

2020 SUMMER UPDATE REPORT – COMMUNICATIONS OFFICER

Sept. 14/2020

Hello CUPE 2081 Executive team!

It has been a very busy summer, as I can tell it has been for us all! This is my first ever report since joining the Executive in June of 2020 – I am excited to work with you all and to learn the ropes through the lens of Communications Officer!

I began working as your Communications Officer as of the end of June, and I have been getting acquainted with the role with the assistance of Roseanne (who preceded me in the role) as well as Erynne and Keith. I am happy to say it hasn't been too steep of a learning curve, but I am still learning and tweaking as I go.

In the last couple months, I have worked on updated our Facebook page, including some small profile tweaks; we have seen an engagement jump of about 200% on average (according to the Facebook insights). Highest engagement with our content occurs on Facebook posts with pictures, especially pictures of our members. I have also been active on Twitter and I try to engage at least once a day in some capacity – I see Twitter as a useful for gathering information and as a front-facing CUPE 2081 entity rather than an app for sharing information solely to our membership. Our website is the largest project to tackle, and I have been trying to clean-up and organize some of the content, as well as posting regularly to the website's News tab.

Looking ahead, I aim to:

- Take some online tutorials on WordPress and give the website a refresh
- Continue to work on our Twitter presence as CUPE 2081
- Continue to create engaging content for our Facebook page (go and give it a like/follow!)
- Work on content for upcoming special events (Orange Shirt day, International Women's day, National Day of Mourning etc) and release via social media/CUPE-All emails/website
- Further ahead I would like to take pictures/create more visual content for CUPE 2081's use

I am sure as I get deeper into this position more projects/ideas will pop-up. If you have any special events or other union related news that you think might be worth sharing, feel free to reach out! We can work as a team to get information out.

I look forward to meeting and working with you all.

In solidarity,

Jayne Wilkinson

Communications Officer, CUPE Local 2081