WHO ARE YOU TALKING TO?

Delivering information to members is different to communicating that to the media and general public.

AUDIENCE

1 ACTIVISTS & MEMBERS

Communicate your information in detail using terminology familiar to them. They will understand abbreviations and workplace jargon.

2 WIDER WORKPLACE

Stay positive and productive in your comms. Be seen as the union that delivers results for their members. Quality matters!

3 GENERAL PUBLIC & PRESS

Ditch the jargon and explain the story in the same way you would a friend who knows nothing about the issue. Think of it as a positive conversation over coffee.

FACEBOOK

WHY BOTHER?

It's still the most popular social media platform. It's where most members are.

REALITY

Only 5.2% of your Facebook page followers will see your posts.

TRENDS

Facebook shows people posts based on what they’ve responded to in the past.

TOP TIP

Facebook loves different content, so try videos and images instead of just text.

UNISON East Midlands
March 31 ·

👋 Meet our new team of Local Organisers (alongside old hand Matt on the left).

🏫They'll be working in schools and across academy trusts in the East Midlands. However, we can't promise they'll always have chocolate!

61 11 comments 3 shares

UNISON East Midlands
Published by Chris Birks · April 27 at 9:43 AM ·

📺 WATCH: UNISON's Pay Fair for Patient Care campaign 📭✅➕💊
Calling all Healthcare Support Workers - take our survey and get involved now 👇
eastmidlands.unison.org.uk/pay-fair-for-patient-care/

See insights and ads Boost a post

127 1 comment 184 shares

TWITTER

WHY BOTHER?

It's where journalists and news outlets go first for information. It's a community.

REALITY

Its smaller user base makes it a less natural choice for branches to use.

TRENDS

Post campaign materials with messages to encourage people to engage or take action.

TOP TIP

Design posts to help get messages out to activists, press, and potential supporters.

← **Tweet**

🔴 STATEMENT | @Greg4Broxtowe is one of our own. UNISON East Midlands is asking that the decision to exclude him from the shortlist in Broxtowe is revisited.

> UNISON is dismayed to learn that Councillor Greg Marshall, a prominent UNISON activist, has been excluded from the shortlist to become the Labour Party candidate in Broxtowe.
>
> Greg secured the support of 7 affiliated unions including UNISON and has broad support from across the political spectrum.
>
> Greg has an exemplary record of campaigning locally and we are asking that this decision is revisited.
>
> UNISON East Midlands

7:57 PM · Mar 1, 2023 · **26.2K** Views

View Tweet analytics **Promote**

62 Retweets **11** Quotes **163** Likes

That's a wrap! Our amazing 2022/23 Leadership School students have completed their final residential weekend.

We're so impressed by how they've grown and supported each other and we're excited about the future of the union in their hands.

4:17 PM · Feb 26, 2023 · **7,862** Views

View Tweet analytics **Promote**

11 Retweets **6** Quotes **44** Likes

INSTAGRAM

WHY BOTHER?

26.6 percent of your followers will see your posts on Instagram.

REALITY

It's time intensive to find new photos to post for very little return.

TRENDS

Instagram Reels (30-second videos set to music) and IGTV (up to 10-minute videos) are pushed to people, even if they don’t follow you.

TOP TIP

Post real photos, not stock images. Reply to your comments and post regularly.

TIK TOK

WHY BOTHER?

Don't.

REALITY

You're too old.

TRENDS

Too many to list.

TOP TIP

You don't need it. You'll never use it.
I'll get mad if you even ask. So don't.

SOCIAL MEDIA - TOP TIPS

TONE

UNISON's approach in online communication:

Personal
Purposeful
Clear
Supportive
Inclusive

LANGUAGE

Say it in the first line.
Put the action or the hook first, then explain after.

Be topical and reactive.
Posts that engage with what people are talking about will always do better.

AMPLIFY

Tagging your posts.
You may have a small following on your social accounts, but you can amplify your voice by tagging bigger accounts - but only if it's relevant.

Although social media needs to be a consideration for branches today, how you use social media can look a lot like the way you already do your day-to-day organising. You don't need an account on every social media platform. Pick one and make it brilliant!

