



NEW MEDIA

New Media uses tools like websites, social media, videos, email and mobile alerts (text messages) to communicate a message.

Today, more and more USW members are relying on New Media to connect with other members and union leadership, and to get and share important information. With hundreds of millions of users, easy-to-use systems, and a place for quick responses, these tools are becoming more powerful and more common.

This guide provides our members with the knowledge and resources needed to begin using New Media in their union activism.

Direct questions to newmedia@usw.org.

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1: GETTING STARTED

It's important to have a plan in place before you create your local's new media networks. Have a discussion with local leadership and anyone else on your communications committee to determine what will work best and how these new networks will fit into what you're already doing.

BEFORE YOU JUMP IN:

- Who will manage your local union's networks?
- Who can post items to local union accounts?
- What kinds of posts are appropriate?
- How are posts approved?
- How will we measure success or failure?

NEW MEDIA DOs

- Connect with the official USW accounts on Facebook, Twitter, Instagram, YouTube and Flickr.
- Tell your members about your local union accounts and official USW accounts as often as possible.
- Update your networks often and encourage conversation and healthy debate.
- Be respectful of others and their opinions.
- Delete inappropriate or disrespectful comments and ban repeat offenders.
- Use your new media networks as a tool to educate your members.
- Give feedback to questions in a timely manner.
- Keep things interactive by using graphics and posting videos.
- Check to see if your employer has a social media policy and pay close attention to limitations on:
 - discussions about your employer.
 - use of employer equipment or internet—your employer can see what you do if you're using their equipment or internet connection or email addresses.
 - use of employer's logo or other insignia—some policies are overly broad, but there are some things that an employer can prohibit an employee from posting online without violating the NLRA.

NEW MEDIA DON'Ts

- Don't post material that's overtly partisan or political in nature.
- Don't post personal material on local union social media accounts.
- Don't post private local union issues on public pages.
- Avoid personal attacks, threats, slander or other inappropriate comments that may be geared toward management.

YOUR RIGHTS UNDER FEDERAL LAW

A federal law called the National Labor Relations Act (NLRA) establishes your right to engage in union activities, to bargain collectively and to engage in other activities for “the purpose of collective bargaining or other mutual aid or protection.” (This applies to private sector employees. If you are a public sector employee, your rights under state labor law may be slightly different.) These rights apply to your activity on the Internet.

You should be aware that only certain types of activity are protected under the NLRA. The NLRA prohibits an employer from restricting your ability to engage in or retaliating against you for engaging in “protected concerted activity.” Protected concerted activity happens when 2 or more employees act together to improve wages or working conditions, but an individual employee’s actions may be considered concerted if he or she involves co-workers before acting, or acts on behalf of other employees. Examples of protected concerted activity:

- Five construction workers made a YouTube video together complaining about hazardous working conditions.
- An employee at a vegetable packing plant raised safety concerns on behalf of other workers with company management and a government agency.
- Women working the overnight shift at a plastics manufacturing plant discussed concerns about a new supervisor, who was a registered sex offender.
- An employee discussed her wages with another employee.
- Two women working at a poultry processing plant were quoted in a newspaper complaining about the new policy requiring workers to pay 50 cents per pair of latex gloves they used at work.
- An employee had a verbal disagreement with her supervisor at work and posted a negative comment about him on her Facebook page, prompting replies from other employees who were her Facebook friends.

It is, however, possible to lose the protections of the NLRA. If your online activities or comments involve reckless or malicious behavior, then your activity will no longer be protected. For example, your activity may not be protected if you make comments about sabotaging equipment, threaten violence, spread lies about a product or reveal trade secrets.

Be aware that people outside of the employer-employee relationship may see your online activity. Employees are allowed to talk about work issues to people outside of the employer-employee relationship (so, people who are not your co-workers) and those comments will be protected if the comments indicate they are related to an ongoing dispute between the employer and employee and the communication is not so disloyal, reckless or maliciously untrue as to lose the protection of the NLRA. A comment is “maliciously untrue” if it’s made with knowledge of its falsity or with reckless disregard for its truth or falsity.

Your employer may have a policy on employees’ online communications. Read it! Sometimes these policies are written too broadly and restrict employees from engaging in lawful behavior. If your employer’s policy prohibits you from talking about your wages online with fellow employees or non-employees, then you should bring this to the attention

of your steward, unit president, local president or staff representative because that policy may be unlawful. But, an employer may require you to include a disclaimer that your personal comments do not represent the employer's views, restrict you from disclosing confidential information or trade secrets, and prohibit you from engaging in behavior online that would not be tolerated in the workplace, like bullying or discrimination.

It's always useful to think twice before you post something about work. If you have any doubts about whether your online communication may lead to discipline, check with your local union leadership before posting:

- Are you just complaining about your supervisor or are you bringing up a working condition that affects other employees?
- Are you asking other employees for their input?
- Who will be able to see your online activity?

USING NEW MEDIA DURING BARGAINING

Collective bargaining is the core of what we do. It is a very sensitive time and the results of our work impact a lot of people and industries. What we say and do as union members and leaders is magnified because of this. We don't want to unintentionally post something that hurts us at the bargaining table, or negatively impacts our members, our jobs or our union. That is why during bargaining and in the time leading up to bargaining, it is very important to discuss your plan for communications and the use of social media and other tools with your local union leadership, district leadership, lawyers, bargaining committee and others. Have this discussion before bargaining begins and again along the journey to be sure everyone is on the same page, and we help, not hurt.

- Who approves content, including bargaining updates and other related information, before it is posted on social networks? This protocol may be different during bargaining than during normal operations because of the sensitivity and additional legal requirements.
- What is your process going to be for getting approvals in a timely manner from all those, including legal, who must okay content before posting? Be sure leadership at every level understands and agrees to this process.
- Make sure in your discussion, you get the correct information from the proper source, such as the USW Legal Department, about what is okay to disseminate during bargaining, ratification explanation periods and votes, etc. If you're not sure, ask the experts. If someone breaks this protocol or posts unapproved content, what is your plan for dealing with it in a timely manner?

2: WEBSITES

The United Steelworkers has three main web presences that support our members and their local union work.

