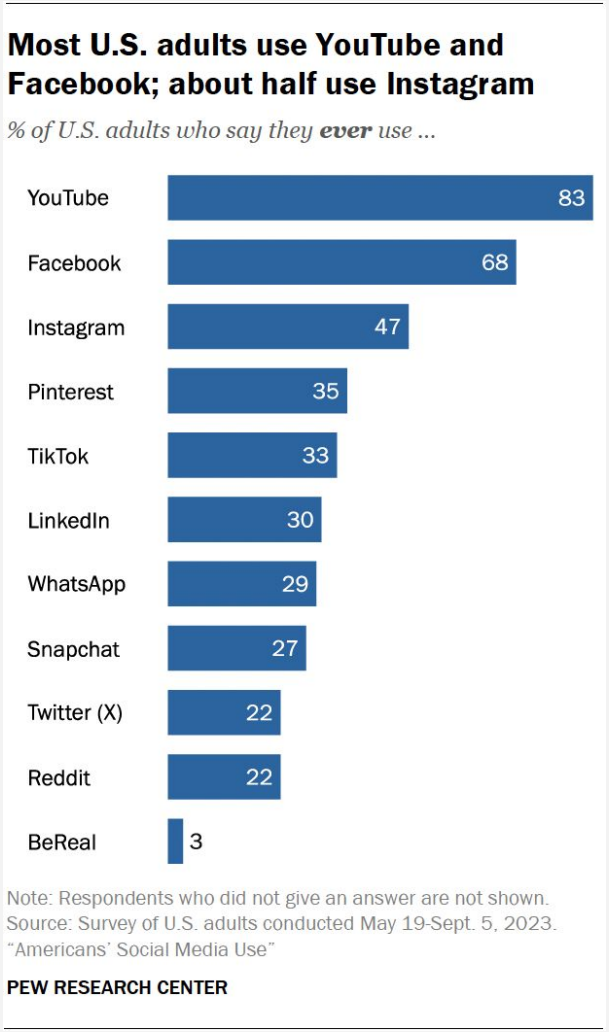
DIGITAL COMMUNICATIONS FOR CWA LOCALS



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%
Union doing excellent/good job on:				
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%



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

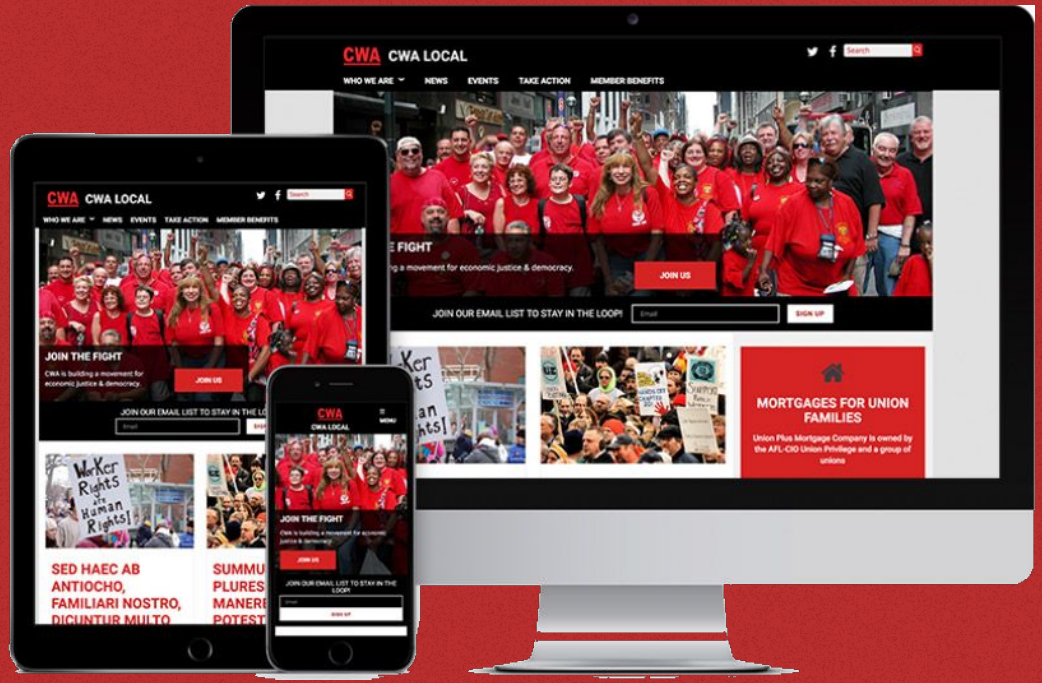
We should be using all the tools at our disposal to get our messages out, keep people informed, and help people take action. **That includes social media, email, mass texting, our websites, and more.**

