



## **Communications Training**

### **Digital Organizing Essentials: Action Network, Mobile Commons and Dashboards**

#### **Quick Intros**

- Name, Local and one thing you really want to learn and start using for your local.
- Our goal is to provide an overview of the tools and help you start using one tool right away. Adding one tool to your Local's communication will make a big difference.
- Your goal: The goal is connection and action. Digital tools can help support member organizing.
- Examples: emails, texting, social media, website to promote action such as petitions, contract campaigns, membership meetings.

#### **Overview**

- Action Network – emails
- Mobile Communications – texting
- Social media – reaching members where they are
- Dashboards – organizing
- QR Codes
- Others include local websites, storing local documents such as meeting minutes, treasurer reports, Google Drive, surveys, petitions, Canva

#### **Action Network: Emails that Get Opened**

Emails are the most common way to communicate and share information. Be sure to include why the message is important to the member.

- Union-branding
- Subject line: Why should I open this?
- Clear structure: what is this about, why it matters, what to do next
- Stats
- Targeting – member, non-member, freeloader, home/work emails lists
- Activity
  - Review recent emails for meeting invites, petitions, rallies and stats

- Who is responsible for the majority of your emails? Do you use Outlook, Gmail?
- Would you like to know if your members are reading your emails?

### **Mobile Communications: Texting that Drives Action**

Texting is one of the easiest ways to reach people quickly.

- Immediate communication
- When texting works best: reminders, urgency, turnout.
- Timing and follow-up basics
- Opt-in/out reminder
- 2-way communication – Scale to Win
- Activity
  - Review recent text messages and stats
  - Does your local send text messages to your members? Why or why not?

### **QR Codes**

QR codes are one of the easiest ways to connect conversations to action.

When to use

- Signing petitions
- RSVP for meetings and events
- Joining email or text lists
- Surveys or feedback
- Accessing contracts, websites, social media or resources

Why they Work

- Fast and easy
- No typing links
- Great for worksites, flyers and events
- Help turn interest into action right away

Best Practices

- Always say what the QR code is for; “Scan to RSVP” is always better than just a code
- Test it before sharing
- Add a short backup link

Activity

- Examples of QR codes on flyers, emails, etc.
- Think of something your Local is working on. How could you use a QR code to make it easier for members to take action?

## **Social Media**

Social media helps keep people connected to the union, especially if they can't make it to meetings or events.

- What works best
- What makes a good post
- Consistency matters, it doesn't need to be perfect
- Use real member moments when possible

## Examples of Social Media

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## Best Practices for Setting Up Social Media Accounts

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## **Member Dashboards: Using Data to Organize**

You don't need to be a data person to use dashboards. Use dashboards to decide who to reach and then use email, text or social media to reach them.

- What's in the dashboards
- Why this matters for organizing and outreach
- Simple ways to use the data
  - Welcome new hires
  - Update contact lists
  - Stay on top of changes (job condition, leaves, member status, new hires, retirements, resignations)
- Activity
  - Review sample dashboards and how to receive them
  - Sign Non-Disclosure Agreements (found on MemberLink)
  - Does your Local use dashboards?

## **Putting it All Together**

- Connect tools into a simple organizing plan

- Email – share info and details
  - Texting – remind and drive turnout
  - Social media – build visibility and engagement
  - Dashboards – decide who to reach next
- How to stay consistent without burnout
- Small wins: what you can do this week
  - Request a dashboard of your members with
    - Home and work email
    - Cell phone and SMS Yes
    - New Hires
    - Job classification
    - Work location
    - Etc.
- Q & A – you don't have to figure this out alone, or even use everything at once. We're here to help you use these tools.
- What's one thing you'll try after today? What do you need from us to help you get started?



## 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 \_\_\_\_\_