WWW.USW.ORG

The official website of the United Steelworkers in the United States. Visit **WWW.USW.ORG** for:

- Member resources
- District information
- Ways to get involved in the union
- News stories
- Videos
- USW President Leo W. Gerard's blog
- USW merchandise

WWW.USW.CA

The official website of the United Steelworkers in Canada. Visit **WWW.USW.CA** for:

- Member resources
- District information
- Ways to get involved in the union
- News stories
- Videos
- The National Director's Updates

FREE LOCAL UNION WEBSITES

UnionHall is an internet-based system that allows local unions without advanced technical skills to build and maintain websites.

Before you get started, check with your local union leadership to verify that your local is registered on Steelweb. Steelweb is a database hosted by the International that allows local unions to manage its member's information.

1. If your local union is not registered on Steelweb, visit **www.steelweb.org** and click **"Online Registration" on the right-hand side**. Be sure to check the box that requests a local union website. Once the registration form is complete, click "Finish." Shortly after, you should receive an email with your registration form and the Local Union Participant Agreement. Follow the instructions to complete and return both forms to United Steelworkers, Steelweb, 60 Boulevard of the Allies, Pittsburgh, PA 15222.

2. If your local union is already registered on steelweb, complete the registration form found in the **Local Union Resources** section under **For Members** on **www.usw.org**. Be sure to check both the box that specifies your local union is already registered on Steelweb and the box that requests a local union website.

Once the registration form is complete, click "Finish." Shortly after, you should receive an email with your registration form and the Local Union Participant Agreement. Follow the instructions to complete and return both forms to United Steelworkers, Steelweb, 60 Boulevard of the Allies, Pittsburgh, PA 15222.

You will be notified by email when your forms have been recieved.

More information and resources about UnionHall can be found in the **Local Union Resources** section under **For Members** on **www.usw.org**.

WEBSITE-RELATED TERMS

Address

A character or group of characters that identify a website.

Character

Any symbol (usually alphabetic, numeric, or punctuation) that can be entered into your computer.

Embed

Embed refers to adding a video or photo slideshow to a page of your webiste using a code that is added to the HTML of that page.

HTML

HTML, Hypertext Markup Language, is a convention of codes used to access documents over the World-Wide Web. Without HTML codes, a document would be unreadable by a Web browser.

Hyperlink

A hyperlink typically takes the form of a button or highlighted text that points to related information.

URL

URL, Uniform Resource Locator, is the web address used to find something on the internet.

URL Shortener

A URL shortener is a service that translates long URLs into abbreviated alternatives.

CONNECT WITH US:



[FACEBOOK.COM/STEELWORKERS](https://www.facebook.com/STEELWORKERS)



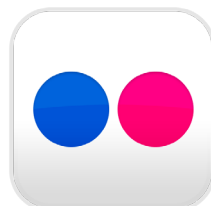
[TWITTER.COM/STEELWORKERS](https://twitter.com/STEELWORKERS)



[INSTAGRAM.COM/STEELWORKERS](https://www.instagram.com/STEELWORKERS)



[YOUTUBE.COM/STEELWORKERS](https://www.youtube.com/STEELWORKERS)



[FLICKR.COM/UNITEDSTEELWORKERS](https://www.flickr.com/photos/UNITEDSTEELWORKERS)

CONNECT WITH US:

Social media is an effective way to quickly spread our message widely, but it also poses certain risks. Because it is an easy way to communicate, we run the risk of being thoughtless or careless with our postings. Sometimes we get lazy and re-post someone else's content without researching whether the information is true. And, sometimes, we get so mad or excited about something that we post it before we take a moment to think about it.

Some of the possible repercussions of posting without fully considering what we are doing are: discipline from our employers for unprotected statements and actions; civil, criminal, or other forms of liability; or getting involved in litigation which is not only a waste of our time and resources, but also an unpleasant experience.

Once something is posted to a social media site, it is virtually impossible to control who sees it or retract it. It is likely that your employer will see the posting. The people mentioned or pictured in the post will also likely see it. And if they see it, then they can consider whether they should take any of the actions described above. Let's not give them anything they can use against us. We can both minimize any risks and continue to use social media to our benefit by always considering both the **content** and **context** of our posts. Specifically, consider the following:

- Is the post **true?** Truth is a defense against defamation but you should still consider whether you are stating the truth in an exaggerated way—should you tone it down to cut down on the risk of getting sued? Are you stating something that was true in the past—for example, the employed had safety issues and there were a lot of accidents last year—as if it is something that is still true now (maybe the employer has since improved its safety record)? Are you stating your opinion as if it were truth? (Your opinion is not a fact! Clarify that it is your opinion!)
- Are you making an **allegation** or **accusation?** If so, are you clearly stating that it is an allegation or accusation? Is the allegation based on your personal knowledge or a rumor? Is there a better way to make the same statement? For example, it's safer to say, "The Union alleges that the Company has committed unfair labor practices," than "The Company committed unfair labor practices."
- Is the **context of a labor dispute** clear? By clearly stating that a potentially problematic statement is related to a strike, lockout, or terms and conditions of employment, we protect ourselves from potential lawsuits. And, the labor dispute is probably one of the reasons why we are posting in the first place, so making the context clear also helps spread our message and inform people about what's going on.
- Have you thought about the **content of any photos or videos** before posting? In spite of our best efforts and intentions, occasionally a member gets overzealous on a picket line. We should not post photos or videos of picket line misconduct: it can be used later to help support an injunction against the union or discipline the employee.
- Have you considered the **overall context of your post?** Even if we make it clear that a post is in the context of a labor dispute and related to terms and conditions of employment, it's still possible to make statements that are so disloyal to or disparaging

of our employer that they won't be protected under the law. For example, maybe you think all the managers are "rats" because of the way they treat the union. But, if you work for a hospital, you shouldn't post "This place is full of rats!" because others may not understand the context. People don't go to rat-infested hospitals, so the hospital's reputation may suffer. Instead, it would be better to say, "All the managers are rats: they don't respect our contract or our union!" That way, nobody thinks there are actual rats running around the hospital.

