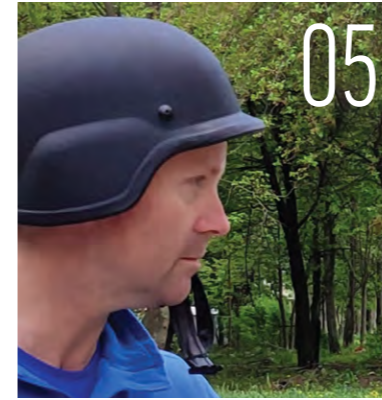


**TRADE
UNION
COMMS
AWARDS**

2023



TUC



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WELCOME



It has been some year for trade union comms. Unions have been campaigning and winning for members on a scale we haven't seen for years. Your roles as union communicators have been crucial to it all.

Your work has inspired and empowered members, won over the public and held politicians to account. The creativity, commitment and skill evident in this year's entries is something to be proud of. Many thanks to all those who have taken the time and trouble to enter.

A big thank you too to our judges for the excellent job they have done in assessing the entries. They have brought a great breadth of experience to the process.

Finally, thanks to College Hill Press for sponsoring the printing of this booklet, and to Thompsons Solicitors for contributing to the booklet and helping us with the costs of the awards celebrations.

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CATEGORY 1

BEST UNION JOURNAL

Once again, this category drew the largest number of entries, reflecting the core role journals continue to play in union comms. Many entries are published simultaneously in print and online, but some unions have moved to online only, opening up new creative potential for journal presentation. The judges enjoyed the great variety of design and content, rewarding entries with diverse, engaging and creative content that would engage the membership.



WINNER
The Journalist
NUJ

The judges were impressed by the magazine's low-cost, direct and effective design and diverse content relevant to the NUJ's membership. Well-written and edited with an easy-to-read layout and clear headlines, this magazine stood out for its interesting stories combined with practical tips for journalists. The mix of relevant UK and international news related to journalism rights abroad was commended by the judges who enjoyed reading the stories.



HIGHLY COMMENDED
Educate
NEU

A close candidate for the top spot, the high spend on this magazine really delivered. The judges praised the visually pleasing design, in-depth coverage of strike action, personal accounts, and sector-related articles. They also liked the strong mix of union and education stories, as well as enjoyable small features that added to the overall reading experience.



COMMENDED
Equity
Equity

A beautifully designed magazine that captivated the judges. From the colour palette to the illustration, to the quotes that start and end the magazine, everything is carefully considered. Interesting and topical articles capture a diverse range of members' voices, and the judges liked how the magazine prioritised ordinary members and their interests.

My Accord
Accord

This digital magazine provided detailed yet easily digestible coverage of the union's annual conference. The judges liked the visually appealing layout and social media integration. Pull-out quotes and video links made for engaging content, but more diversity in the stories and space given to non-conference material would have been appreciated.



The Foodworker
BFAWU

The judges commended the variety of content from conference coverage to articles on the climate crisis to comprehensive info on organising and rights for health and safety reps. They felt the magazine was aimed more at reps than members and could be improved by tighter editing.

The Voice
CWU

This magazine's range of voices covering strikes and showcasing solidarity impressed the judges. Guest writers added variety, and human accounts in the "our strikers speak" section made for a compelling read. The magazine effectively balanced niche news and broader trade union movement coverage, providing an interesting and readable experience. The visually pleasing layout and easy-to-use web page were commended.

Firefighter
FBU

At just 24 pages, *Firefighter* proves that less is more. With plenty of news, engaging photos and informative features, including a meet the rep page and recognition of long-serving members, the judges enjoyed this well-rounded and appealing publication. A reader-friendly layout featuring a strong cover and well-organised stories on topical issues like Grenfell and activism against racism.



Public Service
Magazine
FDA

A magazine that is pitched well at the union's membership. Professional and clear, the variety of content that included news and training experiences, alongside political coverage and commentary on the times, was commended. The judges felt adding more diverse member stories would enhance the membership focus.



Gatelodge
POA

A well-written and informative magazine about the prison service that is clearly committed to diversity and equality. The content offered valuable insights into the prison system, addressing mental health provision and budget cuts. The judges felt the design could be given more warmth with greater use of colour and visuals.

