

How to run effective digital campaigns using Megaphone

Anthony Hayes

Our session today

- What is Megaphone
- How are unions using petitions?
- How might you use them?
- What makes a successful petition
- Any other digital tools you're using?

Who are you?

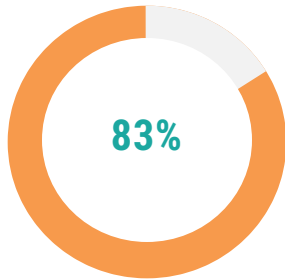
1. Name + union

1. Are you a rep? An officer? An organiser?

1. What are you hoping to get out of this session?

What is digital campaigning?

- Complements face to face organising
- Meet people where they are



Adults in the UK

Are on some type of social
media (56 Million)

The average UK based user
spends 5 hours on their
mobile phone a day (28% of
their waking day)

A platform for the movement

- Easy to use, completely free
- Built by unions, for unions
- We promote union campaigns
- Support from organisers with union experience
- 700 petitions, 24 unions, 1 mil signers, 2 mil actions



What Megaphone can do

- Petitions
- Targeted emails
- Distributed events
- Email updates



We also support with

- Raising funds
- Peer to peer texting
- Reaching workers online
- Digital campaign tactics!

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

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.

Start with a title.

Stop the cut to weekend rates!

- 1 Get attention with a succinct headline for your petition. Try to make it urgent, short, and solution-oriented.

Who can make it happen?

Petitions only work if they address the people who have the power to solve your problem or make change.

The boss

- 1 Be as specific as possible: the name of a CEO or director is better than "McDonald's". Choose the person or people who can give you what you want.

What needs to happen?

What would you write in a letter to your decision maker?

Next: Why is it important?

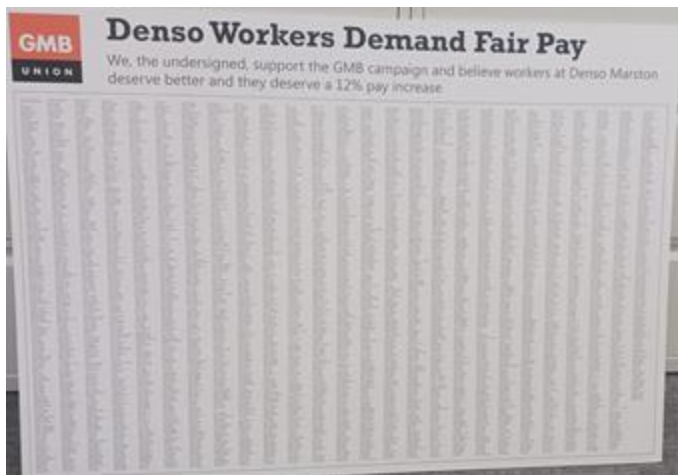
Has anyone signed a petition recently?


Anyone started a petition before?

Is anyone sceptical about petitions?

GMB, Denso Marston

Build public support + confidence of workers




**MEGAPHONE** GOV.UK BE HEARD AT WORK

Search

[JOIN A UNION](#) [FIND AN EVENT](#) [MEGAPHONE](#) [+ START A CAMPAIGN](#) [LOG IN](#)


To: Board of Directors - Denso Marston Ltd
Denso Marston Ltd workers demand fair pay

Campaign created by **Louise Foster-Wilson** 


Thank you for your support.

Delighted to confirm that the workers have won a 9.5% pay increase after taking their first strike action ever!

Your support has been a tremendous boost to the campaign and the workers moral through this dispute. We even printed the petition on a giant A1 board that we held up during the strike days to show how many people were supporting the campaign and the workers.



Workers at Denso Marston Ltd have seen their pay eroded over recent years. The cost-of-living crisis has exacerbated the issue of low pay. GMB reps submitted a pay claim for an inflationary rise that was sadly


This campaign was successful

4,146 of 5,000 signatures

A.J. signed 01-06-2023 M.D. signed 05-06-2023 Gail M. signed 01-06-2023

Sign the petition

First Name *

Last Name *

Email *

Postcode *

Country
 United Kingdom

I want to be updated via email about this and other important Megaphone

Unite Hospitality, Pizza Express

Identify workers and potential workplace leaders

MESAGHONY HAS BEEN HEARD AT WORK

Search JOIN A UNION FIND AN EVENT WEBSHOPPE + START A CAMPAIGN LOG IN

To: Paula MacKenzie, CEO of Pizza Express

Pizza Express: Give us back our hours!

