



EFFECTIVE COMMUNICATION STRATEGIES

Methods, Messaging, Mistakes

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OSSTF/FEESO CPAC CONFERENCE 2020
CONFÉRENCE DU CCAP D'OSSTF/FEESO 2020



TOWARD 2022 AND BEYOND
NOVEMBER 6TH 2020 - VIRTUEL
VERS 2022 ET AU-DELÀ
LES 6 ET 7 NOVEMBRE 2020 - RENCONTRE VIRTUELLE



WHY DO WE COMMUNICATE?


Bylaw Requirement
The District:
18.1.9 communication with the membership by means of a newsletter, memorandum or communiqué, issued from time to time; and/or a District website to inform and receive feedback from the membership.

The Bargaining Unit:
19.5.1 shall provide for communication with the membership by means of a newsletter, memorandum, or communiqué, issued from time to time by the Bargaining Unit or the Bargaining Unit President.

Value


- Membership values their union when they are aware of the work that is being done on their behalf.
- Raises community awareness about OSSTF/FEESO dedication to publicly funded education goals.





WHAT'S THE PLAN?

- What do members/public need to know from your office?
- How will we tell them?
- When will we tell them?
- How can we leverage the sharing of information?



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WHO IS YOUR AUDIENCE?

- Is this a public communication or a member-specific communication?
- How immediate is the information?
- Does this information have a timeline?
- Who else might be sharing the same information?

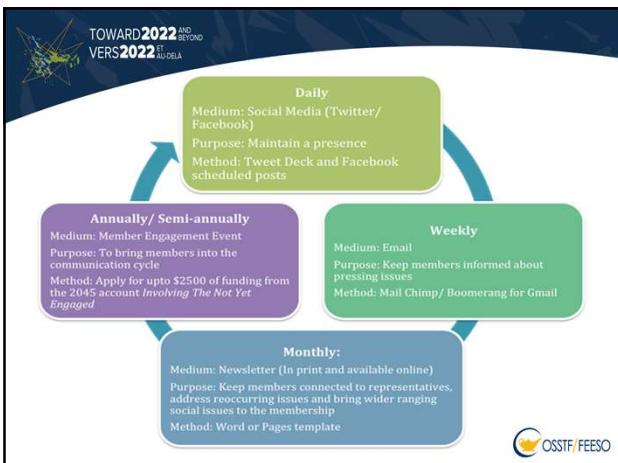
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SOCIAL MEDIA OR OTHER MEDIA?

- Did this come from Provincial Office? Do we need to re-create the wheel?
- Is this a regularly-occurring event? Can I reuse and alter past concepts?
- Is it more effective to amplify the voices of other groups sharing the same messaging? Or must this be directly from the D/BU?

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DAILY COMMUNICATION

- Fastest medium for regular communication is social media.
- Messages shared on social media will be seen by non-members.
- Offers no privacy for content being shared.

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Twitter
328 Million
MONTHLY ACTIVE USERS

Instagram
800 Million
MONTHLY ACTIVE USERS

Facebook
2 Billion
MONTHLY ACTIVE USERS

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What's YOUR POLL TIME Medium?

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POLL What communications tools
 have you used
 THIS FEDERATION YEAR?



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POLL What platforms are your
 members most responsive to?



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How do you know your members
are engaging with your messaging?

What tools do you use?



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DAILY- TWITTER

OSSTF FEESO
Tweets with links, **#hashtags**, and images receive 2X more engagement than those without.

www.osstf.on.ca

OSSTF FEESO
The optimal time to **#tweet** is between 12-3 pm. **#Engagement** tends to be highest Monday through Friday from 9 a.m.–4 p.m., but that could be different for your bargaining unit.

www.osstf.on.ca

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MANAGING DAILY- TWEETDECK

Lets you view multiple "timelines" in one easy interface

Includes features for more advanced Twitter users

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DAILY- FACEBOOK GROUPS

You can set group privacy to request member content approval or addition by administrators.

In groups, members receive by default notifications when another member posts something.