Stage Screen
& Radio
Prospect

Effectively promotes the union with a touch of glamour. The judges liked how the magazine covered various issues with engaging features, emphasising trade unions' importance for everyone - including celebrities. The attractive cover, clear design and well-organised contents page were all commented on.



The Podiatrist RCP

A captivating magazine with diverse stories, skill-enhancing articles and engaging covers. The judges thought it was an enjoyable and informative read that would appeal to a wide audience. However, they would have liked a stronger focus on union matters.

RMT News RMT

Packed with strike news and updates, the coverage also paints a bigger picture of what's happening in the sector. The judges liked the variation of content in the form of history, culture, environment and union survey results. Although the judges felt the cover was very busy, they loved the many great photos of union activity.

U magazine UNISON

The prominence of female voices won praise from the judges, as did the round-up of union wins in 2022. A good range of member voices and stories on wider issues. The judges felt the magazine was advert-heavy, which detracted from the nice layout and smart feel.



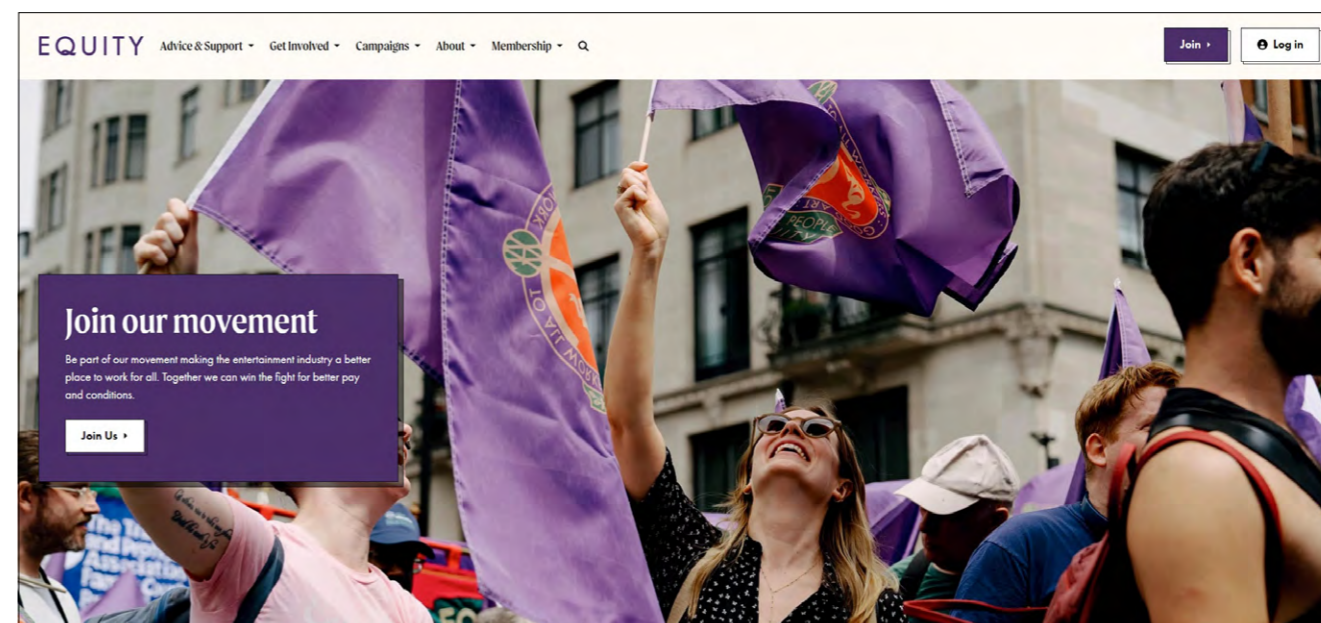
Landworker Unite

A good mix of content, addressing rural community issues, looking at trade union history like the Tolpuddle Martyrs and light-hearted pieces such as a nettle-eating contest. The focus on agricultural and rural workers was appreciated. However, the judges requested more stories about personal experiences.

CATEGORY 2

BEST RECRUITMENT AND ORGANISING COMMUNICATION

The judges enjoyed the diversity in entries in this category. From leaflets to websites and Facebook groups, the entries demonstrate the creative ways unions are using different communications methods to recruit and organise. A high standard of design and engaging content were evident across all the entries. Top scores were awarded to the comms that managed to combine excellent presentation with accessible messaging focused on recruitment and organising.



