UNISON North West

BRANCH RETENTION STRATEGY:

ORGANISING THROUGH EFFECTIVE COMMUNICATIONS

INTRODUCTION: WHAT IS COMMS?

Communications can be defined by clearly explaining complex information to the right people, at the right time, the right way, in order to make yourself understood.

Any output from the branch - spoken, written or otherwise - is communication and having an effective communications strategy has been proven to boost a branch's recruitment and retention figures.

The purpose of this guide is to show best practice in using communications to strengthen our retention in line with the Organising, Recruitment and Strategy Development project's recent retention pilots.

This, alongside the work being done with the Member Engagement Programme, RMS, and Data Insight to better understand why members leave will contribute to a comprehensive retention strategy with the necessary insight and tools to deliver it.

This guide is not intended to cover digital organising in detail. **Online-to offline digital organising** is more focused on two-way engagement and building relationships in order to move members towards participation and action.

It requires additional skills, tools and techniques to creating high-quality communications. This guide focuses on producing the communications that can help to generate leads but not all the skills required to effectively organise online.

Understanding and utilising communications is integral to addressing the issues we face and making the most of the tools we adopt.

This guide is intended to be an model for all branches to aspire towards. Your branch may not be ready right now to adopt all these tools and techniques, but incrementally building comms skills within your branch is vital.

Whether we like it or not, employers and political opponents of trade unions are rapidly improving their communications. In order to compete and seem relevant to members, our output must match-up to make sure that our organisation isn't viewed as antiquated or irrelevant to the lives of our members.

Failure to do so risks decline for the branches and for our movement as a whole.

PRINTED COMMUNICATIONS

For deep and personal organising, printed communication is the best option. It can be utilised in a more targeted fashion, creating a visible workplace presence for our union.

When is it effective?
Printed communication can be used in the build-up to workplace events or encouraging UNISON action. With it available in communal workplace areas, as well as the ability for it to be picked up and taken home - this promotes the union not just within the workplace but across communities, broadening our reach.

Distribution networks
This can only be made possible through strong distribution networks - this doesn't have to be a rep or even a member - but someone who is based in the workplace and is happy to put UNISON materials in communal and visible spaces. This builds relationships in every workplace - and allows of targeted distribution as the branch will know which workplaces are not covered which can prompt a new conversation with a potential active member.

Workers also respond better to someone they know providing the printed communications. As opposed to an unknown branch officer or regional staff member - this is someone they're likely to engage in conversation with and discuss what they're handing out and the contents of it.

In order to facilitate conversations amongst workers, printed communication can act as a catalyst for change within the workplace. Having the issues front and centre can break down barriers and bring members together to organise and win.

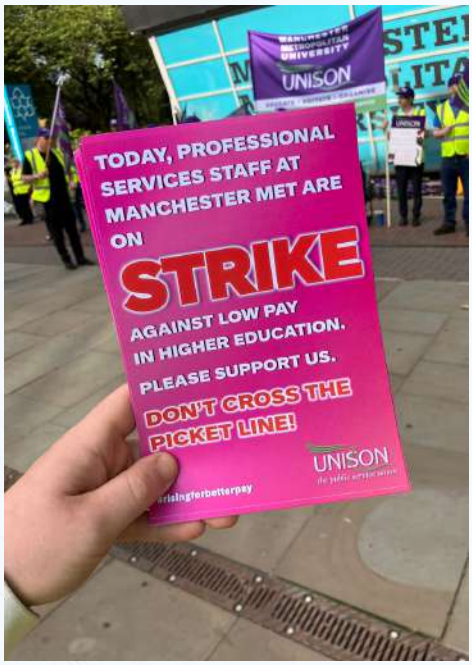
When isn't it effective?
However, printed comms can have its limitations. There is a natural ceiling to the reach it can have due to amount printed - once your stock is gone you have to decide whether or not to print more, and can leave you out of pocket if the comms are ineffective due to the initial outlay.

Furthermore, printed communication is unable to reach workforces that are still working from home and even hybrid workforces are harder to reach - particularly for part-time staff. Such factors should be considered before producing a run of printed communications.

