

Communications for Union Activists

CFNU Biennial Convention 2019

Today's schedule

- First 1.5 hours - Introduction to Communications Planning
- Second 1.5 hours - Creating mobile video

Class Rules

- Respectful Learning Environment
- One person speaking at a time
- Make sure everyone participates
- No dominating
- No personal attacks
- Listening while others speak
- Start on time
- Have fun!

Why do we communicate?

**The Union Movement needs
to be part of the conversation.**

Part 1: Planning your Communications

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- How do your unions and locals currently communicate with members?

Building a communications plan

- What is your **objective**?
- What is your **message**?
- Who is your **audience**?
- What are the **appropriate tools** to use?
- What are your **resources** and what is your **timeline**?
- Always end with an **evaluation**.

Group Project

- Gather in groups.
- Build a communications plan and report back.
 - What is your **objective**?
 - What is your **message**?
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Use a wide range of Communications tools

- The goal of this project is to provide you with experience building a strategy for communicating on important issues using a wide range of communications tools

What does that mean?

- Most campaigns connect with members in several different ways:
- Talk directly to members
- Produce and distribute pamphlets/flyers/posters/buttons
- Post videos and or photos
- Post interviews / audio clips / podcasts
- Create a facebook page
- Post information on facebook or on twitter (including links)
- Others???

Communications Tools

- Facebook
- Twitter
- Instagram
- Podcasts
- Flyers / Posters / Buttons
- Survey Monkey
- Emails / Text messaging / List serves
- Face to Face conversations
- Information meetings
- Mobile Video
- Others?

Example of a communications strategy promoting union education

- Set up a facebook page to share information about education:
- Post course dates,
- Photos of education
- Our promotional videos
- Give people a place to comment on their experiences in our courses
- Talk to members who are attending courses about how they can play a role in promoting our courses and make sure that every member attending courses gets a copy of our pamphlet with all of our education programs listed.
- Create a video of the program so our members get a sense of what it might be like to attend this course

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Part 2: Creating Mobile Video

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Intro to Mobile Video

- Why video is the social media trend to watch in 2019
 - Video will account for 80% of all internet traffic
 - Nearly 1 million minutes will be shared every second
 - It would take an individual 5 million years to watch all the video shared on line each month

Video on Facebook

- Is generating 8 billion views per day
- More than 50 % of people who visit Facebook every day watch at least one video
- The number of video posts per person has increased 75% globally

YouTube

- The number of hours that people spend watching videos is increasing 60% year over year
- YouTube has more than 1 billion users

Smartphones are driving online video

1. True game changer
2. Capture
3. Edit
4. Share stories

Basics of pre- production planning

1. The Idea
2. The Goal
3. The Audience
4. Promotion Platforms
5. Script and Storyboard
6. Checklist

Promotion

- Sharing on the right platforms and social networks
- Geo-location
- Hashtags

Exercise

- Create a pre-production plan for each event
 1. Local municipal workers on strike
 2. Info picket about privatization outside the Legislature
 3. Solidarity picnic organized by your local

Know your surroundings

- **Orientation:**
Horizontal or vertical?
- **Lighting:** Avoid back-lighting the subject, use natural lit locations to film, try some test-filming first to see what it looks like.
- **Audio:** The location is everything if you don't have an external microphone. Avoid tunnels and echo-y rooms and windy locations.
- For interviews it helps to be situated as close to the subject as possible.

