Social Media Training
Media Training Outline

- Intro
- CWA Smartphone APP
- Union Social Media
- Social Media Theory
- Crafting a clear message
- Facebook Training
- Twitter Training
- Sign up for Twitter
- Using Social Media for your campaign
Get the NEW CWA Movement Builder App for iPhone and Android

Text APP to 69866
or go to www.cwa-union.org/app
The CWA Union Movement Builder is designed for CWA members, our sisters and brothers in the labor movement, our partners in building a movement for economic justice and democracy, and progressive activists who join us in our fight for workers’ rights and a fair economy.
Be the First to Know!

- When news breaks, you want to know about it and know what's coming next. The CWA Union Movement Builder brings the latest news, events, photos, Tweets, information and opportunities for action from the Communications Workers of America right to your Android and iPhone device!

- With the CWA Union Movement Builder you'll be the first to know about events and opportunities for action in your area and breaking news. Plus you can earn points for taking action and checking in to events and you'll be able to send photos easily from your phone to CWA.
CWA App Key Features

- Be the first to know about events and opportunities for action in your area and breaking news.
- Send photos easily from your phone to CWA.
- Earn points for checking in at events and taking action.
Create A Profile:

Creating a profile for the CWA App is easy:

1. Open the CWA App on your iPhone or Android
2. Press the CWA button in the upper left-hand corner of the app and select “Profile.”
3. Press the “Create Account” button.
4. Fill out the information requested and press the “Create Account” button at the bottom of the screen
Event Promotion

Activists can RSVP to and check-in at events that have been targeted to their area.
Sharing Photos

App users can upload photos showing their activism and demonstrating impact of events.
What is Social Media?

How many of you use social media today (facebook, twitter, you tube, etc.)

Has anyone seen social media used for a CWA action (before, during, and/or after)

Why do people use social media (communication about things they care- get out message)
Time for our weekly bargaining updates! Get the latest on CWA here: go.cwa.net/XLa3VZ #1u #p2
Hidden costs of sequestration: Save now, spend later

Some budget cuts designed to save billions this year might actually end up costing more.

The Daily Advertiser · Follow
Does Social Media help activism and organizing?
Malcolm Gladwell

“Why the revolution will not be tweeted.”

1. Pre-internet communication happened through networks of friends, the more friends you had into an issue the more likely that you would show up

2. Social Media builds networks NOT friendships

3. High Risk Activism is a strong tie phenomenon (People have friends and build relationships)
What kind of activism does social media produce?

1. People can get social media friends to do low risk activities.
2. It succeeds not by motivating people to make a real sacrifice but by motivating them to do the things that people do when they are not motivated enough to make a real sacrifice.
Why can’t social media produce high risk activism?

1. Social media is a network and not a hierarchical organization, decisions are made by consensus.
2. Absence of central authority and structure prevents it from making strategies and making goals, also leaves it vulnerable to outside manipulation
What do you think about social media?

- Is Gladwell correct? Have you seen social media activism succeed?
- Can you build strong relationships online?
Why do we need Social Media?

- Social Media will not replace face to face organizing but will certainly help the process
- Create and amplify OUR VOICE
- Report and voice union current events
- Shape social and political events
NLRB recently ruled employees have right to discuss workplace conditions freely and without fear of retribution
• The ruling has reinstated a number of workers fired for voicing negative opinions about their workers online
• This ruling could be overturned given recent court ruling on recess appointments.

Social Media scares Employers!
• Republicans and big business are fighting this ruling and other NLRB rulings to get their way.

Workers need to embrace social media and learn effective ways to use it.
Research who your audience is going to be- Who are we targeting?

Take time to listen in to the conversation about the issue you will focus on- What are people saying?
Communicating your Message

► Be short and direct
► Add media (photo, video) with some captions
► Share articles with short comments
► Engage in the conversation
► Use your Personality!
Think Before You Click!

- Don’t say anything you don’t want the entire internet to know forever
- Don’t speak ill of our movement(s).