WINNER

equity.org.uk | Equity

This website impresses with its elegant and simple design. With a clean and fresh feel, the website maintains clear Equity branding while showcasing the diversity of the membership and workplaces through a great selection of photos. The judges found the site well-stocked with easy to navigate, helpful and relevant resources. A great tool for showing off the benefits of membership.



10 Good Reasons to Join Usdaw



HIGHLY COMMENDED 10 Good Reasons to Join Usdaw Usdaw

Slick, informative and nicely designed with clear Usdaw branding. The judges liked the strong focus on benefits and use of inclusive member photos. Plenty of content and information without overcrowding the pages or overwhelming the reader, striking the right mix for recruiting new members.

Reps' guide to recruitment



COMMENDED Reps Guide to Recruitment NEU

A great recruitment toolkit that the judges could see activists putting to good use. They thought the guide was appealing to the eye, very well written and structured. Through its use of simple and targeted information, the guide succeeds in making the process of recruitment seem approachable and straightforward.

Our 2022 Successes in LBG Accord

The judges liked the use of animation to visualise achievements in an accessible format. The narrative was structured well, telling a clear story with a high-quality voice-over. The judges felt the messaging seemed more directed at retention rather than recruitment or organising.



Join Us Now BFAWU

Big, bold and brassy! The judges loved the eye-catching comic book form and commented on the smart use of a QR code. The leaflet conveyed lots of important information, but the judges felt the design was a bit crowded. They also would have liked to see the leaflet inverting superhero gender stereotypes.



Union Week Prospect

A good variety of eye-catching images and materials, including leaflets, social videos, zoom backgrounds and email signatures. The modern, fresh feel was praised by the judges and they were impressed by the recruitment results. Clearer messaging on why to join a union might have made an even bigger impact.

It's Time for Justice for Cleaners RMT

This leaflet had a real authenticity to it. The judges thought the badge style campaign logo was excellent and identifiably RMT. Although the content was a very good exposition of the dispute, the design could have been improved by reducing the amount of text.

