

# Social Media & Labor Unions

Katie Dexter

President, Appletree MediaWorks, LLC



# Goals of Presentation

- Familiarize with social media
- Recognize the importance of social media
- Understand the global reach of social media



# Katie Dexter

- Union member of GCC/IBT
- Assisted Rich Mata as National Training Director to develop the National Communications plan for UWUA
- 6 years of working with UWUA & P4A
- Featured on WFRN Live: The Union Edge



# Appletree MediaWorks, LLC

- All union members
- Manage Facebook, Twitter, YouTube, Forum, HTML E-News Alerts for UWUA & P4A
- Actively participate in union rallies
- Union solutions such as Union Dues systems, websites, emails, and social media mgmt.
- Support UWUA, P4A, UWUA Lee Organize, WFRN Live, TWU 556, AFSCME 4041



Do you have a Facebook account?  
Did you check it this morning?

**As of June 2012, Facebook has  
over 955 million active users. [1]  
200 Million People will open their  
Facebook Page today.[2]**

1. Sengupta, Somini . "Facebook's Prospects May Rest on Trove of Data". The New York Times.

2.Statistic from Online MBA Infographic. <http://www.onlinemba.com>



# UWUA Media Channels

- Website
- Forum
- E-News Alerts
- Utility Worker Magazine
- Facebook
- Twitter
- YouTube



**UWUA E-News**  
UTILITY WORKERS UNION OF AMERICA, AFL-CIO



**facebook**



# UWUA.net

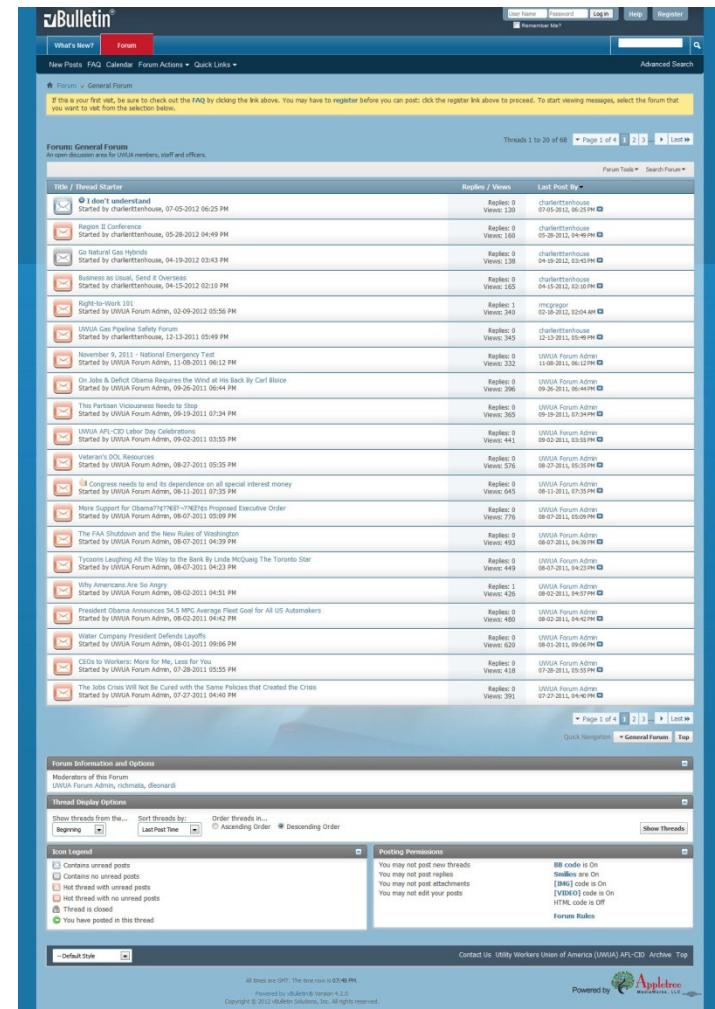
- Serves as brochure for UWUA
- Foundation for communications
- Permanent home for information
- Over 4,000 visitors per month
- Real-time news postings
- Access to other media





# UWUA Forum

- Secure areas for staff & committees
- Popular with search engines
- Members can post and comment





# UWUA E-News

- Weekly newsletter of gathered news
- Special regional action alerts
- Reach 14,000+ each week
- Local unions should develop their own emails for members
- Send your news to:  
webmaster@uwua.net

