **FREE!!**

- Simple user interface for posting content
- No advertising - developed by AFL-CIO
- No tech skills required to maintain website\*
- Free training and support



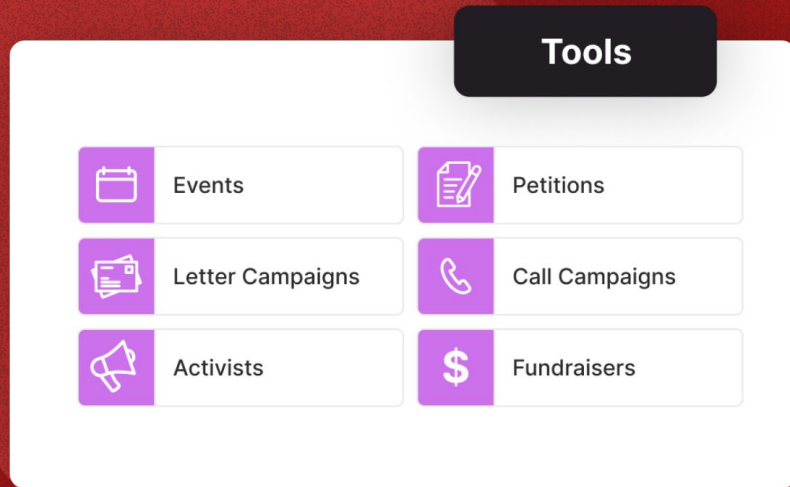


# MASS EMAIL

Platform: Action Network

Cost: **FREE!!**

- Manage member and supporter lists
- Send email newsletters, announcements, bargaining updates
- Online actions like petitions and letter campaigns
- Signup forms





# MASS TEXTING

## MASS TEXT

## P2P TEXT

### GOOD FOR

- Announcements & updates
- Action alerts
- Event alerts
- One-way info

- Textbanking (member mobilization)
- Two-way conversation

### WHO CAN WE TEXT?

Legally, we **MUST** have explicit (written) permission from members

We can text anyone, no advanced permission required (but we have to unsubscribe anyone who requests it)

### WHO CONTROLS IT?

You! You can send texts at any time from your own AN account

The National; staffer in DC sets it up, generally needs 5 days notice



# MASS TEXTING

Platform: Action Network

Cost: **Not free ...but CHEAP!!**


- **\$0.43 per month** for a toll free number (which is where your texts would come from) + **\$0.0042003 + Carrier Fees per message sent**
- **Benefits of using Action Network:**
  - **Much cheaper** than mass texting systems you find by googling, which can run as high as \$.50 per message.
  - **More robust system** than many other mass texting systems; many other systems tend to flag as spam; AN has a very high delivery rate.



# MASS TEXTING


Legally, we **MUST**  
have explicit  
(written) permission  
from members!

**CWA D1**  
COMMUNICATIONS WORKERS OF AMERICA DISTRICT 1  
New York



### Stand Up for Good Broadband Jobs!

Target: New York's ConnectALL Office



**SIGN THE  
PETITION**  
For  
**GOOD  
BROADBAND  
JOBS**


We need your help! New York State is about to submit its plan to the Federal Government to spend nearly \$1 BILLION on broadband deployment and we need to make sure our recommendations are included in the plan. With big funding dollars comes out of state, fly-by-night contractors looking to take your jobs with them. Let's stand up and demand to make sure the money goes to highly trained

#### SIGN THIS PETITION

First Name \*


Last Name \*

Email \*

Mobile Number, (201) 555-0123 

Opt in to mobile messages from CWA District 1. Message and data rates apply. Reply STOP to unsubscribe.

CWA LOCAL

Select Your CWA Local 

Not in US?