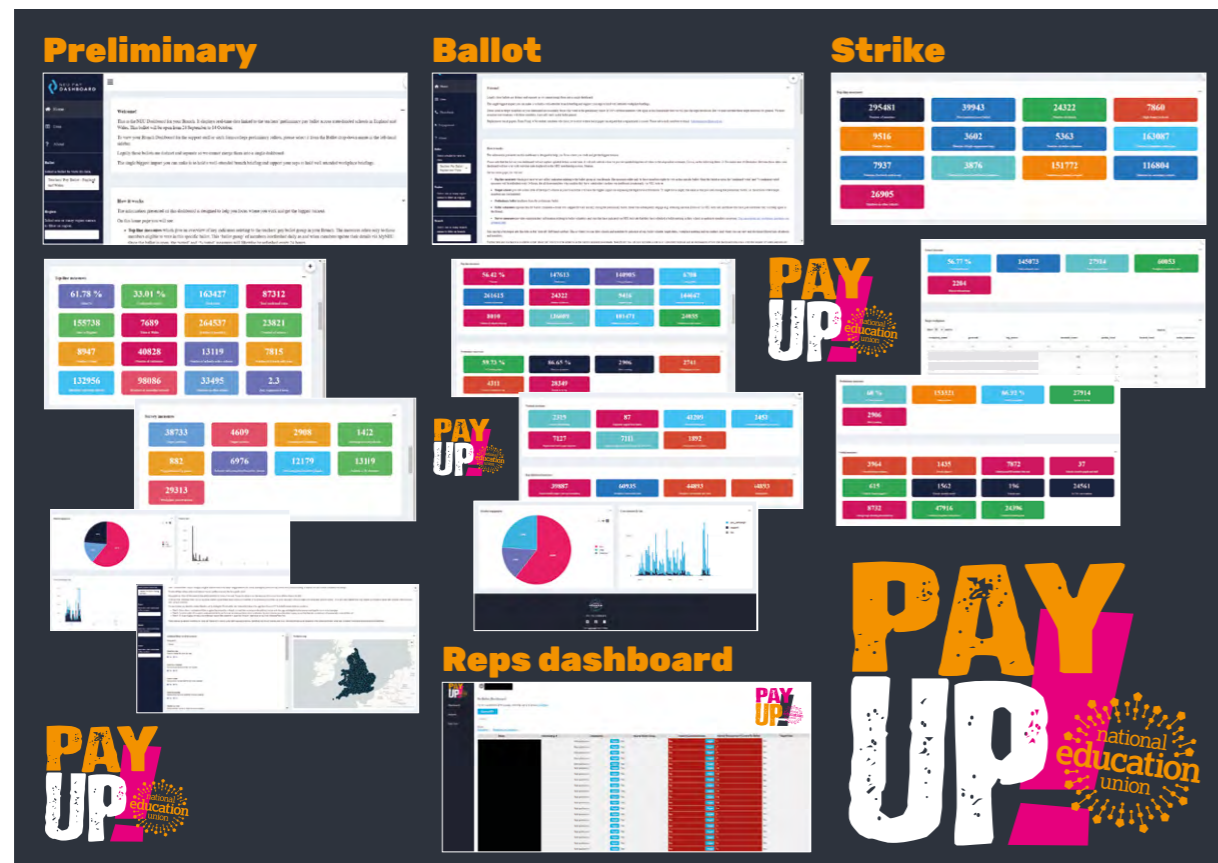
Spring Town Facebook page Unite

Great grassroots use of social media with strong messaging around a dispute. The Facebook page provided a platform and a space for workers and the union to communicate. The judges were not clear on the direct impact of the communication on recruitment and organising.

CATEGORY 3

BEST COMMUNICATION FOR REPS AND ACTIVISTS

A small but strong pool of entries to this category. The judges were impressed by the across the board focus on meeting the needs of members. The winners exemplified the potential of data-driven digital campaigning tools, allowing reps to use targeted member comms to deliver substantial engagement and action. Other entries demonstrated the continuing importance of activist magazines, both in print and online.



WINNER

Pay Up! Save Our Schools | NEU

An incredibly impressive integrated digital platform for activists, designed entirely for their needs. The judges thought the entry was outstanding both in terms of scale and ambition. As were the results it delivered: over 100,000 member records cleansed and over 200,000 conversations between reps and members, boosting ballot turn out and building the foundations of future campaigns.



HIGHLY COMMEDED Network Usdaw

A great example of how to use a magazine format that delivers news and events but also provides strong advice. Easy to read and informative communication for a diverse audience. The championing of reps' excellent work in the sector and diversity of articles stood out to the judges.

National Rep Zooms CWU

Some great engagement reflected in the huge number of participants. Although the turnouts and ballot results suggest a high level of effective organising and communication, there were not enough examples of the communication itself provided with the entry for the judges to score higher.

COMMEDED Unite Extra Unite

The judges appreciated how this interactive digital magazine was designed knowing many activists will view it on a tablet or mobile rather than a laptop. Lots of good advice for reps to make use of. The focus on union victories was inspiring, demonstrating the impact reps can make.



Activist UNISON

A slick magazine full of informative and varied content. Current campaigns are covered in detail and it's a useful tool for communicating with reps and activists. The judges weren't sure how the magazine would support reps and activists in their roles, though.

CATEGORY 4

BEST CAMPAIGN COMMUNICATION(S)

Unsurprisingly, a year of industrial disputes delivered a host of strong entries in this category. Almost all entries used a range of communications platforms, making for some really engaging and successful campaigns. Many included powerful and emotive video and social media content of members' personal experiences, underlining their importance to campaign comms. The best entries provided detailed evidence of engagement, especially in the digital arena.

payupsos.com

Education is in crisis.

And your children are losing out.
Teachers don't want to be out on strike.
We want to be in the classroom, doing what we do best –teaching and supporting our pupils.
But education is being destroyed by a Government that doesn't value us or the work we do for your children.

**PAY UP!
SAVE OUR SCHOOLS**
national education union

WINNER
Pay Up! Save Our Schools
NEU

Worthy winners: a campaign with a big budget but spent well to deliver a multifaceted campaign that was successful in mobilising members and parents. Strong messaging, branding and design in all the assets. The campaign made good use of different delivery mechanisms, from printed packs and flyers, to guerilla advertising and a variety of digital content including emotive member testimonial videos. The judges also liked the use of parents as endorsers of the union's demands.

