

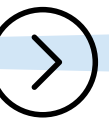
13th Biennial Conference 2026



Communications Report

Presented by Carol Scheffer &
Siobhán Kenny

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Communications is the Lifeblood of the Union

When members are informed, they're empowered.

A union that communicates well doesn't just represent its members, it activates them.

The method matters just as much as the message.

- Spread awareness of campaigns, collective agreements negotiations, or industrial action.
- Encourage participation in ballots, meetings, and strikes.
- Foster a shared understanding of goals and challenges.

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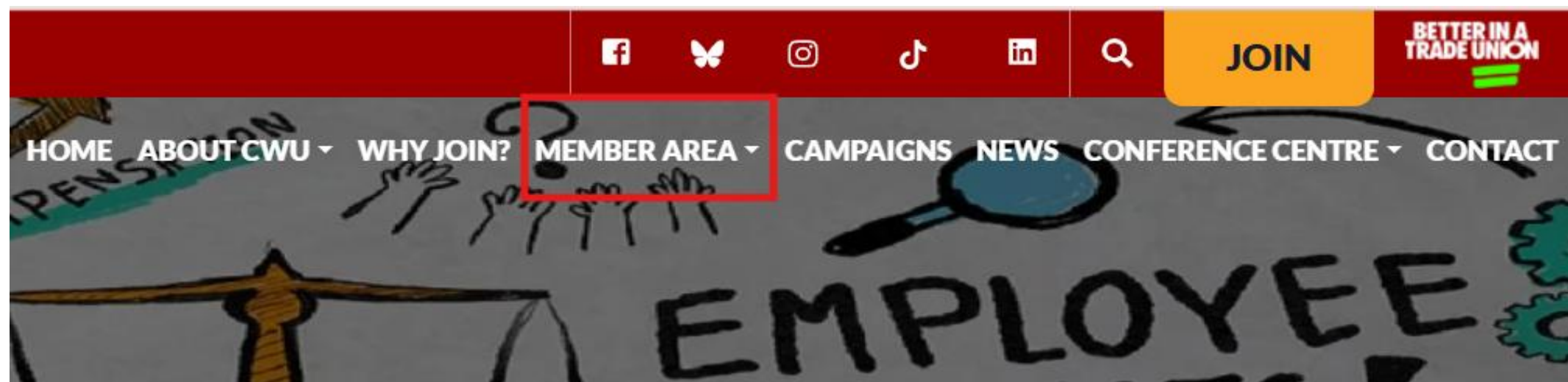


CWU Continues to be a Key Source

If we rely on limited sources of information and communication methods, we risk talking at members and alienating them.

Member Area:

- Employment Rights
- Circulars, Forms & Booklets
- Training course materials
- We have enhanced the functionality of the website considerably with increased downloadable content and with the latest news being posted regularly.



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[WHO IS DATA?](#)[WHY JOIN?](#)[CAMPAIGNS](#)[MEMBER AREA ▾](#)[NEWS](#)

Digital and Techworker Alliance

[Become A Member](#)

Communication needs are different to traditional union audiences.

People who work in software, data, or IT are used to fast performance, and intuitive navigation.

If the site feels clunky or dated, it signals that the union may also be behind in how it operates.

- Introduced better content structure, searchability, and integrations so members don't have to dig for information.
- Organising today is increasingly digital.
- A modern site can support:
 - Secure member sign-ups and onboarding
 - Petition signing and campaign actions
 - Data collection to understand member priorities



The workforce itself is different. Tech workers are often:

- Remote
- International
- Freelance or contract-based
- A modern website can reflect that reality with resources tailored to non-traditional employment, cross-border issues, and effective engagement
- It is also about union growth

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Further information can be found on www.datacwu.ie



At the beginning of this year, we introduced a new logo for the Digital and Techworker Alliance (DATA)

