



Organizing with Social Media

AFSCME Council 28/WFSE

Welcome! Please rename yourself with your first and last name.

(Click the three dots over your name and select "Rename")

Agenda

- Welcome/Intros
- Icebreaker: How can we accomplish our goals with social media?
- Facebook, Twitter, Instagram: What Does What?
- Increasing Engagement
- Break :)
- Bringing Posts to Life
- Social Media : The Good & Bad

Community Agreements

- Mute yourself when not speaking
- Make space, take space, create space
- Be present
- One speaker at a time
- Confidentiality: Share the plot, not the characters
- This is a practice space

Ways to Participate



Mute/unmute



Share camera



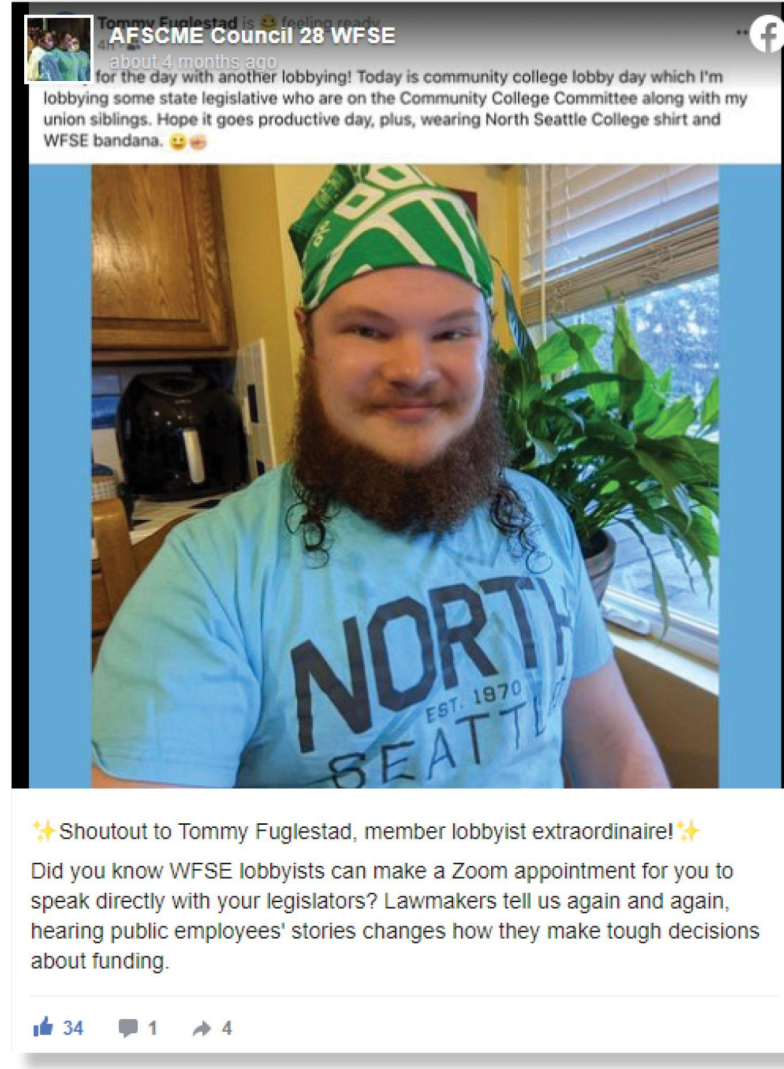
Chat



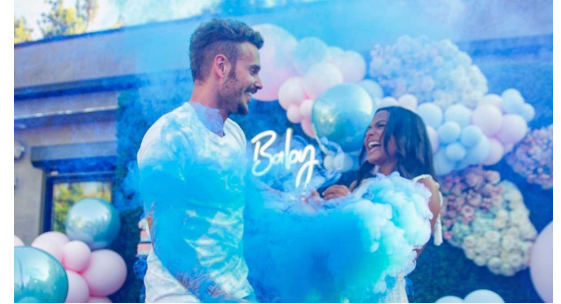
Reactions

Poll Time!