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

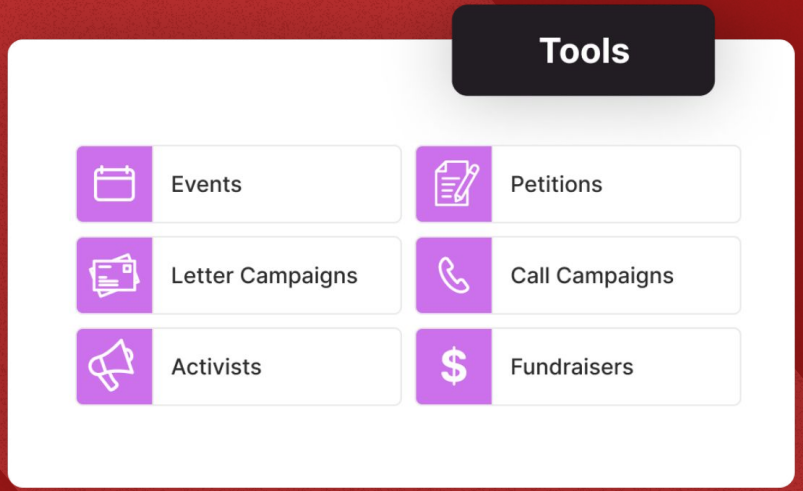


MASS EMAIL

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



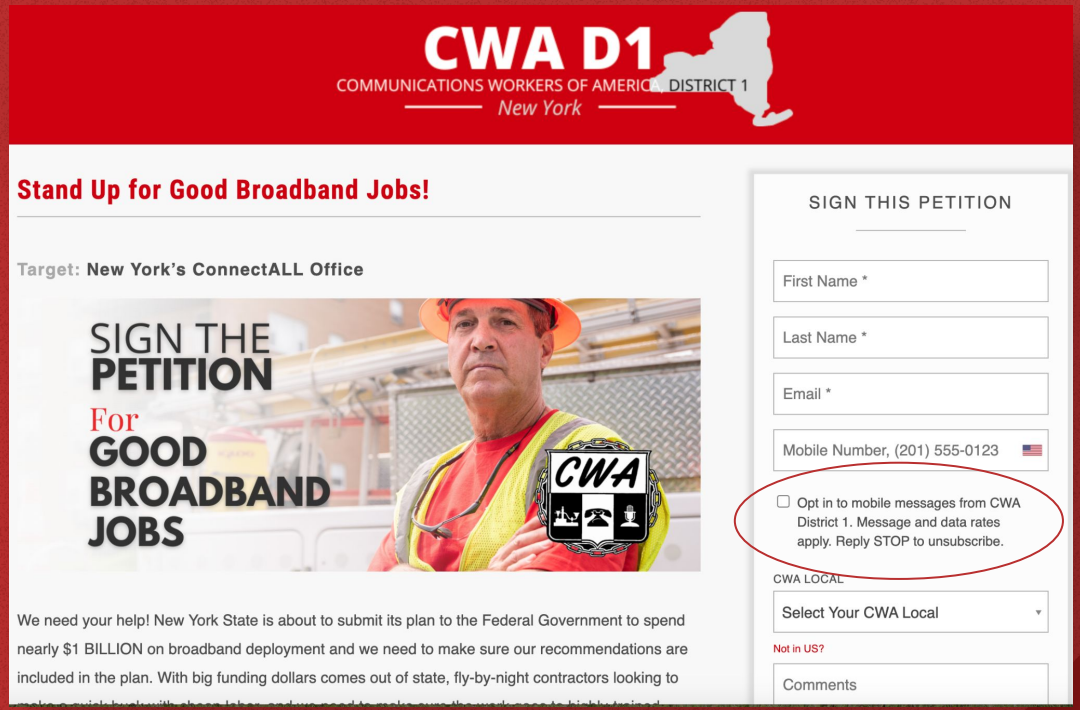
Platform: Action Network

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!