- Are you **harassing** or **threatening** anyone? How about **making discriminatory comments?** Do not post any material or comments that harass or threaten others, including replacement workers who take our jobs while we are on strike or locked out. The same goes for content that is racist, sexist, or discriminatory in any other way—including derogatory comments about non-members. Statements like these do not help gain the support of others and they expose us to liability.
- Are you posting **private information?** Public disclosure of private information can result in lawsuits. Lawsuits are very expensive headaches. Even if you are releasing information about a public figure, if the information is highly offensive and not of legitimate concern to the public, then you may be violating the law. The safest thing to do is not post that information at all. And we should never post trade secrets.
- Are you using **copyrighted** material? If so, do you have the copyright owner's permission? If you don't have permission to use the copyright, make sure you are not using the material for commercial use; you limit the use of the material to only what is strictly necessary to convey your message; your message is limited to facts; and your use of the material does not diminish the value of the original work.
- Are you using **trademarked** material, such as a logo or name? Do you have permission to use it? (You have permission to use the USW logos as described in our Graphics Standards and Style Guide.) If not, limit your use of the trademarked material to commentary or reporting that is noncommercial. Make sure people won't be confused into thinking that we are claiming some kind of association, connection, or sponsorship between the trademarked material and the union.

Considering these issues before we post to social media will help us publicize our strikes, lockouts, and contract disputes and gain support from others, while also helping to minimize any potential consequences. If you want to post something and aren't sure whether it is risky, ask your staff representative before posting.

DON'T FORGET:
NEVER USE EMPLOYER E-MAIL, DEVICES, COMPUTER,
INTERNET, OR ANY OTHER KIND OF PROPERTY TO
SEND UNION COMMUNICATIONS!



3: FACEBOOK

Facebook is a social network for users above the age of 13.

CREATE YOUR PROFILE

1. Go to www.facebook.com.
2. Enter your name, email, gender, birthday, and an original password.
3. Click "Sign Up."
4. You will receive a confirmation email. Read this email, and click the "Complete Sign Up" button.
5. Your Facebook account is now activated!
6. Search for "United Steelworkers" and like the official USW Fan Page.

WHICH TOOL IS BEST FOR YOUR LOCAL— A FACEBOOK PAGE OR A FACEBOOK GROUP?

FACEBOOK PAGES

Pages are like mini, free websites. They are completely public, so this tool works well for organizations or companies that are trying to share information, not necessarily to have discussions and two-way conversations with their customers or members. They are managed anonymously—meaning if you are an administrator of a page and write a post, that post doesn't come from you. It comes from the page.

You can allow your pages fans interact with you three ways:

- fans to post on your pages timeline (this feature can be turned off).
- fans can comment on your pages posts.
- fans can send your page a private message (this feature can be turned off).

Note: if you don't let fans post on your page's timeline, you should allow them to send you a message in case there's something important they need to say.

CREATING A PAGE

1. Go to facebook.com/pages/create.
2. Select Company, Organization or Institution.
3. Select Non-Profit Organization.
4. Choose a name.
5. Agree to the terms.
6. Click "Get Started."
7. Customize your page by adding a profile picture and cover photo.
8. Complete the "About" section.

FACEBOOK GROUPS

Groups are great for local unions because they provide more security and are focused more on open discussion and two-way communication. They have three privacy settings you can choose from:

1. Public—anyone can search for your group and see what's posted without being a member.
2. Closed—anyone can search for your group, but must be approved as a member by an administrator before seeing posts.
3. Secret—the group's URL must be typed into a browser in order to find the group, then an administrator must approve any request to join.

Note: if you're just getting started, we recommend choosing a closed group.

Groups are managed by you—meaning if you are an administrator of a group and write a post, that post comes from you. Make sure you're comfortable having your personal profile out there and adjust your privacy settings so your profile's information is only visible to your friends.

You can allow your group's members to interact with you two ways:

- members can post in your group (this feature can be turned off).
- members can comment on group administrator posts (groups can have multiple admins, meaning only those who have that access can post in the group).

Note: if you're concerned about members posting inappropriate materials, you can change the settings so that each post must be approved by an administrator before it is published.

CREATING A GROUP

1. Go to facebook.com/groups.
2. Click "Create Group."
3. Choose a name.
4. Invite people to join the group.
5. Select your security settings.
6. Click "Create."
7. Customize your group by adding a cover photo.
8. Complete the "About" section

FREQUENTLY USED TERMS

Admin

Admins are people who create and manage activity in groups.

Cover Photo

A cover photo is the larger photo at the top of your timeline, right above your profile picture. Note: cover images are public.

Events

A feature that lets you organize gatherings.

Friend

Friends are people you connect and share with on Facebook.

Like

Clicking Like is a way to give positive feedback and connect with things you care about.

News Feed

Your news feed is the ongoing list of updates from your friends and pages on your home page.

Notifications

Notifications are email, onsite, or mobile updates about activity on Facebook.

Profile/Timeline

A complete picture of yourself on Facebook—your collection of the photos, stories, and experiences that tell your story.

Profile Picture

Your profile picture is the main photo of you on your profile (timeline). Your profile picture appears as a thumbnail next to your comments and other activity around Facebook.

Status

A status is an update feature which allows users to discuss their thoughts, whereabouts, or important information with their friends.

WAYS YOU CAN SHARE

Sharing a Status, Photo or Video

Click “Share” at the bottom of the status and post it directly to your timeline, page or group.

Sharing Videos from YouTube

Click on the “Share” button at the bottom of the video. Either copy and paste the URL into your status on Facebook OR, if you are logged into Facebook, click the Facebook button to post it directly to your timeline, page or group.

DID YOU KNOW?

Click the thumbs up on Facebook and the heart on Twitter and Instagram to let other users know you like their posts.

Clicking “share” on Facebook and Retweeting on Twitter are great ways to share something important with your friends and followers.



4: TWITTER

Twitter is a social network that enables its users to send and read posts of up to 280 characters, known as “tweets.”

CREATE YOUR PROFILE

1. Go to www.twitter.com.
2. Enter your full name (first and last), phone number or email, and an original password. Your full name will appear on your public profile.
3. Click “Sign Up.”
4. Choose your username.
5. Click “Create My Account.”
6. You will receive a confirmation email. Read this email, and click the attached link.
7. Your Twitter account is now activated!
8. Search for United Steelworkers to follow the official USW Twitter account.

IS TWITTER RIGHT FOR YOUR LOCAL UNION?

Most local union members do not use Twitter frequently enough to use as a communication tool. Twitter is, however, a great way to take legislative action when something is happening that impacts your members and your community.

Every politician at the local, state and federal level has a Twitter account and has dedicated staff who pay attention to what their constituents are saying about them online. All it takes is 50 Tweets about a certain topic for a lawmaker to take notice.

So, if you decide Twitter isn’t the best tools for your local, you may want to consider creating a personal account to connect with your legislators online.

FREQUENTLY USED TERMS

Direct Message

Also called a DM, these Tweets are private between the sender and recipient.

