

# NCR Communications Committee

## Social Media Toolbox

### Communication Guidelines

#### Start with Your Communication Profile

It should be stressed that Facebook, as powerful as it is, should not be considered the only option, as social media remains a highly personal choice for every user, with some members still preferring either other social media options, such as Twitter, and other communication tools such as website postings, regular emails, and even traditional bulletin board postings, mailings, and phone calls.

As with everything in our union, it's always good to start with the membership and the broader audience to be reached, what the purpose of the communication is, and what the specific objectives are.

#### **What are the demographics of the audience and membership?**

- Where are the members located?
- How do they currently communicate?
- What communication tools are they most familiar with?

#### **What is the purpose of the communication?**

- Do we want to speak to our target audience about an issue?
- Do we want to listen to what they have to say?
- Do we want them to join in on an action or activity?
- Do we want to build the union community?

#### **What are the specific objectives for communications?**

- To reach people in remote locations?
- To reach a critical mass with a key message?
- To respond to an immediate crisis?
- To survey or poll people on a specific topic?
- To update and keep them informed?
- To educate them?
- To get them to do something? What?



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### **Narrow down your specific online communication needs.**

- Start with what you know. Are there problems communicating with the target audience? Currently, how well are they connected with the issue(s)/campaign?
- Look at your capacity. Which problems of interaction can/should be addressed? How much time do you have to address them?
- Assess target audience capacity. How many people are likely to connect? What do they need to know in order to be able to connect?

Cover all the bases. How will non-connected people get the word? What roadblocks do we anticipate? How will we address them?

### **Online Posting Guidelines**

PSAC is committed to creating an online community that both encourages self-expression and also reflects PSAC values, including respect for the dignity and rights of others.

We ask all fans to do their part to help us achieve this goal. In addition to abiding by terms, conditions and other posting guidelines and rules of the individual services, we ask that you do not post content that is:

1. threatening, abusive, defamatory, obscene, indecent or objectionable
2. fraudulent, deceptive, or misleading;
3. in violation of any intellectual property right of another;
4. in violation of any law or regulation;
5. racist, homophobic or otherwise discriminatory in nature;
6. commercial solicitation of goods or services;
7. otherwise offensive, graphically or in tone.

Healthy debate is a core part of any democratic union, and we encourage all fans to share their opinions in a respectful manner. PSAC reserves the right to remove any content or fan that it determines contravenes these guidelines.

Of course, the content posted by fans does not necessarily reflect the views or opinions of PSAC.



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### Social Media Guidelines for PSAC Activists

#### General guidelines:

- Be transparent – you must be prepared to be fully transparent and visible within any online community.
- Be relevant – keep your posts on-topic and timely.
- Be engaging – speak as a real person, in the first person and grab the community's attention.
- Be simple – use simple words and speak clearly; don't use jargon or talk up or down to the community.
- Be credible – back up with simple facts. Use examples where appropriate and don't hard sell.
- Be present – if you want to be active in an online community, make sure to check in frequently.
- Don't take part in online campaigns and petitions, correspond with MPs or conduct union business using your work email account.

#### How to deal with conflict:

- Recognize good ideas publicly.
- Engage rationally and respectfully with your perspective.
- Focus discussion on the higher goals of the community.
- Always communicate respectfully, be patient and encourage the community to do the same.
- Rants and long-winded conversations should be addressed initially, but if continued, they should be left alone to fizzle out
- Disengage and refuse to acknowledge abusive comments. Complain to the moderator if necessary.

#### How to protect yourself:

- Remember: Facebook, Twitter and Youtube are public spaces. Never say anything online that you wouldn't say in your workplace or to your neighbour.
- Post from your personal computer or mobile device on your own time!
- Don't disparage your employer or refer to specific workplace conflicts.
- Don't speak ill of your co-workers (even if you don't name them).
- Avoid conflicts of interest. Use your best judgment and make sure not to post publicly about issues you may deal with as part of your job.



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- Be vigilant with your security settings. Set up a Facebook list for co-workers (and your boss!) that limits what they can see. Remember: even if you post something on your personal page, you should consider it public.

If you have any doubts about a possible conflict of interest, speak to your union representative before posting online!

### **PSAC Constitution & Regulations**

<http://psacunion.ca/psac-constitution-and-regulations>

PSAC Guidelines for free speech in the workplace

<http://psacunion.ca/guidelines-free-speech-workplace>

In addition to the PSAC Constitution and Regulations, be mindful of Component and Local Bylaws that may already provide guidance on public communication. If not already there, consider creating such guidelines.

### **References:**

#### **Government of Canada Get Cyber Safe**

<http://www.getcybersafe.gc.ca/index-en.aspx>

#### **Media Activism:**

[https://en.wikipedia.org/wiki/Media\\_activism](https://en.wikipedia.org/wiki/Media_activism)

#### **PSAC Guidelines for free speech in the workplace**

<http://psacunion.ca/guidelines-free-speech-workplace>

#### **Treasury Board of Canada Secretariat's Guideline on Official Use of Social Media**

<http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=27517>



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### OVERVIEW

Does your Local need a Facebook presence?

Facebook continues to be one of the most popular social media channels, and with over 1.5 billion active users every month it is a powerful tool for sharing information with your members.