Cumbria County

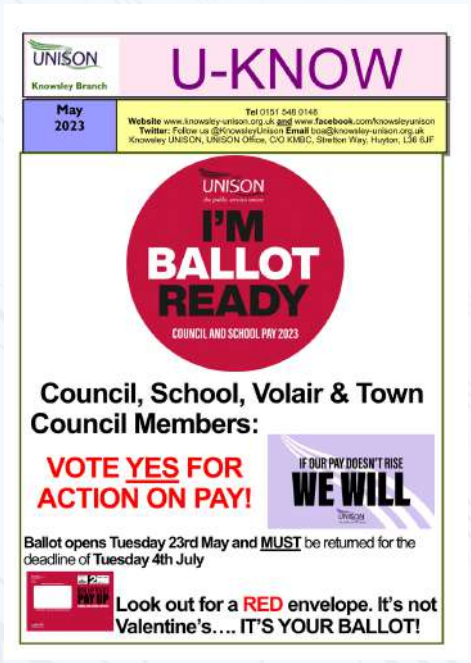
EXAMPLES OF EFFECTIVE PRINT COMMUNICATION

Tameside Health



Manchester Metro University

Bolton Metro



Knowsley

DIGITAL COMMUNICATIONS

With it's fast-changing and fluid nature - staying on top of the tools and tricks for effective organising through digital communications can be daunting. Yet, when used correctly - it can be an incredible lever for UNISON visibility and impact across the workforce.

Our members use multiple social media platforms, and having an active presence shows members that our union is also active - which can subsequently prompt members to become active themselves. Finding the balance between regular posting and spam is important. Consider before posting:

- are members going to care?
- is the ask clear?
- is the information correct?
- does this represent UNISON well?

Considering these questions and posting at least once a day, and no more than twice - ensuring our audience is engaged but not overwhelmed by the posting.

Matching the employer

Employers will seek to delegitimise our union at every turn - a contrast between their sleek professional set-up and any 'amateur' attempts on our part can make UNISON look weak or unserious. Having an as-good a digital presence as your main employer can level the playing field for worker perception in the online sphere.

Your audience

In theory, the audience you can reach is limitless - with the potential to go viral and elevate your campaign far beyond any printed communications can manage. For example this tweet from UNISON's regional account. To date, it has amassed 212k impressions on Twitter. For a campaign where building public support and keeping the external pressure on the employer was key - social media influence works well when up against a smaller outsourced employer. The dispute delivered a 14% pay-rise for staff across the NHS Trust - with industrial action still holding the most leverage.

Always follow-up

Engagement from members and potential members can lead to comments and messages that will require following up. Including, listening and collaborating with members to encourage active union involvement is crucial to retention efforts and to foster a new generation of UNISON activists. Ensure mail boxes are monitored, and conversations using organising conversation are initiated with those frequently interacting with online content.

DIGITAL COMMUNICATIONS CONTINUED...

With the average age of a UNISON activist sitting at over 50 years old, digital illiteracy can be a barrier to retention, which prevent branches from employing digital communications.

Difference in demographics
Effective communication is crucial for retaining our 27-39 membership, who are the most likely to leave. Different digital platforms require tailored messaging to be successful. Shorter forms of communication, such as tweets, can be now more effective than longer blog-posts depending on age group. Regional support and training is available to help address gaps in knowledge.

Access to our digital comms
UNISON have also been hampered by employers' blocking our output at source. E-mails are automatically sent to junk, websites are blocked and search histories are monitored. As a union if we can't reach our membership then it's no surprise we're failing to retain them. Only a complete approach will suffice.

Working in tandem
This demonstrates the need for joined up thinking when planning your communications retention strategy. Without utilising both printed and digital communications, you will not be able to reach the entirety of the membership. This has had a proven impact within our pilot branches during the retention project.

Consistent messaging across both offline and online communications, and a clear understanding of the role each play in retaining members will lead to results.

Visibility assessments
It's important for branches to consider their audience and what tools they need to reach them. Whilst we have a good basis on how to reach our members both offline and online - thinking on reaching remote non-members has been limited. Below is a table that branches should consider implementing to begin plans to reach all workers - wherever they are. This is not an exhaustive list, merely examples.

	Online	**Offline**
Members	**Bulk emails** Surveys **Social media**	**Newsletters** Notice boards **Leaflets**
Non-members	**Social media** Website **Adverts**	**Joiner forms** Newsletters **Training**

Effective retention
Actively thinking about communications as part of branch retention strategy has led to increased member retention in those branches. This guide provides tools for producing high-quality, targeted communications through both printed and digital channels to engage with members.

