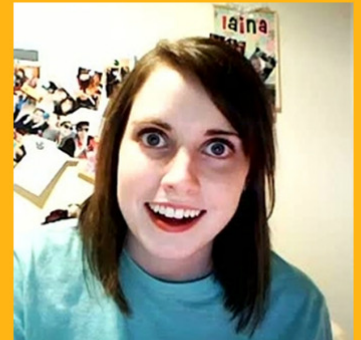


Graphics & Memes

*From making great posts,
to dominating the comments section!*



Almost all memes are graphics, but not all graphics are memes.

- Both graphics and memes can contain images and text.
- Both are typically used to illustrate a point or idea, and most importantly, to tell a story.
- Memes are traditionally (but not always) humorous or snarky in nature.

Why are graphics important?

- People remember 10% of information three days later after hearing it. When paired with a relevant image, people remember 65% of that information three days later. (Anna Mazereeuw, lifelearn.com)
- Content with relevant images get 94% more views than content without relevant images. That's nearly twice as many clicks! (Jeff Bullas, Marketer)



RATIFIED

#SolidarityinSteel

Statistics:

RATIFIED

- 3988 Total clicks

- 2827 "Likes"

- 454 Shares

#SolidarityinSteel

- 41,799 People reached

44
cents

goes to your **Local** so that you benefit from education programs, and bargaining services.

7
cents

to the **Strike and Defense Fund**, which gives us more influence and respect at the bargaining table, so our proposals are taken seriously.

3
cents

to **organizing**, which helps give workers the same chance to have a voice in their workplace.

44
cents

to the **International Union's specialized departments** that offer expert advice, and that help to protect your voice and the priorities of your Local.

1
cent

to **education** and programs that train members on a variety of topics.

1
cent

to **Legislative Action** on issues that affect your job, economic security and issues of social justice.



Statistics:

- 1,565 Total clicks
- 341 "Likes"
- 188 Shares
- 16,602 People reached

44
cents

goes to your Local so that you benefit from education programs, and bargaining services.

3
cents

to organizing, which helps give workers the same chance to have a voice in their workplace.

7

to the Strike and Defense Fund, which gives us more influence and respect at the bargaining table so our proposals are taken seriously.

44
cents

to the International Union's specialized departments that offer expert advice, and that help to protect your voice and the priorities of your Local.

1

to education programs that train members on a variety of topics.

cent

to Legislative Action on issues that affect your job, economic security and issues of social justice.



Congratulations
on **50 YEARS** of
service in the
labor movement.

#USWWorks

A worker in a yellow hard hat and blue jacket stands in a workshop, holding a yellow jacket. The background is a blurred industrial setting with various tools and equipment.

Congratulations Statistics: 10 YEARS of service in the labor movement.

- 4,167 Total clicks
- 3,279 "Likes"
- 763 Shares
- 60,176 People reached

Calling it
“right to work”



is like calling drowning
“RIGHT TO SWIM”

