

Feeding the Beast
USPA 2016





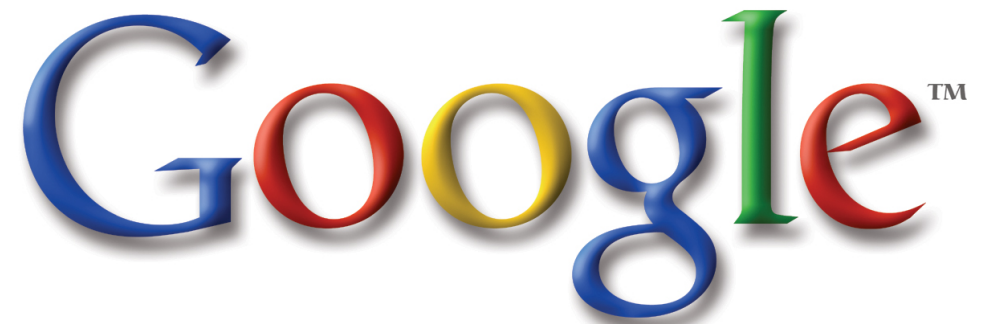
Today's Workshop

- What ways do we get and give info?
- Why you/your local should connect.
- Review the USW's new media tools.
- Quick tips for effectively connecting, feeding local union networks.
- Connect with USW networks and resources.

Icebreaker: Who are you and name one piece of information you encountered today and how.



Broadcast Yourself



We Connect.
ME CONNECT'

Discussion: What ways do you share information with your local union members?

Why Web?

- Keeping your members and community informed builds solidarity, a good image
- A website can be the catalyst for all your traditional and social media communication
- Today's websites should be mobile-friendly and easy to navigate

Three elements to a good website:

1. Clean, mobile friendly layout and design
2. Updated, easy to read content
3. Credible and accurate information

What makes good Web content?

www.usw.org and www.usw.ca

LATEST NEWS

APR 28, 2015

District 13 Local Urgent Need for HELP!

Many locals have made donations to Local 13-1 and we are eternally grateful for all donations. As we enter into week 13 and day 85 of our strike there are some



UNITY AND STRENGTH FOR WORKERS

2015 NATIONAL OIL BARGAINING

APR 22, 2015

Rally at Marathon Petroleum Shareholder Meeting

Members at Marathon are still fighting a tough fight

GET CONNECTED

- How You Can Help
- Flyers and Leaflets

Global

En Français

Search



OUR UNION

NEWS / PUBLICATIONS

GET INVOLVED

VIDEO

JOIN USW

DISTRICTS

FOR MEMBERS

ALERT

Close the Gender Wage Gap!

Canadian women still take home, on average, 30% less each year than what men earn.

LEARN MORE



www.usw.org/localweb

The image shows a screenshot of the United Steelworkers Local 2332 website. The page has a blue header with the USW logo and the text 'Local 2332 (Youngstown, Ohio)'. A left sidebar contains a navigation menu with links to Home, Calendar, Officers, CIC Minutes, Shop Talk, Rapid Response, Videos, Civil Rights Committee, www.usw.org, and Contact Us. The main content area features several sections: 'Home', 'Nominations Meeting', '2015 Rapid Response', 'Unfair Trade' (with a sub-headline about layoffs in Texas and Pennsylvania), 'CIC Mintues' (with a sub-headline 'CIC Meetings Minutes'), and 'Shop Talk' (described as a weekly publication). On the right side, there is a 'Sign Up' form with fields for Email and Password, a 'LOG IN' button, and a 'Remember me' checkbox. Below the form is a search bar with a 'SEARCH' button. At the bottom right, there is a promotional graphic for 'SHOW YOUR UNION PRIDE' featuring Rosie the Riveter and a USWcard.com logo.

