



3. COMMUNICATION TO (AND FROM) THE MEMBERS

How organised is your branches communications network?

Experience and research show that the long-term success of any campaign a union undertakes depends on how well they involve, enthuse and keep their members. It is particularly important when (as in this campaign) you will want members to take part in some of the activities – writing to councillors and MSPs, lobbying, taking part in demonstrations and – of course – voting for and taking industrial action.

This will depend in part on how effective their communications network is.

In fact, an effective communications network is crucial to the success of any union activity from developing a steward structure to running a campaign.

The effectiveness of the union as an effective, democratic activist organisation depends on effective communications.

What kind of communications does your branch have? How can this be used to activate union members behind the union's agenda?

Communications Network Structure

An effective union communication network might look the diagram below.

An effective communications network ensures that when information needs to get from local union officers to members, or from union members to the officers, or even members to members, then the information is communicated, quickly, accurately, and inclusively.

The communications network should be inclusive. Every member of the union should be part of the network. It shouldn't be seen as "top-down". Information, which flows through the network towards its hub, or centre, is just as important as the information, which flows from the centre out!

Also note that ideally no single network member should be responsible for communicating with more than 5-10 members. This requirement ensures that no one person is overloaded and that information moves quickly and efficiently through the network.