Like

Clicking the heart under the tweet.

Follow

To follow someone on Twitter is to subscribe to their Tweets. This can be compared to being “Friends” with someone on Facebook.

Handle/User Name

The public name selected and the accompanying URL: <http://twitter.com/username>.

Hashtag (#)

The # symbol is used to mark keywords or topics in a Tweet.

Home

A real-time list of Tweets from those you follow. This can be compared to your "Newsfeed" on Facebook.

Mention

Mention another user in your Tweet by including the @ sign followed directly by their username.

Name

A name that can be different from your username and is used to locate you on Twitter.

Reply

A Tweet posted in reply to another user's message, usually posted by clicking the "reply" button under their Tweet.

Retweet

(Noun) A Tweet by another user, forwarded to you by someone you follow.

(Verb) To retweet, retweeting, retweeted. The act of forwarding another user's Tweet to all of your followers.

Tweet

(Noun) A message posted via Twitter containing 140 characters or fewer.

(Verb) Tweet, tweeting, tweeted. The act of posting a message, often called a "Tweet", on Twitter.

URL Shortener

URL shorteners are used to turn long URLs into shorter URLs. Shortening services can be found online.

WAYS YOU CAN SHARE

Sharing Photos and Videos

Begin typing a new tweet and click on the camera icon on the bottom left. Locate the image or video you want to upload from your computer, finish typing and click "Tweet." You can also upload a picture from your smartphone using the Twitter app.

Sharing Videos from YouTube

Once you've finished watching on YouTube, click on the "Share" button at the bottom of the video. Either copy and paste the URL into your Tweet OR, if you are logged into Twitter, click the Twitter button to post it directly to your account.



5: INSTAGRAM

Instagram is a free, fast and fun way to take photos, apply digital filters and share with friends and family from a mobile device.

GETTING STARTED

1. From your mobile device, download the Instagram app from the app store.
2. Once downloaded, open the app and click "Register."
3. Upload a profile picture from your device, choose a username and password, and enter your email address and name.
4. Click "Done."
5. Search for United Steelworkers to follow the Official USW Instagram account.

FREQUENTLY USED TERMS

Follow

To follow someone is to subscribe to their posts on the site. Their photos will show in your home feed.

Like

Clicking Like is a way to give positive feedback and connect with things you care about.

Mention

Mention another user by including the @ sign followed directly by their username.

WAYS YOU CAN SHARE

Connect your Instagram account to your Facebook, Twitter, Tumblr and Flickr accounts to share your posts with friends and family who don't have an account or are unable to create an account because they don't have an iPhone or Android device.

You can also connect your Instagram account to your email account to share your posts with your email directory.

Use these dimensions when creating your profile pictures.

Facebook - 180 pixels x 180 pixels
Facebook Cover - 851 pixels x 315 pixels
Twitter - 400 pixels x 400 pixels
Twitter Header - 1500 pixels x 500 pixels
Instagram - 180 pixels x 180 pixels



6. YOUTUBE

YouTube is a video-sharing website on which users can upload, share and view videos.

GETTING STARTED

1. Go to www.youtube.com.
2. If you already have an email account through Google, click "Sign In" and use your email and password.
3. If you do not have an email account through Google, click "Create Account."
4. Follow the rest of the prompts to complete the sign-up process. *Note: creating a YouTube channel means you're creating a Google account and will have access to all Google products, including email, using the same username and password.*
5. Search for United Steelworkers to subscribe to the official USW YouTube channel.

FREQUENTLY USED TERMS

Channels

Your channel is the place to house the videos you make ("Uploads"), the videos you love ("Favorites"), and the videos you've organized ("Playlists").

Embed Code

YouTube provides you with the HTML code to add videos to any website or blog.

Share

Click the Share button underneath a video to share it via email, social networks, or blog.

Subscribe

Subscribe to a YouTube channel by clicking "Subscribe" above a video or directly on the channel. Their latest videos and recent shared activity will be automatically delivered to your homepage and via email if you opt-in to that function.

WAYS YOU CAN SHARE

On Facebook

Click "Share" at the bottom of the video. Copy and paste the URL into your status OR, if you are logged into Facebook, click the Facebook button to post it directly to your timeline, page or group. If you are already watching a video on Facebook, click share at the bottom of the video to post it to your timeline, page or group.

On Twitter

Click "Share" at the bottom of the video. Copy and paste the URL into your Tweet OR, if you are logged into Twitter, click the Twitter button to post it directly to your account. If you are watching a video another user has already Tweeted, click "Retweet" at the bottom to share with your followers.



7. FLICKR

Flickr is a photo sharing website that allows members to upload their own photos into customizable albums that can then be labeled, organized, tagged, and publicly or privately posted.

GETTING STARTED

1. Go to www.flickr.com.
2. Click "Sign Up with Yahoo."
3. Enter your first name and last name; phone number; birthday; and choose a password.
4. Click "Continue."
5. Follow the rest of the prompts to complete the sign-up process.
6. Search for United Steelworkers to view the official USW Flickr photstream.

Note: when creating a Flickr account, you're creating a Yahoo account. This means you will then have a Yahoo email address. If you already have a Yahoo email address, simply click "Sign In" during Step 3, instead of creating a new account.

FREQUENTLY USED TERMS

Collections

A collection can contain multiple sets of photos.

Groups

Groups are a way for multiple users to share photos in one place.

Photostream

Photostream is a visual history of everything you've ever uploaded to Flickr. If you have a free account, your photostream will only display the last 200 photos. If you have a Pro account, everything is displayed.

Albums

Sets are like photo albums, where you can group photos together in a way that makes sense to you.

Tags

Tags are like keywords or labels that you add to a photo to make it easier to find later.

WAYS YOU CAN SHARE

Individual Photos

At the bottom right of the photo, click the curved arrow. When the pop up appears, choose the network you'd like to share the photo to. Note: You need to be logged into your accounts on social media for it to share directly from Flickr.

Albums

At the top of the album, click the curved arrow. When the pop up appears, choose the network you'd like to share the album to. Note: You need to be logged into your accounts on social media for it to share directly from Flickr.

DOWNLOADING PHOTOS AND ALBUMS

Individual Photos

At the bottom right of the photo, click the downward-facing arrow. Then choose the file size you'd like to download. Note: The larger the file size, the better resolution. So choose medium or large for printing purposes and for social media networks.

