

# **Building a Communication Network**

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# Key Topics for Today:

- **Communications, Methods, Messages**
- **Demographics**
- **Branding**
- **Feedback**
- **Social Media**
- **Q & A**

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# What is Communication?

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**What is Communication?**

**What are methods of  
Communication?**

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# What are methods of Communication?

- Verbal (face-to-face or phone)
- Traditional mail
- Email
- Text Messaging
- Web/Social Media

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**Who are your members?**

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**Who are your members?**

**DEMOGRAPHICS**

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**Who are your members?  
DEMOGRAPHICS  
Why does this matter?**

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# Who are your members? DEMOGRAPHICS

Age, gender, ethnicity, geographical location

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# Who are your members? DEMOGRAPHICS

Age, gender, ethnicity, geographical location

**Can all indicate communications preferences**

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# **QUICK CHECK: Who are your members?**

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**What are the messages to be sent?**

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**What are the messages to be sent?**

**Internal vs. External**

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**What are the messages to be sent?**

**External: Public engagement**

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**What are the messages to be sent?**

**Internal: meetings, votes...**

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**What are the messages to be sent?**

**Internal: meetings, votes  
CALLS TO ACTION**

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# Who are the messages from?

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**Who are the messages from?**

**President, Secretary, someone else?**

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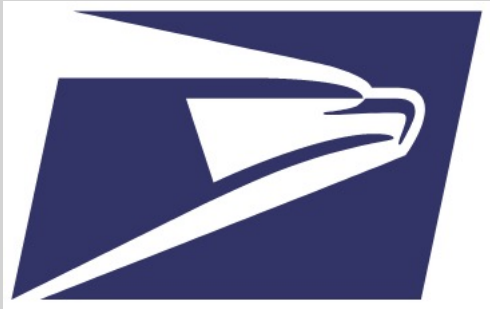
**Who are the messages from?**

**President, Secretary, someone else?**

**Delegate: great place to start to develop leaders**

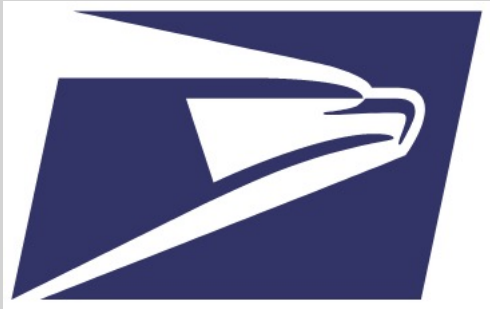
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USPS



Dove Soap



Pepsi



Gerber



Captain Crunch



Snuggles

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**Branding!**

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**Branding!**



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**Checkpoint:**  
**Who do we send to?**  
**How do we send?**  
**Who is it from?**  
**What do we send?**

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**How often do we send messages?**

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**How often do we send messages?**

**Not often enough: members feel  
disengaged**

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**How often do we send messages?**

**Too often: members disregard  
and/or get annoyed**

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**How often do we send messages?**

**There's no right answer. It's a "feel."**

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**How often do we send messages?**

**If there's something to send, send it.**

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**COMMUNICATION SHOULD BE TWO-WAY**

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**COMMUNICATION SHOULD BE TWO-WAY**

**How do we receive feedback?**

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# **COMMUNICATION SHOULD BE TWO-WAY**

**How do we receive feedback?  
What do we do with feedback?**

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**LEARN AS YOU GO!!!**

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**It takes time – don't abandon it!**

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# Pitfalls:

- **Attempting to use too many methods**
- **Lack of relevance or clarity (too short, too long)**
- **Lack of instant results**
- **Overreacting to negative feedback**
- **Copyright and trademark laws**
- **Exclusivity (unintentional or intentional)**
- **Negative engagement**

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# Social Media

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# **Social Media FACEBOOK**

**Twitter, Tik-Tok, Instagram, YouTube**

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# **Social Media Advantages:**

- **Can be more inclusive**
- **Can be easier to launch**
- **Can encourage open discussion**
- **Can reach members very quickly**
- **Can usually be controlled (invite only)**

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# **Social Media Disadvantages:**

- **Can encourage open discussion**
- **Can sometimes be exclusive**
- **Can cause problems when moderated**
- **Can become emotional, which can become negative quickly**
- **Can seem “stale” quickly**
- **Can lead to personal agenda promotion**

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# Putting it all together Exercise: Craft a message to your membership

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**Putting it all together Exercise:  
Craft a message to your membership?**

**Membership Meeting including dinner – Thursday, September 30, 5pm – 8pm at the CSEA Union Hall, 123 Main Street, Anywhere NY 12345. Speakers will include the Local President and the union-friendly Mayor of Anywhere who will give a quick town update and answer any member questions. Dinner will be beef, chicken or vegetarian options. RSVP required to [csea@cseainc.org](mailto:csea@cseainc.org) or 1-800-342-4146.**

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# Putting it all together Exercise: Craft a message to your membership

## How did we do?

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# **Putting it all together Exercise: Craft a message to your membership**

**Method can influence message**

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# **Putting it all together Exercise: Craft a social media post**

**Your local is in intense contract negotiations and members need to show their support. Craft a message for your members-only Facebook page encouraging them to wear their "contract now" buttons every Friday to show support for the negotiations team.**

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# Putting it all together Exercise: Craft a social media post

## How did we do?

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# **Putting it all together Exercise: Craft a social media post 2**

**Your local is in intense contract negotiations and members need to show their support. Craft a message for a public Facebook page encouraging the public to support the workers to put pressure on management.**

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# Putting it all together Exercise 2: Craft a social media post

## How did we do?

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## **Resources:**

- **Communications Plan Worksheet**
- **Developing a Communications Plan**
- **Quick Guide to Social Media Engagement**
- **Visit the Communications Exhibit Table**

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# Communications Specialists:

- **Region 1: Wendi Bowie**
- **Region 2: David Galarza**
- **Region 3: Jessica Ladlee**
- **Region 4: Therese Assalian**
- **Region 5: Nick Newcomb**
- **Region 6: Ove Overmyer**

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**QUESTIONS?**

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