Comments

# SOCIAL MEDIA



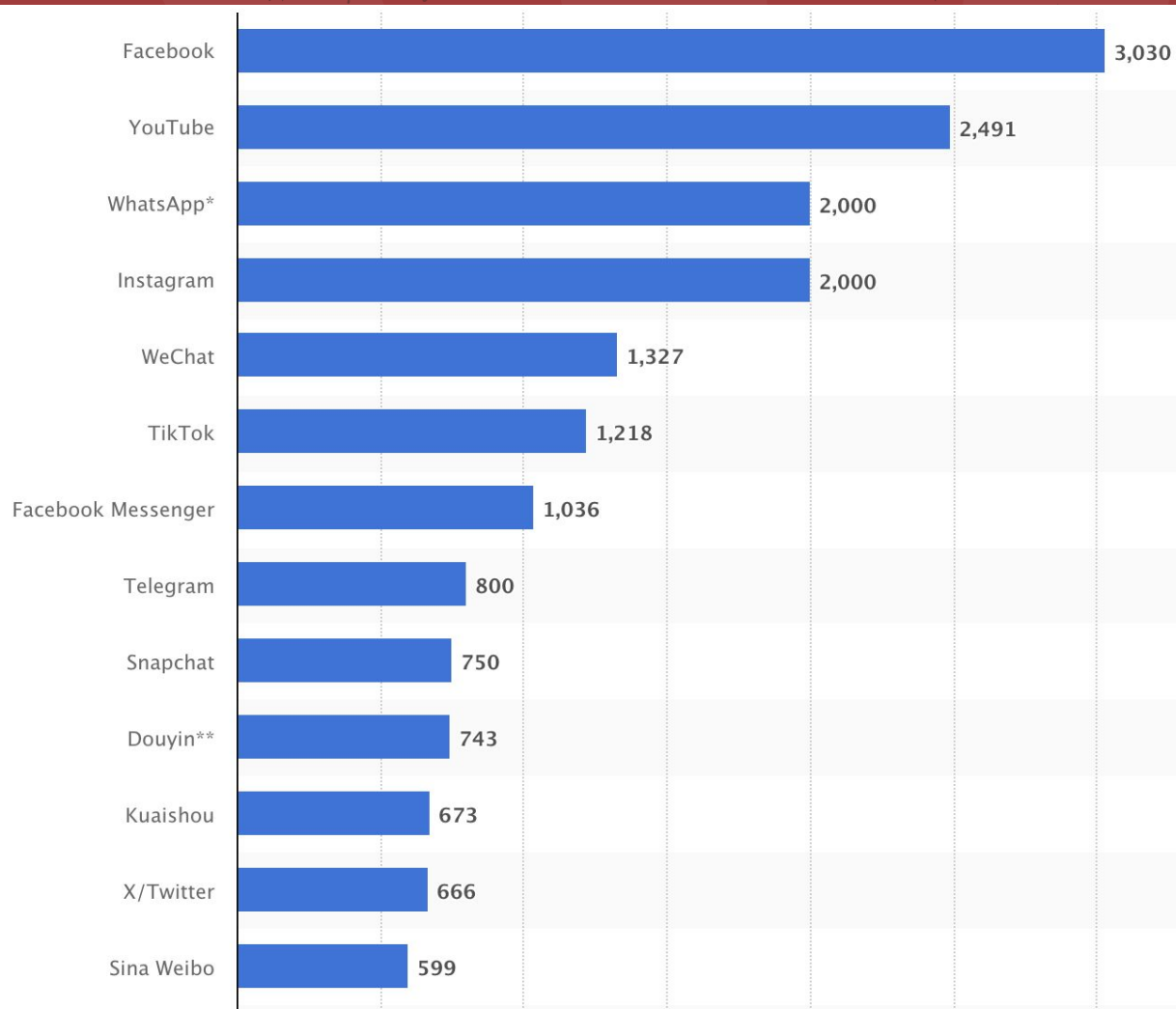
**70%**  
people say they  
got info about  
2020 election  
from social media



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



**69%**  
of Americans use Facebook (*the  
platform with the second closest usage  
percentage is Instagram, at 45%*)



*Monthly users, in millions  
October, 2023*

# SOCIAL MEDIA

<https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

# SOCIAL MEDIA



## FACEBOOK

Facebook is still the most popular social media platform, but it's not the most popular among younger people.



## TIKTOK

TikTok is booming in popularity, but it still hasn't proved to be ideal for our uses.



## INSTAGRAM

Instagram is great for a range of memberships, including both older and younger members. Ideal for showing off your work to your members and others - easy for non-followers to find your content.



## TWITTER

I recommend NOT worrying about Twitter! It's a dying platform and not many members are on it.

**Don't feel like you need to be on every platform; if you only have capacity for one, prioritize the one that makes the most sense for your local.**

# PICS OR IT DIDN'T HAPPEN!



## DON'T OVERTHINK IT

It doesn't have to be pretty, doesn't have to be fancy, doesn't have to be exciting, it **just has to exist.**

## LESS POLISHED = GOOD

On social media, it's often better if photos and videos aren't super polished - they feel more **authentic**, and people like that.

## SHOW WHAT YOU'RE DOING

Members really like to see what's going on, big or small, and having pictures or videos to share is a key piece of that.



# PICS (or vids) OR IT DIDN'T HAPPEN!



## DON'T OVERTHINK IT

It doesn't have to be pretty, doesn't have to be fancy, doesn't have to be exciting, it **just has to exist.**

## LESS POLISHED = GOOD

On social media, it's often better if photos and videos aren't super polished - they feel more **authentic**, and people like that.

## SHOW WHAT YOU'RE DOING

Members really like to see what's going on, big or small, and having pictures or videos to share is a key piece of that.

# UNION PRINT SHOPS



We have a list of union shops that make print materials, apparel, and more!





# Rachel van Raan

**[rvanraan@cwa-union.org](mailto:rvanraan@cwa-union.org)**

## More Resources

[www.bit.ly/d1comms](http://www.bit.ly/d1comms)



- CWA Comms in a nutshell
- Getting started with member comms
- Mass texting overviews
- List of union print shops



*Send me photos!*