FAIR PAY OR FIRE STRIKE

HIGHLY COMMENDED
Fair Pay or Fire Strike
FBU

All the hallmarks of a traditional union campaign delivered in a modern age. Excellent video and graphic content for mobilising members, including well-presented and emotive member testimonials alongside energising campaigning content. The judges were impressed by the messaging and the results of record press coverage and social media traction.

COMMENDED
#ucuRISING
UCU

An exciting and engaging campaign built largely on digital communications. The judges appreciated the dynamic campaign videos, high-energy live streams and combative slogans. The successful strike ballot result delivered by this campaign is an example of how to put the full spectrum of social media to good use.

Yeah. Shockingly,

IMPERIAL COLLEGE
Alice Gast

LIVERPOOL JOHN MOORES
Ian Campbell

Britain, We Need Our Steel Community

A strong and effective campaign that used its budget well. The wide variety of communication techniques, including a provocative billboard stunt, achieved significant impacts. The judges liked the use of endorsers and political targeting too.



Call Out Microaggressions CSP

Thoughtful video that raises awareness and creates a starting point for discussion, using members' voices to explain various manifestations of what microaggressions are and how they affect people. Great use of surveys and analytics to measure what seems to be a tangible impact of the campaign.

Postie: My Message to the Public CWU

Powerful video that humanises strike action and creates empathy with postal workers. The video had great organic social media results. However, the judges would have wanted to see more examples of communications from the campaign to see how it flowed and how the messaging progressed.

Stand Up for 17 Equity

Great combination of influencer and crowdsourced content with broad mainstream and industry press coverage. This strong campaign on a small budget was commended by the judges for being led by reps using on- and offline tools. Clear repetitive messaging that was engaging not shouty.



Fast Stream FDA

Good use of diverse campaigning tactics, including peer-to-peer messaging and crowdsourced content alongside traditional press and social media. The judges thought this entry was strong in effectively getting out the vote for a strike ballot.

Journalists' Safety NUJ

An important campaign on an overlooked issue. The mobile app and website were informative, usable and full of helpful resources, while the campaign video was very slick. More information on campaign targeting and outcomes would have been welcomed by the judges.

A Licence to More Prospect

This campaign made clever use of iconic BBC imagery in various communications materials to remind people of the history

and value of our national broadcaster. The judges would have liked some members' voices on the production side to complement the celebrity endorsements.

Get Me Home Safely Unite

The judges were impressed that the narrative and style of this campaign came from reps. Two excellent videos powerfully addressed the issue of hospitality worker safety, while an organising toolkit, survey and workplace materials gave reps the tools needed to take the campaign to their workplace.

It's Good to Talk Usdaw

A strong contender that combined a traditional approach of rep toolkits with outstanding use of social media. Overall, a great variety of resources and materials. The feedback and statistics show what a well-designed and delivered campaign it was.

CATEGORY 5 BEST MEDIA STORY

The first of two new categories in this year's awards attracted some really impressive media stories. The strength of entries demonstrated how media teams must be skilled in the art of proactively crafting and placing a story, while also having the agility and dynamism to snap up opportunities created by breaking news. Among other achievements, the stories entered helped shape the discourse on strike action, influence government policy and hold politicians to account.



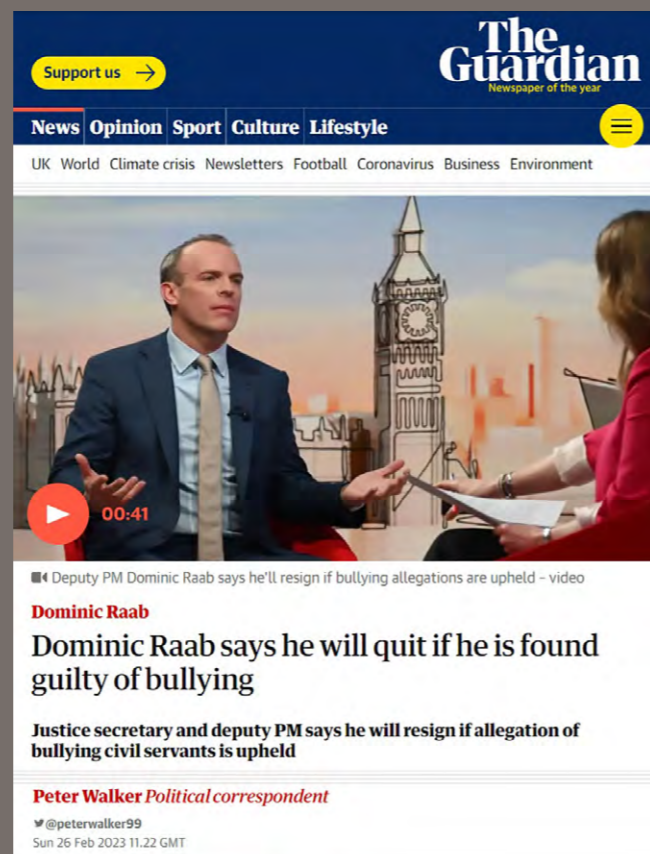
WINNER Creating the Mick Lynch media storm RMT

