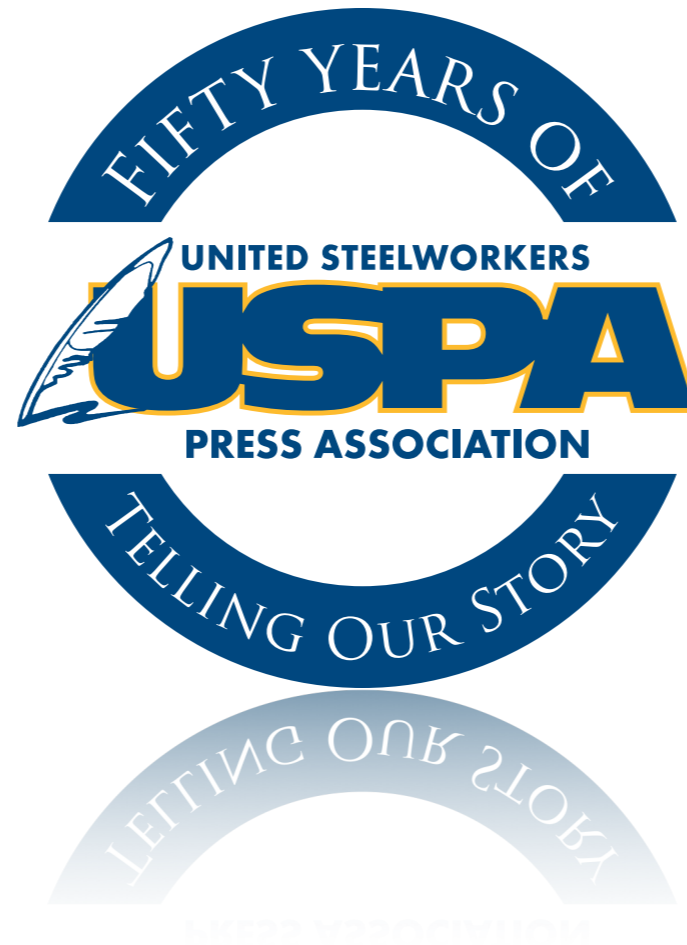




**Data is the New Bacon!**



- Jen Hassum - CNO Dept. Leader, New Media
- Scott Weaver - Asst. Dept. Head, New Media



What are some reasons to communicate with your members?



What tools does your local use to share the word?



THE ACTION  
NETWORK

mobilecommons 



NationBuilder



THE ACTION  
NETWORK

**[usw.to/uspa50](https://usw.to/uspa50)**

**mobilecommons** 

mobilecommons 

**Text: uspa50**

**To: 47486**

**Canada: 32323**



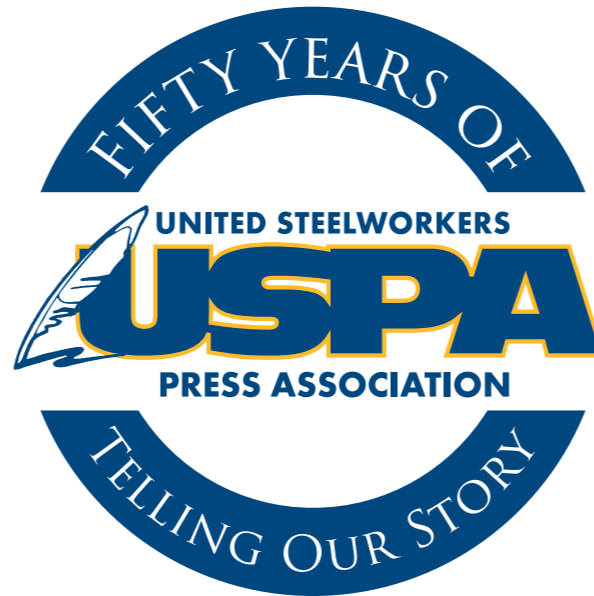


**Nation**Builder



NationBuilder

**[usw.ca/standup](https://usw.ca/standup)**



- Get buy-in from your local union president and committee.
- Get a list - first name, last name, email and phone.
- Contact us: [sweaver@usw.org](mailto:sweaver@usw.org) [jhassum@usw.ca](mailto:jhassum@usw.ca)



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