



## Communication Resources for Local Unions

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### AFSCME Council 5 Communications Department

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### Build Power Through Communication

Effective communication is the foundation of a strong, united union. Whether you're keeping members informed, mobilizing for action, or telling your local's story, **AFSCME Council 5 is here to help!** We offer tools, training, and one-on-one support to help your local reach and engage members in ways that build solidarity and power. Use this guide to explore communication platforms, strategies, and resources designed to meet your local's needs.

**When members raise their voices, we don't just grow stronger, we expand what's possible together.**

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### Email & Text Blasts

Use AFSCME-branded tools through **Action Network** to send:

- Membership meeting notices,
  - Local business updates,
  - Bargaining news,
  - Calls to Action (petitions, info pickets, work actions),
  - RSVPs, On-line voting links and more.
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### Website Administration

Running a local website is easy and effective. Use it to share:

- Calendar items: membership/board meetings, special meetings, conferences, trainings, local events,
  - Key Documents: agendas, seniority rosters, financial reports,
  - Photo galleries of member activities,
  - Helpful links: AFSCME C5 Website, MemberLink, AFSCME International, social media.
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### Social Media Strategy

Expand your reach using platforms like **Facebook**, **Instagram**, **TikTok**, and **Reddit**. We'll help develop a strategy that fits your capacity and team. Consider how much time this work will require and who in your local is best suited to take it on.

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### Communications Strategy Training

Learn how to:

- Craft transparent, compelling messaging,
- Use storytelling to engage members,
- Identify how your members best receive info,
- Try new tactics to reach more members,



- Connect messaging to events, negotiations, or calls to action.

**Action Network** can support petitions, letters, contact info forms, emails, surveys and more.

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### Communications Workshops and Booking Link

Have a question? Schedule a 15- or 30-minute meeting, refresher, website, social media, Action Network training. We'll confirm your **meeting** and send a Zoom link.

#### Communications Workshops (All 4-6 PM\*)

**\*Advance registration is required.** Email [council5@afscmemn.org](mailto:council5@afscmemn.org) with:

- Workshop name/date,
- Attendee names and personal email addresses,
- Meeting preference: Zoom, in-person, or both. In-person training is held at **AFSCME Council 5, 300 Hardman Ave S, South St. Paul.**

#### Council 5 Communications Booking Link

- Scan QR code
- Visit <https://bit.ly/C5CommsBookings>



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### Action Network for Local Member Mobilization

Capabilities include:

- Petition and letter-writing campaigns,
- Online forms (contact updates, RSVPs, ballots, surveys).

We'll help you launch your local's Action Network account and provide training.

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### Membership Data & Contact Data

Run a campaign encouraging members to update their info in **MemberLink**.

We use contact info from:

- MemberLink (personal email and cell),
- Membership (MOM) cards marked "SMS Yes."

Members should:

- Confirm **personal home email** and **home cell phone** fields are filled.
- Contact the MAC to confirm updates in UnionWare.
- Contact the MAC if they are not receiving emails or text communication. Members who previously "opted out" of emails or texts must **opt back in** to receive emails or text communication.

Be sure your local is working from an up-to-date list.

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### Questions?

Email us at: [Communications@afscmemn.org](mailto:Communications@afscmemn.org).