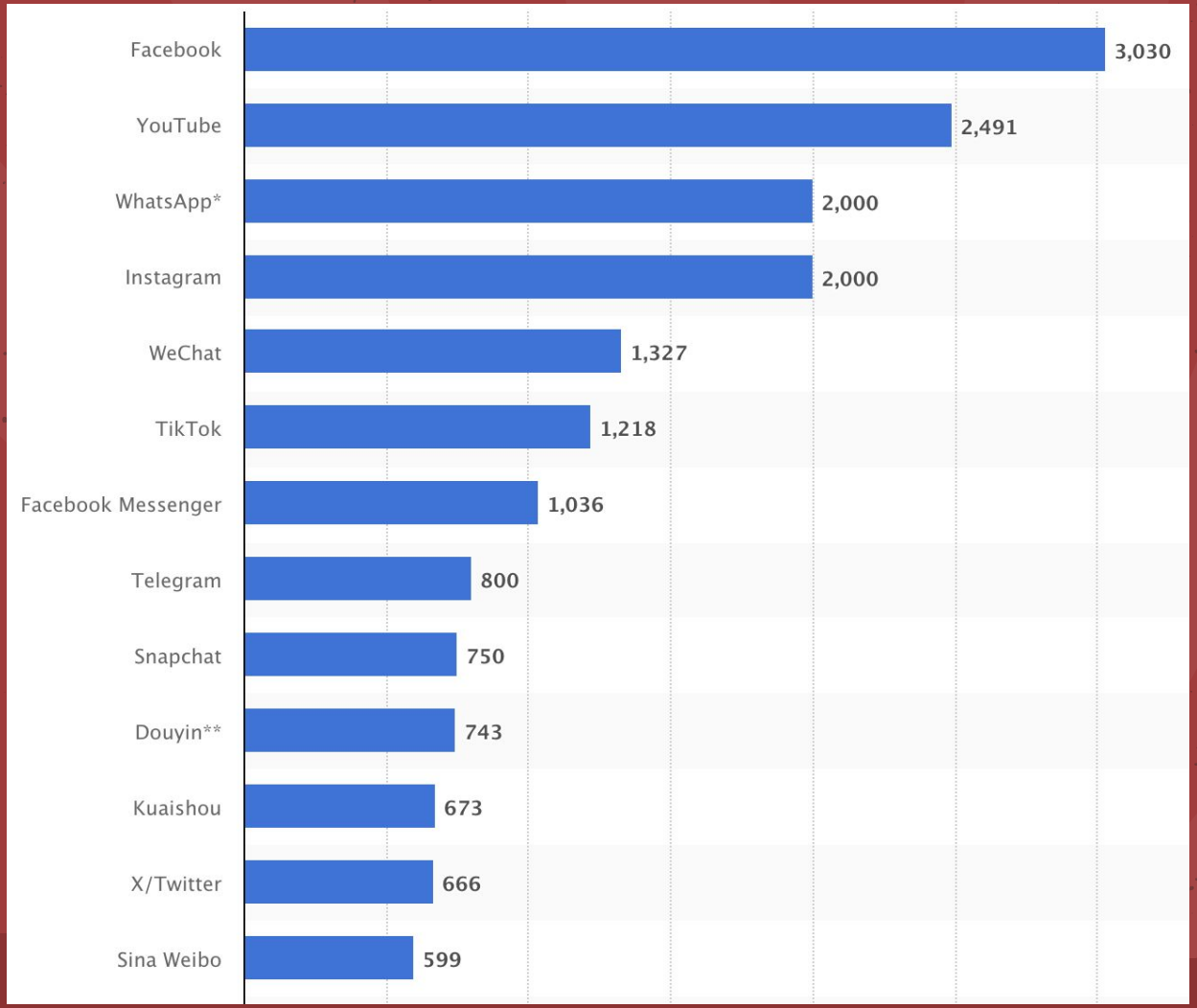
SOCIAL MEDIA



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

54%
U.S. adults get news from Facebook

71%
of Americans use Facebook *(as of June 2025; the platform with the second closest usage percentage is Instagram, at 50%)*