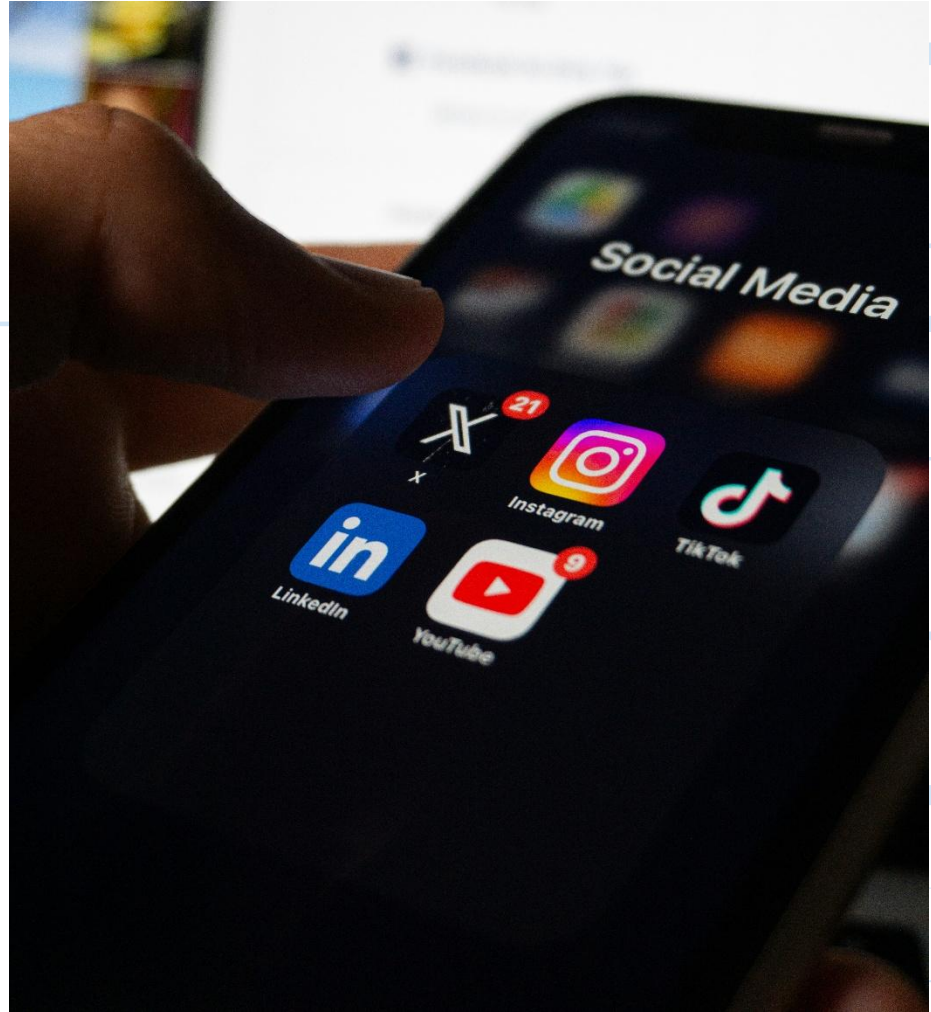
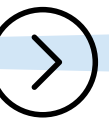
To strengthen the visual connection between DATA and the wider union

This change was driven by feedback from tech-sector members, who preferred the CWU's established visual identity