COMMUNICATION STRATEGIES

Is it really worth the time and energy to put a comms plan together - when it may only one or two in the branch that actually implement it?

It's crucial that there is branch buy-in at all levels, from the branch secretary to our members. We need to know what is important to our members in order to deliver comms that reflect this.

Having an effective communications strategy allows for set priorities and structures, giving the communications officer order and control over the output as the content is already agreed upon.

Make communications a regular item on branch agendas before any time-sensitive stage - you know what you want to put out, when you want to put it out. This in turn gives the communications officer full autonomy, with regular assessments at branch committee and allows you to focus and adapt the plan on any pressing matters as that can command your full attention.

It's key to follow the steps below to achieve an effective and credible strategy.

1. EVALUATE YOUR COMMS

What is every branch officer doing for communications currently?

What purpose does your comms serve?

Would you consider your comms to be effective?

How can we answer these?

- **discuss with branch officers**
- **compare with other branches or your region**
- **survey our membership**
- **analyse social media/e-mail data**
- **talk to non-members about UNISON perception**
- **compare with other TU and employer communications**

2. WHAT ARE YOUR OBJECTIVES?

- **To retain members**
- **Train more activists**
- **Build campaigns to target employers Move members from direct debit to DOCAS payments**
- **Recruit new members**

This is not an exhaustive list, merely examples that should be built upon. It is vitally important to have objectives specific to your branch's needs that can be altered and added to if necessary.

3. WHO IS YOUR AUDIENCE?

Think about everyone/thing that you may contact, inform, help, look to influence, and oppose across the timeline of your strategy.

MEMBERS

OTHER TRADE UNIONS

ACTIVISTS

THE EMPLOYERS

THE MEDIA

POTENTIAL MEMBERS

THE GENERAL PUBLIC

OTHER BRANCHES

By understanding your audience it allows for tailored communications in the appropriate style on the appropriate platform. You can target multiple audiences at once, but bear in mind you can lose focus as a result.

4. DEFINE YOUR GOALS

Now you've got your clear objectives, consider your goals. Set about putting in place clear, achievable goals to hit on your way to completing your objectives. For your main objective (retention) to be achieved, what goals does the branch need to set itself in order to complete the objective?

Example

One goal could be ensuring someone in every large workplace is available to update the noticeboards with localised materials, using the templates available to all branches. Keeping your communications as personal, and accessible as possible can aid retention efforts as if a member is considering leaving the union, they know who their workplace representative is and would talk through any issues they may have.

The more local and personalised the content is - the more it will connect with workers and aid in retention efforts. It doesn't have to be a UNISON member, but the simple act of someone in your workplace putting up/out localised materials creates engagement and fosters interest in the union. Functioning distribution networks allows for targeted, efficient organising.

By setting that as a goal, you're organising! Remember that **all** communications are organising. In mapping each workplace to find that rep, you're achieving one goal whilst already starting on completing the next one. Organising through communications and breaking up the larger objectives into manageable goals allows a cohesive and achievable communications strategy.

5. WHAT TOOLS DO YOU NEED?

In short, not many. This retention comms strategy is a guide of best practice, but as mentioned previously - infrequent, poorly formatted comms does as much harm as good. In the North West, UNISON have a bespoke comms hub where you can find templates for newsletters, posters and much more. It can be found at https://northwest.unison.org.uk/comms-hub/.

Poster and document creation

A Canva account will enable you to edit the templates to your specifications. For a Pro account (which offers up the necessary premium features), pricing starts at £10.99 a month.

Printing your materials

If you're looking outside of a regular print job we recommend either Dragon Court Print Services (https://dragoncourtprintservices.unison.site/) otherwise use a local and environmentally friendly printing service to ensure this compliments UNISON's sustainable and localised ethos

Website creation

For easy website creation, WordPress hosting is available from £16pm. To view plans visit - https://wpengine.com/plans/. For more information on this, or any other knowledge gaps - please contact s.doherty@unison.co.uk.

6. CREATE YOUR TIMELINE

Now you've got your agreed upon objectives, you've identified your audience, set your goals and secured the tools required - it's now time to add these into a calendar that loosely outlines how your retention project will run. Look at the objectives and decide what the timeframe for each objective will look like, and highlight regular points in which you can evaluate the success of the strategy.