DAILY- FACEBOOK PAGES

Like a friend's profile, Facebook Pages enables your district or bargaining unit to create an authentic and public presence on Facebook. Unlike your profile, Facebook Pages are visible to everyone on the internet by default.


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FB GROUP vs PAGE?

GROUP - In a group you're always going to be playing to a much narrower audience who has to know how to find you.

PAGE - Everything is more out in the open with a page, so you must monitor things more closely and conversations are more difficult to manage.

GROUPS - you can easily communicate with all members via chat, email, wall posts, messages, and even create a shared Doc, but cannot add additional applications for promotions or aesthetics



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DAILY- WHEN TO POST ON FACEBOOK?

S M T **W** T F S

Avoid weekends Best day of the week Avoid weekends


Best Time:
1:00pm - 4:00pm

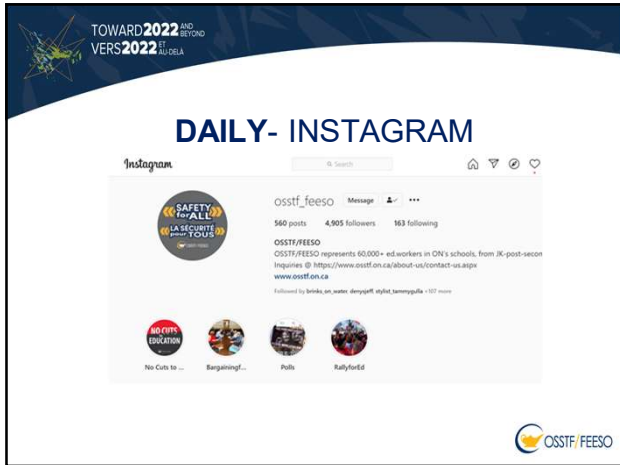
Worst Time:
Before 8:00am
After 8:00pm



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DAILY- AUTOMATING FACEBOOK POSTS







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WHO TO FOLLOW?

- Ontario Secondary School Teachers' Federation
- Elementary Educators
- OECTA – Ontario English Catholic Teachers Association
- AEFO
- OSBCU-CSCSO
- Ontario Teachers' Federation - OTF
- Ontario Federation of Labour (OFL)
- Canadian Labour Congress – Congrès du travail du Canada




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WHO TO FOLLOW?

- @OSSTF
- @ETFOeducators
- @OECTAProv
- @AEFO_ON_CA
- @osbcucscso (CUPE Ed. Workers)
- @otffeo
- @OFLabour
- @CanadianLabour




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WHO TO FOLLOW?

- @osstf_feeso
- @etfoeducators
- @catholic_teachers
- @aefoprovinciale
- @osbcucscsocupe
- @onfedlab
- @canadianlabour




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#HASHTAGS

#OSSTF
#OnPoli
#OntEd
#SafetyForAll
#Solidarity
#OnLab
#CanLab
#EdChat

Choose the hashtag that aligns with your post.

Ex. #EdChat less political, appeals to Educational Services related posts




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LET'S TRY

Evaluating a SM post

GOAL - To push the #SafetyForAll graphics available on the OSSTF/FEESO page

CALL TO ACTION - Drive people to the OSSTF/FEESO page to share the graphics for each platform

INCLUDE LINK - <https://www.osstf.on.ca/public-education/safety-for-all.aspx>

HASHTAGS TO INCLUDE - #OSSTF #OntEd #OnPoli #SafetyForAll



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TWEET A




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TWEET B

OSSTF Communications osstf · Oct 28
 #OSSTF members - it is your responsibility to be part of the solution - find your #SafetyForAll graphics, social media frames, and lobbying documents at - www.osstf.on.ca/public-educati...
 #OntEd #OnPoli



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TWEET C

OSSTF Communications osstf · Oct 28
 #OSSTF members are reminded that they can find #SafetyForAll graphics, social media frames, and support documents at - www.osstf.on.ca/public-educati...
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POLL Which of these is the best post?

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The winner!

OSSTF Communications osstf · Oct 28
#OSSTF members are reminded that they can find #SafelyForAll graphics, social media frames, and support documents at - www.osstf.on.ca/public-educati...