Albums

At the top of the album, click the downward-facing arrow. When the pop up appears, click "Download Zip." The album will download as a folder of the photos – save that folder to your computer.

DID YOU KNOW?

The difference between DPI and PPI:

DPI, dots per inch, is the resolution of an output device such as an ink jet or laser printer. A standard ink jet printer prints about 150 DPI; standard office laser printer prints around 300 DPI.

PPI, pixels per inch, is the resolution of a computer monitor. The standard resolution on a computer monitor is only 72 PPI.

Whether pictures are being taken for print or digital purposes, photos should always be taken at the highest resolution possible.

8: VIDEO & PHOTO

The USW uses video to tell our members' stories – what they do or make, who they're fighting for and how they support their union and communities.

If you'd like to create videos for your local, check out the helpful tips we've listed below. Watch and share USW videos at www.youtube.com/steelworkers.

WHY DO WE USE VISUALS?

- 90% of information transmitted to the brain is visual, and visuals are processed 60,000 times faster in the brain than text.
- 40% of people will respond better to visual information than plain text.
- Posts with videos attract 3 times more inbound links than plain text posts.
- 85% of the US internet audience watches videos online. The 25-34 age group watches the most online videos.
- Viewers spend 100% more time on pages with videos on them.

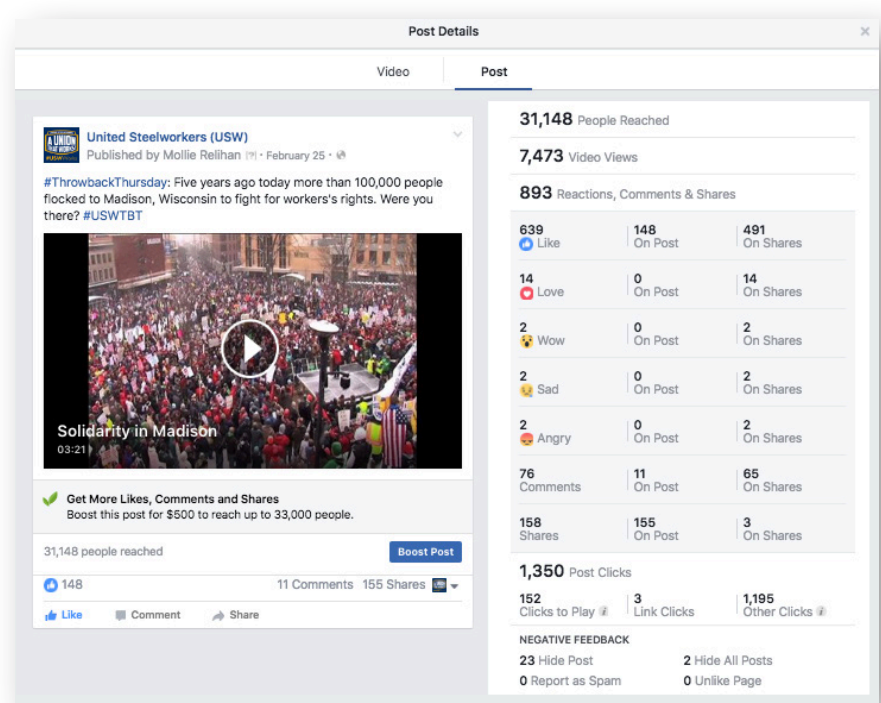
VIDEO ON SOCIAL MEDIA

- When shooting outdoors, keep the sun behind you.
- For stability, imagine that your phone is a very full cup of hot coffee! Also try extending your arms, locking your elbows and moving from your shoulders.
- Get as close to the subject as possible.
- Always shoot in landscape! But, if you didn't, DO NOT change orientation mid-shoot. Stop recording, change orientation then begin again.

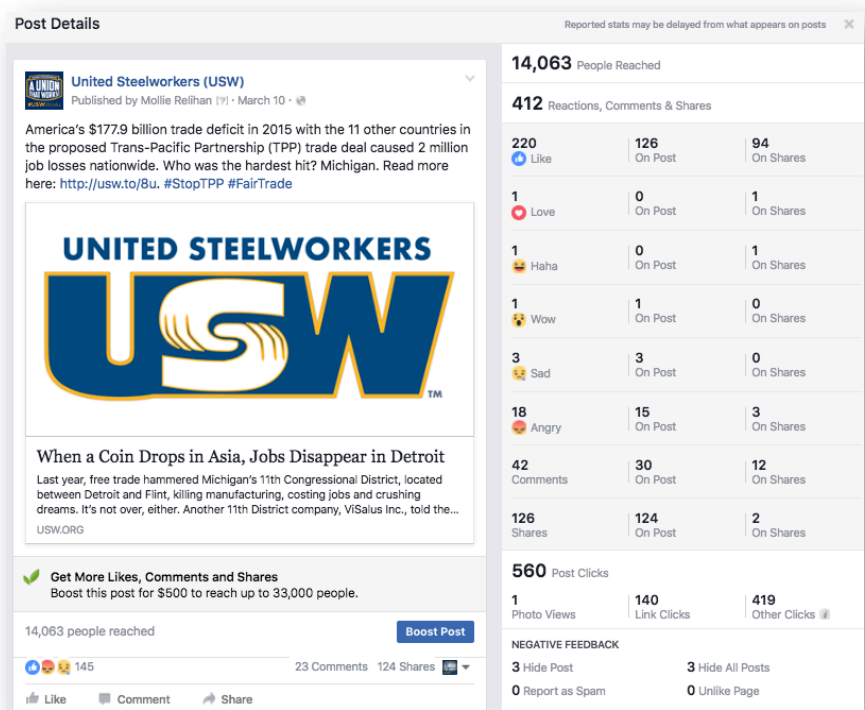
PHOTOS BASICS FOR SOCIAL MEDIA

- Your pictures should tell a story and show action.
- Avoid zooming in on the subject of the photo. Move your body closer. Or, crop the image after you've taken the photo. You can always crop, but you can't ever add space.
- Use the rule of thirds for the final product.
- When shooting outdoors, keep the sun behind you.
- Be aware of the lighting if indoors.
- Check your background.
- Crop your image to fit the size recommended on each network. Photos and graphics for Facebook and Twitter should be 1200 pixels x 630 pixels OR a rectangle. Photos for Instagram should be square.

