



# COMMUNICATIONS WORKSHOPS

## 2026

As part of our ongoing commitment to empower and enhance the skills of our valued union members, we are excited to announce the following workshops tailored just for you.

All workshops will be held at the **AFSCME Council 5 Office** located at **300 Hardman Ave S., South St. Paul** with a **Zoom option**.

### DIGITAL ORGANIZING ESSENTIALS: ACTION NETWORK, MOBILE COMMS & DASHBOARDS

**Wednesday, March 25, July 29, 4-6 p.m.**

This hands-on workshop helps Local leaders and activists gain practical skills with the digital tools that keep our union connected and informed. Participants will learn to send targeted email blasts with Action Network, conduct high-impact text outreach with Mobile Comms, and use member dashboards to track new hires, job changes, and updated contact information.

### LOCAL WEBSITE TRAINING

**Wednesday, April 22, September 30, 4-6 p.m.**

This hands-on training guides participants of all skill levels through building and managing a Local website using step-by-step exercises and actual website updates.

Participants will learn skills and gain confidence to create, maintain, and optimize a Local website that serves as a one-stop hub of information for members.

### REGISTER for TRAINING TODAY!

Contact the **Member Action Center (MAC)** to **reserve your spot!**

 (651) 450-4990  Mon-Fri, 8AM-4PM

 [Council5@afscmemn.org](mailto:Council5@afscmemn.org)

**Members must register in advance to attend a workshop.**

\*Dates subject to change.

Check our website calendar for the latest info.

### SOCIAL MEDIA TRAINING

**Wednesday, May 20, October 14, 4-6 p.m.**

This training provides participants with the skills to effectively navigate social media platforms for Local communications. Learn to create impactful posts, engage members, and stay current with the latest trends and best practices.

### ENHANCING LOCAL COMMUNICATION SKILLS FOR LOCAL SECRETARIES AND COMMUNICATORS

**Wednesday, June 17, November 4, 4-6 p.m.**

This session provides Local secretaries, communicators, and anyone sharing information with members practical tools and strategies for effective outreach, including text and email platforms, websites, social media, and digital organizing tools like surveys, petitions, and Canva.

### NEW! CUSTOMIZED TRAINING WITH ONLINE BOOKING

#### KEEP THE DIGITAL TOOLS SHARP:

#### Training, Refresher & Troubleshooting

**Schedule a training that fits your schedule!**

Use our booking calendar to learn, refresh, or troubleshoot common issues. Appointments range from 15-minutes to 1.5 hours. Training for 1 or more members.

**[Book time using our Comms Training Calendar!](#)**



Make this the year to learn and use Action Network (union-branded email), Mobile Comms (texting), dashboards (member data), social media and more!