

AGM REPORT – COMMUNICATIONS OFFICER

March 16, 2021

Greetings Local 2081!

I came into my role halfway into 2020, and I have learned so much in the last 9 months. I spent the first three months learning the role from the previous Communication's Officer (who has been an amazing mentor, I really appreciated all of her guidance!) and working with Erynne to meet the needs of our local as best we can. My focus throughout has been predominately social media (Facebook and Twitter) and the website. Some of my accomplishments so far:

- Increased our Facebook page "follows"
- Increased engagement on Twitter
- Content creation that includes a schedule for future years (with created content able to be used in a pinch)
- Updating the "look" of the Facebook page (banner and profile pic revamp)
- Website cleanup – updating the logo, fonts, and flow of the website while increasing website content
- Maintaining a presence on social media so the algorithm displays CUPE 2081 content to our followers
- Creating engaging CUPE-ALLs for events that fall under my purview

I have been enjoying this role immensely, and hope to attend more courses (so far I have been involved in 1 live conference, and 1 WordPress course). As I expand my education, I hope to apply everything useful I learn to CUPE 2081's communication plan.

Looking ahead, I am working on content for the SI fund, the SD fund, and some new changes that are coming out. I also would like to propose a new project (when we are back on campus) that highlights different CUPE 2081 Members. What they do, who they are, and why they love working for CUPE. I think we could all use a little celebrating and I think this project could be the new Newsletter for our local.

In closing I want to extend a thank you to the Executive team, especially Erynne, for all the support and guidance I have received. I look forward to being able to connect with everyone as we slowly transition back to campus in the coming year.

In solidarity,

Jayne Wilkinson
Communications Officer, CUPE Local 2081