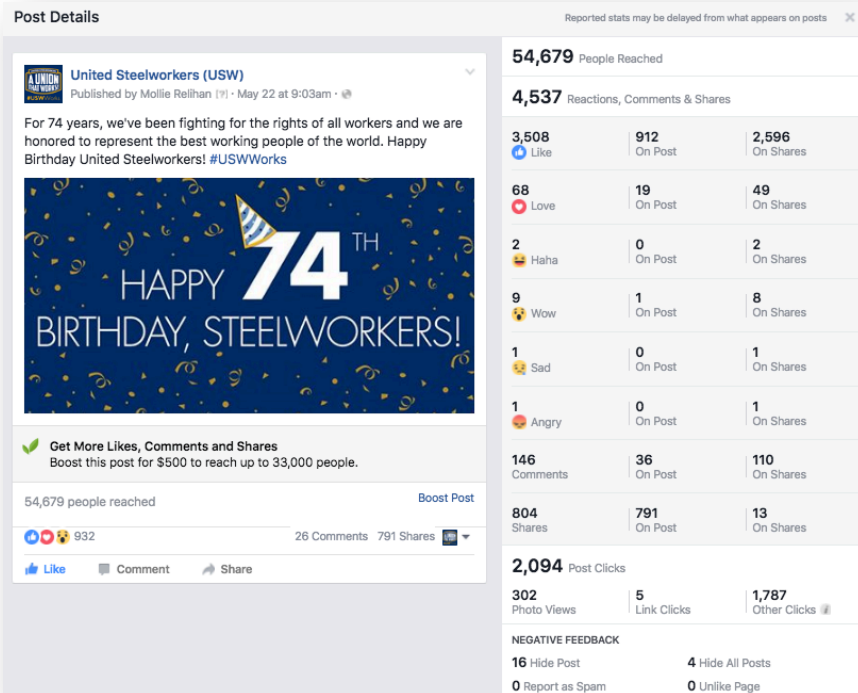
A FACEBOOK POST WITH A VIDEO.



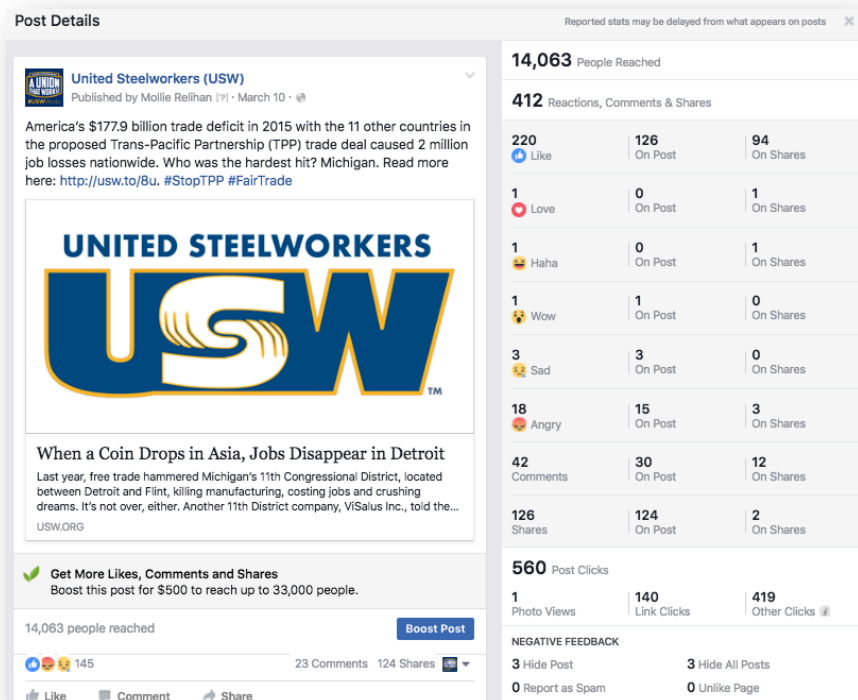
A FACEBOOK POST WITHOUT A VIDEO.



A FACEBOOK POST WITH A PHOTO/GRAPHIC.



A FACEBOOK POST WITHOUT A PHOTO/GRAPHIC.



9: MOBILE ALERTS

USW news and information is available on virtually any mobile phone or handheld device.

GETTING STARTED!

1. Send a text to 47486
2. Enter the letters USW
3. Hit SEND

By submitting your phone number, you agree to receive mobile alerts from the United Steelworkers Union including up to five SMS messages per month and are responsible for any mobile message or data charges incurred. To opt out, text STOP to 47486. For help, text HELP to 47486.

For the Terms & Conditions, visit usw.org/text.

IS MOBILE RIGHT FOR YOUR LOCAL UNION?

Most local union members have a phone. And phone plans these days usually include unlimited texting. So it makes sense to use mobile alerts as a way to share information with your members.

If you'd like to set up an account using the USW's mobile alert provider, please contact new media at newmedia@usw.org.

FREQUENTLY USED TERMS

SMS

SMS, Short Message Service, is a text messaging component of a phone, web, or mobile communication system.

Text Message

An electronic communication sent and received by cellular phone.

Note: Members in Canada cannot participate in the mobile alert system at this time.

COMMUNICATION STRATEGY WORKSHEET

Use the following form to help you plan your local union's communication strategy.

WHO SHOULD PARTICIPATE:

- Local union leadership
- Website moderator
- Social media moderator
- USPA representative

WHAT TO FOCUS ON:

1. Objectives
2. Target Audience(s)
3. Message
4. Your Local Union Network
5. Implementing Your Plan

1. OBJECTIVES

To initiate a successful and effective communications strategy, ask yourself the following questions to begin narrowing your focus.

What issue is most important to your organization right now?

Who is most affected by the issue stated above?

What is the overall goal you want to achieve? Be specific.

2. AUDIENCE

The reason for taking the time to look this closely at your audiences is that this kind of background information is essential in choosing the most effective ways to communicate. Internal audiences refers to individuals or groups within (or closely associated with) an organization. External audiences do not have the inside information or common background shared by internal audiences.

Internal Audiences:

- Close family members
- Strong union members – this group knows the issues, has your support and does not need much encouragement to support your campaign.
- Middle of the road union members – this group is unclear on some of the issues, may support you on some things but could be tepid in their support of others and may need a little encouragement to support your campaign.
- Weak union members – this group believes what is told to them by the company, won't support you in any way and no matter what you do will probably never support your campaign.