Launched the logo at the inaugural Tech Sector AGM on February 28th



Social Media



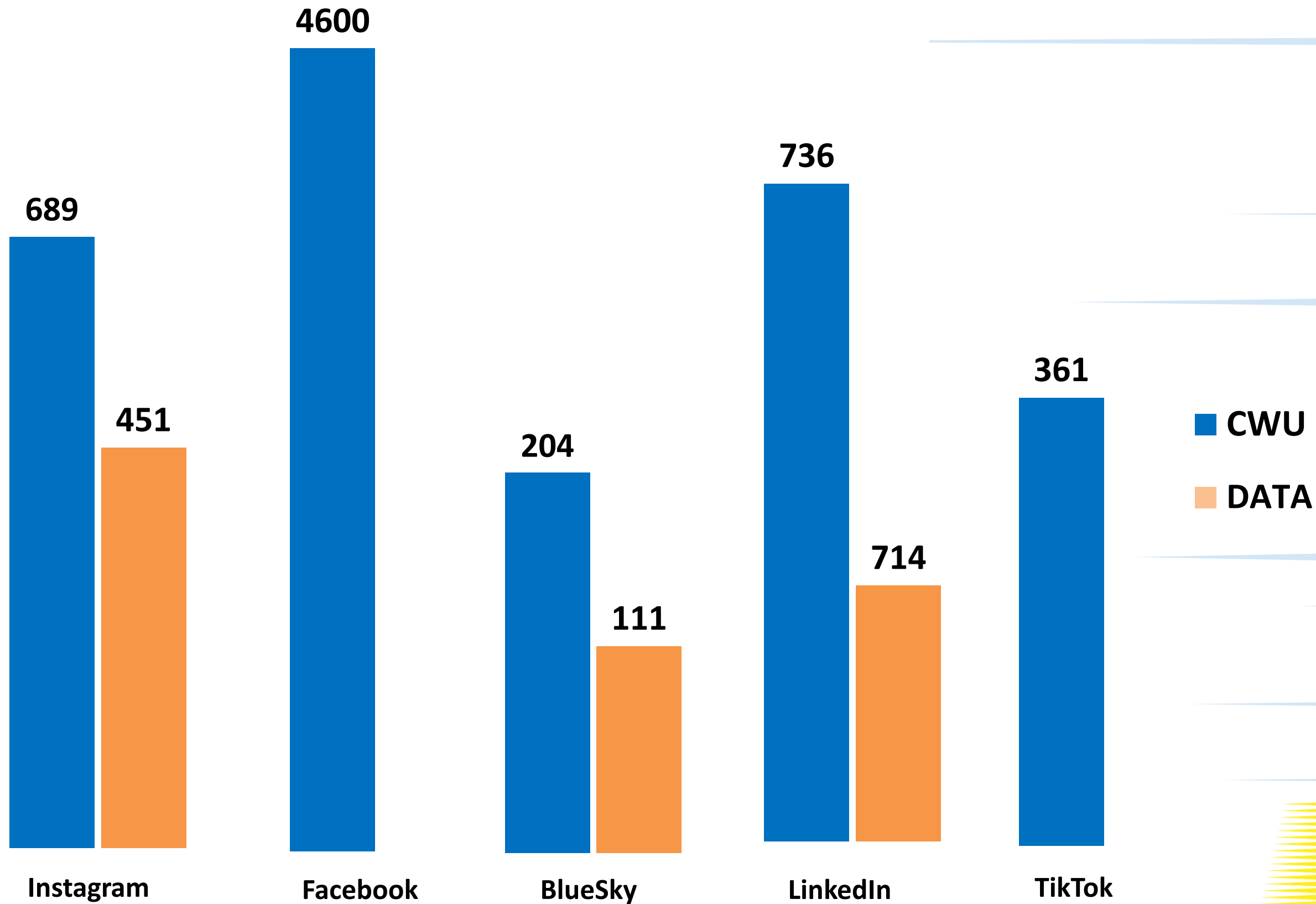
CWU Social Media Channels

- Our social media survey informed us as to what platforms, content and other activities we should enhance which led to a full analysis on our platform engagement.

