

## **Organising and Networking Using Social Media – a kick-starter for trade union reps and officers**

**Dates:** Thursday 29th January 2015

**Duration:** One day

**Location:** Cardiff – WEA Cymru training rooms, 7 Coopers Yard, Curran Road, Cardiff CF10 5NB

**Trainer:** Dan Mason

**Cost:** Free for union reps and officers

### **What's it about?**

You've tried Twitter and may well be using Facebook to keep in touch with friends and family. But now you'd like to find out how you can use social media effectively in your union role to organise, network and build union campaigns. Are you wondering how you can best use it to make an effective impact for the time and effort put in?

This hands-on workshop will show you how to release the power of social media without spending hours a day doing it. You know that many trade unionists are already using social media to raise their union's profile and connect with their members. Now's the time to find out how they do it.

The workshop will focus on Twitter and Facebook, but includes an introduction to other platforms such as LinkedIn, Pinterest, Instagram and YouTube, depending on group experience and needs. The workshop will move at your pace and aims to have you tweeting and sharing with confidence by the end of a fast-paced, enjoyable day.

### **Who's it for?**

Union professional officers, union reps, branch officials, health and safety reps, union learning reps, equality reps and any other union activists involved in promoting their union, with limited experience of social media. Participants will probably have signed up for one or more social platforms, but will not be confident of using social media in a professional context.

### **What will I learn?**

By the end of the day, you will have learned how to ...

- Pick the right social network for the right task
- Create a powerful profile, including image and username, for yourself and your organisation
- Launch a Facebook Group and Page, and understand what stories have most impact
- Tweet with confidence, including hashtags, mentions, retweets and direct messages, plus tweeting with images (using browser and mobile platforms)
- Keep track of the conversation around your interest or organisation, and share online content easily and effectively
- Take your social media beyond Twitter, Facebook and LinkedIn, with an introduction to networks such as Pinterest, Instagram and Soundcloud (depending on participant experience and needs)

### **What will I need to bring?**

Computers will be provided in the training room. Participants may also bring their own laptops if they wish - if so you should know how to establish a wifi connection (wifi will be provided). As long as you are using a computer and using the internet with confidence on a daily basis, this workshop will present few difficulties. Tablets and smartphones are also welcome. Everyone attending should ideally have an active Gmail, Facebook and Twitter account before the workshop (either your own or a union /branch account can be used). If using a laptop, it is recommended that participants use the Google Chrome internet browser during this workshop.

**Contact for further information/how to book a place:** Please contact Rowena Hooper or Bill Powell on 01495 369 869 or email [wplcourseinfo@weacymru.org.uk](mailto:wplcourseinfo@weacymru.org.uk) for further information. You can book a place using the form overleaf.

**Course application form – Please use BLOCK LETTERS**

**Course title:** Organising and Networking Using Social Media

**Start date:** Thursday 29<sup>th</sup> January 2015.    **Duration:** 1 day.

**To be held at:** WEA Cymru training rooms, Cardiff.

**Your full name:**

**Home address (including postcode):**

**Daytime telephone number:**

**Email address:**

**Trade union:**

**Union posts held:**

**Previous TUC courses:**

**Your occupation:**

**Name and address of employer:**

Number of employees :  Less than 50     Less than 250     More than 250

Work Pattern:     Full-time     Part-time

Days     Shiftwork

Date of Birth   Male  Female

Do you define yourself as disabled?  Yes  No

Do you have access requirements?  Yes  No

**All access needs will be met where reasonably practicable. You should inform the appropriate course providers of any specific requirements at the earliest opportunity.**

The TUC is anxious to encourage greater ethnic minority participation in trade union education. To assist us to achieve this aim it would be helpful if you could provide details of your ethnic origin by ticking the appropriate box. This information is for monitoring purposes only and will be treated confidentially.

White European  White Other  Black Caribbean  Black African

Black Other  Indian  Pakistan  Bangladeshi

Chinese  Mixed  Other  Prefer not to say

I am a fully paid-up member of my union and my employer has agreed to my attending this course without loss of earnings. *(Please tick to confirm)*

Are you happy to receive further TUC communications?  Yes  No

Signature of applicant: \_\_\_\_\_

Signature of full-time union official: \_\_\_\_\_

***Please send your completed application form to:***

***Rowena Hooper/Terri Bishop, WEA Cymru, The Innovation Centre, Festival Drive, Ebbw Vale, NP23 8XA or email scanned copies to [wplcourseinfo@weacymru.org.uk](mailto:wplcourseinfo@weacymru.org.uk)***