UNITED STEELWORKERS
USW
UNITY AND STRENGTH FOR WORKERS

Local 2332 (Youngstown, Ohio)

- Home
- Calendar
- Officers
- CIC Minutes
- Shop Talk
- Rapid Response
- Videos
- Civil Rights Committee
- www.usw.org
- Contact Us

Home

Nominations Meeting

2015 Rapid Response

Unfair Trade

Companies in Texas and Pennsylvania are laying off but the question is why?

CIC Mintues

CIC Meetings Minutes

***** New users must register to use the complete site *****

Shop Talk

Shop Talk is weekly publication keeping members of United Steelworkers Local 2332 updated on events and issues that effect them.

Sign Up

Email:


Password:

LOG IN

Remember me
Not registered? [Click here.](#)
Forgot your password?

SEARCH

SHOW YOUR UNION PRIDE
USWcard.com



<https://www.youtube.com/user/USWTraining>

USW Training

[Home](#) [Videos](#) [Playlists](#) [Channels](#) [Discussion](#) [About](#) 



Starting a Twitter Account

132 views 8 months ago

The objective of today's video training is to assist members in starting a twitter account.

Social Media



Signup for Facebook

by USW Training

30 views • 8 months ago



Starting a Twitter Account

by USW Training

132 views • 8 months ago



For more info on Local Union Web Sites:

www.usw.org/localweb

Angela Colaizzi: AColaizzi@usw.org

New Media Department: 412-562-4338

We Connect. On Social Networks.
ME CONNECT. ON SOCIAL NETWORKS.



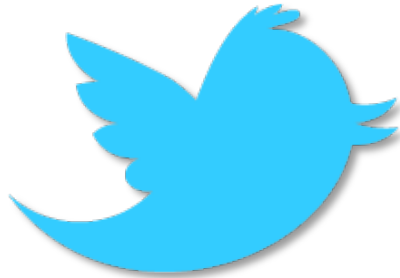
We can only change the conversation if we're in the conversation. Follow @Steelworkers and engage! #USWWorks #USPA50 #USWCares

[Facebook.com/steelworkers](https://www.facebook.com/steelworkers)

[Twitter.com/steelworkers](https://twitter.com/steelworkers)

[YouTube.com/steelworkers](https://www.youtube.com/steelworkers)

[Instagram.com/steelworkers](https://www.instagram.com/steelworkers)



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Canadian Accounts:

[Facebook.com/uswmetallos](https://www.facebook.com/uswmetallos) (French: [Facebook.com/metallosCA](https://www.facebook.com/metallosCA))

[Twitter.com/SteelworkersCA](https://twitter.com/SteelworkersCA) (French: [Twitter.com/MetallosCA](https://twitter.com/MetallosCA))

[YouTube.com/uswmetallos](https://www.youtube.com/uswmetallos)

[Instagram.com/uswmetallos](https://www.instagram.com/uswmetallos)



Facebook



- A free, online social networking site.
- Connect: Use it to build your online network – connecting with supporters and like-minded organizations.
- Share: Union news and events; share photos, video and other media; start a discussion and get instant feedback from supporters.



Facebook



Ways to Share

1. Tag a friend or page in your posts.
(@steelworkers)
2. Check-in to a location.
3. Use a hashtag (#USWWorks #USPA50)
4. Use a photo or graphic to draw attention to your posts.
5. Share other's content

A man in a dark jacket is shown from the chest up, holding a pink flyer. He is looking slightly to the right. In the background, there is a large fire with bright orange and yellow flames. The overall scene is dark, with the fire providing a strong light source.

HELP LONG
STRIKES
END
SOONER

BAN REPLACEMENT WORKERS

ING SURE
ROTHERS
"E."

Lee Medley
resident USW Local 13-1

#USWWorks

Changing the conversation.



LIKE & SHARE to join the fight, then make a call to tell Congress to say no to Fast Track: 1-844-505-4449. #StopFastTrack.

45,648 people reached

Boost Post



Sarah Leidy

Woman of Steel.