What social media platforms do you use?



What is Social Media?

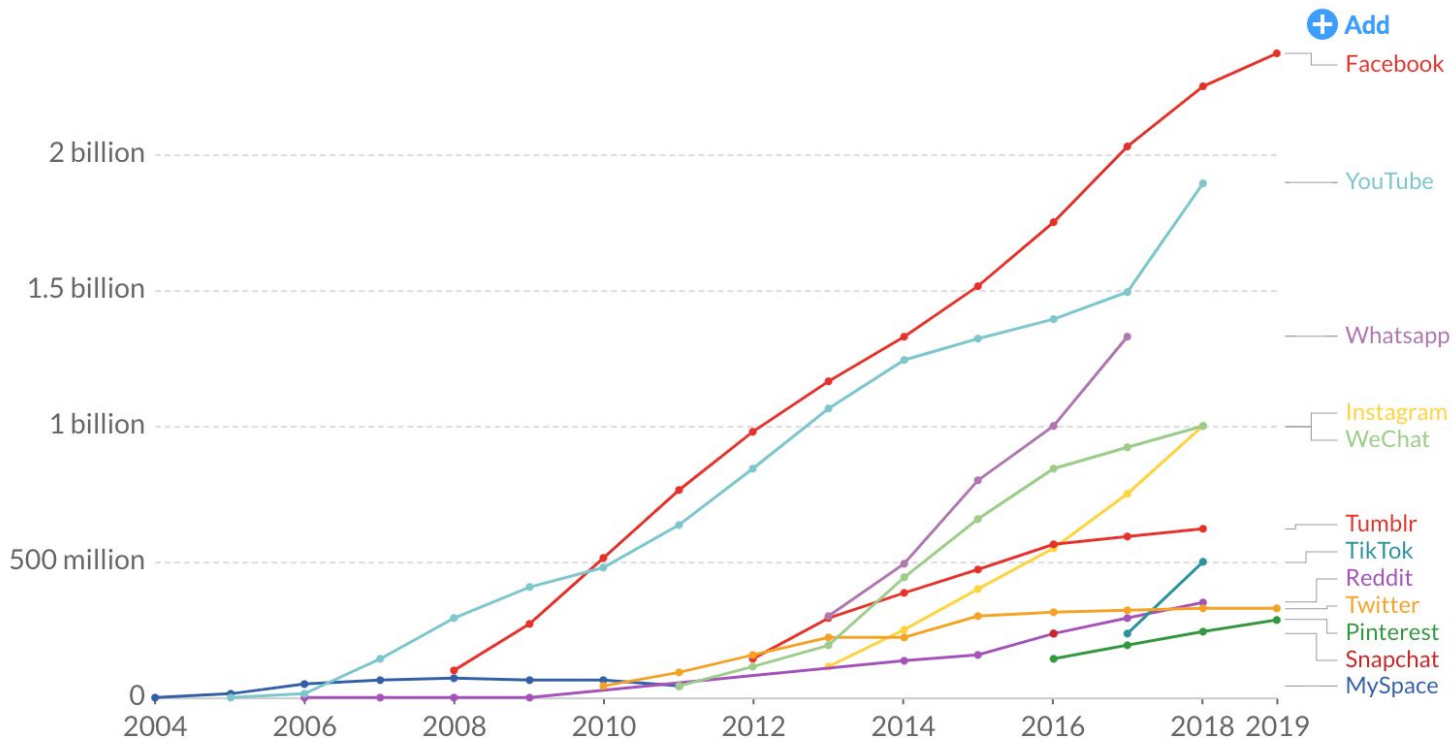


Impact of Social Media

Number of people using social media platforms

Estimates correspond to monthly active users (MAUs). Facebook, for example, measures MAUs as users that have logged in during the past 30 days. See source for more details.

Our World
in Data



Why are We Here?

