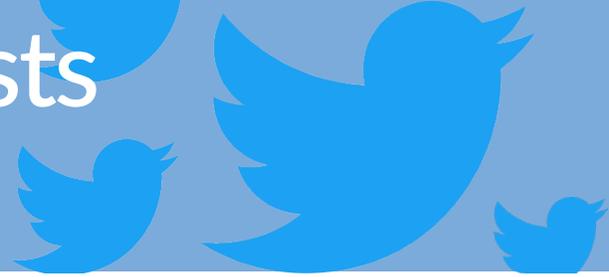


Tips for Unifor Activists Using Twitter



Twitter can transform the way organizers and our union reaches new members. Unlike posters or handbills, Twitter doesn't just broadcast information—it lets us interact with an audience. If done well, it can supplement our traditional efforts to build relationships with members whom we may never meet in person. Twitter is also a way to be an audience, and participate in wider dialogues about pressing issues of the union, or that are province-wide, or even globally in our movement.

The Basics

TWITTER FEED (“Home” on www.Twitter.com) Is the stream of tweets from people or the accounts that you have chosen to follow (see Who to Follow below). What you see when you first log in.

FOLLOWERS You can choose who appears in your Twitter feed. Others can follow you too.

MENTIONS When tweeting, you can refer to somebody by their Twitter account (@theirname) and they will get an alert that you've mentioned them. Eg. “Listening to @JerryPDias speaking to the Media Industry Council.”

When you want to respond to something, either click the Reply button or simply type @theirname at the start of your tweet. Ex: “@LanaMPayne I agree, we should have a higher minimum wage!”

RETWEET If you see something that strikes a chord with you, you can re-post it for your followers to see.

HASHTAG The “@” links to a user's account, and a “#” links to a shared conversation. Twitter collects all of the tweets with a specific hashtag into one place—just click on the #hashtag to see what everyone is tweeting about it.

To contribute to that conversation, just use that #hashtag in your tweet. Eg. “I'll be voting in the advanced polls today. #UniforVotes”

Best Practices

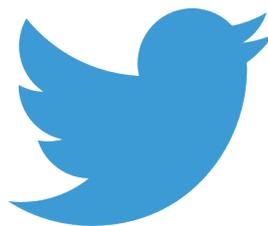
START CONVERSATIONS. If there is a workplace issue (a concern or other development), ask questions about what options might solve the problem, or link to thought-provoking articles.

BE PROFESSIONAL. Be informal but professional—people generally ignore impersonal propaganda and lofty rhetoric.

BE RESPECTFUL. As an organizer, you want to foster openness. Critics are future allies.

BE POSITIVE. While unions do solve problems, and those problems need to be identified and discussed, don't be a constant source of negativity. Focus on solutions and what people love about their profession.

ASSUME YOUR EMPLOYER IS WATCHING. Social media is public and permanent. You can't un-say what you tweet or post, so be careful.



FOLLOW US!

@UnifortheUnion
@SyndicatUnifor
@UniforQuebec

LIKE OUR PAGE
ON FACEBOOK!
UniforCanada



Things to Avoid

DON'T BE SARCASTIC. Sarcasm rarely translates into the printed word, and may just lead to confusion.

DON'T RESPOND TO "TROLLS". If you're confident that an individual is trying to be disruptive (and not just misinformed), don't engage, it only adds fuel to the fire.

DON'T INSULT INDIVIDUALS WITH FALSE INFORMATION. Published defamation (libel) can lead to a civil suit, and you could lose your job. Truthful and honest criticism is not libel, but when in doubt ask yourself: "is this really essential to the online discussion?" Usually the problem has systemic solutions, and targeting an individual isn't productive.

Who to Follow

Hundreds of Unifor activists use Twitter, but here's a short list of some key leadership.

Jerry Dias @JerryPDias

Bob Orr @BobOrrUnifor

Joie Warnock @JoieWarnock

Naureen Rizvi @NaureenRizvi1

Lana Payne @LanaMPayne

AWOC Rep: Ruth Pryce @ruthpryce1

Indigenous Liaison: Gina Smoke @smokegina

Industry Council Representatives

Atlantic: Ian Hutchison @saintjohn601

Aviation: Euila Leonard @EuilaLeonard

Energy: Kim Conway @kimconway707

Health Care: Shauna Wilcox @shaunaahw

Hospitality and Gaming: Dana Dunphy
@DanaLDunphy

Media: Jake Moore @79MPresident

Prairie: Guy Desforges @gzdesgorges

Rail: Jennifer Murray @Jenn061976

Resource: Keith Sullivan @KSullivanFFAW

Skilled Trade: Dave Cassidy @dave_cassidy444

Telecommunications: Marc Rousseau @MrMegar

Who Else to Follow

Departments

Human Rights @UniforHR4All

Women @uniforWomen

International @UniforHR_INTNL

As you get more comfortable with Twitter, you will find more people to follow.

A good strategy is to follow people that your favourite Tweeters retweet or people who make interesting comments in hashtags that you follow (see below).

Conversations to Join

As you might expect, if you're tweeting about the great work you're doing locally, please use the #unifor hashtag.

HERE ARE SOME OTHER SUGGESTIONS:

#cdnpoli (federal political issues), #canlab (labour issues), #syndqc (Quebec labour), #cdnecon (federal economics)

PROVINCIAL POLITICS: #bcpoli, #abpoli, #skpoli, #mbpoli, #onpoli, #qcpoli/polqc, #nbpoli, #nspoli, #peipoli, #nlpoli

LOCAL ISSUES: Often the shorthand for local affairs is the airport code (where applicable). Eg. tweets about municipal affairs in Calgary are hashtagged #yyc.

CREATE YOUR OWN HASHTAGS: If you're having an event or an ongoing issue that multiple people are tweeting about, create your own hashtag. Literally anything that follows "#" is a hashtag, so just type it in (no spaces or punctuation).

For example, to create the conversation at the Unifor Constitutional Convention meeting, we've chosen #Unifor2019.