#WVworkers

BAD TRADE

KILLS

GOOD JOBS

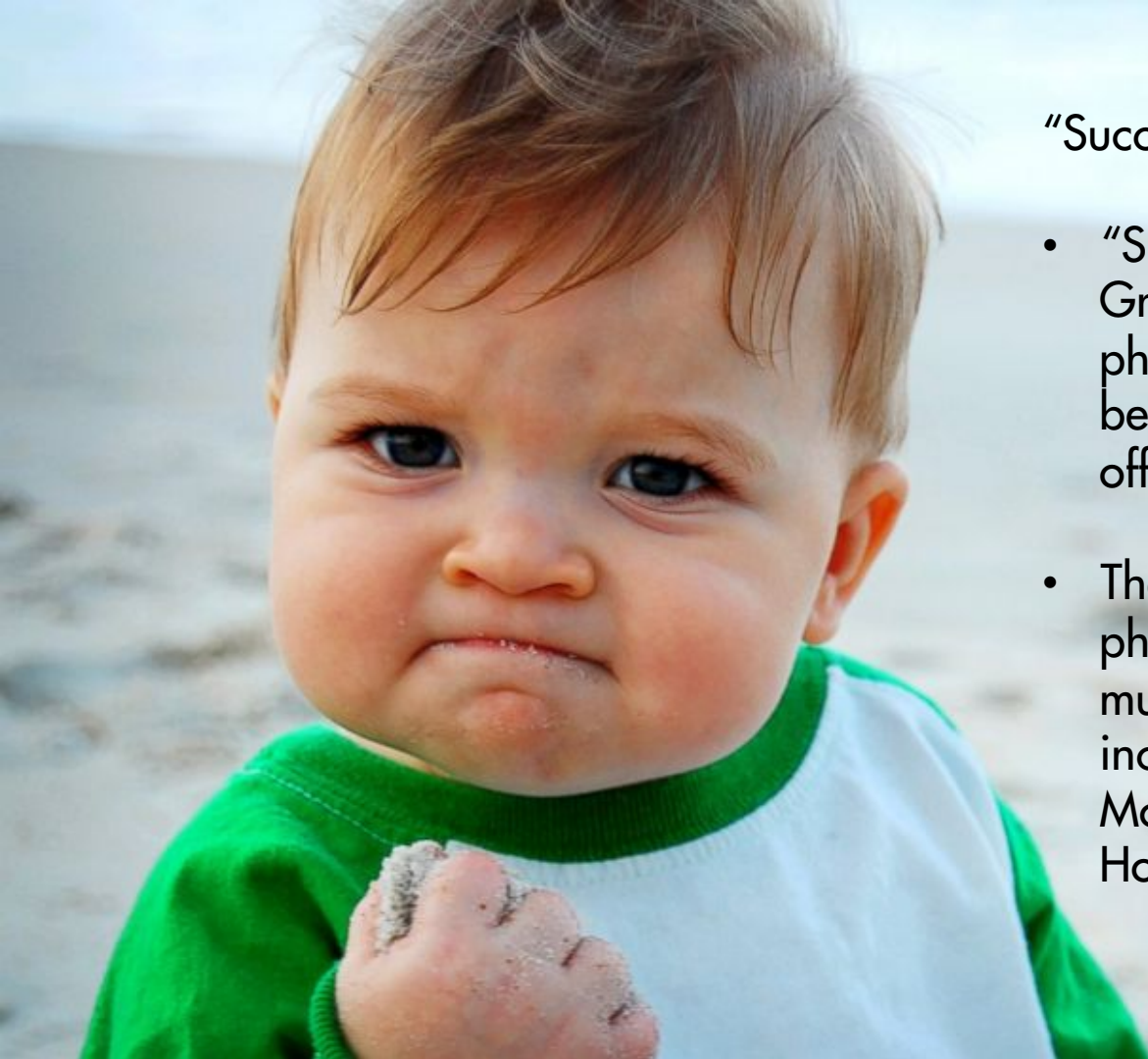
UNITED STEELWORKERS
USW
UNITY AND STRENGTH FOR WORKERS

#StopTPP

MEMES

“Memes speak in a language that people have grown up with on social media...which can make them very articulate and very poignant.”

- Benjamin Burroughs, Professor of Emerging Media, University of Nevada.



“Success Baby” Meme:

- “Success Baby” is actually Sammy Griner. His mom posted this beach photo to social media after their beach vacation. The image took off and went viral.
- The family opted to license the photo. It has since been used for multiple advertisement campaigns, including Vitamin Water, Virgin Mobile, Xbox, Radio Shack, and Hot Topic.

**30 MINUTES LATE FOR
WORK**



**BOSS IS 31 MINUTES LATE
FOR WORK**

Kermit The Frog “But That’s None of My Business”

- This image was taken from Lipton’s “Be More Tea” campaign which featured several Muppets as a promotional tie-in with the movie *Muppets Most Wanted*.
- Shortly after the ad campaign began, Instagram users began posting captioned images with the hashtag #KermitMemes.
- This particular image included snarky text about faux-pas or questionable behavior, followed with the phrase “but that’s none of my business.”