Anthony Weiner Twitter Photo Scandal: Congressman Breaks His Silence
The graph illustrates the growth of monthly active users from December 2004 to October 2012. Key milestones include:

- **Dec 2004**: 1 Million
- **July 2009**: 250 Million
- **July 2010**: 500 Million
- **Oct 2012**: 1 Billion

Source: Facebook. Data reflects 'Monthly Active Users.'
Facebook Accounts:

- You can create your own Facebook account by downloading the mobile app or on facebook.com.

Facebook Pages:

- Organizations have pages because they have no friend limits and more capabilities than regular accounts.
- You can get updates by “Liking” the page.
- If you “Like” a page you can also join in the conversation.
Best way to “share” is through multimedia, not just text!

**Photos**
- Take a picture of the protest
- Upload the picture with a short description

**Videos**
- Use your smart phone to record parts of an action
- Examples: record a favorite chant or speech
Be Personal

- When sharing something try to include yourself
- Why are you passionate about the event
- Include a picture with yourself
- Ask your family and friends to share the post if they agree with it
“Like” CWA on Facebook

Communications Workers of America is on Facebook.
To connect with Communications Workers of America, sign up for Facebook today.

14,404 likes · 1,065 talking about this

Organization
CWA, America's largest communications and media union, represents over 700,000 men and women in both private and public sectors. http://www.cwa-union.org/

About
Photos
Events
CWA Social Media G...
Likes
TWITTER
Twitter IS

• A real time social search engine
• A way to directly connect supporters
• A great way to amplify CWA campaign messages

Twitter IS NOT

• Facebook
• Going away.
• An excuse to be sloppy
• A replacement for high quality content
Twitter Terminology

- Tweets - 140 character updates on Twitter
- Follower - people who are interested in your updates and “follow” you
- @ - referring to another Twitter user (@cwaunion means I’m speaking directly to or about them)
- RT - retweeting is when you share a tweet of one user with all of your Twitter Followers
- # - hashtags are community driven naming to help spread information while also organizing it
Anatomy of a Tweet

• All text has to be 140 characters or less
  • 140 – (RT + @yourname)
• Shortened URL (bit.ly, j.mp, is.gd)
• Hashtag (#protectthevote)
• Mentions (@AFLCIO)
• Retweets (RT @AFLCIO)
• “This debate is crazy!”
  vs.
  “This debate between @JoeBiden and @PaulRyan is crazy! http://bitly/gyhjkl #debates”
Proud to rally today in support of the Voting Rights Act. RT if you think we need to #protectthevote. #p2 #vra
pic.twitter.com/rARq45i1KE
CWA @CWAUnion

Proud to rally today in support of the Voting Rights Act. RT if you think we need to #protectthevote. #p2 #vra
pic.twitter.com/rARq45i1KE

Retweeted by CWA Local 1082

Hide photo  Reply  Retweet  Favorite  More
Sample tweet using “@”

**CWA @CWAUnion**

**BREAKING:**  @NCLR @NCLR_Econ @JMurguia_NCLR @MALDEF @LCLAA all joined the Hyatt Boycott #HyattHurts #1u ow.ly/i4nFw

10:54 AM - Feb 26, 2013 · Details

**CWA @CWAUnion**

Finally exposing the unfair treatment of @Tmobileusa workers. Thx @SharanBurrow, @Clyburn! go.cwa.net/Xobrkr #1u #p2

2:08 PM - Feb 21, 2013 · Details
What’s a #Hashtag?

The Best of Twitter TV

#COMEDYAWARDS

#PROGRESS

#DADT
#AFFORDABLECARE
#EQUALPAY
#CREDITCARDREFOR
#WALLSTREFORM
#IRAQDRAWDOWN
#MIDDLECLASSTAXCU
What's a #Hashtag?

- The “#” symbol turns a word into a link to all tweets with that tag.
- Tells people what you are talking about
  - (“I can’t believe this is happening” vs. “I can’t believe this is happening #pavoterid”)

Twitter + Hashtags = enormous real-time search engine

Real-time conversation about a topic or event
**Twitter Search: “Voting”**

**DJ Pauly D @DJPaulyD**
Yeahhh Buddyy We Won Favorite DJ !!! Thanks To You Guys !!!!
#TeamDJPaulyD Thankyou All For Voting !!!!!