#OntEd #OnPoli



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WEEKLY- 

- Mail Chimp is an email marketing software that allows you to **create and distribute** email messages to large distribution list.
- The software has a variety of formatting **tools and templates** and allows you to **track email open and link click rates**.



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WEEKLY- 

- To reduce 'email fatigue' make sure weekly updates are brief and immediately relevant.
- Schedule your weekly email to go out to members at a time that generally fits with their work schedule.

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MONTHLY- NEWSLETTER

Goals:

- promote the ongoing work of OSSTF/FEESO
- highlight issues related to labour and social justice to your membership

Remember:

- committees and work groups can and should be a **regular contributor** to the D/BU newsletter
- **Ensure accessibility** - Make sure this publication is available in print for those who prefer that communication method.



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GRAPHIC DESIGN SIMPLICITY



Minister of Education,
Stephen Lecce

Fact Check

Get the whole story:
BargainingForEducation.ca




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GRAPHIC DESIGN SIMPLICITY

LECC'S LATEST PROPOSALS		CONTINUED CUTS TO EDUCATION
Effective September 2020 231 regular class 353 e-Learning Elimination of Secondary Programming Grant	Class Size Averages	2,800 secondary teachers lost province-wide 16,800 courses cut
2 mandatory with complicated parental opt-out	e-Learning Courses	Still mandatory, not voluntary
No rehiring of Education Workers, no guarantee of base-line staffing	Education Workers	100s of lost education worker positions Less access, longer wait times for students


These are still CUTS, OSSTF/FEESO says



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MEDIA RELEASES AND INTERVIEWING

- **Locally developed** messaging and press releases can always help shape your image in the community.
- **Connect with your CPA Field Secretary** for wording, speaking points, and help crafting the release.
- **Stick with a common, simple message** that uses proven facts and details. Don't get taken elsewhere by the interviewer.
- **Reference key phrases and messaging from Provincial Office** to help you keep the information consistent.
- **Use local stories** to help ground the messaging in the experiences of your members, students, and community.



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Communication Cycle




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OSSTF/FEESO SUPPORT

- Visit www.osstf.on.ca for access to Safety For All as well as standard OSSTF/FEESO logos and images
- Contact your CPA Field Secretary for additional resources/support



1 UNION	60,000 MEMBERS
230 JOB CLASSES	
151 BARGAINING UNITS	
37 DISTRICTS	




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INCREASE ENGAGEMENT

Raise the profile of your District and Bargaining Unit locally through improved communication strategies

- Collaborate with your D/BU committees
- Try non-traditional approaches to engage members
- District/Bargaining Unit Funding Lines:
#2010 Professional Development and Union Training
#2045 Involving the Not Yet Engaged
#2047 Community Outreach
#2085 Advancing Human Rights Special District Programs



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WANT TO LEARN MORE?

#4410 for Communications Training

**ACCOUNT #4410
COMMUNICATIONS TRAINING
\$10,000**

The communications training program was established as a pilot project of ASBA 2013, and was subsequently made a permanent part of the annual budget of ASBA 2014. As communications expenditures continue to grow in fiscal and past, it is increasingly important that expertise in a variety of strategies be shared among local districts and bargaining units.

Funding is available to assist with developing expertise in using a variety of communications tools to better connect with members of the local union. Training is most suited for those who are responsible for communicating to the local membership, which may include communications officers and office administrators.

The County Commission is responsible for:

**APPLICATION FORM #4410
COMMUNICATIONS TRAINING**

GUIDEL

1. Address: _____
2. Home: _____
3. Home: _____
4. District: _____
5. District: _____
6. The type of communication: _____
7. Applicant: _____
8. Applicant: _____

PROCEDURE

1. Complete _____
2. _____

Identify who locally would be involved in this training:



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Mistakes Happen

If and when you have a mistake, don't let it fester.

Or better yet, be sure to have REVIEWERS for your posts.

Oh, and know your emojis.





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**THOUGHTS?
QUESTIONS?
FEEDBACK?**