

**EXECUTIVE REPORT – COMMUNICATIONS OFFICER**

June 13, 2018

Greetings,

The Communications Officer has been putting energy into posting engaging and relevant content on Local 2081's social media profiles, highlighting members' activities in the workplace and celebrating daily victories. I've been putting less emphasis on tracking numbers of followers and more emphasis on connecting with members and the community.

For example, a recent Facebook post recognizing a member's retirement reached 350 people (which is three times the number of followers that the page has), and engaged 25 people, including CUPE National president Mark Hancock.

Please continue to send photos of members in the workplace (whether this is social events like BBQs or more formal events like retirement parties).

The Communications Officer will take some time over the quieter summer months to plan for a regular newsletter, reorganize the information on the CUPE 2081 website, and research communications resources available through CUPE BC.

Roseanne Harvey  
Communications Officer