External Audiences:

- Family, close friends and allies – this group in most cases will support your campaign. People or businesses that may have a stake in the campaign – this group has an interest because they fear that they may have something to lose. If their main business is with the company, they will tend to be against your campaign. If they have most of their dealings with the workers, they will generally support your effort.
- The general community – this group is probably the largest group to gain support. With the proper theme and message, you can bring them to your side.
- The media – this group can be a friend or foe. It is best to deal with them in an open, personal manner to try and gain their support or fair support. Since they can also hurt your campaign the most, it is best to get them to view your issues – be sure you have your facts and figures.

Answer the following questions to determine your audience.

What are the characteristics of the audiences: How do they spend their time? What is their gender and ethnicity? How have they been educated? What are the language considerations? What or who are they influenced by? What makes new information credible for them? What or who could motivate change or action?

What does your target audience already know about your local union and your objective?

What is the general attitude and behavior toward your objective and how is it that we want them to feel?

What are the barriers to this audience fully supporting or participating in reaching your goal? Once they support our objectives, what do we want them to do?

3. MESSAGE

How do you want to your present message? At a meeting, an event, in a newsletter, on a web site or possibly on a social media forum? To be most effective, your message needs to be tailored to the audience and to the medium in which you plan to reach them.

The message is the core value, the core argument of your campaign or effort that delivers important information about the objective and compels your audience to think, feel or act. A message is not an argument or a debate. It is not a set of facts.

What are the barriers and benefits to your audience thinking, feeling, or acting on your issue?

What change in attitude (the way they feel about the issue) do you want to motivate in your audience to meet your goal?

What change in the behavior (day-to-day actions) of your audience are trying to achieve?

Now, based on what you know about your audience needs to hear in order to think, feel or act, what are the three most compelling sentences you could use to motivate the audience?

4. YOUR LOCAL UNION NETWORK

To determine which tools to use to reach your audiences, ask yourself the following questions: Where or from whom does this audience get its information? Who do they find credible? Where does this audience spend most of its time? Where are they most likely to give you their attention?

Circle the tools you think will best reach your audiences:

Communication Action Team
Local Union Printed Materials (Flyer, newsletter, etc.)
Local Union Meetings
Local Union Website
Facebook Page
Facebook Group
Twitter
Instagram
Mobile Alerts
Other

5. IMPLEMENTING YOUR PLAN

Use the following steps to determine time, budget and staffing needs to communicate using the tools you've selected in step four.

1. List all activities you will need to complete (example – create a flyer for a local union meeting, create an event in the local union Facebook group, etc.).
2. Under each activity, outline the steps, in order, that will lead to its completion (example – write content, design, print, mail/distribute).
3. Assign a budget to each step
4. Assign staffing needs to each step
5. Working backwards from the activity completion point, assign a date for each step in the activity.
6. GET STARTED!

SAMPLE POLICIES

USE OF USW COMPUTER AND COMPUTER RELATED EQUIPMENT, FACILITIES AND SERVICES

A. Introduction

The United Steelworkers has been at the forefront of the labor movement in embracing new forms of electronic communication and information exchange. Today, USW employees may have access to a variety of computer and computer related equipment, facilities and services including the USW computer networks, the Internet, electronic mail, external electronic bulletin boards and online services. In this Statement we will refer to all of this as the computer system.

The USW takes pride in being able to offer its employees the privilege of using these electronic media and services. Used properly, these technological advances create new opportunities for all USW employees to enhance their performance and, in turn, for the USW to better represent its members. At the same time, though, these technological advances create new responsibilities as well.

Keeping the following points in mind should help us to appreciate the policies, which are set forth later in this Statement.

- Employees tend to perceive electronic mail as a less formal mode of correspondence than paper letters, memoranda – or even oral communications since the recipient is not there to react. Consequently, the sender may be less cautious in sharing jokes, comments, thoughts, or other messages;
- Once you transmit an electronic communication or document, it may be printed, copied, forwarded, or otherwise published without your knowledge or consent;
- Even though you delete an electronic communication or document from your mailbox or computer, a record of it may remain on the USW's computer system or in a daily backup file. In fact, as many senders of companies like Microsoft have found out to their dismay, it may be available to hostile litigators to be used in a context never imagined at the time it was composed;
- Storing large numbers of electronic messages in your electronic mail box or voicemail box takes up substantial storage space on the network server and can slow down performance; Viruses can cause substantial damage to computer systems;
- Accessing a site on the Internet leaves an electronic "trail" that may include your name, username, Internet address, electronic mail address, and/or the USW's name;
- Network services and World Wide Web sites can and do monitor access and usage, and are often able to identify specific individuals who are accessing their services;
- As described below, there are circumstances in which the USW or authorized employees may access employees' electronic communications, files, or other storage areas.

We do not mention these facts to discourage your use of the computer. But you need to be aware of the full implications of computer usage and of the reasons behind the Policy that follows.

B. The Policy

1. Use of the USW's Computer System

The USW computer system is the property of USW. At all times employees provided the privilege of using the computer system have the responsibility of doing so in a professional, ethical and lawful manner.

While the computer system is provided to employees for their use as employees and not for personal use, personal use of the e-mail and Internet which is occasional, minimal and appropriate is not prohibited. (The requirement that usage be appropriate applies both to personal and union usage of the computer system.)

Minimal use must be measured in terms of the amount of time it takes the user, the receiver and the system. Thus e-mail messages which take more than a few minutes to compose are not minimal. Similarly, an e-mail message that is sent to more than a few persons within the union and therefore takes more than a few minutes in the aggregate to read is not minimal. In addition, the sending of an e-mail message with a large attachment is not minimal.

It is not possible to define inappropriate usage in a comprehensive way. But a few examples are fairly obvious. The computer system may not be used to create, send, forward, receive, download, display, or store communications or any material that is obscene, contains explicit or implicit threats of harm, is defamatory, is discriminatory or harassing in nature. This prohibition applies to any communication or material that demeans, derogates, or targets any individual or group of individuals on the basis of race, color, sex, national origin, disability, or sexual orientation. This prohibition incorporates the USW's Statement of Policy on Harassment.

It is not appropriate to use the computer system to support candidacy for union office and it is not appropriate to use it to oppose the policies of the International Union that relate to the representation of our members (e.g., opposing a contract settlement with an employer which the Union has approved).

Further, electronic media and services may not be used to create, send, forward, receive, download, display, or store a communication that conceals or misrepresents, or attempts to conceal or misrepresent, the identity of the creator, sender, forwarder, or receiver of the communication.