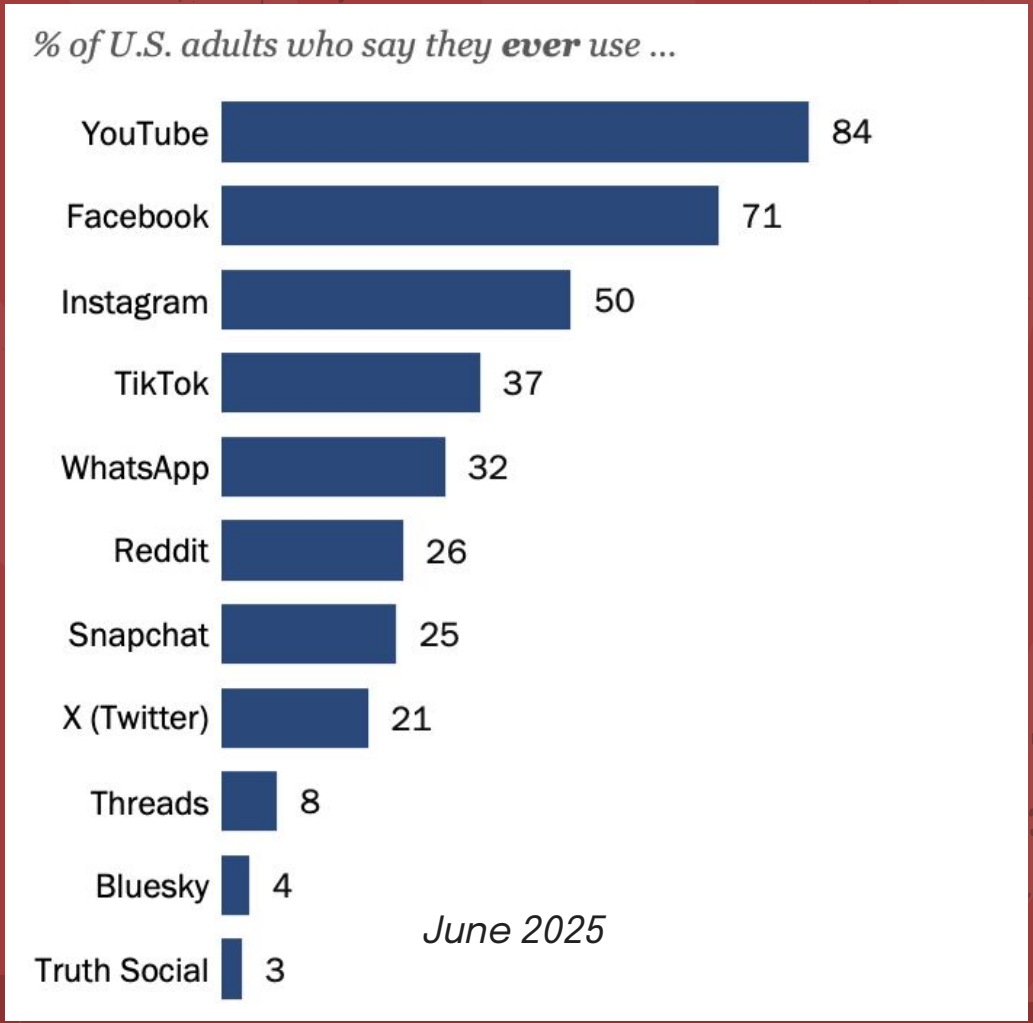


Monthly users, in millions
October, 2023

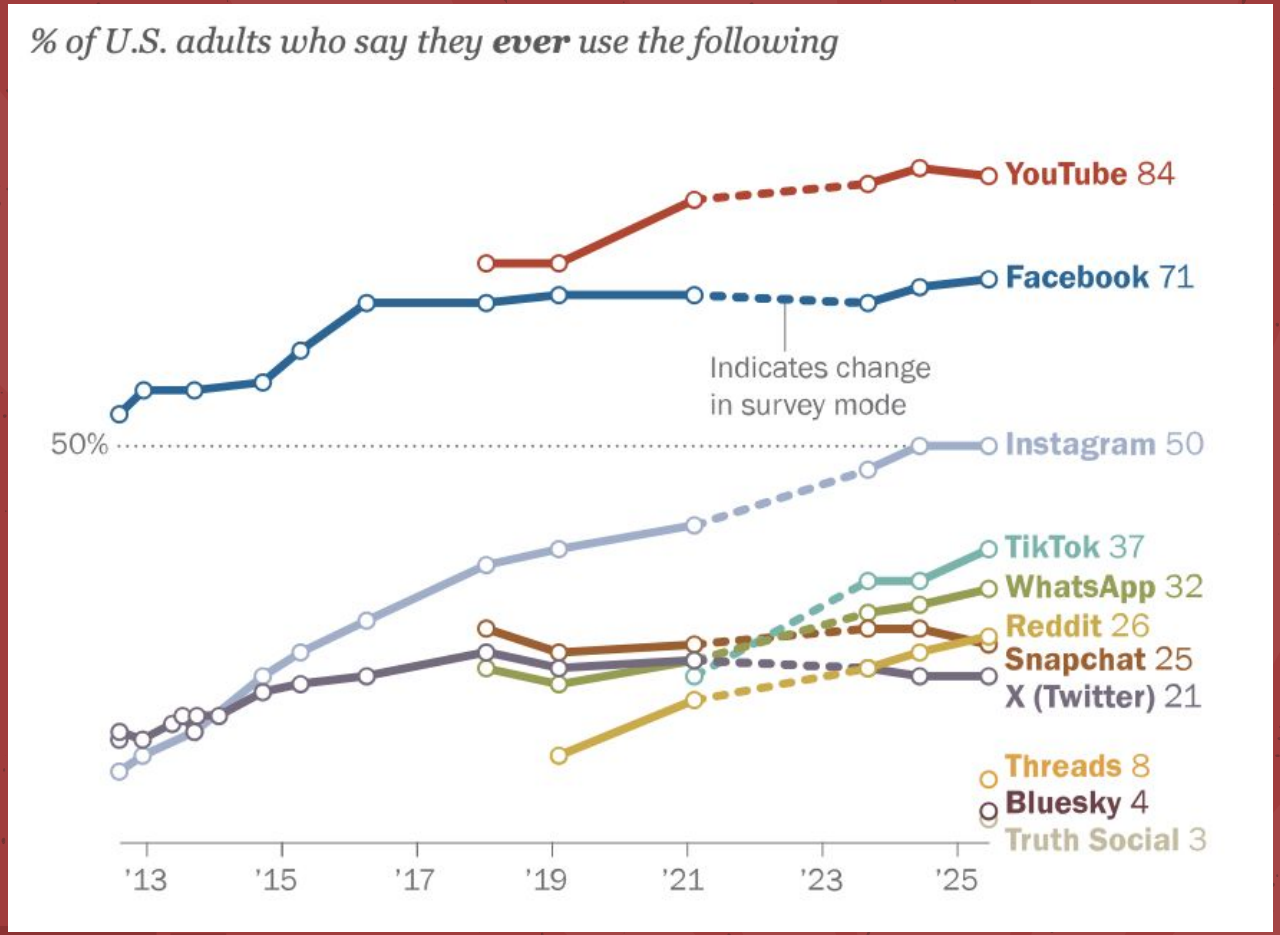
SOCIAL MEDIA

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

SOCIAL MEDIA



www.pewresearch.org/internet/2025/11/20/americans-social-media-use-2025/



June 2025

SOCIAL MEDIA

***Half** of U.S. adults now report using Instagram, up from 40% in 2021.*

***37%** of U.S. adults report using the TikTok, slightly up from 2024 and up from 21% in 2021.*

www.pewresearch.org/internet/2025/11/20/americans-social-media-use-2025/

SOCIAL MEDIA

FACEBOOK

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

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.

