

# Council 28 **AFSCME**<sup>®</sup> Washington Federation of State Employees

## **WFSE Local Social Media Launch**



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# WFSE Local Social Media Launch



**Have you completed  
the Branding and  
Logo guide yet?**

Visit [wfse.org/locals](http://wfse.org/locals) and complete it before starting on this guide.

## What You'll Learn in This Guide

In this guide, we'll walk you through your many options on social media, explain what you can accomplish with them, and set you up for success.

This is not a social media strategy guide, but a guide for choosing what kind of platform you want to set up for your local.

## Benefits of Social Media

### 1. It's funny.

Social media allows you to show your members' sense of humor (and pets!) in ways that you might not be able to in a local meeting, a mailer, or an official meeting notice. For lack of a better term, it allows your local to show a bit of its personality. Our members face a



lot of adversity and frustration in their work, and social media can show that your local understands the issues they're facing and is working to fix them.

## 2. Reaches Members Where They Are

Social media is now a fact of daily life for most people. Most people check it at least 1x per day. Our members are bombarded by a million different distractions online. It's a competition for people's attention, and we need to be where our members are.

## 3. Fosters Connection Between the Public and Your Local.

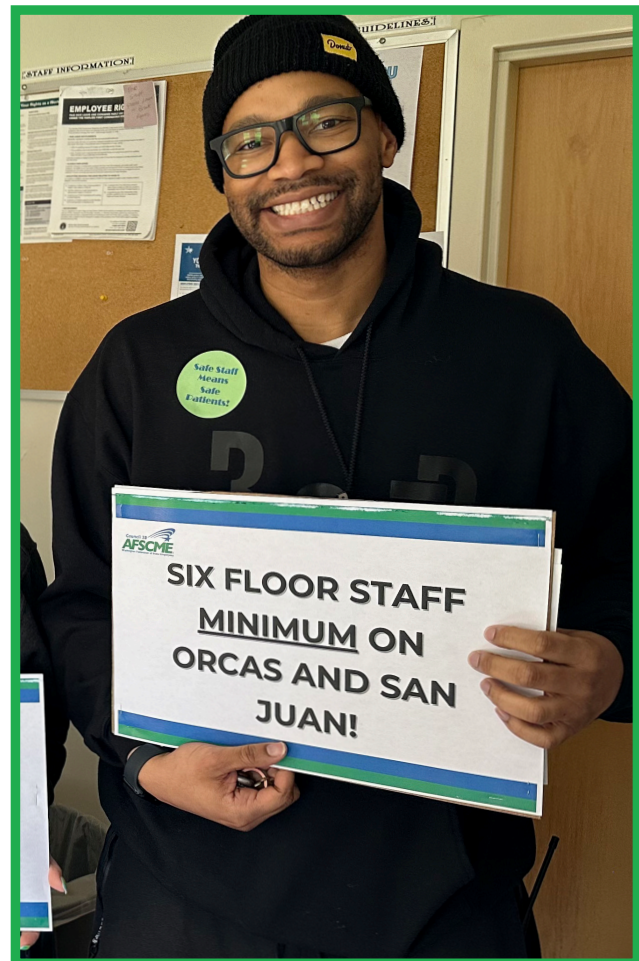
Digital connections can lead to real-world partnerships.

Public pressure is what our employers and elected officials respond to. Social media allows you to reach the public, educate them about what you're facing and what you're hoping to accomplish, and get them on your side.

Approval of labor unions is near an all-time high in the United States. Put your local's initiatives out into the world, and you're going to find a very receptive audience.

Here's where the work you've done in your branding and telling your local's story will pay off.

By telling your local's story, sharing the kinds of jobs you do, and what you're fighting for, the public will understand that what you want also benefits them. (Full staffing and better pay mean better access to services, safer roads and communities, for example.)



## Identify Your Goals

To decide what kind of platform you want to create, let's identify your goals.

