

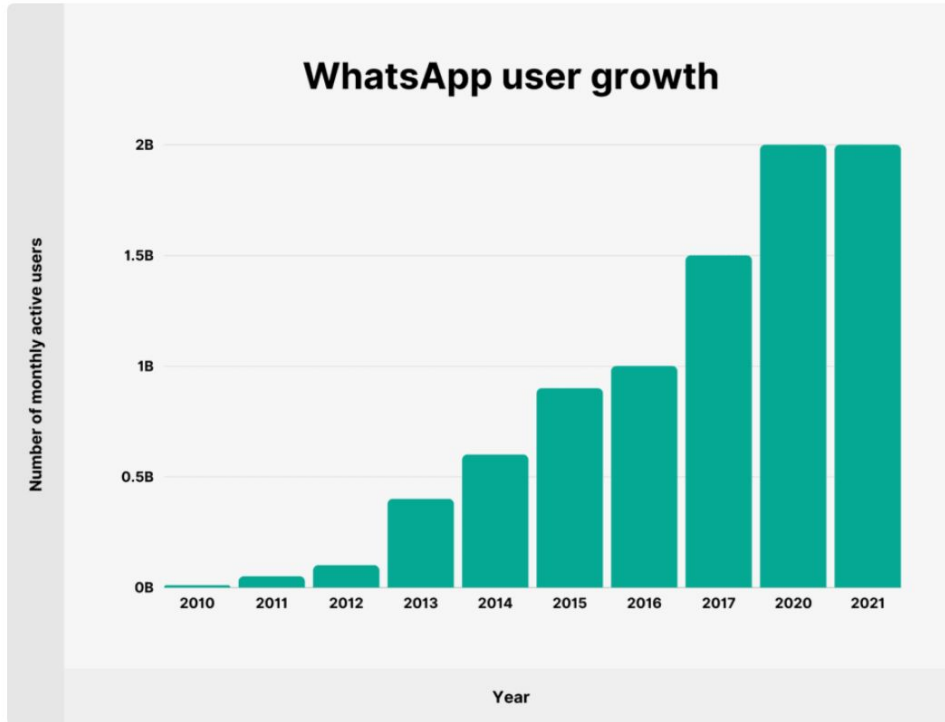


Changing the world
of work for good

Using WhatsApp for campaigning and organising

Matthew Topham + Lois
McCallum

Why digital matters



Using WhatsApp for campaigning

- How are you using WhatsApp
- How unions are using WhatsApp
- Tips for Data Protection and effective use
- As much time for discussion as we can fit!

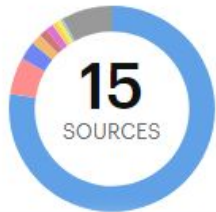
WhatsApp features

- Send 1-1 texts
- Send photos, videos, files, links
- Launch polls
- Create groups chats of up to 1024 people
- Decide who can send messages
- Create “communities” and “broadcast lists”

How are you using WhatsApp in your workplace union?

We can use WhatsApp to:

- Build relationships with members
- Share information quickly and easily
- Make plans as a team of reps or members
- Connect with reps in other workplaces/sites
- Mobilise members to attend events or take actions
- Anything else?



● megaphoneemail	11,374	
● whatsapp-share-button	856	←
● email-support-the-13th-note-...	418	
● megaphonemail	251	
● email-homelessness-charity-w...	189	
● facebook-share-button	184	←
● rawlink	120	
● email-share-button	85	
● messenger-share-button	18	
● twitter_share_button	18	←
● facebook-share-email-button	17	
● Other	8	
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Subject: Save our Ticket Offices: An update and a call for your help