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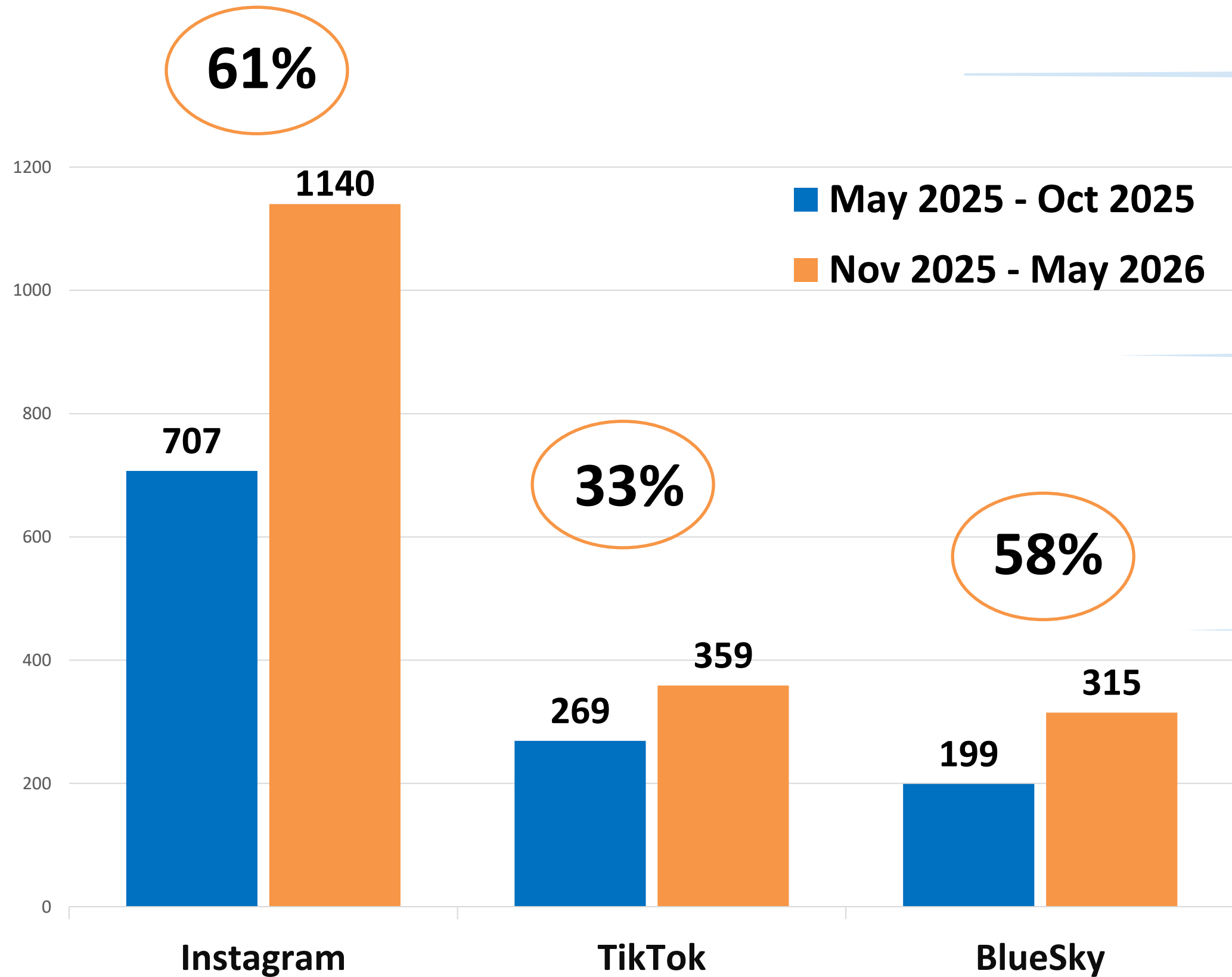
Our Social Media