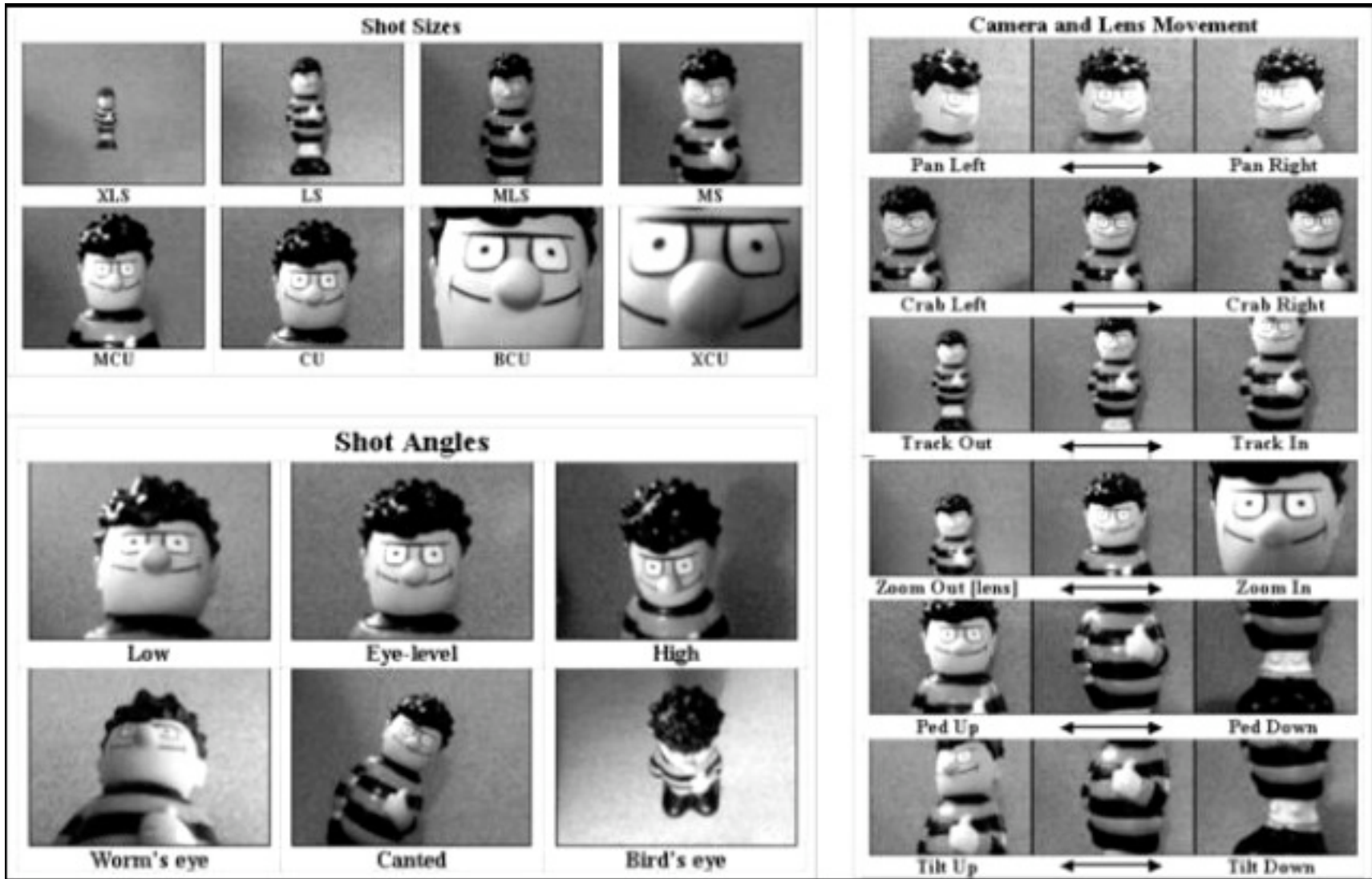
Be steady

1. Hold the camera with both hands
2. Keep your elbows close to your body
3. Invest in a cheap smartphone tripod
4. Used a selfie stick if you have one

Style

1. The digital zoom on your phone probably isn't good, so don't use it.
2. To capture a close up glide in gradually on foot. Remember to keep the phone steady.
3. You can create transitions later in editing process so you can avoid zoom while filming.
4. Avoid too much panning (moving the camera side to side)
5. Alternate your shots: try different angles, juxtapositions and framing

Shots and Angles



Tips about Smartphone Cameras

1. You can lock the exposure and change the intensity
2. You can enable the grid to help you with the “rule of thirds”
3. You can select an effect before recording
4. You can choose the size of your video clips (HD or less than 4K)
5. If you can afford spending money on an APP, ditch your camera app and buy a PRO (Basic versions of ProMovie and Kinemaster are free)



- The Rule of Thirds is applied by aligning a subject with the guide lines and their intersection points, placing the horizon on the top or bottom line, or allowing linear features in the image to flow from section to section.

Tips for interviews

1. Prepare your questions in advance
2. Avoid “Yes” or “No”
3. Prepare, but be spontaneous
4. Get the interviewee comfortable
5. Don’t give out specific questions in advance
6. Have them repeat your question
7. Propose positioning of interview
8. Keep your mouth shut
9. Ask for final comment
10. Don’t stop filming when interview is “over”

Conclusions

1. Smartphones are great tools for social/
political action
2. You shoot video with your phone the same
way you would do it with a video camera
3. Be creative and try to keep it short
4. Use video to tell your story and engage
your audience