

NAPE

Newfoundland and Labrador Association of Public and Private Employees

EFFECTIVE COMMUNICATIONS

Strength in Numbers



You are the Key

- Local executives, activists, shop stewards are on the front-lines of the union
- **YOU** are the backbone
- **YOU** are the eyes and ears of the union
- We are only as strong as our weakest link
- Thank **YOU** for all that you do

Why?

- Teach members about issues and their rights.
- Share information with members.
- Build familiarity, trust, and confidence – **solidarity.**
- Get feedback.
- Stay current on issues on the ground.
- To be in touch with them about issues they think are important.
- Find the next leaders.
- Promote your union (and all your hard work).

Best Practices

- Talk with members, not at them
- Be inclusive (members are the union)
- Don't downplay. Take it seriously.
- Keep it simple.
- Don't inundate
- Keep it relevant
- Don't make it up
- Team effort

Best Practices



RESPECT



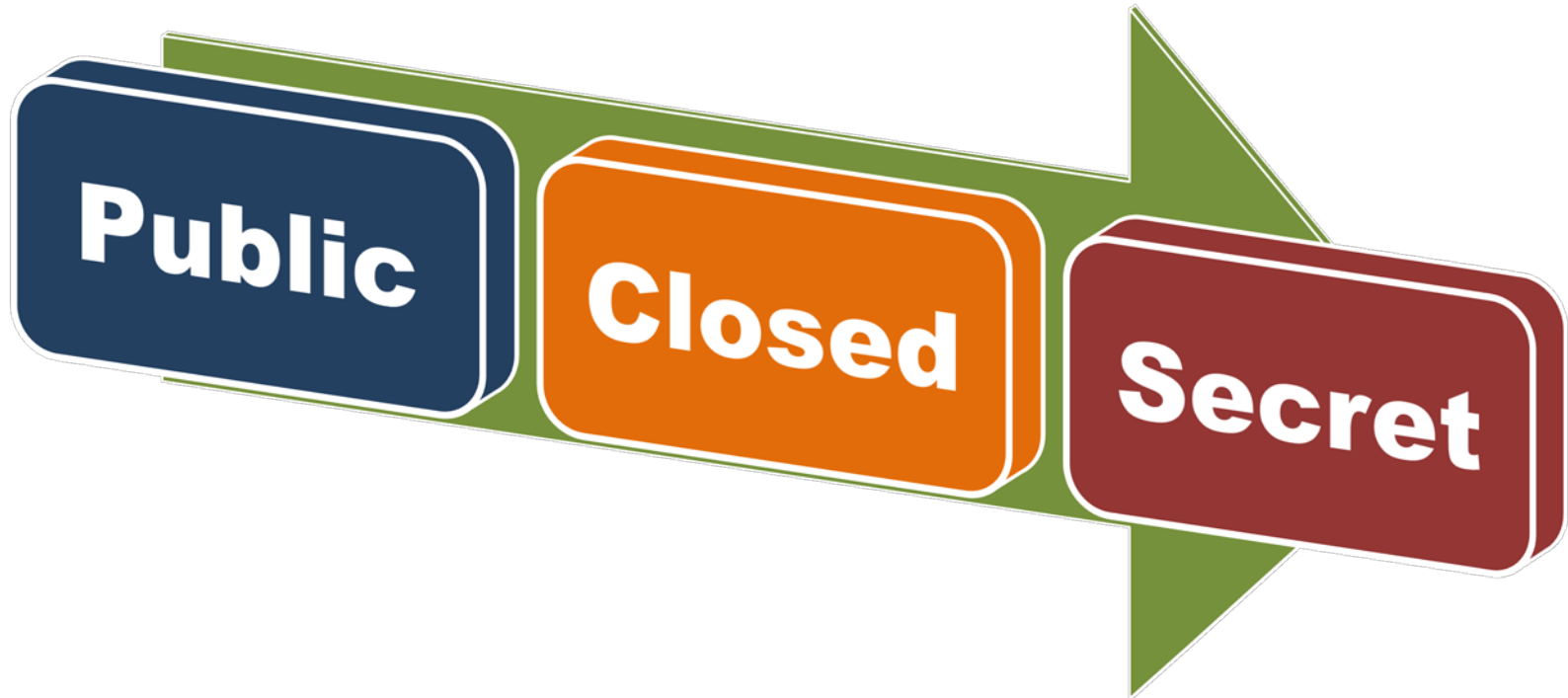
LISTEN
(Active)

- Verbal vs. non-verbal
- What you hear = **40%**
 - (tone, expressiveness, etc)
- What you see or feel = **50%**
 - (expression, eye contact, energy, passion, etc...)
- Words = **10%**

How do we get message to members?