**UWUA Utility Workers Union of America AFL-CIO**  
Utility Workers: 24/7-First Responders in Time of Public Need



**UWUA E-News**  
UTILITY WORKERS UNION OF AMERICA, AFL-CIO

Share

## UWUA News

**Local 223 Members March in 2012 Detroit Labor Day Parade** [Share](#)

Local 223 Members marched in the 2012 Labor Day Parade this year and the theme of the parade was "Protecting Our Jobs." Vice President Joe Biden spoke to the crowd and told them that organized labor is one of the reasons why America is coming back. [Read More](#)

**UWUA Local 132 Building on What We've Won: Hosting the PUC & Taking Safety to the Next Level** [Share](#)

On August 16 and 17 Local 132 and Local 483 hosted members of the PUC staff on a tour of Gas Co. work sites, something never done before. [Read More](#)

**UWUA Local 369 2012 Scholarship Golf Tournament** [Share](#)

Local 369 will be hosting this year's golf tournament on Friday, October 5, 2012, with net proceeds going to the Local 369 Scholarship Fund. The event provides a great opportunity to build new relationships and renew past friendships with our Union. [Read More](#)

**Announcing the 2014 Utility Workers Union of America Scholarship Program** [Share](#)

To enter your child into the 2014 Utility Workers Union of America Scholarship Program (for students who will complete high school and enter college in 2014), use the following link and complete the steps in the Entry Form process. [Read More](#)

## Labor News

**Labor and the Law: Current News and Information from the LERA Section on Labor and Employment Law (LLEL)** [Share](#)

The Labor and Employment Relations Association (LERA) is the singular organization in the country where professionals interested in all aspects of labor and employment relations network to share ideas and learn about new developments, issues, and practices in the field. [Read More](#)

## Public Utilities News

**Chesapeake Energy Selling Some Assets For \$6.9B** [Share](#)

Chesapeake Energy Corp. is selling the vast portion of its land and infrastructure in west Texas for nearly \$7 billion, as the company tries to strengthen its finances while shifting its focus to oil drilling, rather than natural gas. [Read More](#)

## What's Going On in Your Area?

[Click Here to Tell Us](#)

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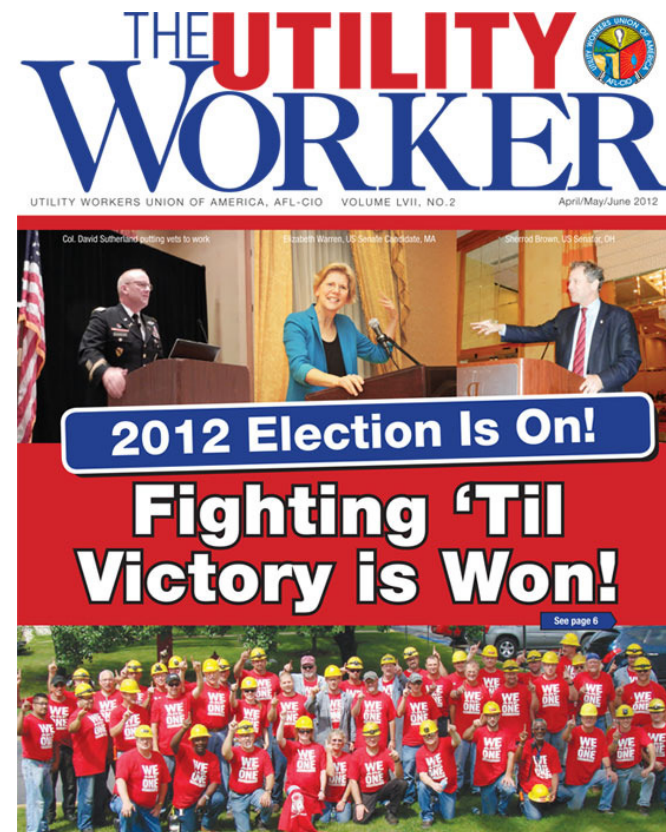
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# Utility Worker Magazine

