



## Communications Training

### Digital Organizing Essentials:

Action Network, Mobile Commons and Dashboards

#### Action Network (union-branded emails)

##### Get Started

- Request from local president to create a group page
- Identify local administrators for the Local's group page
- Sign up for training

##### Your Next Step

- Sign up for Action Network training
- Send emails for membership meetings, election notices, events
- Other \_\_\_\_\_

#### Mobile Comms (texting)

##### Get Started

- Send requests to **Communications@afscmemn.org** to send a text message and cc: your field rep
- Provide message details, who receives (members, non-members, freeloaders), when to send the message

##### Your Next Step

- Send emails for membership meetings, election notices, events
- Other \_\_\_\_\_

#### Social Media (keeping members informed and connected)

##### Get Started

- Identify platform and Local administrators
- What's the goal of your post?
  - Inform, educate, share info from other unions to build awareness, activity
  - Reminders about meetings, events
  - Get people to take action



## Dashboards (member data)

### Get Started

- Sign non-disclosure agreements. NDAs are in MemberLink under Documents
- Determine the data type
  - New hires
  - Job status changes (retirements, resignations, leaves)
  - email, cell phone on file, updates and changes
  - member status changes (new member, drops)
- Send requests to your field rep who will coordinate with Data

### Your Next Step

- Decide how to use the data
  - Contact info for Action Network (emails)
  - Welcome new hires
  - Reach out to members for member status changes
  - Other \_\_\_\_\_

## QR Codes (great for worksites, flyers and events)

### Get Started

- Examples of when to use:
  - RSVP to events, meeting sign-in
  - Signing a petition on the spot
  - Accessing contract updates or resources
- Send requests to [Communications@afscmemn.org](mailto:Communications@afscmemn.org) and cc: your field rep.

### Your Next Step

- Decide how to use a QR code and request a code
  - Contact info for Action Network (emails)
  - Welcome new hires with resources (fast and easy)
  - Other \_\_\_\_\_