You can also use the calendar as a marker for scheduling social media posts, setting deadlines for newsletters and print runs - as well as potential dates for comms training if required. This calendar should be available for branch officers to view - it should be managed by your communications officer with regular reviews done at branch committee.

By following these steps - your branch will now have a baseline to work off, to analyse and to improve upon. These can be adapted for other campaigns and the principles apply not just for communications, but for wider organising efforts.

Having clear objectives, a set timeline, measurable goals, an audience in mind and the right tools will mean structurally your retention comms strategy is sound.

CREATING COMMUNICATIONS

With a strategy in place, and an idea of how you want to use your online and offline communications - it's time to get creating.

Remember:

- NEVER 3rd party the union - UNISON isn't separate from its members, the members ARE UNISON!
- Always have a call to action. We want to empower our membership to make positive change in the workplace.

The Anger Hope Action framework

Used across UNISON as an organising tool for 1:1 conversations or group meetings - the Anger Hope Action (AHA) framework can be applied to communications as a further method of engaging members to become active/prevent from becoming inactive and leaving.

Anger

This is about finding the problems, concerns and worries of the worker. This is about listening (though not applicable in an e-mail) and agitating to get a reaction. Make them think about work and how it is going for them. You can help them question their current working environment, and how the employer is currently treating them. By establishing something is wrong in the workplace and that they are suffering as a result - we can then pose the question **"do you think you could change things for the better?"**. This hopefully will illicit a reaction that something in their workplace needs to change, before we move onto how that would be possible through their involvement with UNISON.

Hope

This is the part where you bring in the union, explain what it is and the plans to improve the situation. Present the plan or campaign that will help with these issues, but frame it so that it can only work if the member and the majority of their colleagues join UNISON. You're looking to **move their thinking, give them some hope and enthusiasm**. Try a question like **"Do you know that by joining our union you could make things better at work?"**.

Action

What can the worker do to help achieve the plan or campaign?
Give them a specific ask. This could be joining UNISON, signing a petition or coming a long to meeting.

PRINCIPLES OF ORGANISING COMMUNICATIONS

3rd partying

UNISON should be seen as an extension of the workplace, with the bosses trying to '3rd party' us - making UNISON seem weak and ineffective, and our members passive service recipients. Successful 3rd partying can lead to us failing to retain members who see our union as, for example, an insurance policy they no longer can afford. Changing the way you write your communications will be hard - work with other officers in your branch to ensure you're avoiding inadvertently 3rd partying our union.

By collectivising workers/members through phrases like "you and your colleagues" - this creates bonds between them and the union, creates worker agency, and fosters a culture of active participation in our union.

The progression of a simple sentence from 3rd partying through to worker agency is an example of how language choices affects our retention efforts.

UNISON are your friend in the workplace, we help to protect and improve your terms and conditions.

→

Our workplace union is UNISON. Through UNISON we work collectively to protect and improve our terms and conditions.

→

Your workplace union is UNISON. Through UNISON you can work collectively with your colleagues to improve your terms and conditions.

The e-mail example on the next page uses the Anger Hope Action framework, whilst being mindful not to 3rd party UNISON, with a clear call to action. The campaign has been successful so far with Liverpool, Knowsley and Wirral Councils making the pledge to pay care staff the living wage!

The e-mail has been annotated to highlight the key points that every e-mail should aspire to hit, showing the clear progression through the framework. It will also show the tips and tricks to make your e-mail communications stand out amongst the junk mail and mailing lists that clog up everybody's inbox.

EXAMPLE E-MAIL

Hi Example Firstname	Personalisation instead 'Dear member' to grab immediate attention.
I'm Nuria, a support worker from Greater Manchester.	Further personalisation humanises the e-mail.
Keep reading to see how care workers in Manchester came together a pay rise for 25,000 other workers in social care - and how you can do the same in Merseyside.	This is the hook - explaining what the e-mail entails, people on average spend 9 seconds reading an e-mail - not very long to grab the readers attention.
Just like you, me and my colleagues went above and beyond during the pandemic despite most of us being paid minimum wage. Poverty pay isn't enough to live on and things are only going to get worse as the cost-of-living rises.	This builds common ground with the reader, and introduces the **ANGER** section of the framework. Talking about the negatives of the pandemic and the heroism of our care staff, whilst linking the issue to low-pay - with threat of it worsening.
We decided enough was enough, so we came together to demand a pay rise.	This gives the workers agency, the power to take matters into their own hands - the **HOPE** - showing that it is possible.
We spoke to colleagues, friends and members of the public about the important job we do and the difficulties caused by low pay. We organised workplace meetings to spread the word and build wider support.	This demonstrates strength in numbers, and shows a clear pathway from simply thinking about a pay-rise, to doing something about it. This removes fear, uncertainty and doubt about the scale of the campaign.

