

2020 WINTER UPDATE REPORT – COMMUNICATIONS OFFICER

December 7th, 2020

Greetings, CUPE 2081!

Winter/Fall 2020 has been incredibly busy. I am excited to report that Communications has been going along smoothly, with metrics showing slow but steady growth and engagement with both Facebook and Twitter accounts. The website has significantly less visits than our social media accounts, and that is something I am hoping to focus on in the coming months.

I was able to attend my first webinar/information session in November, which I found very insightful and interesting. It was hosted by Amber Mac, and the focus was on how to adapt to ever-changing technology (especially in unprecedented times such as COVID-19). Although some of the content was out of scope for CUPE 2081 (and a volunteer position) there were some very interesting take-aways. After my session, I submitted a proposal that CUPE 2081 fund (on a one year trial) memberships to “Calm” – a self-guided wellness app that provides meditation, sleep music, sleep stories, and strategies for reducing stress. I believe that by having our union fund this for members goes above and beyond what the employer is doing in regards to taking care of our community’s mental well being. I hope that this is something we can eventually provide for our members.

I need to submit some Union Leave days still, which I will be using to update the website, as well as research and create posts for our social media accounts or CUPE-ALL emails. I have been documenting by date/event all social media posts (and making templates of sorts) for any successor I will have to this role. I still have lots to learn, but I have been enjoying my time so far.

In solidarity,

Jayne Wilkinson

Communications Officer, CUPE Local 2081