- **Private Channel**

A private channel is one where you must invite members to join. These are great for answering member questions and easy collaboration within your local. Our panelists have two examples that they are using in their work.



- **Public Platform**

Public platforms like TikTok, Instagram and Facebook are good for expanding your reach.

As I mentioned, these are a great way to get your local ingrained in the community that you call home. Depending on how your local is constructed, this may be a geographic area or organizations that have a similar mission.


## Public Platforms



There's more information [in this training](#), which we'll continue to update, about the different platforms out there and how to use them.

We would recommend one of these three as your starting point for social media. They have large user bases and they provide some flexibility in terms of the content you want to share on them.

## Instagram: Pictures and Video



Picture and video focused platform. Post collaboration a great new way to expand your reach, as are Reels. Can also tag decision-makers.

## **TikTok: Videos Only**

Video focused platform most popular among young union members and folks soon to enter public service, but it is quickly going mainstream across age groups. Short form video is about storytelling, creativity, and immediately capturing an audience's attention.

## **Facebook: Pictures, Video, Shared Links**

An oldie but a goodie. Facebook remains a great place to post pictures of your members, plan events, and share petitions and other actions you want folks to take action on.

## **Twitter aka X**

We would not encourage creating a Twitter given its smaller size relative to other platforms and its acquisition by one of the biggest union-busters in the country, Elon Must. But if you already have a Twitter, there's value in not deleting your account and holding onto your handle" so it's not taken up by someone else.


## **Growing Reach on Public Platform**

The main benefit to a public platform is, well, it's public. You can organically expand your reach beyond just people who have found your social media link on your website and in your emails.

Two ways to do this are below:

### **Short Videos**

The algorithms that dictate what people see on social media love short videos and will show them to as many people as possible.



That's because every social media platform is competing with TikTok, the fastest growing social media app in the world, which runs on short, catchy videos. Instagram and Facebook are incentivizing users to create short videos by showing them to wider groups of people than just your followers. Short interviews with your local members will perform super well.

## **Collaboration Posts on Instagram**

Another new feature, this one on Instagram, is collaboration posts. Basically, two accounts share a single post. It appears on both account's pages, and each account gets exposure to the followers of the other account.

Collaboration posts are a great means to connect with allied organizations that share your local's mission. If you're partnering with a local organization, say a food bank, you can create an Instagram post announcing the event, and invite the food bank to collaborate on your post. This way you're not only getting the message out to your followers, you're reaching the food bank account's followers as well.

WFSE also collaborates with our locals on posts, and locals with other locals. It's a great way for us to build our following together!

## **Private Channels**

Private channels meant just for members of your local are great places for members to collaborate, connect and ask questions.

Discord and Slack are messaging platforms that allow your local to collaborate on different channels depending on the topic of conversation. It's a great way to collaborate with a large group of members and keep the discussion organized.

Facebook Groups are similar, though we can create one for you within WFSE's Facebook Account. One advantage to this is continuity--your local will never lose login information to your group as leadership changes. Another is that it is very easy for WFSE to send posts to every Facebook Group under our page, such as a reminder about voting on your contract,

filling out a bargaining survey, electing delegates to convention, etc.

In both cases, Discord, Slack and Facebook Group, members must be admitted by an administrator. This kind of page allows more free-flowing discussion than a public-facing channel. We do recommend caution in treating these as truly private channels. A best practice is to assume that anything you're posting online could become public.

## Assemble Your Team

An out of date social media page is almost worse than no social media page at all. Regardless of which option you choose, a private channel for member connection or a public channel to expand your reach, you'll need a dedicated group of local members with specific jobs to run your social media accounts.

Public channels require frequent posting to stay current.

Private channels require work to keep them private and active. If folks are accustomed to being able to get quick answers to their questions on the channel, they'll keep coming to it and recommend that their coworkers do too.



Ready to get started? [Click here](#) or scan the QR code.

Find all guides on [wfse.org/locals](https://wfse.org/locals).