From: Mick Lynch via Megaphone UK

Reply To: campaigns@megaphone.org.uk

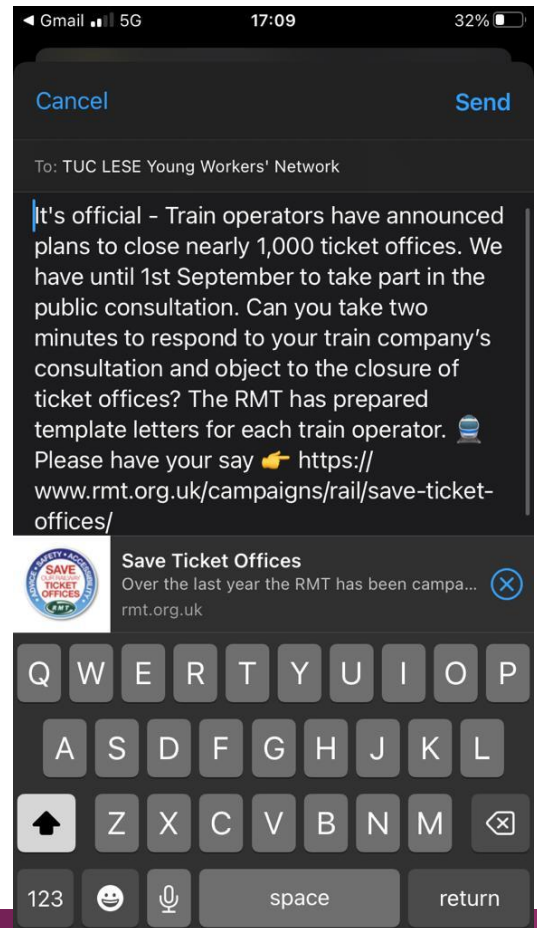


Dear Lois,

I want to write to you to make an appeal for one more effort in the campaign to save our ticket offices. **If you haven't already done so, please respond to the consultation**, and please encourage your workmates, friends and family to do the same by **sharing on WhatsApp**.

There are now just 2 weeks to go before the public consultation ends on plans by the Tory government and the private train operating companies to close almost every ticket office in our stations.

The response has been overwhelming. We've seen a massive groundswell of public opinion that's taken the government and the companies by surprise, forcing them to extend the consultation period.



Generating WhatsApp share messages

Forward
//Action

WhatsApp Link Generator

This is a simple app which generates a WhatsApp share link.

Enter the text you want to share on WhatsApp below. Clicking the button generates the share link.

You can click the generated link to automatically copy it to your clipboard.

Generate WhatsApp link

To: Tim Martin, Chairman JD Wetherspoon

Email Wetherspoons to demand they pay workers in full during coronavirus

Campaign created by
BFAWU Wetherspoons branch 



Thanks to all who helped. With public pressure online and allies in parliament, we managed to force Tim into a U-turn on his refusal to pay! The campaign is still going on to win all Spoons workers fairer pay and safer work through the pandemic and beyond. Join at bfawu.org



This campaign was successful!

14,433 of 15,000 signatures



Your details

First Name *

Last Name *

Email *

On the rates Wetherspoons pay, we're already facing poverty pay in work - nobody can afford to have money put by for a crisis like this. If Wetherspoons only pay us the 80% of our wages that the government will guarantee, and without the usual bonuses we are paid, many of us will have no way to pay the rent, bills or support our families.

Plenty of other companies in the sector are doing much better by their workers. Costa have already promised 8 weeks full pay to cover the gap. Wetherspoons have the cash and could afford to do the same.

We want Tim Martin and JD Wetherspoon to :

1) Agree they will shoulder the extra 20% to make up the difference in wages from the 80% the government have pledged to cover.

2) Pay all bonuses that staff are due in full.

Please help us and our union BFAWU to put public pressure on our employers to do right by the people who have built the firm's success. Send our boss Tim Martin an email now.

----- Are you a Wetherspoons worker? -----



WETHERSPOONS WORKERS ASSEMBLE!



Want in? Join our WhatsApp group to be part of the national campaign of Wetherspoons workers fighting for everything we deserve: <https://chat.whatsapp.com/Js8Ljta8f16L1gUTX0I7Tt>

To: Julie McEwan CEO TGI Fridays UK

Reinstate staff meals at TGI Fridays!

Campaign created by
Kevin Reynolds 



Dear Julie,

Please reconsider the ill judged move to remove fully subsidised staff meals from TGI team members.

Hard working staff at TGI Fridays are at the centre of the hospitality experience. Without them, TGI Fridays is nothing.

In the midst of a cost of living crisis, low paid staff at TGI Fridays will be forced to give up more of their hard earned cash in order to fuel themselves through the day.

The TGI Fridays customer experience is based on happy and extrovert team members driving sales.

It makes sense to keep these staff fed and motivated.

10,497 of 15,000 signatures

Helen M. signed 2 hours ago Hayley H. signed 3 hours ago Sian L. signed 3 hours ago Jer...