- Mailed quarterly
- Recaps quarterly events
- Available online



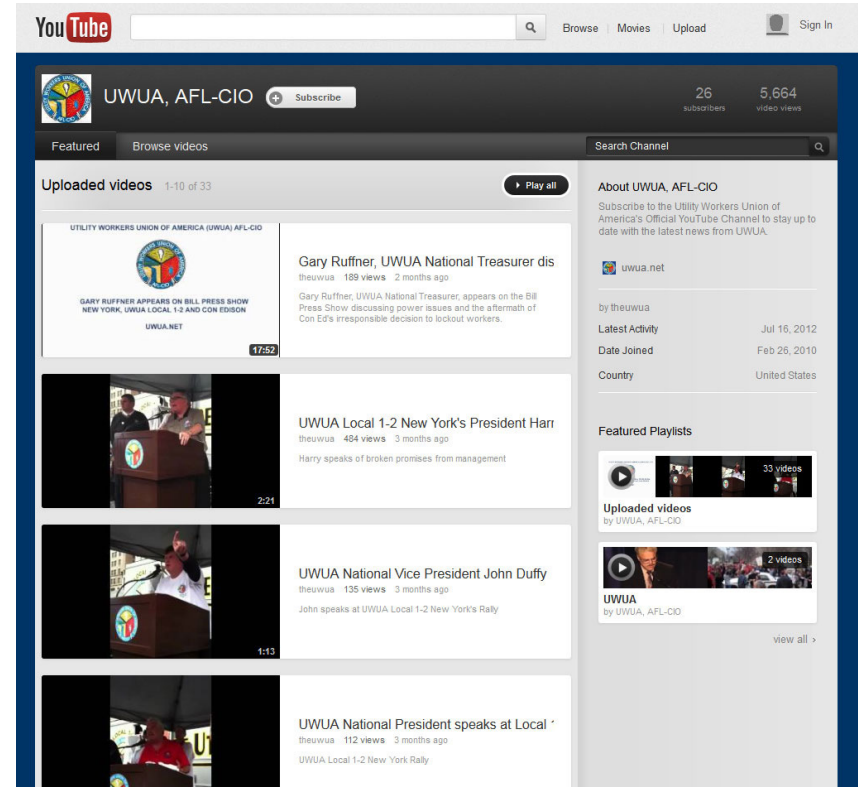
# Twitter

- Fast, Short Messages
- A fast way to mobilize and organize people
- Can interact with other twitter feeds
- Links



# YouTube

- House videos
- Create your own channel
- Insert YouTube videos on website and Facebook





# Facebook

- UWUA has over 1,300 followers
- News, videos, pictures
- Easy for local to share/repost info
- Multiple admins
- Posts go viral to up to 60K viewers



# Other Social Media Outlets

- Pinterest
- Instagram
- LinkedIn
- MySpace
- Sharing programs



Instagram



LinkedIn





# Importance of Social Media

- More than 66% of adults are connected to one or more social media platforms. [1]
- Fast, free, real-time communication for everyone.
- Not currently filtered or blacked-out by big business

*1. Statistic from Online MBA Infographic. <http://www.onlinemba.com>*



# Social Media Usage

- Most use for staying in touch
  - With family & friends
  - With businesses
  - With organizations



# Test Your Knowledge

Which age group has the largest presence on Facebook right now?

- a. 0-24 year olds
- b. 25-34 year olds
- c. 35-44 year olds
- d. 45 years and older



# Test Your Knowledge

Which age group has the largest presence on Facebook right now?

- a. 0-24 year olds **14%**
- b. 25-34 year olds **18%**
- c. 35-44 year olds **22%**
- d. 45 years and older **46%**

1. Statistic from Online MBA Infographic. <http://www.onlinemba.com>



# Test Your Knowledge

Which age group has the most union members?

- a. 0-24 year olds
- b. 25-34 year olds
- c. 35-44 year olds
- d. 45 years and older



# Test Your Knowledge

Which age group has the most union members?

- a. 0-24 year olds **5%**
- b. 25-34 year olds **11%**
- c. 35-44 year olds **14%**
- d. 45 years and older **45%**

*1. Statistics provided by Bureau of Labor Statistics, Economic News Release 1/27/2012*





# A Prime Environment for Organizing

- With the largest age group on Facebook also being the largest age group in unions, a prime opportunity is presented to your local by taking advantage of Facebook.



