



Changing the world  
of work for good

# Digital tactics for campaigning and organising

*Anthony Hayes*

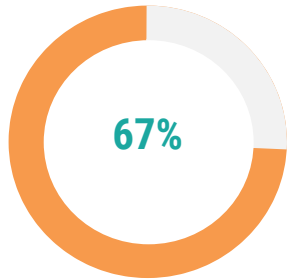
# This session

- Peer-to-peer texting
- Megaphone
  - Decision maker pressure
  - Building confidence amongst members
  - Strike Funder
- Other tools
- Extra tactics

# Who are you?

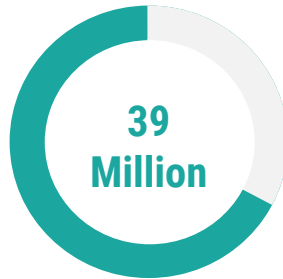
1. Who has come the from farthest away?
2. Who is from the smallest union branch? Who is from the biggest?

# Why digital matters



## Adults in the UK

Are on some type of social media (45 Million)



Use social media on their mobile phones

The average UK based user spends 1 hour 50 minutes scrolling through social media sites

# Caveats

- Process trumps tools - There is no one tool, app or platform that will always work - solid processes will make the tools effective
- Everything I'll talk about today complements traditional organising, it doesn't replace it
- GDPR makes things harder, not impossible
- Sometimes you don't need digital

# What can we use digital for?

- Communicate with each other
- Spread our message
- Amplify
- Mobilise
- Organise
- Pressure decision makers
- And more

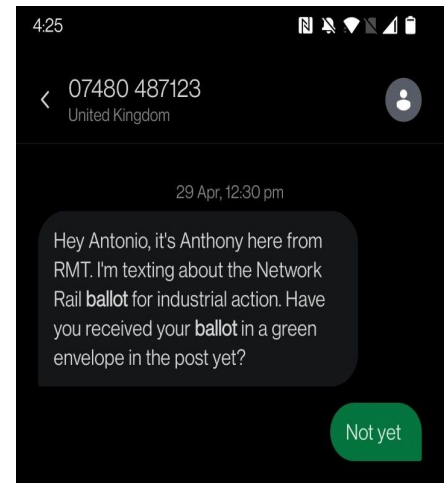
# Peer-to-peer texting

The best way to organise any collective action is through **one-to-one, informal conversations.**

These platforms allow you to do that by text messaging: quickly, at scale, and in a way that respects everyone's privacy.

# ThruText - What is it?

- A peer-to-peer texting platform that allows activists to have hundreds of conversations per hour
- Complements face-to-face organising
- Helps reach members at a critical point in the balloting process





## How unions have been using it

- The TUC have trained 300 activists and staff from **UCU**, **RMT**, **CWU** and **NUJ** to send messages
- They average **1,100** text conversations each
- Sent 500k+ messages in the last two months
- **65% response rate** from members
- Able to contact hundreds of thousands of members in a few days

CONVERSATIONS

Reassign ▾

Alice A

11 initial messages left to send

- A** Alice A 3 minutes ago >
- A** Anna K 3 minutes ago
- C** Conor M 3 minutes ago
- D** Declan S 3 minutes ago
- G** Gareth H 3 minutes ago
- J** John W 3 minutes ago
- P** Paddy H 3 minutes ago
- P** Paul N 3 minutes ago
- P** Priya R 3 minutes ago

I'm not sure I'm the best person to answer that, would you be OK with me passing that back to someone in the CWU office to get back to you?



Send

Response  Save

SAVED REPLIES

Recommended Replies ^

- Campaign
- Global

- + Has received ballot paper
- + Has not received ballot paper
- + How did you get my numbe...
- + Difficult question
- + Old or wrong numb...
- + I don't work for this compa...

Help

## Timely reminders

5 hours ago

Hi Matthew, it's Chris from the CWU here. I am just checking to see if you've got your ballot yet? I can help to order a new one if it's not with you yet. Thank you!

3 hours ago

Hi Chris.. just posting my ballot paper now .. i have voted yes... thanks for reminding me to post it.. I totally forgot as moving house at the moment..t hanks for the reminder..hope you have a nice evening

# Checking addresses and getting replacements ballots sent

Hi I've not received it yet. Thank you

2 months ago

OK - can I check your postcode is still [REDACTED] If it's changed, you can quickly get a new ballot using your RMT mem. no. [REDACTED] and this link: <https://bit.ly/3MoLOAW> Or if you prefer, you can email [defendjobschanges@rmt.org.uk](mailto:defendjobschanges@rmt.org.uk) or call 0800 376 3706. Just be sure to post your ballot by Friday 21st May at the latest.

