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COMMUNICATIONS UPDATE

CWU BDC 2024



# 5-Step Strategy



1. Identifying objectives



2. Developing our messages in line with Union Mission



3. Ensure effective timing



4. Enhance media & channels



5. Review and monitor for best practice

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# Workstream 1: Website

Overhaul of the website identified as a primary workstream.

**Main Objectives COMPLETE but work is constantly ongoing.**

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# What we have achieved



'Latest News' and has expanded considerably



Union identity and Head Office portfolio highlighted



Integration of CWU's social media feeds that could be viewed in one central place on the [website](#)



More online applications and forms, including education grant scheme, training application forms – portal for the executive



New Employment Rights Section in the form of FAQ as well as the Health and Safety A-Z

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# Continuing Information Requirements

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Monitoring stage via union survey on website

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Consideration of landing pages for completed projects/campaigns

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Identifying CWU as the premier union in the tech sector

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Wider societal issues

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Further information on ICTU/UNI Global Union and the campaigns we are involved in

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More links to Union benefits, government services, HSE, Workplace Relations Commission, and key information providers

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# Work Stream 2

- Social Media Development
- In addition to the union website, CWU uses 5 forms of social media as follows:
  - Facebook
  - LinkedIn
  - Twitter
  - Instagram
  - TikTok
- Posting content on a regular across all platforms
- Engagement increased considerably



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# Social Media Survey



- Launched in March for entire membership base
- Which social media platforms do you use the most frequently, and why?
- How often do you check your social media accounts each day, and for what reasons?
- What types of CWU content do you typically engage with on social media?
- Do you use social media to stay informed about news and current events?
- What topics are most of interest to you on social media?
- What advice would you give to improve our social media presence and engagement?
- Profile of membership using social media.

# Getting the Message Across



Some of the themes we have covered so far on social media include:

- Women better in a trade union - through gender sensitive campaigning in tech and promoting women in leadership.
- Better redundancy package in trade unions - comprehensive negotiations & training on rights.
- Better social justice in trade unions - recognition of wage theft, fairer taxation, the right to organise and many other key societal issues.
- Better care in the trade union movement - recognising February 16th as international care day and the investment that unions make at local level for those requiring care.



# DATA

- Align our communications strategy with Tech workers.
- Part of CWU community.
- Continuous update of website with relevant tech news.
- Social media feeds.
- Will be developed further to reflect our membership base.



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# ...and Next Steps

- Once we have implemented the results from the social media survey and added the content, we will then move to the next workstream, which will be the Union's use of 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**.
- Send us relevant information and tell us how we can support Branch communications.
- Contact [communications@cwu.ie](mailto:communications@cwu.ie) for any feedback, suggestions or enhancements we can make to our communications strategy.
- Follow us on social media.



# QR Codes to connect



Please use the following QR Codes to connect and follow our CWU Social Media platforms