The trade union media story of the year! It was a brave and clever strategy to tour studios and put Mick Lynch at the forefront of the debate, utilising his exceptional communication skills and exploiting the arrogance of broadcasters. Public opinion was swayed in a matter of months and Lynch's personable and quick-witted appearances on broadcast media were then amplified on Twitter and TikTok, making the general secretary a household name.



HIGHLY COMMENDED
School funding campaign
NAHT

A campaign that didn't just settle for one headline, the cut-through it received was considerable. Great timing, targeting and messaging ensured the data reached a wide audience and received the coverage it deserved, putting education funding on the political agenda. The stories that came out of the media engagement were effective and hard-hitting.



COMMENDED
FDA calls for ministerial bullying investigation
FDA

Well-thought-out placement, timing and targeting generated effective coverage of the story. The judges commended how skilfully the story was kept running through good use of civil service statistics. These were picked up by MPs and news channels and pushed the government further to reform the complaints procedure.

Highlighting the disastrous loss of rehab space
CSP

A well-crafted story built on an insightful survey that uncovered serious repercussions from Covid-19 and put them in the spotlight. The judges thought this was well-researched and well-told. The media coverage resulted in a positive outcome, with rehab being restored.

Royal Mail boss in car crash interview
CWU

This entry highlighted the media team's fast reactions, quick-wittedness, and creativity in building on a mistake by the Royal Mail boss. An enjoyable story which helped to cement a narrative around the Royal Mail disputes and CEOs being out of touch and out of their depth.

Stop AI stealing the show
Equity

A well-executed media campaign from Equity, timed alongside lobbying MPs, survey results and web page launches. The subject lent itself to strong personal testimonies which are interesting to read. The judges thought

the press release was a lot stronger than the coverage.

Bosses on six-figure sums, while firefighters forced to food banks
FBU

Well thought out approach to the story that maximised its effect and reached a wider audience by being able to tailor the research regionally. The story generated dynamic responses and garnered effective coverage. Framing of the narrative fitted with the cost-of-living crisis, while highlighting work/salary inequality.

Free school meals for all
NEU

This media story had emotive impact and was able to garner support from a variety of sources. The judges liked how a well-managed relationship with the *Mirror* was used to provide poignant coverage, bringing it into the public conscience.

Serious issues and concerns around Manston
POA

The judges commended the brave, committed

and persistent work in raising this issue to expose a humanitarian crisis. Coverage was developed and expanded on around conditions at the Manston detention centre, with the union engaging throughout and continuing to hold the government to account.

Twitter must not become a digital P&O
Prospect

This media story managed to marry the online world of Twitter with mainstream media. It creatively responded to a one-of-a-kind challenge, tackling not only a boss but a personality like Elon Musk, who also controlled the platform itself. The comparison with P&O 'fire-and-rehire' was effective in shaping a story audiences could relate to.

Scrap vanity projects to invest in university staff
UCU

An impressive level of coverage built on extensive research. This media story and angle shows the power of collecting data to contradict an argument used to deny workers

a pay rise. Well-timed to generate effective media coverage ahead of strike action.

Abuse, threats and violence against shop workers
Usdaw

Great to see the use of shop workers' voices in this media campaign – giving authenticity, relatability and weight to the arguments made by Usdaw and their members. The judges commended the hard work that clearly went in to making sure this story got great coverage.