Help save her job.
Call 1-844-505-4449 to
#StopFastTrack!



LIKE & SHARE to show Sarah Leidy from USW Local 6787 some love. Our #WCW is one of thousands whose jobs are on the line because of unfair trade. Help us save her job: call 1-844-505-4449 and tell your reps to #StopFastTrack.

Our message. Our Terms.



United Steelworkers - Syndicat des Métallos

March 22 · 🌐

Congratulations to Steelworkers at the Ray of Hope in Kitchener, Ontario for negotiating a new and fair contract! Improvement in benefits and wage increases were a couple of highlights from the new three-year agreement.

More: <http://www.usw.ca/.../steelworkers-ratify-new-contract-at-ray...>





United Steelworkers - Syndicat des Métallos

January 28 · Toronto, ON · 🌐

"We wanted a stronger voice for our members, and we looked to the Steelworkers," said Jeremy Wray. Workers at Rocanville Potash mine voted 70% in favour of voting to join. Welcome to the Steelworker family!!!



Rocanville Potash Employees, Welcome to the Steelworkers!

"We wanted a stronger voice for our members, and we looked to the Steelworkers." - Jeremy Wray, Rocanville Potash Employees' Association...

USW.CA

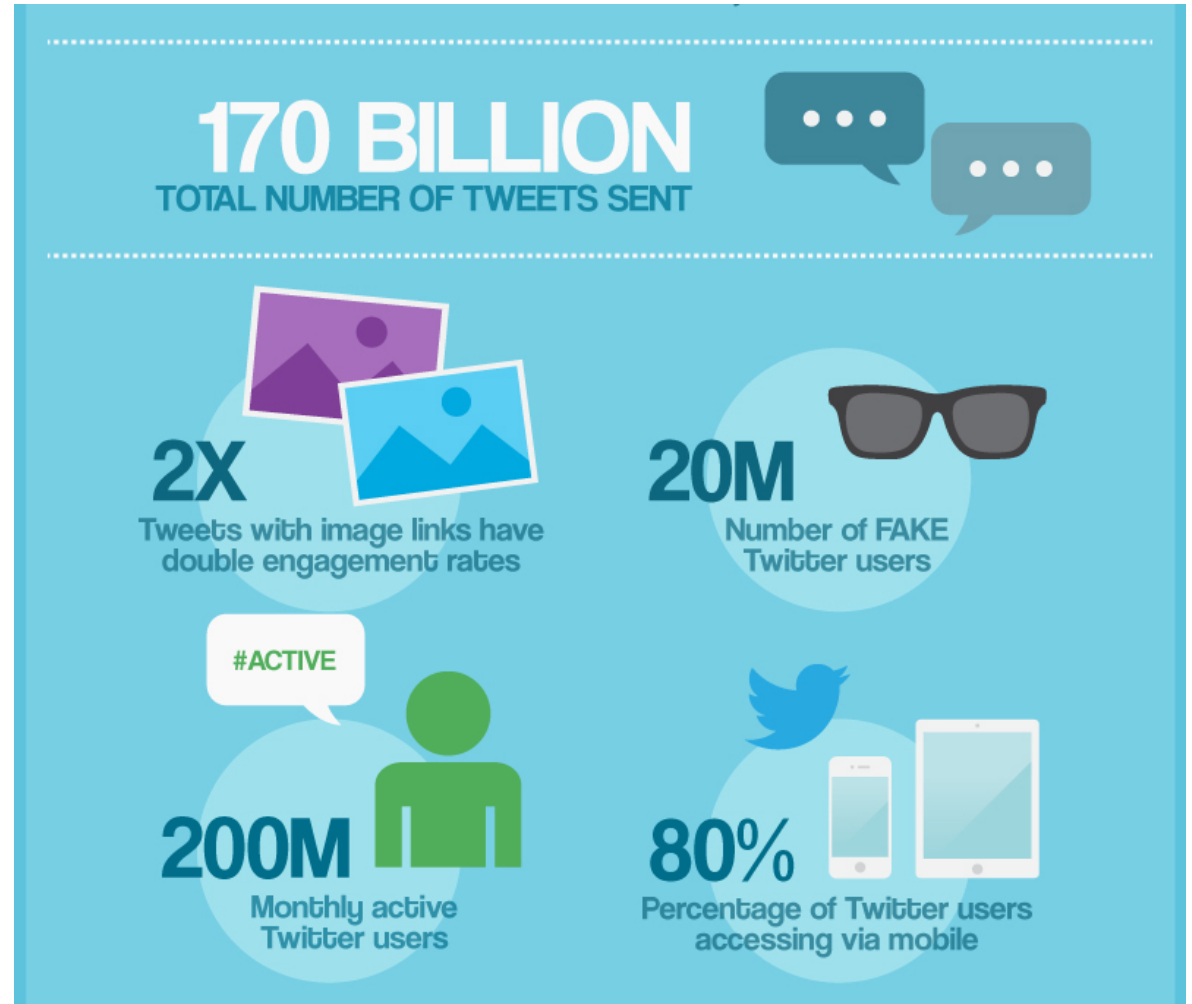


An online social networking service that enables its users to send and read text-based posts of up to 140 characters, known as "tweets."



Twitter Statistics

- 170+ billion Tweets sent
- 200 million active monthly users
- 80% of users access their accounts from a mobile device





United Steelworkers @steelworkers



Tweet



Following



Pittsburgh Trends @trendinaliaPIT



Than for w #NoF

United Steelworkers continue

The hashtag #USWRR15 took the 14th place in the Top20 of Pittsburgh's Trends for Tuesday 14: trendinalia.com/twitter-trendi... #trndnl

Bera's office & will



4/15/15, 11:43 AM from Pittsburgh, PA

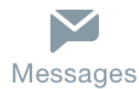


Reply to Pittsburgh Trends