Sending a welcome e-mail to new members, separate to national's autogenerated one is a great way to employ the framework early on in a new member's UNISON journey. A localised, branch specific message goes a long way to encourage members to engage with their branch as well as aiding in the overall retention strategy.

Don't be afraid of an attention grabbing subject - you may have some unsubscribe but if your open rate increases then it is working.

CONTINUES ON NEXT PAGE...

EXAMPLE E-MAIL CONTINUED...

Notice this is the first time UNISON is mentioned? Consider how the union is perceived by our membership - it's not always positive. By introducing the union here, after establishing the problem and the worker-led solution - it presents UNISON as a mechanism for change but in a faciliatory role giving the member agency.	We worked with our union, UNISON, to launch a public petition which we got signed by 5,000 supporters. We presented the petition to politicians and council leaders – to demand that they take action – and we built increasing pressure by meeting with councillors and attending council meetings to get our voice heard.
Here is the win - demonstrating that change is possible by workers coming together and demanding change. This has clear outcomes, with financial stats for members to compare with their own pay. It also shows the time-frame that change was achieved, leading to reasonable expectations for the reader.	After months of building pressure, our hard-work paid-off and the majority of councils in Greater Manchester agreed to pay all care staff at least the Foundation Living Wage (currently £9.90 per hour). It meant we won a pay rise for 25,000 care workers across the city worth around £19m!
Here is the **ACTION** part of the framework, the final piece to hopefully prompt a member to action. By asking them directly, it puts the onus on the member to take action.	Care workers across Greater Manchester have shown it's possible change by coming together – are you ready to do the same in Merseyside?
We want to be concise with our communications - by over complicating or boring the member we lose opportunity to speak to them further on the issue.	To find out more about how you can come together with other care workers across Merseyside to demand a pay rise, complete the form at the following link
Important for data harvesting(?), we can update our records and gain permissions to contact the member further.	https://survey.alchemer.eu/s3/90480748/Merseyside-Demands-a-Pay-Rise-Campaign-Launch
A neat ending, to hammer home the message of the e-mail - collectivism works to gain power in your workplace.	By coming together, we can win the reward, respect and recognition we deserve.
Using this model for e-mails allows for a more engaged membership, showing that they can't afford NOT to be in UNISON.	Nuria Support Worker, Greater Manchester

Using this model for e-mails allows for more engaged members, showing that they can't afford NOT to be in UNISON.

UNISON

Branch Name

NEWSLETTER

Summer 2023

YOUR HEADLINE CAMPAIGN

HOW IS THIS GOING TO GET MEMBERS MORE INVOLVED?

This may be the only bit of the newsletter that is read. Ensure it is concise, with a clear ask/instruction. Making it as local and relevant to the workplace/employer is important to grab attention.

Join Today

join.unison.org.uk

WHO ARE YOU?

This section could be a brief overview of the branch or union. Talk about the work you do, or the wins that you have had. Celebrate that we are the biggest union and that across your branch workers are coming together and are organising .

SECONDARY CAMPAIGN HEADLINE

This is could be an opportunity to talk about a separate campaign or event that has taken place. Members need to feel part of something in order to be retained so information about a liberation group campaign could be effective.

0151 234 5323 | branch@branch.gov.uk

These suggested articles and headings are just examples - branches should adapt the content to fit their individual needs. This gives an idea of keeping the word count low, the stories local and the formatting the same. Pictures and text should be as localised as possible.

UNISON
Branch Name

Longer article Space

TOPICAL LOCAL STORY

This could highlight the good work a local person or campaign has done with the union. People want to see themselves reflected in all levels of the union, and by highlighting someone from their workplace taking on the boss or a campaign securing a positive result for other members - we hope that makes our members want to do the same. Be aware most people won't bother reading the second page - so consider just one page more frequently than multiple pages every few months?