**YOU WANT TOLERANCE AND EQUALITY, BUT BASH
ANY GROUP THAT DOESN'T AGREE WITH YOURS.**

A photograph of Kermit the Frog, a green Muppet character, holding a clear glass cup filled with red liquid (tea) and a yellow tea bag. He is looking towards the left of the frame. The background is a blurred indoor setting with a window.

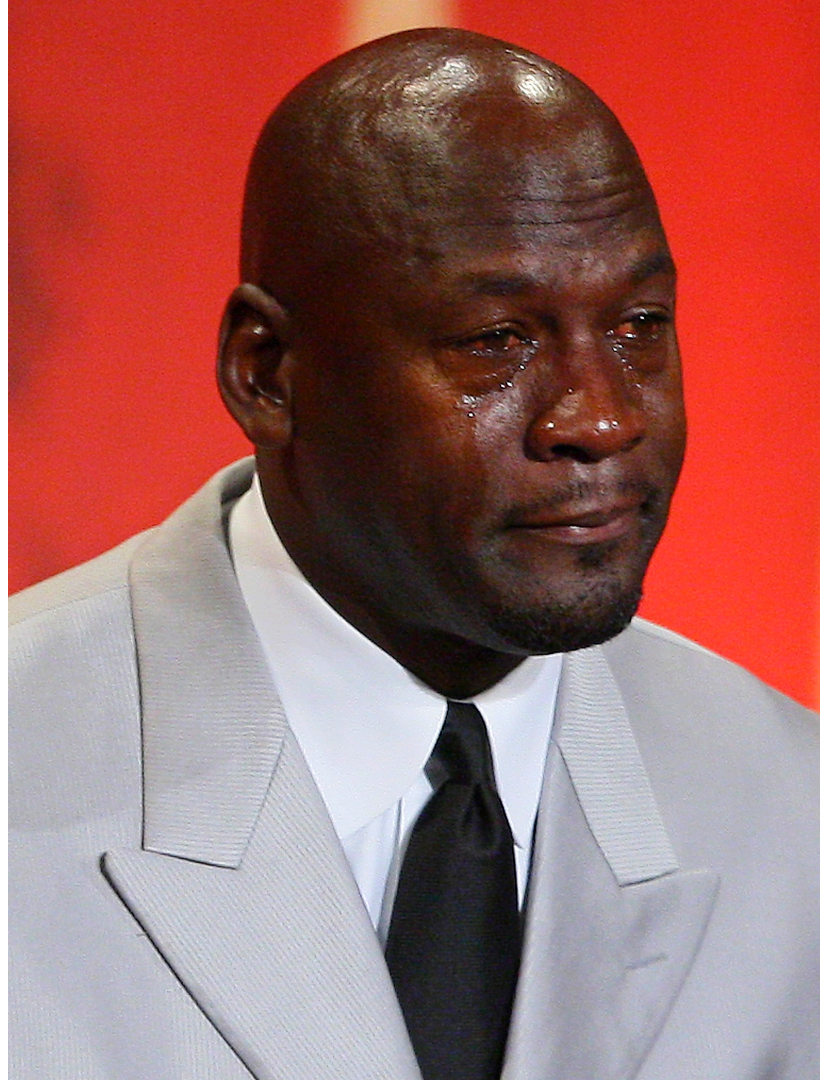
**BUT THAT'S NONE OF MY
BUSINESS.**



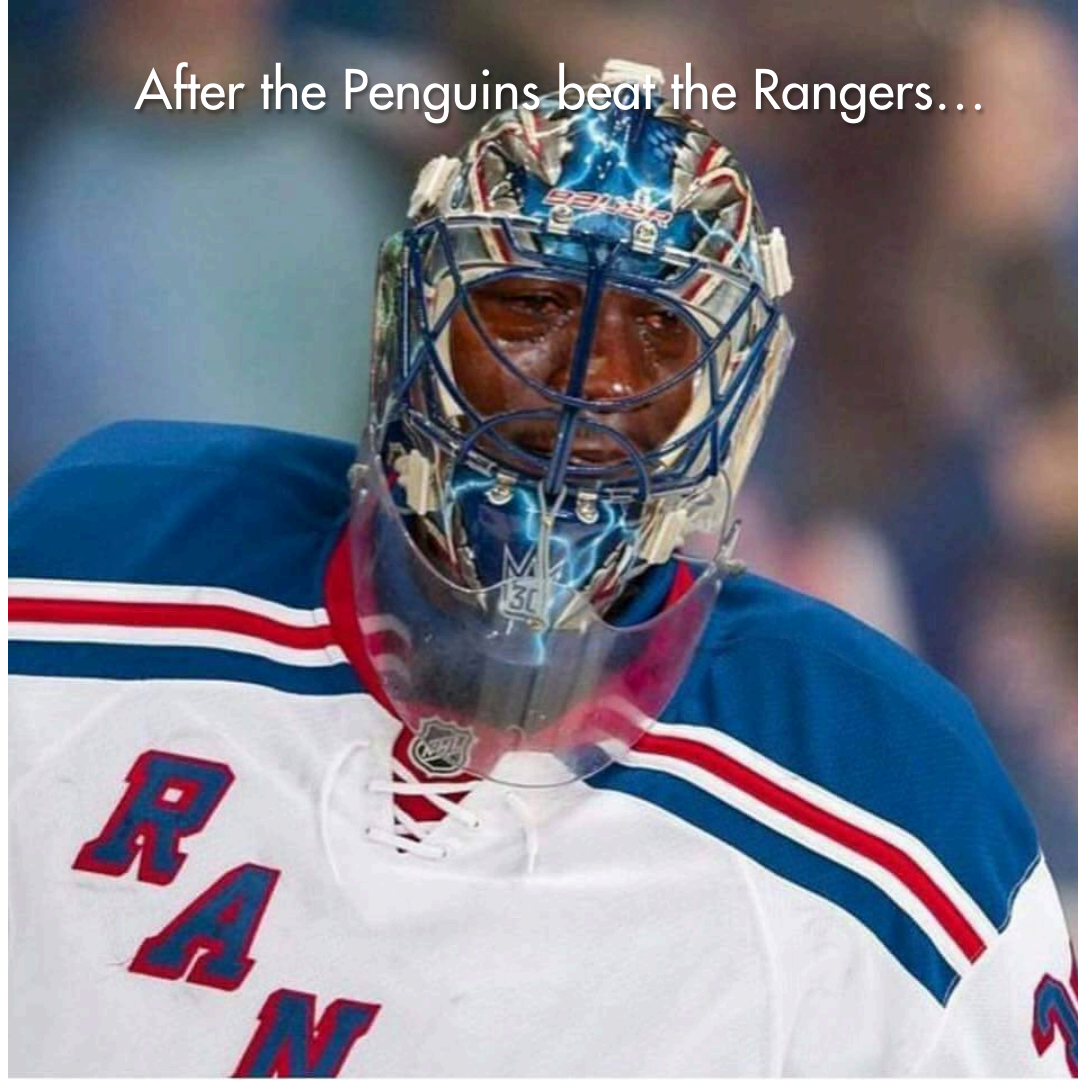
The "Marching 100", the marching band for Florida A&M University, used the Kermit Meme in their football half-time show.

The "Crying Jordan" Meme

- The original image comes from Michael Jordan's acceptance speech into the Basketball Hall of Fame.
- Commonly used as visual trash talk after a team loses a highly contested game or is eliminated from the playoffs.



After the Penguins beat the Rangers...



And after the Penguins beat the Capitals...



And after the Penguins beat the Lightning...



And finally...after the Penguins beat the Sharks to win the Stanley Cup!!







Thanks for the coffee Lakshmi.

Now, how about a fair contract?

JUST ANOTHER DAY



AT THE OFFICE

#STEELWORKERSTRONG

SOME CALL US UNION THUGS...



**WE LIKE THE TERM
"COMMUNITY VOLUNTEER."**

#STEELWORKERSTRONG



JUST SOME UNION THUGS...

**HELPING PEOPLE IN
THEIR COMMUNITIES.**

Thank you, brothers and sisters!



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