The purpose of the Washington Federation of State Employees (WFSE) is:

- ➔ To organize and empower individuals to create a strong collective voice.
- ➔ To respond to the needs and directions of the membership.
- ➔ To achieve and maintain excellent wages, benefits, and working conditions.
- ➔ To ensure the union is a positive force in workers' lives, families, and communities.
- ➔ To unite the WFSE Locals of AFSCME for mutual protection and advancement of workers.

To further these goals, social media has to be a part of the equation.

Icebreaker:

Name

Pronouns (ex: they/them, she/her, he/his)

Where do you work & what do you do?

What do you want to accomplish with your union?

What role could social media play in accomplishing it?

Discussion

1. What do you want to accomplish with our union?
2. What role could social media play in accomplishing it?



AFSCME Council 28 WFSE

Published by Hootsuite ·

November 12, 2020 ·



Sign the petition: <http://ow.ly/jCUE50CifA5>

Shoreline Community College



"Shoreline CC was instrumental in my college journey. I never would have made it to a university without obtaining my transfer degree at SCC. I love this school and the resources it provides for the community as a whole. Don't cut the budget!"

Kevin Keogh

Associate of Arts '17

Shoreline
COMMUNITY COLLEGE
STOP CUTS!



Like



Comment



Share



What social media can help accomplish.



- Elevate the value of the work we do.
- Communicate our shared union values.
- Pressure decision makers to take a specific action.
- Share workplace wins.
- Make people feel good about our union and what we do.
- Shape the people's perception of public workers and our union.
- Bring fellow public workers into our union.

Challenges:

If having an active social media page were easy, every organization would have one.

It's difficult, so let's acknowledge it.



5 Minute Break



Facebook, Twitter & Instagram: What Does What?



Facebook

- Audience:
 - ◆ All ages
- Good for:
 - ◆ Building networks
 - ◆ Driving traffic to local websites, events
 - ◆ Communicating our values, furthering our mission



Twitter

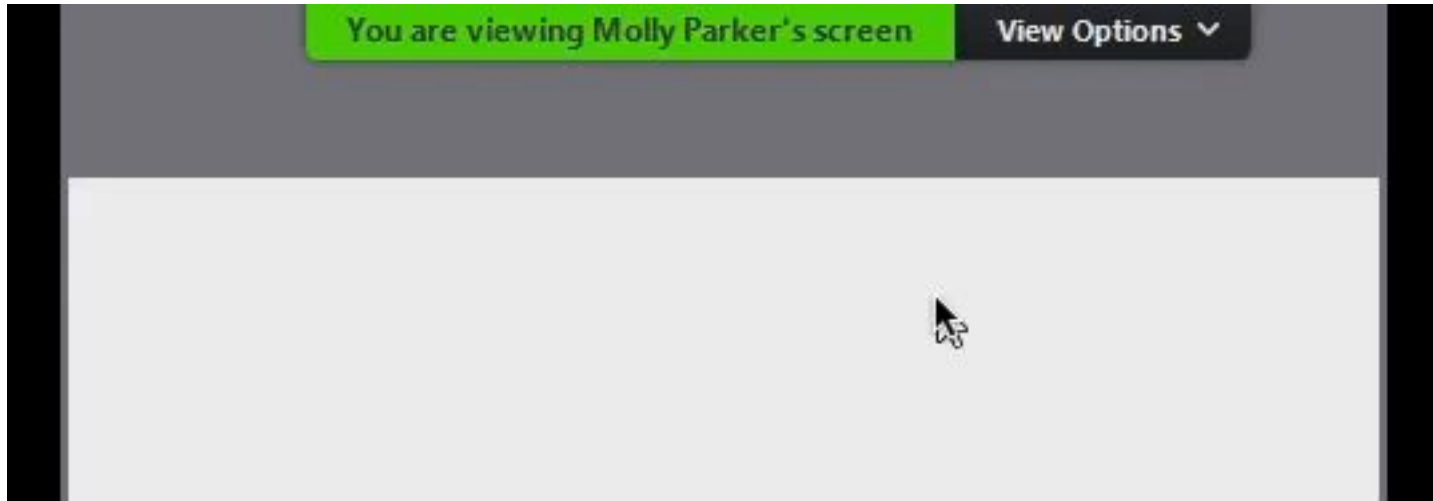
- Audience:
 - ◆ 18-29 years old on average
- Good for:
 - ◆ Sharing Ideas
 - ◆ Re@ching insiders
 - ◆ Communicating our values, furthering our mission



Instagram

- Audience:
 - ◆ 18-24 years old on average
- Good for:
 - ◆ Pictures & videos
 - ◆ Communicating our values, furthering our mission
 - ◆ Avoid "action" items; no links allowed.