TRAINING OPPORTUNITIES

UNISON members who engage in training and development are more likely to remain committed to the union and recognise the value of collectivism. By sharing their experiences with colleagues, they can change perceptions about UNISON's role in the workplace. Take a look at the upcoming courses and see what might bring in some new faces - https://www.unisonnw.org/unisoncourses/course-catalogue/

FEEL-GOOD STORY

Round up the newsletter with a fun or feel-good local story. Branches should be seen as open and welcoming to all - with real people at the heart of them. Something that raises a smile, keeps us in their minds and builds a furthers connection to the union.

Use this space for another ask. E.g. request members update their details - providing a link or QR code so they can easily do so. You can create QR codes online at bitly.com so click the link or scan the QR below.

It's that simple! Make things as easy as possible to access - don't assume the member will! Bitly can take a long link and shorten it for space and ease. This is the same as the course link above - https://bit.ly/unison-course

0151 234 5323 | branch@branch.gov.uk

SURVEYS

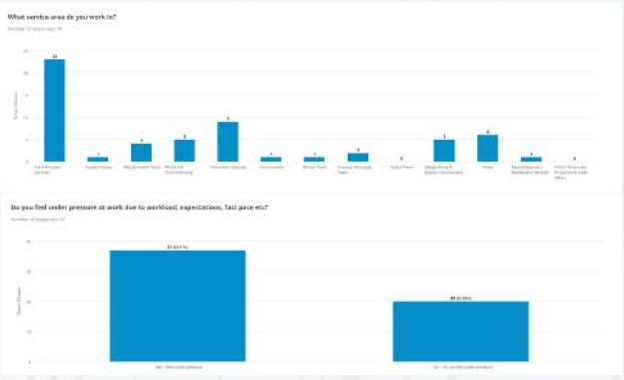
Members are retained because they feel part of our union. They feel like they could get more involved, so see the value in keeping their union membership.

Branches who want active and engaged members, must regularly canvas opinion across workplaces and employers.

Surveys are a proven tool for collecting data, canvassing opinions and identifying potential activists - though not exclusively.

Data collection

Branches that do not have up-to-date contact information for members will disenfranchise them from ballots, disengage them from union communications and diminish the value of their membership. Ballots can only run legally with correct job titles, workplaces and home addresses - surveying members in the build-up to strike action is one such tool to gain accurate data, and also to measure opinion and feeling towards the ballot. Updating details should be happening year round to minimise work within ballot periods.



Knowsley Adult Social Care Survey

Canvassing opinion

Branches need to ensure that campaigns and priorities reflect the mood of the membership. To bring through active members, and move them from passive participants - members need to feel as though they have a voice in the branch direction.

For a campaign - surveys can be used to test whether an issue is widely and deeply felt across the membership. Even using a simple checkbox questions to allow members to volunteer to get more active in a campaign builds up your active members. Sequentially, this can inform strategy moving forward into campaigns. This can also help gain workplace knowledge, recruit leaders and retain members who feel included in the branch decision making process.

Knowsley Local Government

In Knowsley Local Government branch, surveys are regularly used to bridge the knowledge gap between workforce and employer. Whenever Knowsley Council wishes to consult with UNISON - any documents are shared to the membership. Nothing is agreed or discussed without surveying the branch. They employ surveys regularly - with members' views directly informing negotiations with the employer.