Campaign created by **Beth Hospitality**

Dear Paula,

We urge you to reverse your new policy that attempts to cut our lunchtime hours.

The mass roll-out of your "labour management scheme" would effectively remove non-salaried managers from the rota for lunchtime shifts.

This policy could see thousands of waiters lose hundreds of hours without proper consultation, and managers having to do even more work for the same wage!

The impact this will have on the most financially insecure part-time workers who need these lunchtime hours to fit around school and childcare is catastrophic.

5,647 of 6,000 signatures

Gertraud K. signed 02-09-2023 Dylan L. signed 24-01-2025 Niki H. signed 02-09-2023

Sign the petition

First Name *

Last Name *

Email *

Postcode *

Country

☒ United Kingdom

☒ I work at Pizza Express

I want to be updated and asked about this and other important Mesaghy campaigns

☐ Yes, keep me informed via email

☐ No, I do not want to hear about this petition's progress or other relevant petitions

Equity, Northern Ireland Arts Funding

Put pressure on politicians

To: Colum Boyle, Permanent Secretary,
Department for Communities

**Resist the cuts to arts
funding in Northern Ireland**



Campaign created by
Gareth Forest

EQUITY



12,594 of 15,000
signatures

Brian T. signed Angela L. signed Susan J.

04-12-2023 05-12-2023 06-12-2023

Sign the petition

First Name *

Last Name *

Email *

Postcode *

Belfast Reverse Arts Cuts Rally



When: 5pm - Weds 1 November 2023

Where: Belfast City Hall Gates

Join us to rally in support of our resist the cuts campaign – as Belfast City Council debates whether to support Equity NI's latest open letter to the Permanent Secretary of the Department for Communities asking who will reverse the cuts?

On Wednesday 1 November, Belfast City Councillors will debate a motion put forward by SDLP Councillor Séamus de Faoite whether to support our campaign to reverse the cuts to arts funding in Northern Ireland. Our Equity representative from Belfast will be addressing Council that evening and we will be there in solidarity.

We will be holding a public demonstration before the Council meeting begins, to show the Council how much support there is for the arts in Northern Ireland and to make our arts community heard!

Keep this campaign alive and in your communities! Join us on 1 November!



Attend this event

First name *

Last name *

Email address *

Postcode *

Phone Number

By providing an email address, you consent to receive text messages from Magphone UK.

I want to be updated via email about this and other important Magphone campaigns

- ☐ Yes, keep me informed via email
- ☐ No, I do not want to hear about this petition's progress or other relevant petitions

I'M GOING

By registering to attend this event, you consent to sharing your name and email address with the event host so they can send you relevant information for this meeting.

This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.



Equity, Bethnal Green Working Men's Club

Raise awareness and community engagement

Save BGWMC - Fighting Fund

by Friends of Bethnal Green Working Men's Club in London, Greater London, United Kingdom



Unite, St Mungo's Put pressure on an employer

To: Emma Haddad, St Mungo's CEO

Give St Mungo's workers a fair pay rise

Campaign created for
St Mungo's workers



Campaign successful

After 3 months of strike action and tireless campaigning, the workers have voted to accept an inflation beating pay rise which works out at 10.14% based on a median wage of £3,025 in cash terms. Plus, the total financial gain includes a one-off payment of £700 for most workers.

Isn't it time you joined a union?



You have signed this petition.
Not Lois M.? Log not to sign the petition.



This campaign was successful

14,721 of 15,000
signatures

A.J. signed Colin S. signed Barry C. signed Chlo. H.
07-08-2023 07-08-2023 01-08-2023 06-08-23



2,324 of 3,000
signatures

Louise J. signed Stuart H. signed Martin S. signed
30-08-2023 30-08-2023 30-08-2023

Your details

Lois M.

Not Lois M.?