How to Annotate in Zoom



Which post would you be most likely to click on?



AFSCME Council 28 (WFSE)

@wfsec28

Build union power on the ground in every worksite. Get involved: <https://actionnetwork.org/events/statewide-mat-leader-training-61621>

WFSELocal491 #TakeittotheMAT



AFSCME Council 28 (WFSE)

@wfsec28

Join us for a Member Action Team (MAT) Training June 16th: <https://actionnetwork.org/events/statewide-mat-leader-training-61621>

See translation



Like



Comment



Share



Like



Comment



Share

Increasing Engagement

1. Pictures
2. Values
3. #Hashtags
4. Mentions/Tags



AFSCME Council 28 (WFSE) @wfsec28 · May 14, 2020

@amcauce @UW University of Washington employees need PPE, not pink slips.

#ShameOnUW #ProtectUWWorkers

q13fox.com/2020/05/14/uw-...

@uw_housestaff @SEIU925 @SEIU1199NW @TheStandWA @myWSNA
@AFSCME @BillGates @GovInslee



UW Medicine employees demonstrate for increased COVID-19 protection

q13fox.com



Pics or it Didn't Happen

The single most important thing you can do to increase engagement with your social media posts is to include pictures.



wfsec28



wfsec28 WFSE keeps WA running—even during a pandemic!

Working in the L&I building? Mask up and come say hello to new steward Margaret Blomgren-Clevenger. Margaret can give you an update on what our union is working on, listen to any workplace issues you might be dealing with, and of course, get you involved in



Liked by **afscme** and **24 others**

DECEMBER 16, 2020

Pics or it Didn't Happen

Every meeting and event is an opportunity to snap a picture to put on social media.



Don't Do This



- Be sure the spot you choose is not too bright or too dark. Overhead fluorescent lights are generally unflattering.
- Use natural light when possible.
- If outside get your subject so the sun is neither directly in their eyes, nor behind them.
- Use landscape, not portrait orientation.

Values are Viral

How do you get people to do your work for you by sharing your content?

People share things that help them express themselves.



AFSCME Council 28 WFSE

last Wednesday



Remember to slow down, be kind, pay attention and stay calm when passing a work zone.

80

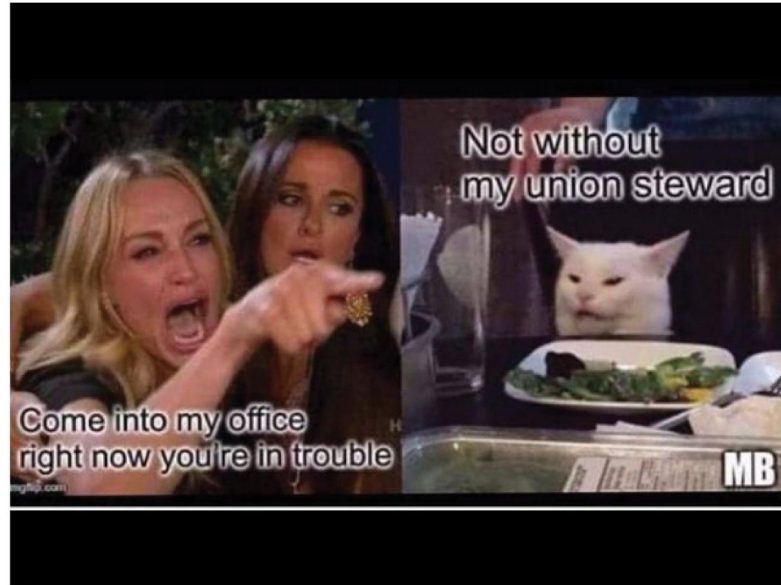
2

29

Values are Viral

When deciding whether or not to share a meme, think about whether it speaks to our shared values as union members:

- Workers' rights
- Solidarity
- Fairness and equity
- Respect for all work
- Inclusion and diversity
- Integrity



Values are Viral

Good places to find union memes to share:

- @LosUnionMemes
- @aflcio
- @afscme
- Make your own at <https://imgflip.com/meme-generator>



AFSCME Council 28 (WFSE) @wfsec28 · Apr 14

Ordinary working folks in WA have struggled to pay bills & taxes during the pandemic- meanwhile, the ultra-wealthy have exponentially increased their [#WealthHoarding](#). It's past time that we ALL pay our fair share! [#RevenueCantWait](#)

Me and my family
paying our share in
taxes:



The ultra-rich during
a pandemic:



Don't Do This



- We love the Seahawks, but don't equate the civil rights struggle with a football game.

#Hashtags

Hashtags allow you to communicate with everyone on the network following a specific topic.

You can use hashtags to jump in on a hot topic, get a conversation going about something, or group posts together.

Good for events. Create a hashtag for your event and it will encourage folks to share their experience at the event on social media.



AFSCME Council 28 (WFSE) @wfsec28 · Mar 12



We need new revenue to save our community colleges. Tell your legislators: ow.ly/Nks250DWHuH

#HigherEdPeopleFirst #PeopleFirst #RevenueforRecovery #WaLeg



#Hashtags



AFSCME Council 28 (WFSE) @wfsec28 · May 16, 2020

...

Not enough PPE. Not enough plexiglass barriers. Lack of clear disclosure when staff have been exposed to COVID-19. And now, UW employees are going to be thanked with pink slips? No way! **#ShameOnUW**

[usnews.com/news/best-stat...](https://www.usnews.com/news/best-stat...)



#Fails

Check why the hashtag is trending before using it!



@Entenmanns
Entenmann's

Who's #notguilty about eating all the tasty treats they want?!

9 minutes ago via web ☆ Favorite 13 Retweet 4 Reply

Sorry everyone, we weren't trying to reference the trial in our tweet! We should have checked the trending hashtag first.

15 minutes ago via web
Retweeted by 9 people

4 Reply 13 Retweet



Entenmanns
Entenmann's

#Fails



T@lking to the World

Use the @ character to mention or tag organization and individual.

Using the @ increases the visibility of your posts and leads to more followers and post shares.

It can also be used to pressure decision makers and stakeholders.

**AFSCME Council 28 WFSE**
Published by Hootsuite · March 18 ·

We stand with our union siblings at [UFCW 21](#) and condemn [Kroger's](#) appalling greed and lack of respect for frontline workers.
<https://wfse.org/.../wfse-supports-kroger-workers...>

**WFSE SUPPORTS KROGER/QFC WORKERS,
CONDEMNS CEO'S GREED**



WFSE.ORG

WFSE Supports Kroger Workers, Condemns CEO's Greed
The WFSE Executive Board sent a letter of support to our union sibl...

785
People Reached

101
Engagements

Boost Post

 38

2 Comments 11 Shares

 Like

 Comment

 Share

T@lking to the World

To mention a page/person in a post or comment, type @ and then the page/person's "handle."

You can find the handle on the profile page.

You may not be able to mention them based on their settings.



T@lking to the World

One of our most active members on social media is Kevin Allen of WFSE Local 843.



Kevin Allen @kevinallen75 · May 29

It's worth a Thorough Discussion!

[@wfsec28](#)

[@WFSElocal843](#)

[@WAAFLCIO](#)

[@MLKLabor](#)

[@seattlekcnaacp](#)

[@kcdems](#)

[@greenc28](#) [@WaBLMAlliance](#)

[@BLMSeattleKC](#)



Girmay Zahilay ✓ @GirmayZahilay · May 29

Time for a better system of voting 🗳️ [twitter.com/FairVoteWA/sta...](https://twitter.com/FairVoteWA/status/1404123456789)



Kevin Allen @kevinallen75 · May 29

Just a FYI for us!