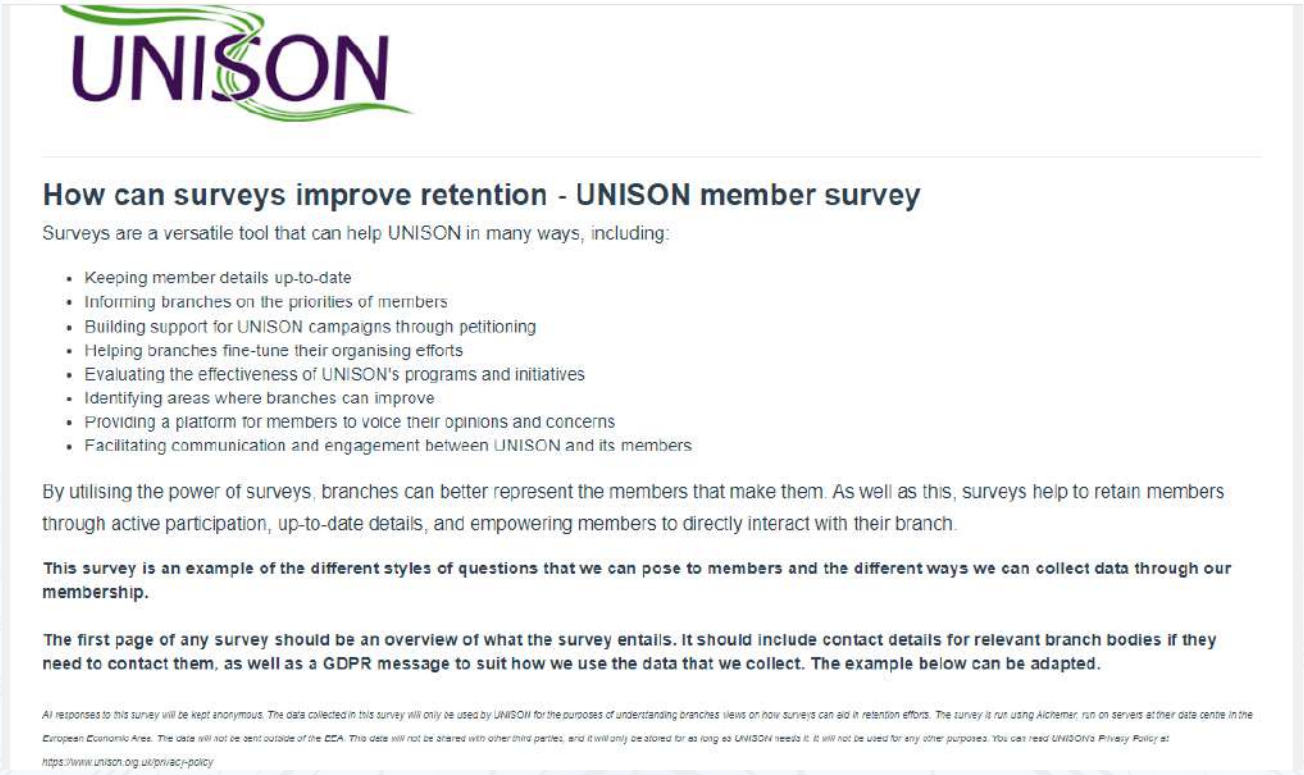
SURVEYS CONTINUED...

How do I create a survey?

There are multiple programmes that can produce high-quality, GDPR compliant surveys. North West region uses Alchemer which costs £240 per year.

Through Alchemer you can create unlimited surveys, with over 40 distinct types of question to allow for highly personalised survey results.
It has features which can easily create branched questions (different answers go to different questions), and you can set questions to be required or not depending on what sort of information you want to gather. These can be analysed through a number of different metrics, and data can be exported to a number of varied formats. You can also create reports that focus on individual answers or the headline stats - depending on contexts.

Due to its data protection compliance, you can also use Alchemer to produce consultative ballots. If this is something you wish to implement please speak to your Regional Organiser.



UNISON

How can surveys improve retention - UNISON member survey

Surveys are a versatile tool that can help UNISON in many ways, including:

- Keeping member details up-to-date
- Informing branches on the priorities of members
- Building support for UNISON campaigns through petitioning
- Helping branches fine-tune their organising efforts
- Evaluating the effectiveness of UNISON's programs and initiatives
- Identifying areas where branches can improve
- Providing a platform for members to voice their opinions and concerns
- Facilitating communication and engagement between UNISON and its members

By utilising the power of surveys, branches can better represent the members that make them. As well as this, surveys help to retain members through active participation, up-to-date details, and empowering members to directly interact with their branch.

This survey is an example of the different styles of questions that we can pose to members and the different ways we can collect data through our membership.

The first page of any survey should be an overview of what the survey entails. It should include contact details for relevant branch bodies if they need to contact them, as well as a GDPR message to suit how we use the data that we collect. The example below can be adapted.

All responses to this survey will be kept anonymous. The data collected in this survey will only be used by UNISON for the purposes of understanding branches views on how surveys can aid in retention efforts. The survey is run using Alchemer, run on servers at their data centre in the European Economic Area. The data will not be sent outside of the EEA. This data will not be shared with other third parties, and it will only be stored for as long as UNISON needs it. It will not be used for any other purposes. You can read UNISON's Privacy Policy at https://www.unison.org.uk/privacy-policy

TEMPLATES

As previously stated, this guide offers best practice advice for communications in order to aid in retention efforts. This remains an aspiration for branches to achieve, rather than an immediate expectation of delivery. UNISON North West have a regional comms hub where branches can find templates of a variety of printed and digital communications which can be used to produce attractive materials in an easily customisable way.