# Peer-to-peer texting: what we've learnt

- Text like you would a friend or family member
- Start with a short, informal message that includes a question
- Those most invested in the campaign are the best at this
- Activists enjoy the experience
- Develop answers to the FAQs as a group
- It scales really well
- There will be other uses: like recruiting new reps, contacting resigned members, welcoming new members

# Start and win campaigns to improve the world of work

STRONG, STABLE LEADERSHIP IN THE NATIONAL INTEREST

**+ START A CAMPAIGN**

We'll connect you to help and tools every step of the way.

@unitetheunion

Unitetheunion About Us



Don't undermine our right to strike The government must abandon its proposal to let agency workers fill in for employees who are on strike on the railways and other key sectors.



10,114

of 15,000 Signatures

## CHURCHILL - PAY YOUR CLEANERS A FAIR WAGE

We value our rail cleaners and the work they do to keep our trains and stations safe and hygienic to use. We are deeply concerned that you continue to make profits and pay dividends to your

shareholders while these hard-working keyworkers are struggling to

## SUPPORTING UNIONS TO WIN

Supporting workers and their union with digital campaigns.

Megaphone UK is a project of the TUC, in collaboration with our 48 member unions and the nearly 5.5 million union members in the UK. Megaphone supports unions to start and run campaigns to make our workplaces and communities fairer.

Working people joining together can change things. For more than 150 years, unions have fought for safer workplaces and wages you can build a life on.

# How organisers are using online petitions to support their work

- Find new leaders and potential members
- Put pressure on management during disputes
- Put pressure on other decision makers to take action
- Building confidence amongst members that they can win
- Get media attention

**To: Councillor George Duggins, Leader of Coventry City Council**

## **Tell Coventry Council's leader the ball is now in his court to settle the Coventry bin strike**

Campaign created by  
**Unite the Union** ✉



**To: Tim Martin, Chairman JD Wetherspoon**

## **Email Wetherspoons to demand they pay workers in full during coronavirus**

Campaign created by  
**BFAWU Wetherspoons branch** ✉



**To: The Board of Directors, Calderdale and Huddersfield NHS Foundation Trust**

## **End Poverty Pay at Calderdale Royal Hospital**

Campaign created by  
**Joe Wheatley** ✉

**To: The Chief Executive of 'The Go-Ahead Group' - Christian Schreyer**

## **Support the 1st female Bus Driver at Queens Road - She deserves better!**

Campaign created by  
**Lee Lomas** ✉



**To: The Board of Directors, Airedale NHS Foundation Trust and AGH Solutions**

## **Demand fair pay for staff at Airedale Hospital**

Campaign created by  
**Joe Wheatley** ✉

**To: Dundee City Council**

## **#StopFaculties: Stop the removal of principal teachers in Dundee secondary schools**

Campaign created by  
**David Baxter** ✉



# TUC

Changing the world  
of work for good



**To: Koen Lamberts, Vice-Chancellor of the University of Sheffield**

# **Demand £10 an hour for cleaning staff at the University of Sheffield**



**Unite at The University of Sheffield**

**Cleaners' deserve £10 per hour**

**TUC**

Changing the world  
of work for good

# 👊 Solidarity and well done to over 300 cleaners at the University of Sheffield who have won a decent pay rise! 👊

+ Add to board

Well done!  
...  
From Sam

Well done!  
...  
From Sam D'souza

Well done!  
...  
From Anonymous

Congratulations. Well Done.  
...  
From Kate

Well done. Power to your elbow. From an ex-cleaner to current ones who are essential workers! Merry Christmas!  
...  
From Nicola

Congratulations.  
...  
From David Mills

Well done on your recent win. Let's hope this fight spreads to other areas of the economy.  
From an NHS worker

Great Result and well-deserved!