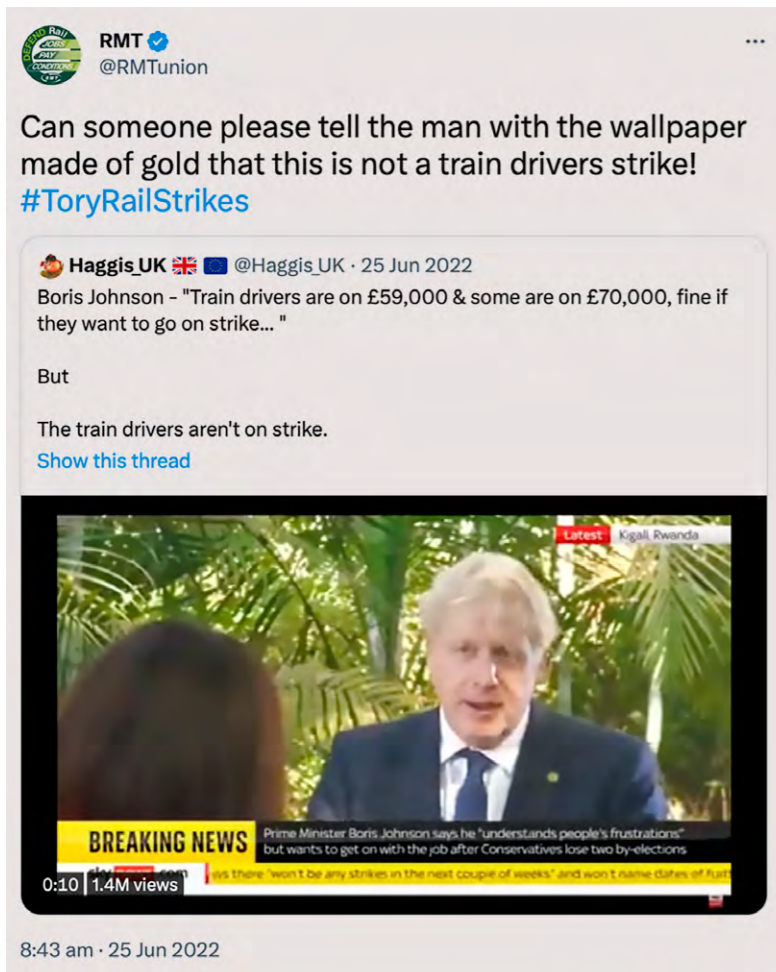
Feature on self-publishing
Writers Guild of Great Britain

A focused and targeted campaign which achieved its aim to generate coverage in relevant outlets and increase membership. The content is clear, informative and well-written in an accessible way. The article was placed in the appropriate publication and seems to have had a good reaction.

CATEGORY 6

BEST USE OF SOCIAL MEDIA

The second new category also received many strong entries. The judges loved the creativity, storytelling and humour. It was great to see unions utilising multiple platforms to communicate and engage with wider audiences. The reach and impact were impressive, underlining the ever-increasing importance of social media to union comms. Some excellent examples of using social media to get across narratives or draw public attention to stories that would otherwise fail to achieve mainstream media coverage.



RMT @RMTUnion

Can someone please tell the man with the wallpaper made of gold that this is not a train drivers strike!
[#ToryRailStrikes](#)

Haggis_UK @Haggis_UK · 25 Jun 2022
Boris Johnson - "Train drivers are on £59,000 & some are on £70,000, fine if they want to go on strike..."

But
The train drivers aren't on strike.
[Show this thread](#)

