



ANNUAL REPORT

2018-2019 ANNUAL REPORT– COMMUNICATIONS OFFICER

Roseanne Harvey

As Communications Officer, I've been focused on maintaining the local's web and social media presence.

Last summer, I reorganized the CUPE Local 2081 website to make meeting dates easier to find and highlight resources such as the Collective Agreement and By-laws. The website has received more than 5,000 visits since March 2018, averaging about 450 visits per month. Most of the visits are referred from our Facebook page or Google searches. The most common search terms are "CUPE 2081" and "CUPE 2081 collective agreement."

I've also been putting time and energy into maintaining an active and engaging social media presence. Local 2081 has a Facebook page and a Twitter profile, and at the moment there are no plans to launch any other social network. Twitter is a good way to connect with other locals and see what's happening with labour activists in British Columbia and around Canada.

Most of our Facebook followers are current and retired members. I've focused on quality over quantity on this platform, creating updates that celebrate and inform members rather than trying to acquire new followers. The most popular posts tend to be photos of union leadership and day-to-day activities of members on campus.

I've also experimented with video messages from our president, Keith Todd, who is remarkably comfortable in front of the camera. Keith delivered a "back-to-school" message at the beginning of September and a holiday message in December.

Looking ahead, I've prepared a communications plan for bargaining and will be resurrecting the Pressure Point newsletter in digital and print formats.

It's been an honour to serve CUPE Local 2081's communications needs for the past year, and I look forward to another year of engaging and connecting with our members.

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