Congratulations, and happy Christmas  
...  
From Chris Middleton

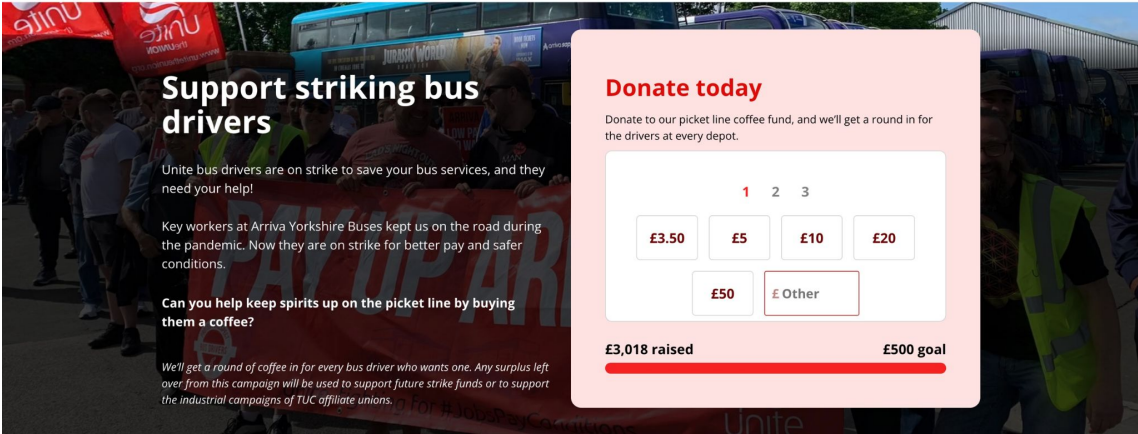
Congratulations! A well deserved award. Cleaners are the most important people in any workplace, it would close in days without them, xx  
...  
From Patricia McClure



Congratulations, I am so glad for you.  
...  
From Cat Hutton

Well done to you,  
You are the Ones to follow  
...  
From K M

Stay strong, be confident. We are with you. Remember, equality is a right, not a dream.  
Kind regards.  
...  
From Kyle Cunningham



## Support striking bus drivers

Unite bus drivers are on strike to save your bus services, and they need your help!

Key workers at Arriva Yorkshire Buses kept us on the road during the pandemic. Now they are on strike for better pay and safer conditions.

**Can you help keep spirits up on the picket line by buying them a coffee?**

*We'll get a round of coffee in for every bus driver who wants one. Any surplus left over from this campaign will be used to support future strike funds or to support the industrial campaigns of TUC affiliate unions.*

### Donate today

Donate to our picket line coffee fund, and we'll get a round in for the drivers at every depot.

1 2 3

£3.50 £5 £10 £20

£50 £ Other

£3,018 raised £500 goal

£3.50 Rod donated 3 hours ago

£10 Anonymous donated 19 hours ago

£10 Graham donated a day ago

£5 Anonymous donated a day ago

£50 Anonymous donated 2 days ago



### About the campaign

A new Arriva bus driver earns 28p above the minimum wage. They're working unsafe route timetables because there's not enough drivers to go around. There's no wonder why!

Arriva bosses clapped key workers during the pandemic. Now they need to pay up.

650 Unite members at Arriva are now on an indefinite strike. They're fighting to the future of our bus network. We need to keep their spirits up.

So donate to our picket line coffee fund, and we'll get a round in for the drivers at every depot



**TUC**

Changing the world  
of work for good

# Your experiences

1. Are you using digital to communicate in your branch?
2. Is it helping? Or hindering?
3. Are there any tools you are using that you like or don't like?
4. Are there any digital activities you did during the pandemic you will keep doing?


# You can do it well for cheap

The best digital campaigns are not coming for the organisations with the most money.

**GetThru**

 **videoask**


 **CallHub**

 **Canva**  
Empowering the world to design.

 **THE ACTION NETWORK**

 **MailChimp**

 **MEGAPHONE**.ORG.AU BE HEARD AT WORK

 **Typeform**

**TUC**

Changing the world  
of work for good

# Online pressure meetings

A structured and public Zoom meeting that prioritises hearing from those most affected, before putting a clear ask on a decision maker.

# Online pressure meetings

Why they are effective:

- Workers experiences take precedence
- Decision makers are forced to engage
- Highly structured, allowing a good mix of storytelling and statistics
- If the decision maker does not attend, it creates an organising moment



# Organising calls

A structured, interactive online call, focused on moving attendees to action.

They mix personal stories and political analysis, structured in a way that makes clear the issue and how we collectively overcome it.

# Organising calls

- Mobilise people to take strategic action
- 5 to 5,000+ participants
- Designed to:
  - bring new people into a campaign,
  - move existing members up a leadership ladder
  - activate members on a new issue or program

# Organising calls

They are NOT a committee call, a member check-in, an issue briefing, or a training.