### PURPOSE

You can use a public Facebook Page to promote news and events for your Local, Component, PSAC and other community or social justice initiatives. You can also use a private or secret Group to hold internal discussions you may not want the employer to see, such as planning mobilization efforts.

### POINTS TO NOTE

The creator of the page or group is automatically the Administrator of that page or group. Other members, once added to the page or group, can also be made administrators.

Administrators can:

- edit the description, tags and settings
- add and remove members
- add and remove administrators

Decide from the start whether a group or a page best suits your Local's needs, as they can't be converted to the other once begun. It will ultimately be up to the Local to decide which best serves the purpose, but consider that the PSAC and PSAC-NCR official Facebook presence is a Page, not a Group, in line with many unions' pages. Some other considerations:

- Pages allow for a public setting for all members (and the employer) to see posts without restricting access.
- Groups allow for privacy.
- Pages allow for data collection and other user analytics, which can help progress the page.
- In Groups, only members can directly communicate, so it does not provide an overall Local presence, unless you assume all members know the executive, which is rarely the case.



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- Pages allow the Local to post directly to the membership, and create events.
- Group and Page Administrators can both control how much users are able to post.

Finally, do regular posts in order to stay current, and stay visible amongst all the other things your members see in their personal newsfeeds. Also, consider updating the Profile and Banner images regularly, to maintain and renew interest. Images and video capture more attention than plain text. Facebook regularly updates its policies and practices, so search within Facebook and on external websites for current tips on creating and maintaining a Facebook Page or Group. See the References section of this fact sheet for some good places to start.

## REFERENCES

Facebook Community Standards

<https://www.facebook.com/communitystandards>

Facebook Pages Terms (including promotions)

[https://www.facebook.com/page\\_guidelines.php#promotionsguidelines](https://www.facebook.com/page_guidelines.php#promotionsguidelines)

How are Pages different from Groups? Which one should I create?

<https://www.facebook.com/notes/facebook/facebook-tips-whats-the-difference-between-a-facebook-page-and-group/324706977130/>

<https://www.facebook.com/help/155275634539412>

Group Basics

<https://www.facebook.com/help/162866443847527/>

What are the privacy settings for Groups?

[https://www.facebook.com/help/220336891328465?helpref=about\\_content](https://www.facebook.com/help/220336891328465?helpref=about_content)

How do I create a Page?

<https://www.facebook.com/help/104002523024878?helpref=search&sr=17&query=page%20basics>



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Community Standards

<https://www.facebook.com/communitystandards>

How to Convert a Facebook Group to a Page

<http://smallbusiness.chron.com/convert-facebook-group-45583.html>

28 Things You Need To Know About the New Facebook Pages

<https://blog.kissmetrics.com/new-facebook-pages/>

Facebook Page vs. Group: A Facebook Marketing Dilemma

<http://thesocialskinny.com/facebook-page-vs-group-a-facebook-marketing-dilemma/>

Facebook Group vs. Facebook Page: Which One Should You Use?

<https://www.causevox.com/blog/facebook-group-vs-facebook-page-one-use/>

The 20 Top Valuable Facebook Statistics

<https://zephoria.com/top-15-valuable-facebook-statistics/>



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## Twitter

Twitter may seem like madness to new users. It may even cause some anxiety, but it should be known that Twitter is a low-cost and very helpful tool for your Local and to the union movement as a whole.

First, it can be a great hub to hold conversations that you want to have on the news or in general conversations that you want to keep going. You “tweet” posts and others can “retweet” and add comments or “like” you tweet. If you are too shy or want privacy protect, you can change your settings to more private settings.

Second, it can act like a rolodex or a way to follow conversations not only within your union, but within the online “Twitterverse” or “Twittersphere”. Think about the possibilities: live tweeting your union event and posting pictures and the conversations you participate in for all to see.

Twitter is known for their 140-character limit per post. These can make for interesting posts that have everything abbreviated such as “elxn tmrw” making reading posts sometimes difficult and confusing for the new user. Once you get the hang of the conversations you take part in, you will come to recognize the abbreviations and the jargon as well and find that they come in useful, especially when it comes to use of hashtags (#'s) and ats (@'s).

Hashtags and ats are what keep potential Twitter users confused and offput. It is rather simple. Hashtags can be used for almost anything. You will either be creating or leading to an online community, such as #localunionsrock. When you use an @, you are either mentioning or replying to someone using their username, such as @local12345.

If you want to post a link, you will notice that it will eat up A LOT of your characters. In order to shorten the address, you will have to use an URL shortener. You can use bitly.com or tinyurl.com.





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You want to follow and following creates followers. The more you follow and communicate with those you follow, others will notice and want to follow you.

For glossary of terms, here's a link:

<https://support.twitter.com/articles/166337>

To have more than one admin added to your Twitter account, each platform has its own way of doing this.

## References

Twitter for Your Local Union: How to start a Twitter account for your local union.

[http://www.iatse.net/sites/default/files/twitter\\_script\\_website\\_-\\_pdf.pdf](http://www.iatse.net/sites/default/files/twitter_script_website_-_pdf.pdf)

Twitter Basics

<https://support.twitter.com/articles/215585>

