

COMMUNICATIONS WORKERS' UNION

ITEM 5 COMMUNICATIONS - Chapter 5

11TH BIENNIAL CONFERENCE 2022, ATHLONE



Why have a strategy?

- The development of a communications strategy is a key component of the Union restructuring plan that we have recently developed and established
- We must be a leader in how we communicate with:
 - Members
 - Representatives
 - Employers
 - Government, Political Parties & the Minister for Communications
 - Media
 - NGOs and other stakeholders
- A more effective communications strategy will also support organising and recruitment



5-Step Strategy



1. Identifying objectives



2. Developing our messages and Union Mission



3. Ensure effective timing



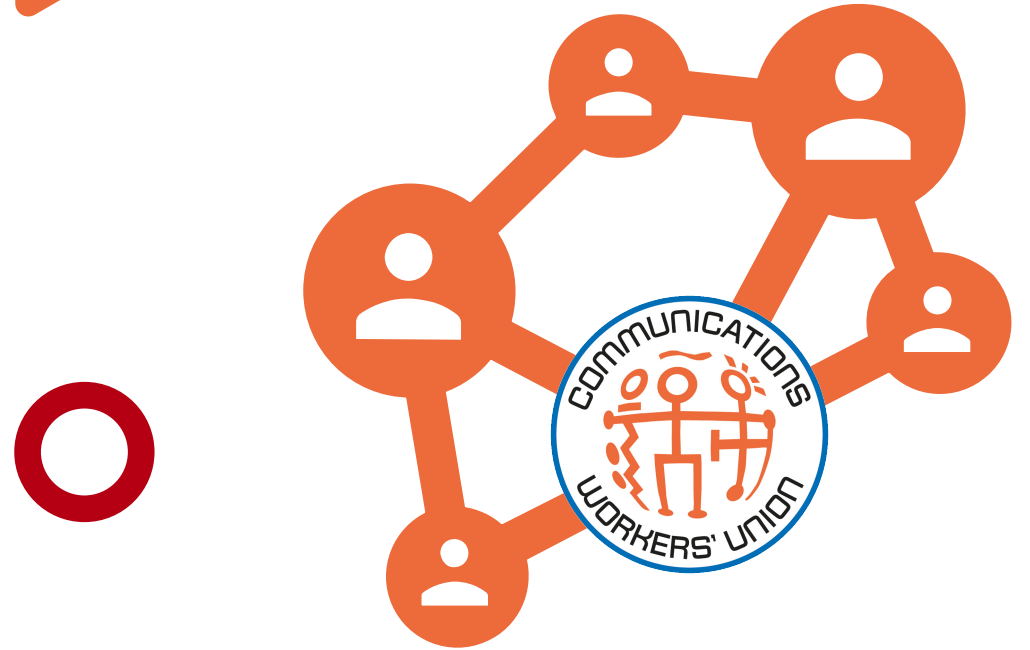
4. Enhance media & channels



5. Review and monitor for best practice

Supporting the Strategy

- Identifying a resource that can coordinate overall Union communications
- Working more closely with PR so that we have our say on sectoral issues
- Identifying workstreams and delegating accordingly
- Review of external communications:
 - Union website
 - Connect
 - Social Media
 - Managing PR
 - Sector-specific research



Supporting the Strategy

- Review of internal communications:
 - Branch Committee & members
 - Branches & Union Head Office
 - Local social media
- Communications courses as part of union training and on *Unionlink*





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postal, telecommunications
centre sectors.

Shaping the Future Union

Workstream 1: Website

Review of the website identified as a primary workstream, as part of our overall strategy, and that the work would commence here

Workstream 1: Website

Where we were:

- Previously most recent news was the cancellation of conference/seminars
- Other events only listed CWU training
- Lack of response from Union to headline issues
- No promotion of agreements done or Union achievements
- Navigation and design good, but scope for improvement
- Limited sector information





Website Review

- 1 Survey of NEC, Officer Board, and Branch Secretaries
- 2 Commenced December 2021
- 3 Good response to survey and significant feedback received
- 4 Several questions asked on navigation, content & future requirements
- 5 Survey results compiled into a website review report for NEC



Primary Survey Results



In general, members visit the website once a month



Most popular pages are 'Forms & Booklets', followed by 'Circulars'



Site navigation was very positive



Most access website from a laptop



CWU app identified as a possible support to the website

Future Information Requirements

- Sector-specific information
- Real-time information - agreements, etc
- Defining CWU and what we stand for
- Employment law and common questions/ general enquiries answers
- Wider societal issues
- Further information on ICTU/UNI Global Union and the campaigns we are involved in
- More links to Union benefits, government services, HSE, Workplace Relations Commission, and key information providers
- Integration of CWU's social media feeds that could be viewed in one central place on the website
- More storylines and news on members' issues





Implementing the Survey Results

- The survey results were carefully assessed with a view to providing enhancement around content, navigation and access
- A comparative analysis conducted on the “best in class” trade union websites, on a national and international basis, to see how we can enhance our own offering and a final report produced
- Website report presented to the NEC, taking into consideration areas for improvement and additional requirements, with a view to ensuring that the website is sustainable for CWU



- Initial consultation with the web provider FUSIO on how these requirements could be implemented
- Workstreams identified in Union Head Office to ensure that the website is kept up-to-date, in line with member and representative requirements



Where we are...

Website now has the most up-to-date information under 'Latest News' and has expanded considerably

Union identity and Head Office portfolio highlighted

Additional website tabs earmarked for future development

Content in response to survey results under development

Add the "bells and whistles" that we identified from other Union websites that would make our offering more valuable

...and Next Steps

- Once we have implemented the results from the website review and added the content, we will then move to the next workstream, which will be the Union's use of social media and technology and roll-out of a wider proactive PR and media strategy
- Communications enhancement will be an ongoing process and must be resourced with ***content, content and more content!***
- You can play your part!!
- Send us relevant information and tell us how we can support Branch communications
- Contact communications@cwu.ie for any feedback, suggestions or enhancements we can make to our communications strategy





Thank you

11th Biennial Conference

Sheraton Hotel, Athlone

Wednesday 4th May 2022