Writing to Emma Haddad, St Mungo's CEO

Subject *

Come back to the negotiation table and give *

Your Message *

Show tips

Dear Emma,

I have been disappointed and angered to see that St Mungo's staff have been forced into a position where they have no choice but to strike.

Too often in the charity sector, workers

I want to be updated via email about this and other important Megaphone campaigns

- ☐ Yes, keep me informed via email
☐ No, I do not want to hear about this petition's progress or other related matters

Musicians' Union, Welsh National Opera

Email your MP: Protect Welsh National Opera!

To: Arts Council Wales, Arts Council England, Welsh Government Cabinet Secretary for Culture, and UK Government Secretary of State for Culture, Media and Sport

Protect Welsh National Opera

Campaign created by
Orchestra of Welsh National Opera ✉

mu Musicians' Union

Protect Welsh National Opera

#WNOProud

mu Undeb y Cerddorion

mu Musicians' Union

14,116 of 15,000 signatures

Richard D. signed 08-03-2025 josh s. signed 07-03-2025 Caroline J. signed 07-03-2025

Sign the petition

Lois M.

Not Lois M.?


I want to be updated via email about this and other important Megaphone campaigns

- ☐ Yes, keep me informed via email
- ☐ No, I do not want to hear about this petition's progress or other relevant petitions

SIGN

RMT, Ticket Offices

Build a base of supporters





MEGAPHONE .ORG.UK BE HEARD AT WORK

[JOIN A UNION](#) [FIND AN EVENT](#) [MEGAPHONE ALL](#) [+ START A CAMPAIGN](#) [LOG IN](#)

To: Mark Harper, Secretary of State for Transport

Cut their profits, not our ticket offices!



 Train Ticket

CUT THEIR PROFITS

NOT OUR TICKET OFFICES

69,642 of 75,000 signatures

Kaarina M. signed 14-11-2023 Dorothy W. signed 08-11-2023 A. J. signed 07-11-2023

Sign the petition

First Name *

Last Name *

Email *

Postcode *



Northern: Write to Transport Focus today

Each train company has a separate consultation. If this isn't the train company you usually use, [you can find yours here!](#)

Our ticket offices are under threat of closure and we must make our voices heard!

We need to mobilise a massive response to the public consultations to oppose the closures so that Transport Focus reject their proposals.

EXCLUSIVE: 500,000 speak out about ticket office cull as campaigners take fight to PM's doorstep

As the RMT prepares to hold a rally in Whitehall, responses to the public consultation on plans to shut ticket offices at 974 railway stations have hit half a million



Write to your local paper

The Government is proposing to cut 1,000 ticket offices and hundreds of jobs across our railways.

This will make it difficult for people to get the support they need and puts passenger safety at risk. For the elderly, disabled people, tourists and non-English speakers, these cuts will make accessing rail services even harder.



GMB, Amazon

Build a base of active supporters



Invite your MP to meet with Amazon workers



Amazon warehouse workers in Coventry have been fighting tirelessly to build their union.

They made history this year, holding the first ever vote on union recognition with an Amazon warehouse in Europe. But in the face of Amazon's unrelenting union busting tactics, the vote lost by

3,138 Letters Sent

Only 62 more until our goal of 3,200

TAKE ACTION

Welcome back, Iain!
Not lost? [Click here](#)

Not in GMB?

Zip/Postal Code *

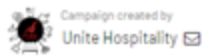
If you are not already subscribed, would you like to receive email updates from Megaphone UK? *

- ☐ Yes, opt in to email updates
- ☐ No, do not opt in



To: James Watt, BrewDog CEO

BrewDog: Don't scrap the Living Wage!



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: Debra Humphris Vice-Chancellor of the University of Brighton

Stop trade union victimisation at Brighton University

Campaign created by
Brighton UCU



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: Jeff Brooks - Leader of West Berkshire Council

Save our Centres



What do you like/not like about these?

What makes a good petition?



Set your goal



Carefully choose your decision maker



Write a snappy title



Tell a story



A picture says a thousand words

What digital tools are you using in your campaigning?



Linktree*



Thrutext



Diolch!

- Megaphone toolkit
- How to write a great petition
- How to promote your petition

Contact us!

ahayes@tuc.org.uk + lmccallum@tuc.org.uk