Sign the petition

First Name *

Last Name *

Email *

Postcode *

Country

I work for TGI Fridays

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

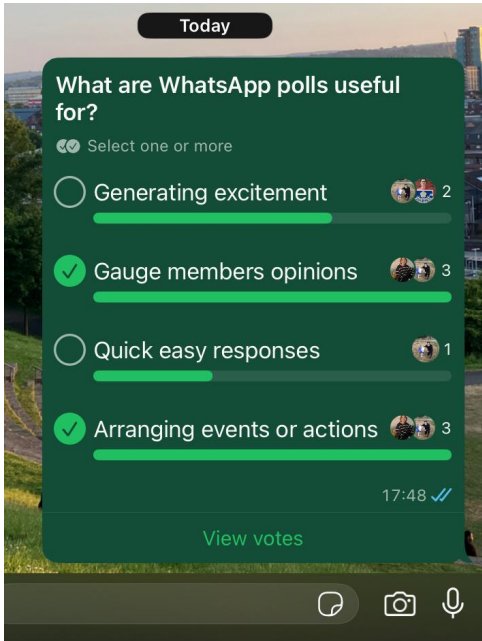
- Yes, keep me informed via email
 No, I do not want to hear about this petition's progress or other relevant petitions

SIGN

TUC

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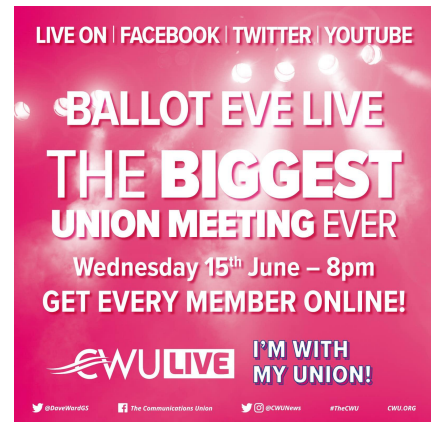
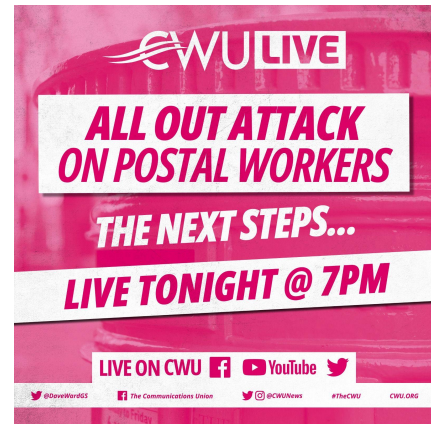
NEU - Polls for negotiation and turnout



CWU - Hot strike summer

“You can’t rely on social platforms’ algorithms showing them all our content in a timely way. We have a WhatsApp broadcast now, which we’ve got 37,000 CWU members on. And we use that to show people key tweets that we need them to share and amplify, Facebook posts, YouTube videos.”

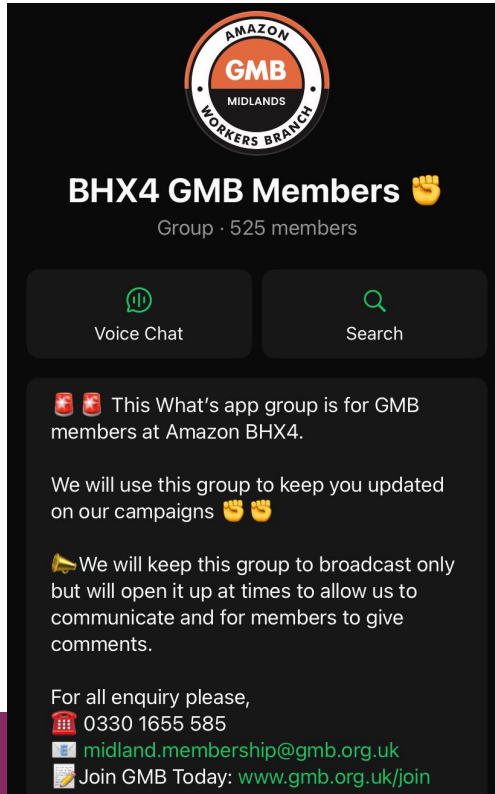
“That’s happening too in hundreds of local WhatsApp groups, to get our content flying around before we do our big flagship events on social media.”