If an e-mail message does not require specific action or response on your part, you should delete it promptly after accessing it. If the content of the message needs to be saved for a week or longer, then it should be saved in a folder or file.

And, finally, employees may not use electronic media and services to monitor,

access, or "hack" into, or to attempt to monitor, access, or "hack" into, another person's oral or written communications, files, or other storage areas.

For additional guidance concerning the use of "social media," see the USW's Social Media Policy.

2. Copyright, Licensing, and Software Concerns

The USW has taken care to ensure that it is in compliance with all federal and state copyright and licensing laws. However, the ability to copy software or distribute an electronic communication with a document attachment greatly enhances the risk of infringing a copyright or violating a licensing agreement. Minimizing this risk requires that employees strictly adhere to the following restrictions.

Employees must not copy, transfer, or in any other manner reproduce USW-provided software. Copying software onto or copying software from USW-provided electronic media or services is also prohibited. Further, employees should never copy or distribute through any electronic media or service any copyrighted material of a third party (such as articles, documents, databases, graphics, or downloaded information) without obtaining prior confirmation that the USW has the right to copy or distribute such material.

The USW provides current virus detection software. Each user is responsible for taking reasonable precautions to ensure he or she does not introduce viruses into the USW network. To that end, all material received on floppy disk or other magnetic or optical medium and all material downloaded from the Internet or from non-USW computers or networks MUST be scanned for viruses and other destructive programs before being placed into the computer system. Users should understand that their home computers and laptops may contain viruses. All disks transferred from these computers to the USW network MUST be scanned for viruses.

Finally, the USW has also taken great care to ensure that USW-provided computer equipment is used only with compatible software in order to prevent damage to this equipment and the software. For this reason, employees may not alter, load, or remove software from USW-provided electronic media or services without the express approval of the Information Systems Department.

3. Maintaining Compliance With The Policy

The USW is committed to ensuring that the computer system is used in accordance with this Policy and the USW's existing personnel policies. To this end, employees should note that USW-provided electronic media and services remain the property of the USW at all times and that the USW reserves the right to deny to any employee who violates this Policy the privilege of using these media and services. Employees found to have violated this Policy will also be subject to disciplinary action, up to and including discharge.

In maintaining this Policy, the USW generally will not access or monitor

the substance of individual employees' electronic communications, files, or other storage areas. However, employees should not assume that their e-mail and Internet communications are private and should understand that there may be circumstances in which the USW or an authorized employee will access an employee's communications, files, or other storage areas. While it is impossible to set forth all situations in which such access may occur, the following are examples:

- The USW receives a court order, subpoena, or other valid legal request to provide communications or other information contained in our computer system or an employee's communications, files, or other storage areas;
- An absent employee is unreachable and his or her supervisor reasonably believes that information essential to the day's business is available only in the employee's electronic communications, files, or other storage areas;
- Emergency maintenance of the USW's electronic media or services requires access to an employee's communications, files, or other storage areas;
- The USW receives information giving rise to a reasonable suspicion that an employee has used, or is using, electronic media or services in violation of this Policy, any other USW policy, or applicable federal or state law.

In this regard, all employees should understand that, while the USW has provided employees with usernames and passwords to prevent unauthorized access by coworkers, the USW can bypass these codes if necessary.

Finally, the USW will routinely monitor usage patterns for data communications (e.g., number called or website accessed; call length; time of call; type and quantity of information downloaded). Such monitoring enables the USW to assess and allocate the costs of providing electronic media and services, to manage the USW's gateway to the Internet, and to manage its electronic storage capacity.

4. Application of the Policy

This Policy applies to any use of the USW computer system and to all USW officers, executive board members, employees, and members using these media and services in any form and from any location.

XIII. SOCIAL MEDIA POLICY

We understand that social media can be a fun and rewarding way to share your life and opinions with family, friends and co-workers around the world. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media. This policy applies to all employees of the USW.

GUIDELINES

In the rapidly expanding world of electronic communication, social media can mean many things. Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log

or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with the USW, as well as any other form of electronic communication.

The same principles and guidelines found in the USW's policies apply to your activities online. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow employees or otherwise adversely affects our members or employees, or the USW's legitimate interests, may result in disciplinary action up to and including discharge, subject to your rights under any applicable collective bargaining agreement.

Know and follow the rules

Carefully read these guidelines, as well as the USW's Statement of Policy on Harassment and its policy on the Use of USW Computer and Computer Related Equipment, Facilities and Services, and ensure that your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including discharge, subject to your rights under any applicable collective bargaining agreement.

Be respectful

Always be fair and courteous to fellow employees, as well as USW members. Also, keep in mind that you are more likely to resolve work related complaints by speaking directly with your co-workers, your bargaining representative or the USW Personnel Department than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage members or fellow employees, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or USW policy.

Be honest and accurate

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about the USW, fellow employees, members, or USW employers.

Post only appropriate and respectful content

- Maintain the confidentiality of the USW's private or confidential information. Do not post internal reports, policies, procedures or other internal business-related confidential communications because of the danger that employers whose workers we represent or seek to organize could gain access to these materials.
- Respect financial disclosure laws. It is illegal to communicate or give a "tip" on

inside information to others on companies who you have dealings with so that they may buy or sell stocks or securities.

- Do not create a link from your blog, website or other social networking site to a USW website without identifying yourself as a USW employee.
- Express only your personal opinions. Never represent yourself as a spokesperson for the USW unless you have been expressly authorized to do so. If the USW is a subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of the USW, fellow employees or members. If you do publish a blog or post online related to the work you do, or subjects associated with the USW, make it clear that you are not speaking on behalf of the USW. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of the USW."

Using social media at work

Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your supervisor or consistent with the USW's Use of USW Computer and Computer Related Equipment, Facilities and Services policy. Do not use USW email addresses to register on social networks, blogs or other online tools utilized for personal use.

Retaliation is prohibited

The USW prohibits taking negative action against any employee for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee who retaliates against another employee for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

Media contacts

Employees should not speak to the media on the USW's behalf unless they have been expressly authorized to do so as part of their work assignment. Absent such authorization, media inquiries should generally be directed to the Communications or New Media Departments.

In situations involving collective bargaining, communications to the media and membership, including social media, need to be reviewed and approved by the Chair(s) of the USW Negotiating Committee.

For more information

If you have questions or need further guidance, please contact the Personnel Department.