- Bulletin Board
- Emails
- Phone Calls
- Social Media
- Memos
- Posters
- Tabling
- Meetings / Committees
- Word of Mouth

Facebook



Communication Flow



Communication Flow



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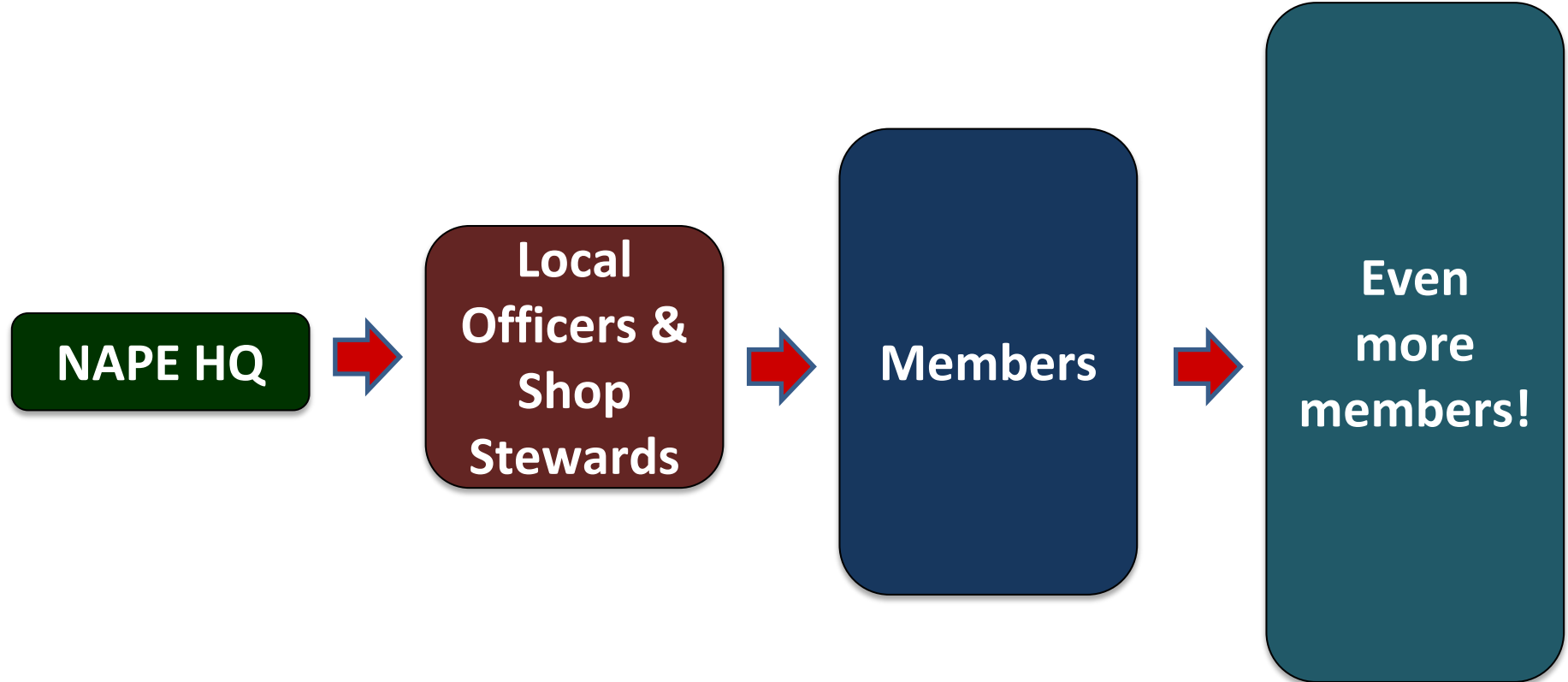
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COMMUNICATION CHALLENGES & SOLUTIONS

