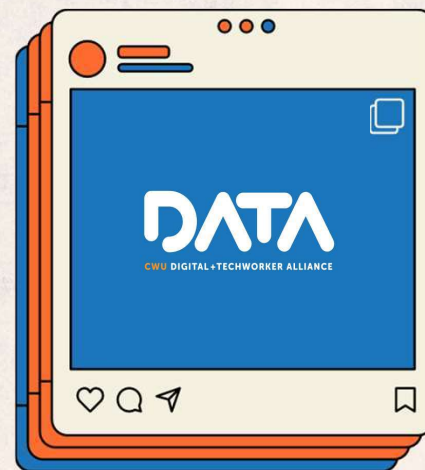
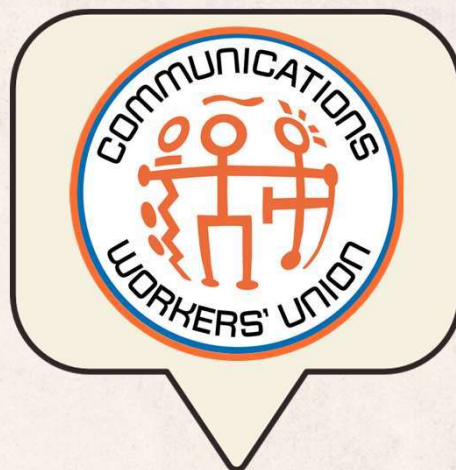
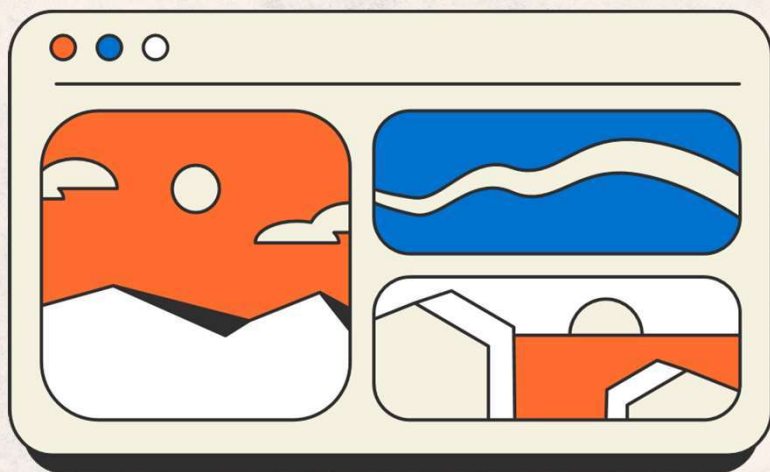


Communications Update





Where We Are Now

**Updated website
with employment
rights,
campaigns,
enhanced
members' area
and latest news.**

**Downloadable
forms and easier
access to key
union documents
for members'
information.**

**Social media
survey
conducted, and
results acted
upon.**

**Specific
content to suit
each sector
especially the
Tech area.**



Communications Workers' Union In The Media

Irish Times

The union boss targeting Ireland's tech sector: 'It's particularly hard work when Amazon won't respond to a phone call'

Irish Times

"Bid to make worker rights a doorstep issue launched by union group"

RTE News

New pay deals agreed at An Post and Eir

Irish Independent

"The Communications Workers' Union said it strongly condemned the company's (TikTok) 'harsh' treatment of some workers.'

Branding and Comms Development

Boosted Digital Capacity

Working with the Organising Team and new Digital Organiser Siobhan Kenny to strengthen our digital presence and align with organising goals.

Content & Engagement

Managing social media, creating engaging content, and using data to refine our messaging and boost member interaction.

Reaching More People

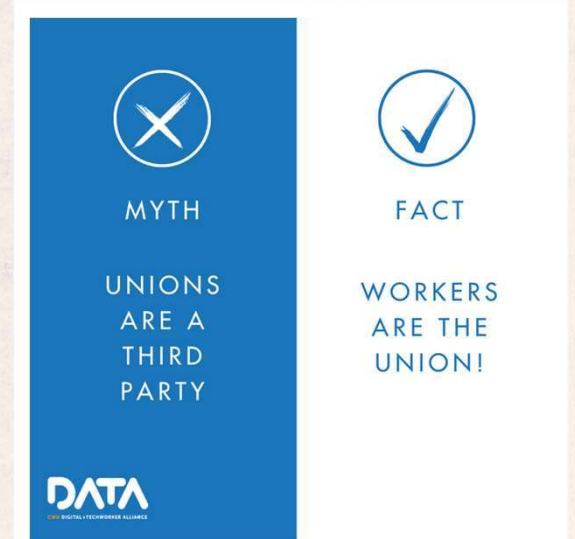
Extending the union's voice beyond the workplace and making our communications more accessible, especially for younger members.