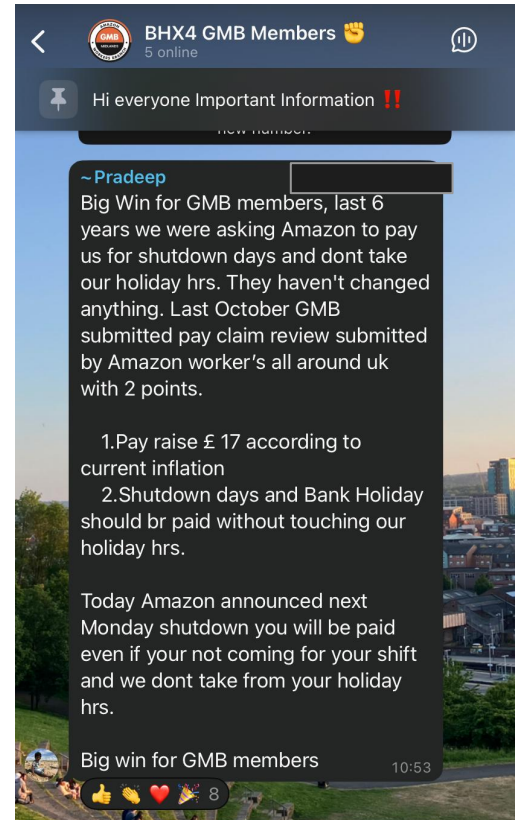
TUC

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Amazon - Organising BHX4

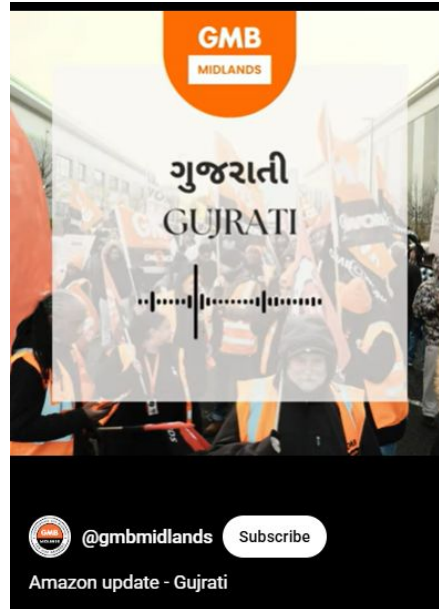
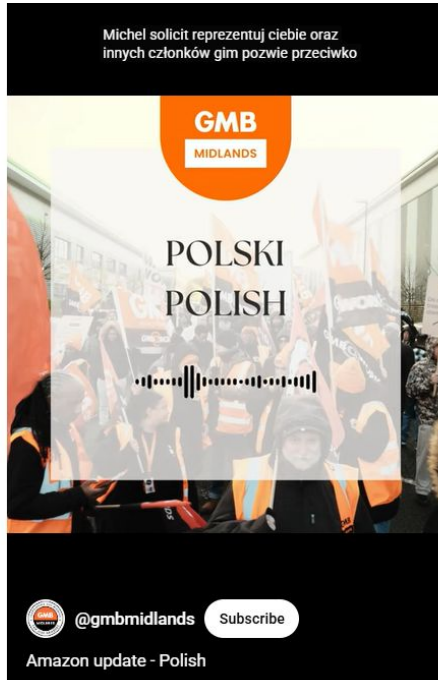


The screenshot shows the WhatsApp group interface for 'BHX4 GMB Members'. At the top is the group logo, a circular emblem with 'AMAZON' at the top, 'GMB' in the center, 'MIDLANDS' below it, and 'WORKERS BRANCH' around the bottom edge. Below the logo, the group name 'BHX4 GMB Members' is displayed with a fist icon, and 'Group · 525 members' is shown underneath. There are two buttons: 'Voice Chat' and 'Search'. A pinned message reads: 'This What's app group is for GMB members at Amazon BHX4.' Below this, there are two paragraphs of text: 'We will use this group to keep you updated on our campaigns 🦊🦊' and '📣 We will keep this group to broadcast only but will open it up at times to allow us to communicate and for members to give comments.' At the bottom, contact information is provided: 'For all enquiry please, ☎️ 0330 1655 585', '✉️ midland.membership@gmb.org.uk', and '📄 Join GMB Today: www.gmb.org.uk/join'.