- Mail Outs
- Phone Calls
- App
- Emails
- Surveys
- Social Media
- Website
- Media
- Campaigns

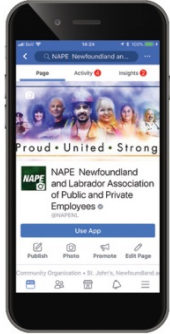
- Email list of Local Officers and Shop Stewards
- We need **YOUR** email
- Keep Local Report Forms Updated
- Only works when **YOU** pass the message on to members

Emails



- Helps us know where our members stand on the activities of the union and major issues important to them
- Online, phone, hardcopy

Communications



- **Facebook Page** *(most frequent updates)*
 - www.facebook.com/NAPENL
- **Newsletter/Mail Outs**
- **NAPE App**
 - *(search NAPE on Apple or Android store to get it from NAPE website)*

NAPE Facebook (2018)

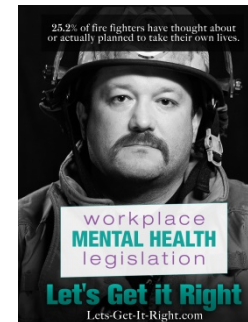
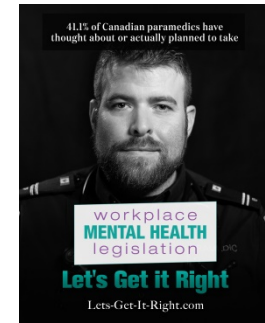
- **LIKES:** 7,632 (+1,894)
- **VIDEO VIEWS:** 800,565
- **REACH:** 9 MILLION
- **COMMENTS:** 2000+
- **DIRECT MESSAGES:** 1456
- **MOBILE DEVICES:** 82%
- **GENDER:** 71% Women
- **LARGEST DEMO** Women 35 - 45

- Important mechanism to get message to:
 - members, public at large, and government
- Earned media vs. Responding to an issue(s)
- What you see is only a snippet of the full story
- **What to do if you are contacted by media?**

- Workplace Mental Health Legislation –
Let's Get it Right

Mental Health Legislation

- Multi-Pronged Approach:
 - Research
 - Position Paper
 - Press Conference
 - Advertising Campaign
 - Media Relations
 - Government Relations



Getting results!



workplace
MENTAL HEALTH
legislation

Let's Get it Right



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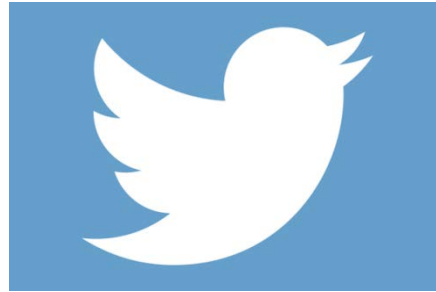
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SOCIAL MEDIA & YOU

- **60%** of web users say they would be embarrassed if their employer visited their social networking site
- **53%** of employees say social network content none of employer's business
- **33%** of employees do not consider business implications of postings

Main Platforms



Protecting Yourself

- Review your employers Social Media policy.
- Social media posts are not private. Even if you have deleted a post, it still exists somewhere (screenshots are a “thing” these days)
- Keep negative comments about your employer or co-workers to yourself
- Avoid connecting with your manager on Social Media

- **DO** “the front Page test” – if you wouldn’t want to see it on the front page of your local newspaper – **DON’T** post it
- **DO** - think before you post/tweet/hit ‘send’
- **DO** - Be aware of privacy concerns
- **DO** - Use work groups/listservs for professional purposes only
- **DO** unto others as you would have them do unto you

- **DON'T** badmouth employers, other employees
- Avoid being Facebook “friends” with your boss/supervisor
- **DON'T** identify your employer on your page
- **DON'T** vent about employer practices
- **DON'T** release info about work that is not public
- **DON'T** post in anger or haste
- **DON'T** use social media for personal reasons at work
- **DON'T** drink and type
- **DON'T** assume your posts/pictures/videos are private

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THANK YOU!