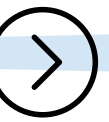
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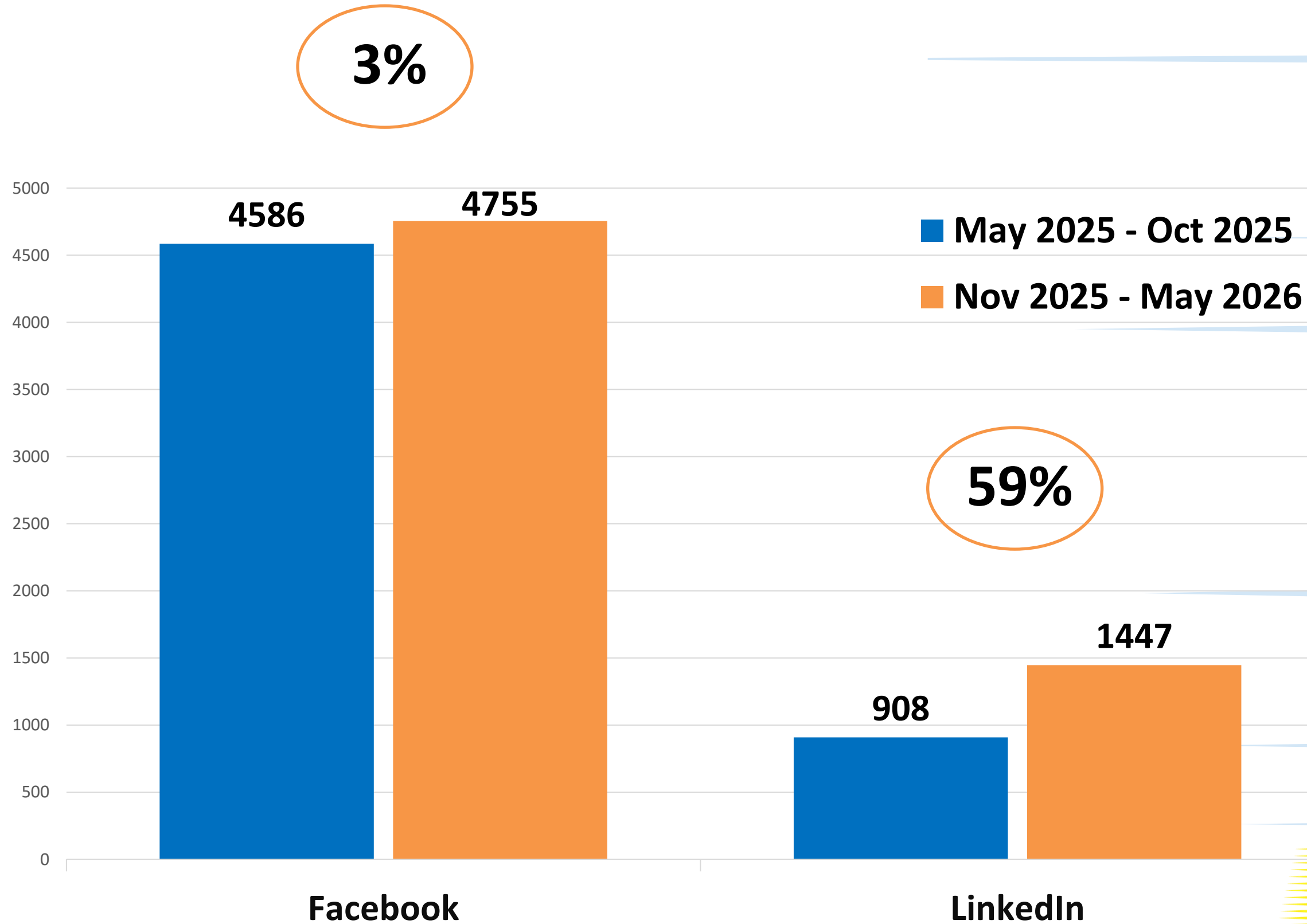
Social Media Followers



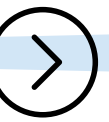
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Social Media Followers



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Social Media Wins

575,272
Profile Views

459,080
Content Views

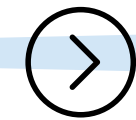

229,232
People Reached

1,641
Shares

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What we've been posting

REPRODUCTIVE HEALTH POLICY

CWU AND AN POST AGREES A NEW REPRODUCTIVE HEALTH POLICY

CWU and An Post have introduced a new Reproductive Health Policy supporting employees through menstrual health, pregnancy loss, fertility treatment, surrogacy, and male reproductive health. The policy provides compassionate leave, inclusive supports, a confidentiality-first approach, and access to maternity coaching.



AN POST & EIR PENSION UPDATE



GOVERNMENT APPROVAL FOR PENSION INCREASES HAS BEEN SECURED, WITH AN POST.