TIKTOK

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

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.**

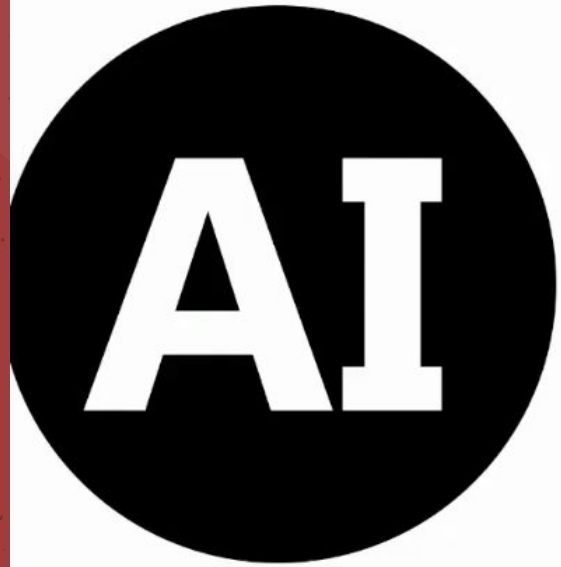
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AI



"CWA employees should not use AI tools to generate images for signs, flyers, social media posts, t-shirts, logos, and other materials. Nor should they make use of AI generated images from other sources. This includes members serving on CWA committees or conducting business on lost time."

- CWA AI Policy, sent to staff on Feb 23, 2026.

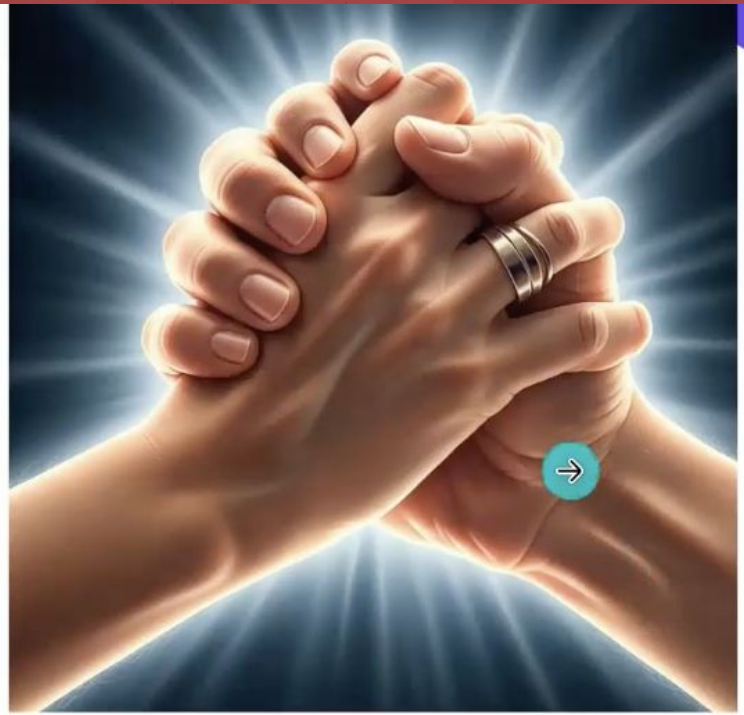
WHY WE DON'T USE GENERATIVE AI

- Threatens jobs and the environment
- Steals from real artists
- Results often have glaring errors

The Bottom Line: Using AI-generated images makes our union appear oblivious to these concerns.

AI DON'TS

- Changing the content of a sign someone is holding or t-shirt
- Purposefully misrepresenting location
- Touching-up or changing someone's appearance without their permission
- DO NOT use AI to generate a completely new image or photo



AI CAUTIONS


MY VOTE
IS NOT
FOR SALE
RAMOS
FOR STATE SENATE 2026
NEIGHBORHOODS OVER BILLIONAIRES
VOTE RAMOS FOR STATE SENATE 2026


RWDSU
UFCW
AFL-CIO
TEAMSTERS
HTC


CWA


CWA

Rachel van Raan

rvanraan@cwa-union.org

More Resources

www.bit.ly/d1comms

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

National Communications Department

cwa-union.org/CommsTrainings

Send me photos!