**Matty Talks @mattytalks**
#WhitepeopleActivities voting against their own economic interests because they think they are being held down by people poorer than them

**Ms.FoundationWomen @msfoundation**
Attempts to take away or diminish the right to vote for African-Americans continues: ow.ly/irXrU
Followed by CLCCRL and 2 others

**Progressive Caucus @USProgressives**
#republicans so unsure the sequester will hurt the economy they are voting to reaffirm every single cut today
Followed by Immigrants&Refugees and 1 other

**RuPaul's Drag Race @RuPaulsDragRace**
Thank you all for voting in the @RyanSeacrest Best Reality TV poll! We won, children! logo.to/XT26kR
Maxine Waters @MaxineWaters
Not upholding #Section5 of the #VotingRightsAct could turn back nearly five decades of progress. #ProtectVRA
waters.house.gov/news/documents…
Retweeted 27 times

AALDEF @aaldef
What A Court Ruling Against The Voting Rights Act Could Mean For NYC bit.ly/WRSHpA #SCOTUS #ProtectVRA via @gothamgazette
Followed by CLCCRUL

Progressive States @PSNwire
RT @ElectionsPSN: Voter ID bill in #VA unconstitutional. Proof for the need to uphold Section 5 and #ProtectVRA. ow.ly/IlgAE
Followed by CMD’s PR Watch and 1 other

Virginia’s new voter ID bill likely illegal
Voting rights advocates say a harsh new voter ID bill pushed by Republicans in Virginia is the latest example of why the Voting Rights Act is still needed. Conservatives are working to have a key...

Sierra Club @sierraclub
VIDEO: The Sierra Club Stands With @naacp to Protect the Voting Rights Act sc.org/SupportVRA (@KristenElmore1) #ProtectVRA
There is no “hashtag directory”

Hashtags can be top down:
It says #glee in the corner of your TV

Hashtags can be completely organic:
#wiunion, #ididntreport

Hash tags help you join conversations you aren’t already in.

Format allows you to communicate your values and make a difference.
Develop Your Voice!

- Get Noticed!
  - Lots of people who tweet are monotonous.
  - Don’t be another white egg
  - Don’t be a robot: Organizing is main goal, but share tweets on sports, vacations, cooking etc. We don’t just pull party line.
  - Have fun with what you say by sharing insights and pictures.
  - Don’t be afraid to add your personality to your tweets
Setting up a Twitter account

1. Sign up at www.twitter.com OR Download Twitter App for your smart phone

2. Completely Fill out User Profile

3. Brand yourself
   - Claim your Twitter handle (i.e. twitter.com/aflcio)
   - Choose a photo or logo
   - Create your background
Twitter terminology

- **Tweets** - 140 character updates on Twitter
- **Follower** - people who are interested in your updates and “follow” you
- **@** - referring to another Twitter user (@cwaunion means I’m speaking directly to or about them)
- **RT** - retweeting is when you share a tweet of one user with all of your Twitter Followers
- **#** - hashtags are community driven naming to help spread information while also organizing it
Targeting Politicians

Example: #FixthesenateNow used to push for filibuster reform
Live Tweeting

Upcoming CWA events
• CWA Convention: #cwaunion2013
• Use this hashtag to tweet and share pictures about the convention

Upcoming CWA actions
• Immigration Reform: #A10
• Use this hashtag to tweet and share pictures about the immigrant rights action

REMEMBER!
• Upload Pictures directly to Twitter
• Use action hashtag and tweeting updates
• Use #cwaunion in your tweets!

LET’S PRACTICE!
To Do’s when Tweeting

Include CWA Twitter Accounts
- @CWANews focuses on press releases, newsletter stories
- @CWAUnion is more movement building focused and includes tweets on union and solidarity actions
- CWA Local- does your local have a twitter account?

Include General Union Hashtags
- #1u = one union
- #p2 = progressives
- These hashtags are used a lot in tweets about union actions and progressive issues