



Building Stronger Member Engagement Online

Local Communications Assessment

Name: _____ Local Position/Role(s): _____

Local Name/Number: _____ Home Email: _____

Strong communication helps build stronger unions. This checklist will help locals identify opportunities, strengthen your local's communication efforts, and create simple action steps that help build solidarity and participation. **Please submit your responses as soon as possible.**

1. Communication Check-in. How does your local currently communicate with members?

- | | | | |
|--|--|---|---------------------------------------|
| ☐ Email | ☐ Membership Meetings | ☐ Flyers/Posters | ☐ Website |
| ☐ Text messages | ☐ Workplace conversations | ☐ Social media | ☐ Other: _____ |

2. What's Working Well? What communication efforts has your local had success with recently?

3. Challenges & Opportunities. What communication challenges does your local face?

- | | | |
|--|--|--|
| ☐ Low member engagement | ☐ Outdated contact information | ☐ Low meeting turnout |
| ☐ Website needs updating | ☐ Not enough volunteers/activists | ☐ Technology concerns |
| ☐ Unsure what to post/share | ☐ Low social media engagement | ☐ Limited time |
| ☐ Members don't read emails | ☐ Other: _____ | |

Every challenge creates an opportunity. Identify your Local's challenge and possible solution:

4. Communication Goals: What do you want your communication to accomplish?

- | | | | |
|--|---|--|---|
| ☐ Increase meeting attendance | ☐ Build solidarity | ☐ Recruit new members | ☐ Promote events/actions |
| ☐ Increase activism/volunteers | ☐ Share bargaining updates | ☐ Improve communication consistency | |
| ☐ Increase website/social media use | ☐ Improve contract campaign engagement | ☐ Other: _____ | |

Top Goal: _____

5. Digital Tools Check-in: Which communication tools does your local use?

Platform	Have Access	Use Regularly	Want Training	Want Access
Action Network	☐	☐	☐	☐
- Union-branded emails	☐	☐	☐	☐
- Petitions, letter-campaigns	☐	☐	☐	☐
- Surveys, forms	☐	☐	☐	☐
Mobile Comms (texting via C5)	☐	☐	☐	☐
Other Texting (personal phone, other platforms, etc.)	☐	☐	☐	☐
Local Website	☐	☐	☐	☐
Facebook	☐	☐	☐	☐
Instagram	☐	☐	☐	☐
Dashboards	☐	☐	☐	☐
Other: _____	☐	☐	☐	☐



6. Website Checklist: Does your website include:

- | | | |
|--|---|--|
| ☐ Current contact information | ☐ Updated Calendar | ☐ Contracts/forms/resources |
| ☐ Officer bios | ☐ Photos of members/events | ☐ Social media links |
| ☐ Recent updates/news | ☐ Mobile-friendly formatting | |

Website Improvement Needed: _____

7. Communication Team. Does your local currently have people helping with:

	Yes	No		Yes	No
Website updates	☐	☐	Social media	☐	☐
Email/texting	☐	☐	Photos/graphics	☐	☐

8. Training: Which of the following describes your Local's training needs.

Training	Intro	Intermediate	Advanced
Website Training	☐	☐	☐
Action Network			
- Emails	☐	☐	☐
- Petitions, letter campaigns	☐	☐	☐
- Forms, surveys	☐	☐	☐
Social media	☐	☐	☐
Other: _____	☐	☐	☐

9. 30-Day Action Plan: List 1 communication goal your local can work on in the next month.

1. _____

10. One Small Step We Can Start Immediately:

- | | | |
|---|--|--|
| ☐ Update website information | ☐ Schedule training/support | ☐ Create a communication team |
| ☐ Send a monthly email | ☐ Use text reminders | ☐ Improve social media activity |
| ☐ Share member photos | ☐ Other: _____ | |

11. Local Communications Survey. Please take a few minutes to complete this survey so we can better understand the tools, resources, and training local leaders need to keep members informed, involved, and engaged.



SCAN ME

For questions about your local's communication needs, please email communications@afscmemn.org or schedule a meeting using our booking link below.

AFSCME Council 5 Communications Department

<https://bit.ly/C5CommsAssess>

Max Hall

External Relations and Planning Director

Diana Holmes

Communications Coordinator

Book time for troubleshooting or refresher:



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<https://bit.ly/C5CommsBooking>