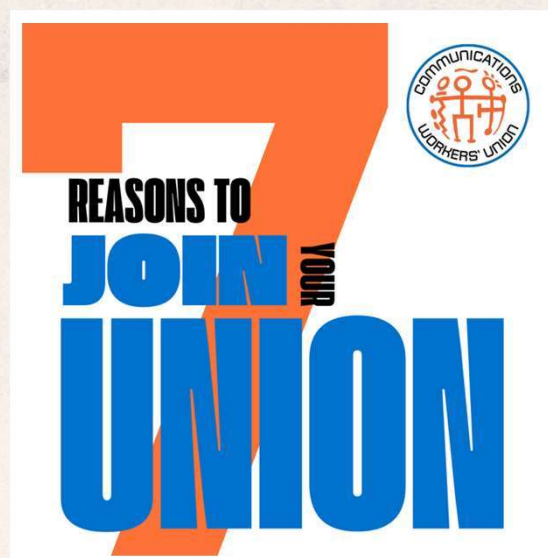
pov: you just found out
30% of workers lose their
annual leave

TikTok
@cwuita



Example of TikTok work







Our Social Media



CWU

4486

DATA

41



CWU

348

DATA

113



CWU

122



CWU

2,281

DATA

87



CWU

448

DATA

206



Building a Stronger Online Presence

- Stronger engagement across platforms
- Noticeable increases in followers, likes, views, shares, and comments across channels.
- Established our presence on new platforms like BlueSky, and strengthened existing ones

