



Stronger Together in UNISON Communications Guide

Stronger together in UNISON

UNISON Scotland's 2012 autumn recruitment campaign

This Communications Guide aims to give branches information and ideas about promoting recruitment activities in October and November.

A small amount of targeted outdoor advertising on billboards, public transport sites and phone boxes in selected areas across Scotland will act as a backdrop to the recruitment work on the ground, helping to raise awareness and UNISON's profile.

The adverts and campaign materials feature the key message that we are all Stronger Together in UNISON and show how new members can benefit from being part of Scotland's largest union. The idea is to bring our campaigning to a more personal, local level. So, in targeting potential new recruits, rather than the focus being about everyone who works in public services, it's about YOU and talking to YOU about reasons why you might join a union.

The recruitment leaflets, posters, adverts and other promotional materials use simple people-focused messages to show potential recruits the positive benefits of joining. They build on the fact that research shows that there is a union 'premium', with average earnings and terms and conditions higher in unionised workplaces.*

Of course, the Stronger Together theme also emphasises the importance of our collective action. We are saying to people we hope to persuade to join that in the current economic climate, there's never been a more important time to join a union. The key messages highlight the positive benefits, while continuing to promote a feeling of solidarity and being part of something important.

Branches are encouraged to build these messages into all recruitment activities, using the campaign materials at events, on noticeboards, in newsletters, on websites and social media etc. The recruitment leaflets, posters and adverts use the following key messages:

- I want to know...
 - I'm getting a **fair deal** at work (picture of a woman and child - the main campaign image)
 - I'm **protected** at work (picture of a young man)
 - I have a **voice** at work (picture of a nurse in a tunic)
- You don't need to face things alone when you're part of Scotland's largest union
- Better pay; More holidays; Equal pay; Safer workplaces; Better training
- Stronger together in UNISON

The leaflets, including a membership form, posters and other materials are available from organising staff and are downloadable from the UNISON Scotland website, along with Stronger Together images and designs that can be used in branch newsletters, on websites etc. A short video featuring new recruits and a longer video with interviews with Convener Lilian Macer and Scottish Secretary Mike Kirby are also online and ideal for use on Facebook/Twitter etc. www.unison-scotland.org.uk

* The union 'premium' showing benefits in pay and in areas such as holidays, training etc. has increased since the 2008 recession. The Labour Force Survey shows there was a 'premium' at the end of 2011 of 18.1% the highest since 1998. Academic research adjusting the premium for differences associated with age, gender, qualifications etc. show a premium worth between 6 and 9 % over most of the last ten years. (Source, Labour Research, Sept 2012).

Promoting your recruitment work

Make the most of all available opportunities to publicise your recruitment activity as this will raise the profile of what you are doing with potential new members. Few people will automatically join because they see an advert on a billboard or bus stop or because they read about your campaign in the local paper. People generally join because they have been asked to and it is face-to-face contact which is vital. The promotional campaigning is aimed at helping raise awareness and supporting the essential face-to-face recruitment work.

If your branch is in one of the selected areas for some limited local advertising (Aberdeen/Inverness/Dundee, Ayrshire, Central, Dumbarton/Clydebank, Edinburgh, Fife/Falkirk, Glasgow, Lanarkshire, Lothian) there may be opportunities to use pictures of activists and/or new recruits next to a billboard or railway station advert or as the focus of a news release. (Details of where and when local advertising will take place are available from organising staff. Ads will be on some buses, billboards - including a mobile ad-trailer billboard in some areas - bus shelters, phone boxes and posters in some railway stations.) But even if you are not near one of these, a news release can be issued to local media to let them know about your campaign. The UNISON Scotland news release about the launch of Stronger Together at Scottish Council in September is on the website.

You can adapt the sample news release here to suit (including inviting local papers to take pictures of members next to a billboard/advert where relevant), and perhaps refer to a local campaign as appropriate; for example, if you've successfully saved a local service from cuts. Or a police branch could refer to the victory earlier this year in stopping proposals for massive cuts to terms and conditions. Or you could tie in a new release about how members will be marching in Glasgow on Oct 20, with information about a local recruitment event.

Sample news release

New recruitment campaign shows how union membership pays off

Council/health workers in have launched a recruitment campaign highlighting the many benefits to members of being part of UNISON, Scotland's largest union.

(Standing beside a UNISON billboard/advert in ... promoting the campaign, local members said that they want to show potential new recruits how they can be 'Stronger Together in UNISON'.) (use if appropriate)

The message is that (members will be 'Stronger Together in UNISON', that) union membership helps ensure people get a fair deal at work, that their rights are protected and that they have a voice in the workplace.

Branch secretary Jane Smith said: "We know that local people, like so many across Scotland, are finding times really tough just now with attacks on jobs, pay, pensions and terms and conditions.

"It is more important than ever to have the backup of a strong union and UNISON delivers for its members.

"Our message is that there is no need to face these situations alone. We fight on members' behalf to ensure they get the best deal from employers. And research shows that there is a union premium, with average earnings as much as 10 per cent higher in unionised workplaces."

Recruitment events will be taking place in..... on Oct... and in.... on Nov (as appropriate).

Newsletters

Similar information from the news release can be used in newsletters and on websites, or use/adapt the article from the new Scotland in UNISON, out early October, and online. You can include links to materials online, including the video. Stronger Together images and designs are online or available from the Communications Officers or Bargaining and Campaigns team.

Twitter/Facebook

Social media is ideal for promoting this campaign. Suggested hashtags include #strongertogether #joinunison and, with relevant messaging, it is also worth including the Oct 20 STUC hashtag #SCOct20 in the build-up to the Glasgow march and rally; both with recruitment messages and for stand-alone messages promoting the march. You can include links to the Stronger Together videos or make your own video, put it on Facebook and Tweet about it. Create Facebook events and share pictures from events, billboard/bus ads etc.

Some suggested Tweets (insert your branch name. Try to keep shorter than full 140 characters where possible to encourage reTweeting and commenting.):

Lots of events this week in South Lanarkshire to recruit new members #strongertogether #joinunison

UNISON Forth Valley Health recruited 15 new members today #strongertogether #joinunison

Union members enjoy Better pay More holidays Equal pay Safer workplaces Better training We're #strongertogether in UNISON #joinunison

Our new members in Fife UNISON will be marching in Glasgow #SCOct20 #joinunison #strongertogether

Want to know you're getting a fair deal at work? #joinunison Glasgow University #strongertogether

Lots of new members signing up this week in West Dunbartonshire #strongertogether #joinunison

Watch a video of why we're Stronger Together in UNISON *add link here* #joinunison

“I want to know I’m getting a fair deal at work

With attacks on jobs,
pensions, terms and
conditions - times
have never been
tougher.

But there’s no need
to face things alone.
As a UNISON member,
we’ll fight on your behalf to
make sure you get the best
deal from your employer.

So you can relax,
knowing you’re in
safe hands.

0845 355 0845
unison-scotland.org.uk/join

STRONGER TOGETHER IN UNISON

Better pay ● More holidays ● Equal pay
Safer workplaces ● Better training

The logo for UNISON Scotland, featuring the word "UNISON" in a bold, sans-serif font with a green swoosh above it, and the word "Scotland" in a smaller, italicized font below it.

UNISON
Scotland