

2021 JANUARY UPDATE REPORT – COMMUNICATIONS OFFICER

January 25, 2021

Greetings, CUPE 2081!

I hope every member had some time to relax and rejuvenate over the winter break! I have been busy in my role familiarizing myself with what the college advertises and offers employees in regards to mental health and wellness. I am aiming to use this information to compare with apps that are available through smart phones. In addition, I have been continuing to monitor engagements on our social media platforms. There is a lot of information out there, and changing quickly! I am trying to get a sense of how our membership engages, and it really does seem that our audience is majority Facebook users.

I am hopeful that later this year I will have the time/ability to take some digital marketing courses so I can utilize our social media accounts as best we can.

Looking forward to what 2021 has in store!

In solidarity,

Jayne Wilkinson

Communications Officer, CUPE Local 2081