# Does your Local have a Facebook Page?



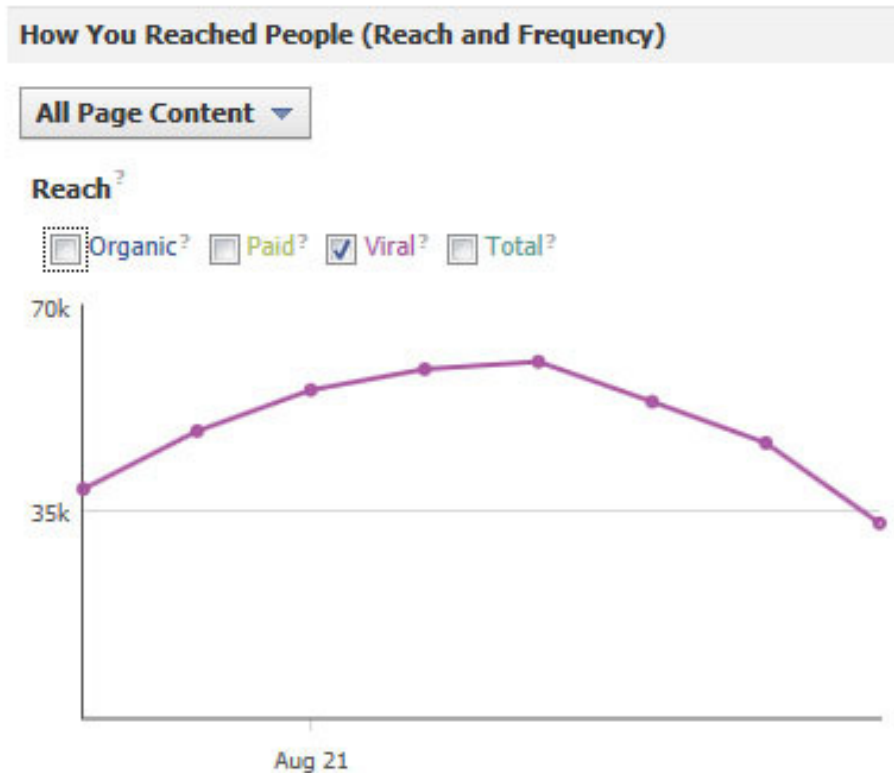
# Do you have a Twitter account?

## Does your Local?



# UWUA Facebook

- Posts go viral, spreading to upwards of 60,000 people per post



# Other Uses of Social Media for Labor Organizations

- Events & Picnics
- Announcements
- Real-Time News
- Pictures
- Videos
- Campaigns
- Organizing
- Solidarity
- Political Pressure
- Awards



# Social Media Costs

- Facebook – Free
- Twitter – Free
- YouTube – Free
- HTML Emails – Cost Varies, but affordable





# Social Media Case Study

- UWUA Local 1-2 Locked Out by Con-Edison
- Members kept the pressure on the company by using social media
- Interacted with other labor organizations and built a true union event



# Online Steps Local 1-2 Took

- Had a Facebook page
- Had a Twitter page
- Had a Website
- Members were tuned into these pages



# Online Steps Local 1-2 Took

- UWUA Local 1-2 members updated their Facebook page with rallies and pickets
- Word spread to the pages of other organizations
- Crowds were full of UWUA members and other labor organizations



# Spreading the Word

- Local 1-2 Members tweeted & posted messages of others doing their jobs
- The message was forwarded using Facebook, text messages and other Twitter accounts to reach upwards of 100,000 people within minutes
- The rank and file mobilized



# Online Solidarity

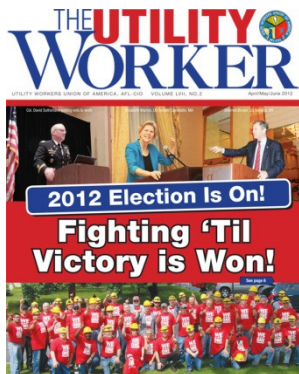
- It is important to communicate in real-time with membership.
- This grass-roots messaging thru friends and networks on social media provides the tools necessary to stand strong, together.
- Local and Global reach within minutes.



# Visit: [UWUA.net/media](http://UWUA.net/media)



The Facebook logo, featuring the word 'facebook' in white, lowercase, sans-serif font on a dark blue rectangular background.





# More Information



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