WORLD MENTAL HEALTH DAY

OCTOBER 10TH



SERVICE DESERVES RESPECT, NOT DELAYS.

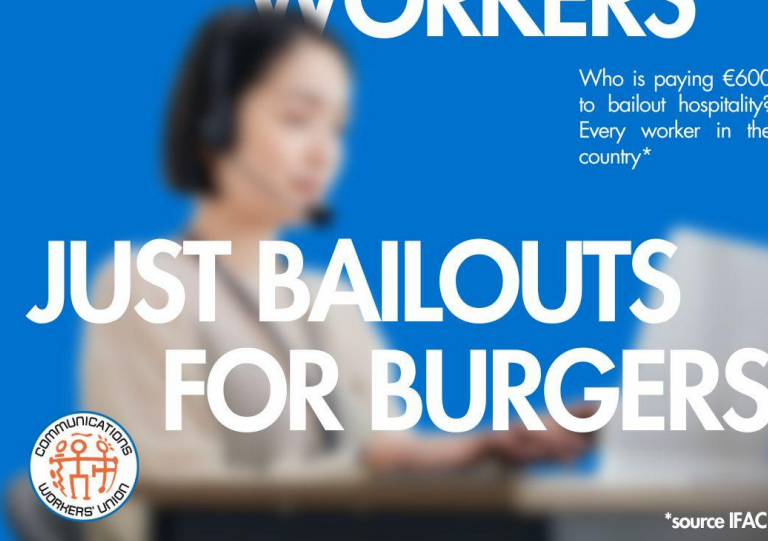

20,000 EIR & AN POST PENSIONERS HAVE EARNED THEIR INCREASES — YET THE MINISTER STILL HASN'T SIGNED OFF.