REMEMBER THE 5WS

- Who
- What
- When
- Where
- Why

PHOTOS

Pictures are vital when using digital channels to promote and communicate organising.

“If there isn’t a photo, it didn’t happen.”

So make them good!

ONE PERSON ONE PLACARD

Could this picture be better?


UNISON
the public service union
PROUD
to be in
UNISON

WHAT'S WRONG?

There's at least 4 errors here...


UNISON
I'm proud to be in UNISON
UNISON
I'm proud to be in UNISON
UNISON
PROUD to be in UNISON
UNISON
PROUD to be in UNISON
UNISON
I'm proud to be in UNISON

PHOTOGRAPHY - TOP TIPS

CONTROL

It's down to you.
In most circumstances, you have the chance to control what your picture will look like – ask people to move around to improve a photo, for instance.

LIGHTING

Know your phone.
Try it in different light, inside and out. Make sure that the sun or interior light source is behind you and not behind the intended subject.

LANDSCAPE

Always landscape.
For most social media and internet use, shooting ‘landscape’ – i.e. with your phone on its side – is best.

PRESS RELEASE

If you're looking to get media coverage for your small business, being able to write an effective press release is an essential skill.

But how long should a press release be? And what kind of information should you include?

PRESS RELEASE

1 MAKE SURE YOUR STORY IS NEWSWORTHY

1. Is there anything "new" in my story?

2. Is there anything unusual or unexpected about it?

3. Would this be of interest to anyone outside my business?

4. Will anyone actually care?

The last one sounds harsh, but is probably the most important: you might be excited about your new marketing director or the launch of your new product, but will anyone else be interested?

If the answer is "no", hold off on that press release until you've got a better story.

PRESS RELEASE

2 **WRITE KILLER HEADLINES**

Most journalists get hundreds of emails every day, so it's a good idea to label emails containing press releases with the phrase "press release" or "story idea". A great subject line is also a must.

But don't try to be clever: most journalists will spend just a few seconds deciding whether something looks interesting.

If they don't immediately understand what your story is about, they'll move on to the next thing in their inbox.

PRESS RELEASE

3 GET YOUR TOP LINE IN THE FIRST LINE OF YOUR PRESS RELEASE

Getting a journalist to open your email is important, but if your first sentence doesn't grab them, they may not read any further – which is why you need to get the "top line" (the most important bit) of your story right at the beginning of your release. Your first line should be a summary of the story (in no more than around 15-20 words) and read like the opening of a news story.

Another trick is to imagine your story is going to be covered on a TV or radio programme. A presenter generally has around 5-6 seconds to introduce each item eg "And coming up next ... why a local cafe owner is giving a free coffee this weekend to anyone born in July."

If your story was going to be featured on the radio today, how would the presenter introduce it? Asking yourself that question should give you the top line of your story.

PRESS RELEASE

4 BE CONCISE

The ideal length of a press release is **ONE** A4 side or about 300 to 400 words (the length of a short news item). That's just three or four short paragraphs and a couple of of quotes. If yours is longer than that, you've probably got unnecessary waffle that doesn't add anything to your story.

Don't be tempted to include background information about your company in the opening paragraph. This – along with any other additional information – can always be included in a "notes to editors" section at the end (it's fine to run over to a second page for this).

Sub-headings and bullet points can be useful to make information easy to digest, particularly if you're including figures or statistics.

PRESS RELEASE

5

USE QUOTES TO PROVIDE INSIGHT, NOT INFORMATION

Including quotes from people in your company can be helpful for journalists (and on regional or trade publications are often used, word for word). A common beginner's mistake is to use quotes to provide information, for example, "last year, we employed 100 staff in 12 different countries and turned over £5m."

Quotes should be used to provide insight and opinion and sound like a real person said them.

They definitely shouldn't be full of jargon or technical language.

PRESS RELEASE

A FEW MORE TIPS...

Photos can be helpful if they add something to the story, but avoid sending big files that will clog up peoples' inboxes.

And finally ... aim high, but be realistic in your expectations. Most journalists are swamped with press releases, so it may take you a few attempts and a bit of chasing to land press coverage for your business.

Don't give up though; determination and a willingness to learn can take you a very long way.