



Local 1000 Social Media Team Guide

As a Social Media Team member you are an advocate on the front lines and a digital watchdog for Local 1000. Your efforts and support will encourage strength and unity amongst our members and communities across all Local 1000 social media platforms. A strong digital presence is crucial and having a team backing it up allows for all of our members' voices to be heard. As part of the Social Media Team, Local 1000 will rely on you to keep our digital presence alive and trending up!

Top priorities

- Extend Local 1000's digital presence on social media by liking, commenting and sharing on Local 1000 social media posts.
- Interact with members and if appropriate, respond to their comments.
- Reaffirm Local 1000 stance on all posts relating to Local 1000 union values.
- Keep an eye out and report hyper-negative, inappropriate people and comments to the Communications Department for review and appropriate action
- Reposting or "Sharing" Local 1000 social media 2-3 times a day.

What to do when you see...

- When you see a Local 1000 post, give it a like and comment...**THEN SHARE IT!**
- When you see a negative comment, don't dip to their level, be the leader you are and respond with core messaging on the topic. Bring the conversation back the original post topic.
- When you see a photo of someone you know, give them a shout out and tag them with your photo or comment.
- When you see a hyper-negative or inappropriate comment, let them know that it's not okay and immediately report the comment and post to **communications@seiu1000.org**. Do not interact or dip to their level. Local 1000 will take it from here.
- When you see Local 1000 "Go Live," on Facebook, watch it and interact with it by liking or commenting. If you see it after its been "live" make sure you share it.



Formulating a response

- Negative comments are often emotional and naturally evoke an emotional response. Take a breath and parse out the objective part of their issue.
- Respond to the poster's idea, not to the person. Going personal is never a good idea. Remember: don't dip to their level.
- Frame your response with positive ideas and language. Reframe their complaint or objection and suggest a different, more union-centric perspective.
- Be brief, be direct, be supportive. Often, when people rant or complain, it's their way of wanting to be heard ... and your response should reflect that.
- You don't have to win! It's ok to make a solid point and move on. It's ok, too, to continue a dialog as long as it's positive.

Staying on message:

- As a Local 1000 leader, you're well aware of our values and the messages you've heard. Rely on your instincts and beliefs to respond positively.
- There's a rich trove of union messaging at seiu1000.org, you can find more information about almost any issue that can inform your post.
- You don't have to have all the answers! You can always encourage them to contact their steward, the Member Resource Center, or to communicate with their bargaining chair.

Rapid Response:

There will be times when a strong social media presence is necessary and will need to happen quickly. In these scenarios you will receive notification and instructions for immediate social media response.



Flagging trolls and negativity

There are times when members and external people disagree with Local 1000 and that's okay! As a union we welcome everyone to participate in our priorities, our campaigns and anything we stand for on all of our social media platforms. However, there are times when folks cross a line of inappropriate behavior and those are the people we need to flag. As part of the Social Media Team, Local 1000 will rely on you to help flag these posts and comments by sending an email to **communications@seiu1000.org**

Guide to take good photos and video

- Find good lighting
- Avoid busy backgrounds
- Take "Cozy" group photos
- Be sure to get closer to your subject and fill the frame
- Send multiple photos, so Communications has some to choose from
- Take photos in vertical or horizontal format
- **Take video in horizontal format**, (when displayed on screen it will fit the video to fill the screen)

Send all photos and videos to **photos@seiu1000.org** with a description in the body of the email. Please include:

- Who
- What
- Where
- When
- Why

Check in often

The Communications department is your resource as a Team Member and is happy to discuss the social media plan for scheduled events or actions. Our goal is to help support the Social Media Team and provide as much information possible to keep our digital presence alive and trending up!