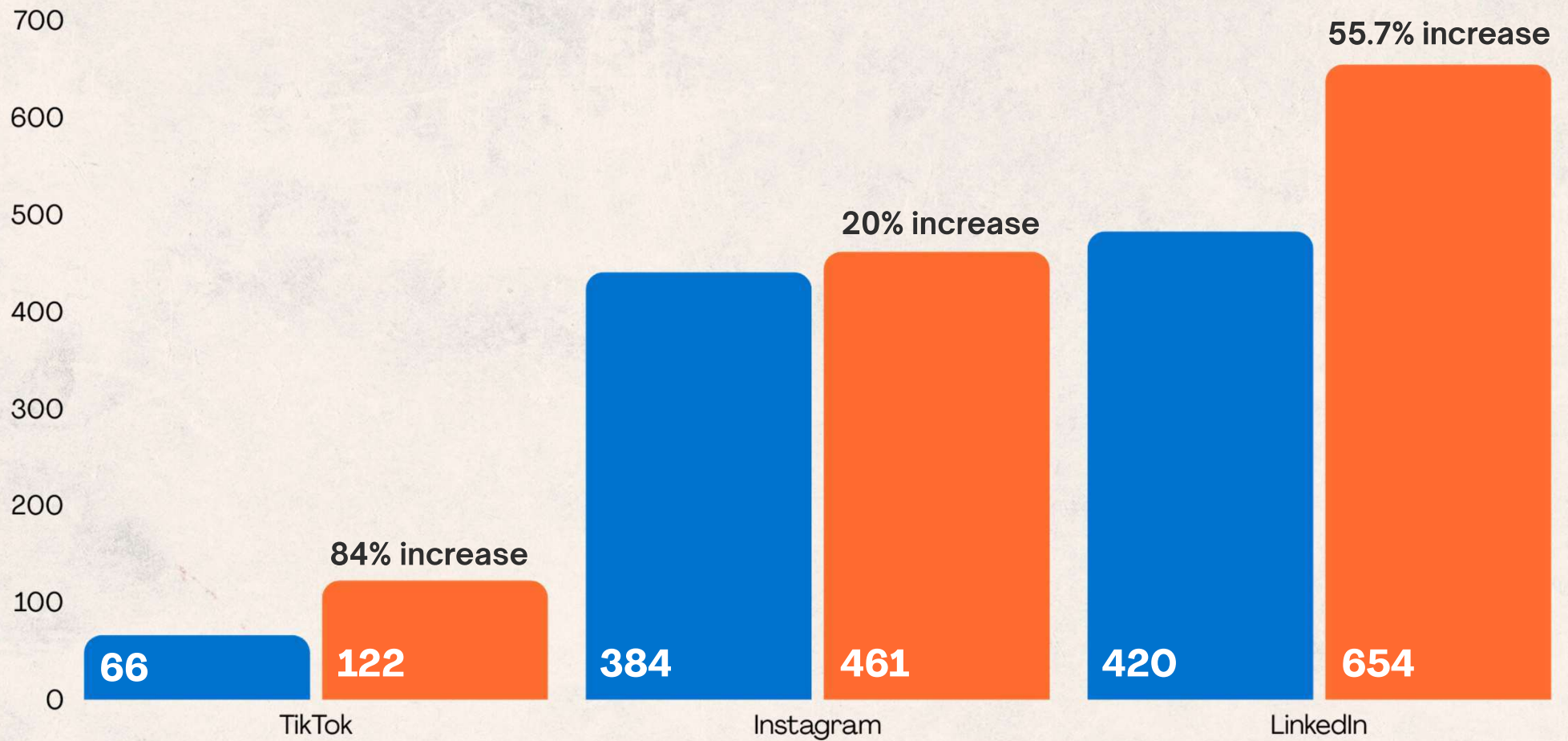
348,770
Content Views

4,949
Likes

785
Shares

Social Media Followers

● Before ● After



Social Media Followers

● Before ● After

5000

4000

3000

2000

1000

0

4,495

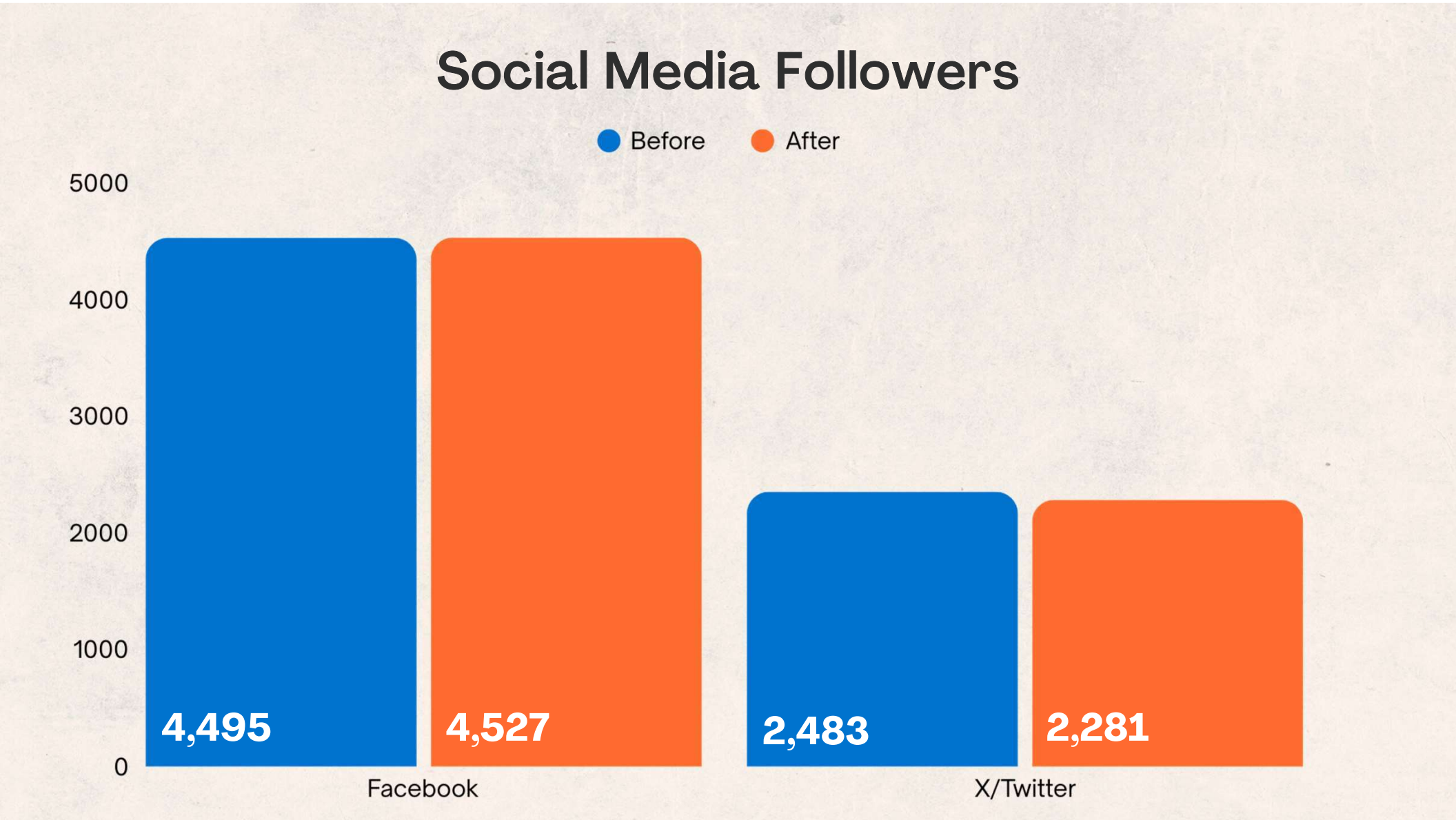
4,527

2,483

2,281

Facebook

X/Twitter





Communications Workers' Union Is Leaving X

**It is essential that
our social media
goals align with
our union goals
and values.**

**X's shift in tone
and ongoing
controversy have
led many
organisations to
leave or cut ties
with the platform.**

**At the most
recent NEC
meeting, this
decision was
formally
endorsed.**

Why Are We Leaving X?

**Increase in
toxic
content and
hate speech**

**The
platform's
new terms of
service**

**Use of
Misinformation**

**Lack of
Content
Moderation**

Find Us on BlueSky

Scan the QR code to find
CWU on BlueSky



[@cwuireland.bsky.social](https://bsky.app/profile/@cwuireland.bsky.social)

Scan the QR code to find
DATA on BlueSky



[@data-cwu.bsky.social](https://bsky.app/profile/@data-cwu.bsky.social)

Thank you!

