



AFSCME Council 5 LEADERSHIP CONFERENCE LOCAL COMMUNICATIONS CHECK-IN

Building Connections, Sharing Ideas, Strengthening our Members

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Local Communications Check-in

Today's Goals:

- Review the ways we're doing this
- What's working and identify any gaps
- Outline next steps
- Help every local develop a communication action plan



How Are Your Members Hearing from You?

Communication Methods (Show of hands)

- Email
- Text Messages
- Facebook
- Instagram
- Website
- Flyers
- Workplace conversations
- Zoom
- Other



What's Your Biggest Communication Challenge?

- Low engagement
- Outdated contact information
- Limited volunteers
- Not enough time
- Website maintenance
- Social media
- Meeting attendance

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

What Tools Do You Have Access to?

- Action Network
- Mobile Communications
- Local Websites
- Facebook
- Instagram
- Canva
- QR codes
- Zoom, Teams

Which Tools Are You Using?

- Are you sending emails?
- Using petitions?
- Creating surveys?
- Sending text messages?
- Updating your website?
- Posting on social media?

Where Do You Need Support?

- Action Network
- Website administration
- Social media
- Canva
- Text messaging
- Communication planning
- Writing stronger messages

Council 5 Resources

- ✓ Action Network
- ✓ Surveys
- ✓ Petitions
- ✓ Text messaging
- ✓ Website training
- ✓ Social media
- ✓ Trainings
 - ✓ One-on-one
 - ✓ Group
 - ✓ Bookings Link

One Message, Many Platforms

One announcement can become:



Email



Text



Website update



Facebook post



Instagram post



Workplace conversation

Consistency reinforces the message.

Build a Communication Team

Who could help with:

- Website updates
- Emails/Text reminders
- Social media
- Event promotion

Communication doesn't have to fall on one person.

Your 30-Day Communications Action Plan

- **Write one goal on your worksheet.**

Examples:

- Increase meeting attendance
 - Improve member engagement
 - Grow social media
 - Promote bargaining
 - Recruit activists
 - Improve website usage
- **One training request**
 - **One action they'll take back to their local**

Local Communications Assessment

- Review how locals are communicating with their members
- Identify communication strengths and challenges
- Explore available tools and resources
- Understand training needs

Assessment Form: Turn in your completed assessment form (paper) to Diana or Max. We will scan and return to the contact listed on the worksheet and your field rep.

Online Assessment: Complete the online assessment ASAP.

Together We're Stronger

- Communication keeps members **informed**.
- Informed members become **involved**.
- Involved members **participate**.
- Participating members **build power**.
- And together, **we win**.



Questions?

You can always email us at: communications@afscmemn.org

THANK YOU!