



EXECUTIVE REPORT – COMMUNICATIONS

June 7, 2016

Website:

2081.CUPE.CA has been updated with our new logo and a new template, with support from CUPE National.

Social Media:

Twitter – 225 followers as of June 7, 2016.

Facebook – 61 likes as of June 7, 2016.

CUPE BC 2016 Conference – April 27 Communicators' Breakfast:

The April 27 Communicators Breakfast focused on the importance of keeping union websites up to date and easy to maintain, regardless of platform or layout. The group reviewed the new CUPE British Columbia website and were shown the strengths of the Nation Builder platform, which has an excellent visual layout. The Word-press platform was presented as having the most support, and as being more flexible in terms of content and maintenance. CUPE National also has three to four specialists who can help with design and layout. CUPE 2081 is using Word-press, and the hosting fees are included in our dues to National.

Also stressed was the importance of keeping a database of personal email addresses for all staff, and keeping all critical communications off the employer's servers. This can become vital in cases of job action, where members may be locked out of their employer email accounts. CUPE BC and National both recommend switching to an external email system which cannot be influenced by the employer.



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2016 CALM Conference May 12-14, Quebec City (**Workshops**):

Intermediate Web Hosting (Chris Lawson): A comparative evaluation of WordPress and NationBuilder as web platforms for locals, and a detailed explanation of why secure web hosting is essential.

Can the comma, embrace your inner writer (Karen Tankard): Focusing on conversational writing and clarity, designed for maximum impact. When to break rules, and how to evaluate your text for strength.

Effectively working with reporters (Tueila Fuatai): How to respond to and prompt reporters to get labour stories into the media and avoid unwanted spin. Strategies around controlling the message, especially in times of challenge.

Communications and Campaigns (Marc Desnoyes): How to create emotional bonds between workers & the public to sway public influence during bargaining or other campaigns. Modifying perceptions about unions, increasing union credibility, and using these to exert more influence during negotiations. Also, which media channels are most & least effective for certain campaigns.

In Solidarity

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