RETWEETS 5

10:00 AM

7:30 PM - 30 Apr 2015



Families of Steel. #StandUpForSteel #canlab
#1u



RETWEETS 20

United Steelworkers

 USW9176 follows



Trendsmap Toronto
@TrendsToronto



? sure
eel

#standupforsteel is now trending
in #Toronto [trendsmap.com/ca/
toronto](https://trendsmap.com/ca/toronto)

oice
HOC

2016-01-30, 2:49 PM



30 RETWEETS 25 FAVORITES

RETWEETS 10
LIKES 18





Instagram



An social networking service available on iPhone and Android devices that lets a user share photos.

What is a social media content calendar?

A social media content calendar should organize the way you curate and create content, and help develop your editorial strategy. A social media calendar cuts extra time out of your content strategy and helps you allocate your resources wisely, to help ensure your brand consistently publishes high-quality, well-written, high-performing content pieces.

Sample Content Calendar

	Author	Facebook	Twitter	LinkedIn	Google+	Instagram
Monday						
Third-party post						
Blog post						
Picture						
Promotion						
Tuesday						
Third-party post						
Blog post						
Picture						
Promotion						
Wednesday						
Third-party post						
Blog post						
Picture						
Promotion						
Thursday						
Third-party post						
Blog post						
Picture						
Promotion						
Friday						
Third-party post						
Blog post						
Picture						
Promotion						

Exercise: Assume your local has a website, Facebook, Twitter and Instagram. Using what you've learned today, plan content for a week: what will you post and where will you get this content?

We Connect. With Video.

ME CONNECT WITH VIDEO



Algoma Residential Community Hospice

2:45 / 3:45

Your favourite neighbour is a Steelworker



uswmetallos

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29

Add to Share More

53 4

Add to Share More

20 0

www.youtube.com/steelworkers

www.youtube.com/uswmetallos