[@wfsec28](#)

[@WFSElocal843](#)

[@MLKLabor](#)

[@WAAFLCIO](#)

[@AFLCIO](#)



The Stand @TheStandWA · May 28

This will be a family friendly space to encourage intergenerational conversations and solutions. #1u @SWWACLC thestand.org/2021/05/swclc-...



Bringing Posts to Life



AFSCME Council 28 (WFSE)
@wfsec28

Join us for a Local 1500 Membership Meeting July 1st. Check your email for the link to join.



Like



Comment



Share



Social Media Checklist

- Shared Values
- Hashtag
- @ Mention
- Picture



AFSCME Council 28 (WFSE)
@wfsec28

Informed, active members are the backbone of our union. Check your email for an invitation to the #WFSELocal1500 membership meeting on July 1.

@WFSEC28 @AFSCME



Like



Comment



Share



Practice Time!

Assignment

Use the Social Media Checklist and the scenario below to create a Facebook post that will encourage people to sign the petition.

The Scenario

WFSE Local 1500 members working at the Dept of Agriculture were forced to use a personal leave day when their office was closed due to extreme weather.

Member Action Team leaders are circulating a petition telling management to reinstate their leave day.

Social Media Checklist

1. Shared Values
2. Hashtag
3. @ Mention
4. Picture (No need right now!)

Shared Values

1. Workers' rights
2. Solidarity
3. Fairness and equity
4. Respect for all work
5. Inclusion and diversity
6. Betterment of workers' lives, families and communities.

Social Media Guidelines

Social media is a public forum. Do not assume that anything shared on social media is confidential, even if it is in a closed group.

Never post personal information or photos of clients. Compromising client confidentiality and HIPAA violations can lead to discipline and losing your job.

Our purpose includes ensuring that the union “is a positive force in workers’ lives, families and communities.”To that end, we ask that you keep your posts and discussion in line with WFSE’s core values: Respect, Integrity and Professionalism.

Discriminatory, harassing or otherwise unacceptable behavior, especially on the basis of race, age, gender, gender identity or political affiliation is unacceptable.



What We Are Doing Is
Not New; The Tool Is
New

Dr. Martin Luther King, Jr.
and
Community On the Move for Equality



INVITE YOU

To March for Justice and Jobs

FRIDAY, MARCH 22, 1968

9:00 A.M.
From Clayborn Temple A.M.E. Church
280 Hernando

We ask you to stay away from work or school and walk with more than 10,000 people who want Memphis once and for all to learn that it must be a city for all people. A man is a man. God requires that a man be treated like a man.

Memphis must do so in work, play, education, housing, by the police and in all other ways, the rights of each man must be upheld. This will be a march of dignity. The only force we will use is soul-force which is peaceful, loving, courageous, yet militant.

MARCH INSTRUCTIONS:

1. Come to the church from Vance Street only.
2. THE ROUTE: Hernando to Beale
To Main
To Poplar
To Second
To Beale
To Hernando
To Clayborn Temple where we will disperse
3. Be ready to follow the instructions of the March Marshalls who will wear yellow arm bands.
4. We will march in the street.
5. Each organization can prepare a banner, no bigger than 6'x3' attached to at least two poles which can carry the sign up above the heads of the marchers.
6. Walk gently, do not crowd those in front, when those stop you stop.



Social Media: The Best and Worst Thing Ever

Social media is a tool that has changed the world for good and bad.

It's great at some things, and not great at others.

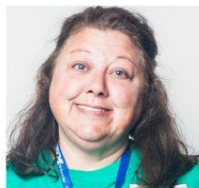
Not Good For:

- Processing conflict in the local or in the Council, having important conversations, conducting union business.

Good For:

- Amplifying our shared values, elevating the value of the work we do, driving traffic to events and actions, showing the world who we are!

Thank You for Coming!



WFSE Rise Up! 2021