NO HELP FOR WORKERS

Who is paying €600 to bailout hospitality? Every worker in the country*

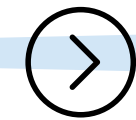
JUST BAILOUTS FOR BURGERS

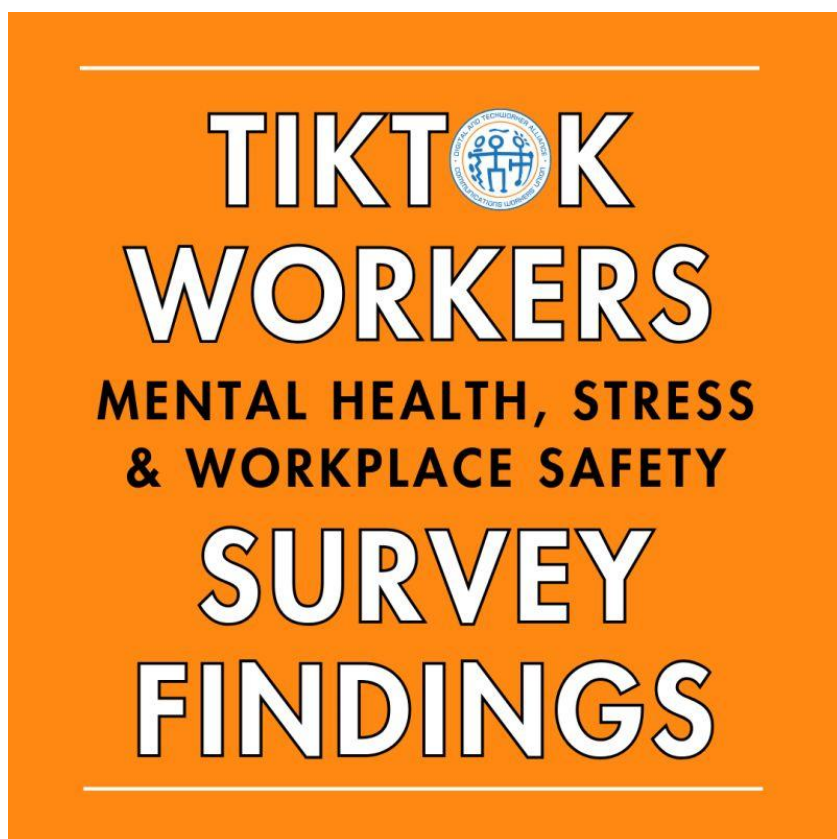
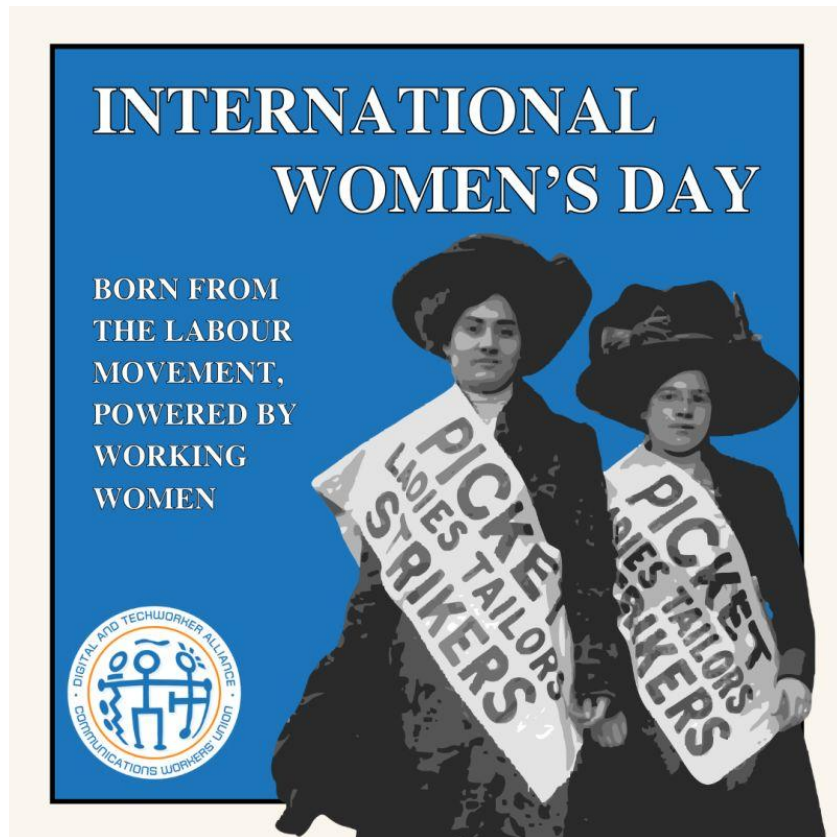
*source IFAC



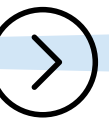
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What we've been posting



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Media Coverage

siliconrepublic
December 1st
Hundreds fear losing jobs at Irish outsourcing firm Covalen.

THE IRISH TIMES
January 6th
Workers at outsourcing firm Covalen to take strike action.

B/N Breaking News.ie
May 6th
CWU members at An Post vote in favour of new pay deal

Irish Examiner
January 6th
Workers strike at outsourcing firm Covalen over proposed redundancies.

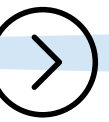
Business Post
January 6th
Protest to be held outside Dáil over 'unacceptable delays' to An Post and eir pension increases.

Irish Examiner
May 6th
An Post workers vote to accept two-year pay deal

THE IRISH TIMES
January 14th
Workers at Meta subcontractor Covalen to strike for two days.

RTÉ News
May 6th
CWU members at An Post vote in favour of 5% pay increase

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Next Steps

- GS Circulars to Branch Secretaries by email and WhatsApp so the Branch Secretaries can forward to their committee/section/office reps via WhatsApp.
 - Communications Survey in the Autumn.
- Determine what we need a grass root level.
- Communications is mainstreamed into the overall aims and objectives of the union and is part of growing union capacity.
- We see our communications strategy in all facets of our work from organising and campaigning to training and development.
- The lifeline that keeps members informed, united, and empowered.

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THANK

YOU

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