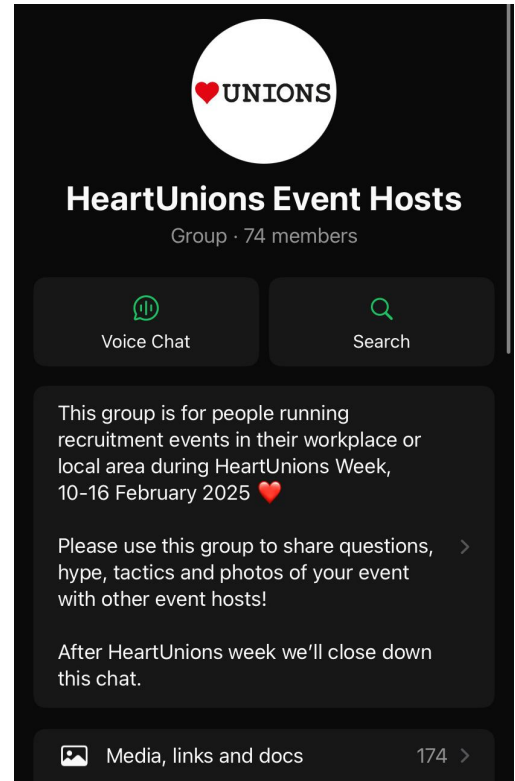
The screenshot shows a WhatsApp message from a contact named '~Pradeep'. The message is titled 'Big Win for GMB members, last 6 years we were asking Amazon to pay us for shutdown days and dont take our holiday hrs. They haven't changed anything. Last October GMB submitted pay claim review submitted by Amazon worker's all around uk with 2 points.' Below the text is a numbered list: '1. Pay raise £ 17 according to current inflation' and '2. Shutdown days and Bank Holiday should be paid without touching our holiday hrs.' The message concludes with 'Today Amazon announced next Monday shutdown you will be paid even if your not coming for your shift and we dont take from your holiday hrs.' At the bottom of the message, it says 'Big win for GMB members' and '10:53'. There are reaction icons (thumbs up, heart, etc.) and a count of 8 reactions.

Organisers prioritised communicating in multiple languages and mediums



Distributed events or days of action

- To connect activists leading events
- To share tips and photos
- To remind event hosts they're part of something bigger





HeartUnions Event Hosts
 Conor, Lois, +4

Lois
 Hi everyone! 🙌 Just a couple of days away from HeartUnions week now! Feel free to introduce yourselves in the chat and tell us where your event is happening 📍

I know we have a few people who are running events this weekend - let us know how they go and don't forget to take some pictures 📸👍

10:45

~ Anna [redacted]
 Hi Lois Anna from Blyth Northumberland. We are running stall next Saturday 17th Feb Blyth Market Place 10 till 12 😊

10:47

5

~ Richard Thomas Churcher [redacted]
 Hi. Richard (he/they) Cardiff. Running event in staff canteen in Cardiff Council 14th Feb. Day of love ❤️

10:47

5

~ Nick [redacted]
 Morning comrades, Nick from Fenland here gearing up for our stall 10 - 2 at Wisbech Tesco on Friday Feb 16.

10:49

6

I'd like to join the Hive! 11:08 ✓

Mon 17 Jul

Hi there from the Co-operative Party! We're sorry but a recent technical issue meant that you didn't receive an automatic response to your message asking to join The Hive, our WhatsApp campaign alerts list!

To complete your registration to join The Hive, please add this number to your contacts list! If you do not add this number (07739971554) to your contacts, we will not have permission to contact you. Thanks for joining The Hive, and sorry again for the delayed response 🐝

Mon 31 Jul

Enter your postcode now to find out if your council has signed up to be a Fair Tax Council, and if not, write to your local council leader and ask them to take action ➡️ <https://party.coop/campaign/fair-tax/councils>

Already written to your local council leader? Help spread the word by sharing our posts on social media.

Share on Twitter ➡️ <https://twitter.com/CoopParty/status/1685997111341383681>

Share on Facebook ➡️ <https://www.facebook.com/coopparty/posts/pfbid09orvXC4UGeBww8xseQMae2oPSXY7h4kdt41UQTh4qfC12ThbD1NsmfoLKRxp3EsUI>

Discussion

? How do you currently communicate with your members and activists?

? Where do you think WhatsApp could help you:

- Reach members more effectively
- Organise you and other reps more effectively

Risks - Data Protection

- Invite people to join, don't assume they want to join
- Keep a record of consent
- Training for people moderating Whatsapp groups
- Always seek guidance from your Data Protection Officer

Considerations

- Be conscious of who may be in your group
- Consider who can add people to your group
- Consider using disappearing messages
- Social media can blur the line between union roles and personal life

Things to consider before starting

- What is the purpose and time frame of the group?
- Broadcast vs group conversation
- Who will be responsible for content and moderation?
Reps/leaders or officials?
- Who can join the group? Members only?
- Big launch or steady build up?
- Does this require a WhatsApp group?

Further reading

- TUC's Digital Lab guide to Using WhatsApp in union organising and communications
<https://digital.tuc.org.uk/using-whatsapp-in-union-organising-and-communications/>
- Blueprints for change – WHATSAPP USES FOR CAMPAIGNING
<https://blueprintsfc.org/guide/whatsapp-uses-for-campaigning/>
- Using social media in strike ballot campaigns – CWU case study
<https://digital.tuc.org.uk/using-social-media-in-strike-ballot-campaigns-cwu-case-study/>