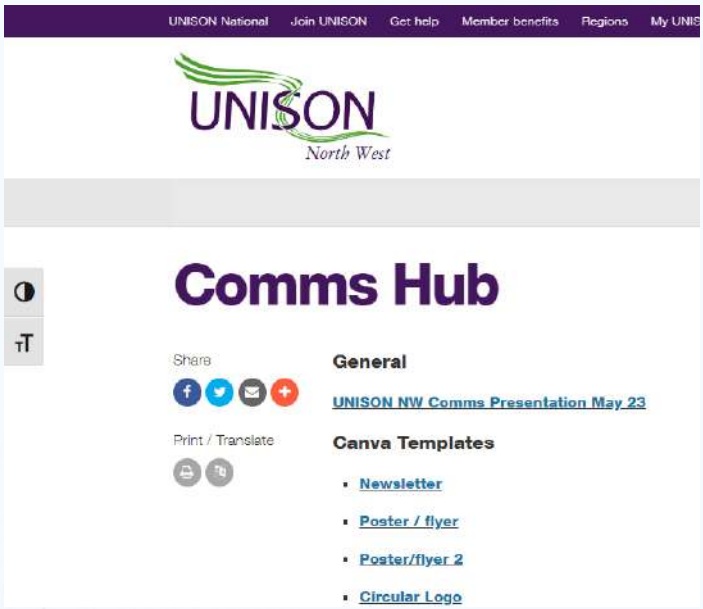
Accessing the comms hub
Branches can find the comms hub on the regional website by looking for it in the search bar at the top of the website or by following this link - northwest.unison.org.uk/comms-hub/

There you can find generic templates for everyday branch business as well as specific templates for national campaigns.

Can't find what you're looking for?
The region are constantly adding to the comms hub, taking input from branches on what they want and need to be included to aid in organising efforts.

If you're looking for something specific that currently isn't available on the comms hub, get in touch with the North West's comms lead and they can assist in adding it to the site.

Please contact Sam Doherty at s.doherty@unison.co.uk.



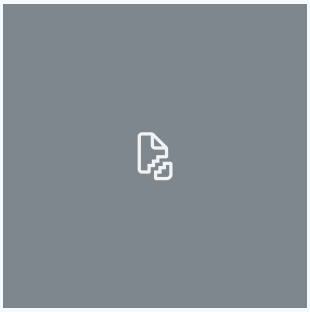
Why use templates?
Templates are there to give branches base-line design competency and consistency. This fosters a familiar culture across branches, with clear uniform branding and colour scheme.

If you are unsure where to start with communications - the comms hub offers a full complement of branch materials that can be easily picked up and adapted to your branches individual specifications. It also helps build confidence by showing clear best practice that over time your branch can create themselves.

SOCIAL MEDIA

facebook

- Most used social media for all people of working age
- Free to create a page (must have personal FB account) - www.facebook.com/pages/creation/
- Use pictures (1200x630px)
- Keep text to 3 small paragraphs
- Invite people who have interacted with the page to like the page



WhatsApp

- Can be found on your phone's app store
- Useful for organising groups of workers.
- Groups can be broadcast for information only or open for all to message
- Have to moderate to ensure groups aren't derailed by individuals
- Set rules in chat information for clarity
- Internet browser access in addition to mobile

Instagram

- Picture and video (1080x1080px)
- Captions should be short
- Important posts pinned to top of page for visibility
- Integrate stories and reels to show an active branch
- Create using facebook profile or e-mail - www.instagram.com/accounts/emailsignup

YouTube

- Video only
- Use for longer information videos or for footage of events
- Can set videos to public, or link only to control audience
- You need a gmail account to create a YouTube channel. Branches can create an account at gmail.com

Twitter

- 280 maximum characters
- Use pictures (1600 x 900px)
- Retweeting national and regional comms can be used for more content
- Sign up with e-mail here - https://twitter.com/

Still need help? Contact UNISON North West's comms officer for further support by emailing s.doherty@unison.co.uk

UNISON
North West

ORGANISING THROUGH EFFECTIVE COMMUNICATION

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