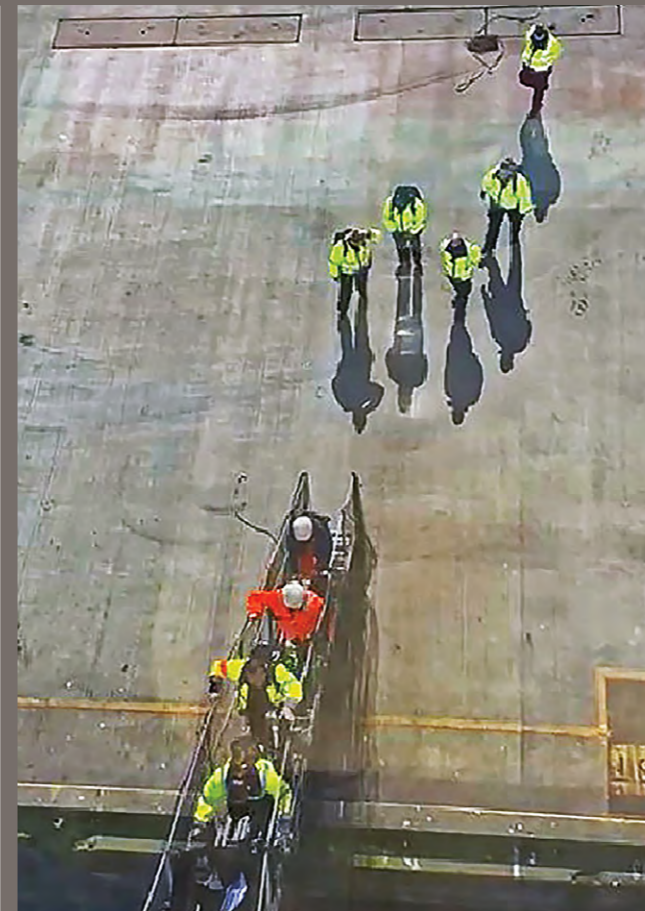
Loftest Kigali, Rwanda

BREAKING NEWS Prime Minister Boris Johnson says he "understands people's frustrations" but wants to get on with the job after Conservatives lose two by-elections. He says there "won't be any strikes in the next couple of weeks," and won't name dates of full...
0:10 | 1.4M views

8:43 am · 25 Jun 2022

WINNER **#SupportRailWorkers** RMT

The definition of authenticity! Excellent understanding of tone and humour on Twitter used to communicate a serious message and influence public opinion on the rail strikes. The judges loved how the RMT Twitter account made very effective use of quote tweets to engage their audience and to rebut arguments. The success is evident in the engagement numbers and shows what you can achieve with little money and a lot of imagination.



HIGHLY COMMEDED **P&O Ferries** social media **Nautilus** International

Brilliant creative and effective use of TikTok to share a breaking and shocking clip with incredible results. Another example of how driving a message through social media doesn't always mean spending big sums of money. Really impressive reach, nationally and internationally, that made good use of partner organisations to spread content.

COMMEDED **NHS pay strike** in England CSP

A really well-structured social media campaign. The judges liked how the suite of assets each provided different perspectives on the day of the strike. The videos were informative, well-produced and short enough to keep people engaged. This was ably demonstrated by the high number of impressions.



Advent calendar 2022 BFAWU

Twelve days of Christmas was a cracking concept and really caught the eye. The judges thought this was a good initiative to connect union issues to the holiday season with strong messaging.



999 Operator - Why I'm Striking CWU

The judges loved that this campaign had come from the grassroots and thought it was a well-executed, personable, believable, and persuasive video. However, with only one item from the campaign submitted, they found it hard to assess how well social media had been used.

Save Phoenix Dancers Equity

A stylish and effective campaign, where simplicity was key to standing out and

succeeding. The judges commended this entry as a perfect example of how to drive messaging, engage decision-makers, community and members in a dispute that results in a win.

Tweet to prime minister over bullying FDA

Great example of how to maximise media interventions through social media. The use of Twitter allowed the FDA to enter the conversation and created opportunities for discussion.

PayUp! SaveOurSchools social media campaign NEU

Engaging, warm and powerful. A great use of multiple social media platforms with a very wide level of engagement. The sheer scale of the reach of this campaign defines its success. The judges suspected posts were boosted with paid ad spend, but thought the results showed they identified the right markets.



NUJ Reach strike NUJ

Great use of satirical cartoons to create talking points on Twitter. The results of the campaign were clearly the desired one. However, the judges felt they needed more examples in order to assess the entry properly.

Improving the POA digital presence POA

The podcast in particular impressed the judges, standing out among what they thought were strong channels of communication to POA members. Solid videos and Facebook use, while the website is fresh and accessible.

Union Week YouTube ad Prospect

A well-made video ad making good use of member testimonials. The judges thought this was a good example of what a short, snappy advert for a union can

look like. It had the information needed and could have been easily shared.

Spring Town Facebook page Unite

Good, grassroots example of how to provide a safe online space for workers and members, and as a tool for recruitment. Good efforts to engage and motivate using a variety of formats and shared content to build an audience.



Freedom From Fear Christmas campaign Usdaw

A strategic, outward-facing social media campaign from Usdaw. Creative use of seasonal messaging didn't just speak up for members but engaged with the public, imparting important information in a variety of ways. The scale of its success would suggest it reached an even wider audience.

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