

# **Local Internal Communications**

**Listening**

**Electronic Communications**

**Social Media**

**Association Representatives**

# Listening

**Internal local communication is about more than just dumping information on your membership. Locals need to facilitate two-way communication, and that starts with listening.**

You cannot force your ideas and policies on others and expect obedience and results. But if you can really communicate your organizational values, mission, and objectives so that others want to own a piece of your passion, you will be able to move your agenda.

Listening is the key to communication. Problems in an organization or association often result when leaders fail to hear the real nature of a problem because they are not listening.

A leader who communicates...

- will motivate and inspire people to take action
- will build cooperation and trust
- will maintain focus on the issues
- will resolve conflict
- will provide accurate information
- will prevent communication breakdowns

From *Stepping Up to the Plate: A Training Guide for Emerging Leaders*, National Education Association, Copyright 2004

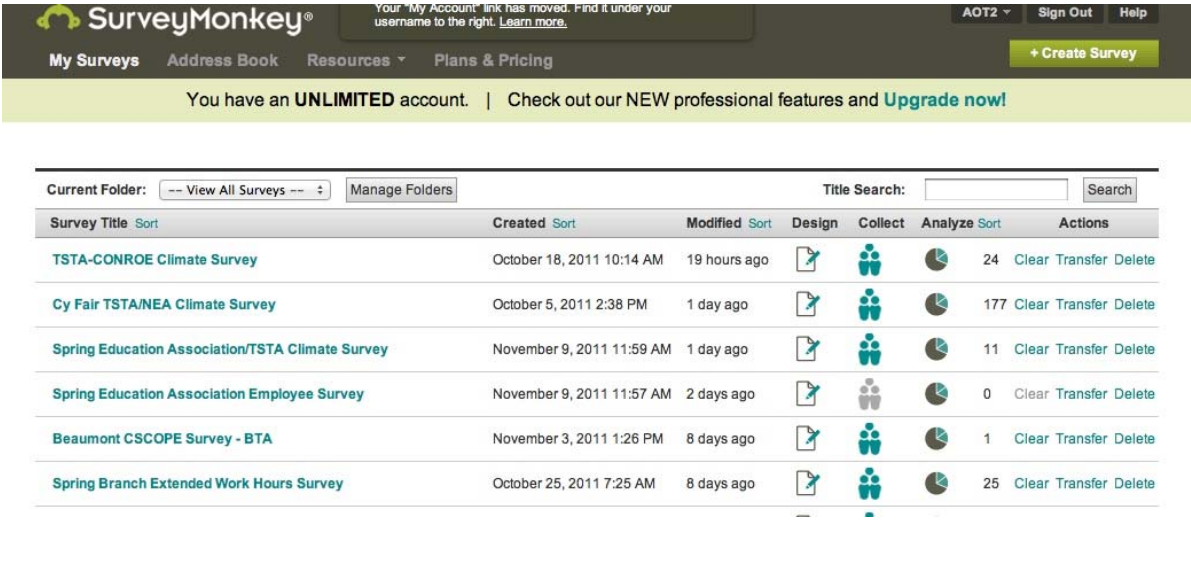
# Surveys

Surveying your local membership is a great listening tool. Surveys can be used to gauge support for a local issue campaign, provide data to be used when addressing School Boards and Superintendents, and help local leaders discover what is important to their members.

## Survey Monkey

Survey Monkey is an online tool that allows you to create free electronic surveys.

[www.surveymonkey.com](http://www.surveymonkey.com)



The screenshot shows the SurveyMonkey dashboard interface. At the top, there is a navigation bar with the SurveyMonkey logo, a notification about account link movement, and links for AOT2, Sign Out, and Help. Below the navigation bar, there are tabs for My Surveys, Address Book, Resources, and Plans & Pricing, along with a + Create Survey button. A green banner below the navigation bar states: "You have an UNLIMITED account. | Check out our NEW professional features and Upgrade now!". The main content area displays a table of surveys with columns for Survey Title, Created, Modified, Design, Collect, Analyze, and Actions. The table lists several surveys, including "TSTA-CONROE Climate Survey", "Cy Fair TSTA/NEA Climate Survey", "Spring Education Association/TSTA Climate Survey", "Spring Education Association Employee Survey", "Beaumont CSCOPE Survey - BTA", and "Spring Branch Extended Work Hours Survey".

Survey Title	Created	Modified	Design	Collect	Analyze	Actions
TSTA-CONROE Climate Survey	October 18, 2011 10:14 AM	19 hours ago				24 Clear Transfer Delete
Cy Fair TSTA/NEA Climate Survey	October 5, 2011 2:38 PM	1 day ago				177 Clear Transfer Delete
Spring Education Association/TSTA Climate Survey	November 9, 2011 11:59 AM	1 day ago				11 Clear Transfer Delete
Spring Education Association Employee Survey	November 9, 2011 11:57 AM	2 days ago				0 Clear Transfer Delete
Beaumont CSCOPE Survey - BTA	November 3, 2011 1:26 PM	8 days ago				1 Clear Transfer Delete
Spring Branch Extended Work Hours Survey	October 25, 2011 7:25 AM	8 days ago				25 Clear Transfer Delete

## Sample Surveys

A variety of sample surveys are provided in the appendix of this document for use in your local.

# Electronic Communications

## E-Mail Basics

<b>Do</b>	<b>Don't</b>
Keep it short and simple.	Ever underline anything.
Always ask for something.	Make long e-mails.
Make your ask clear.	Make more than 3 asks in any e-mail.
Try to limit yourself to one ask.	Have too many images.
Use nice graphics.	Send newsletters more than once a month.
Make sure your links work before sending!	
Be yourself.	

## -mail Service Providers

Using a program like Microsoft Outlook or Gmail to send e-mail to your members denies you important information about whether your members open your e-mails or click on the links. It also makes it difficult to send e-mails that look good.

There are many options for e-mail service providers where locals can create professional looking e-mails and newsletters and track who is opening, clicking on the links, and forwarding. This is essential in fine-tuning your message, identifying activists, and staying relevant.



-mail  
campaigns are included in the appendix of this  
document for use in your local.

## Social Media

Social media sites like Facebook and Twitter are a great way to engage in two-way communication with local members and potential members.

### Facebook Pages

\*Make sure your local creates a Facebook **page**, not a Facebook **group**.

<u>Key Differences</u>	
Group	Fan Page
<ul style="list-style-type: none"><li>CAN'T get a pretty or dedicated url</li><li>CAN host a discussion</li><li>CAN have a discussion wall or forum</li><li>CAN'T add additional applications</li><li>CAN message all the members (but you</li><li>CAN'T message your group when you have more than 5,000 people in it)</li><li>CAN'T see visitor statistics or log (called Insights)</li><li>CAN add photo and video exchanges</li><li>CAN'T do a "related event and invitation"</li><li>CAN promote a group with an ad.</li></ul>	<ul style="list-style-type: none"><li>CAN get a pretty or dedicated url</li><li>CAN host a discussion</li><li>CAN have a discussion wall or forum</li><li>CAN add additional applications</li><li>CAN message all the members</li><li>CAN see visitor statistics or log (called Insights)</li><li>CAN add photo and video exchanges</li><li>CAN do a "related event and invitation"</li><li>CAN promote a fan page with an ad.</li></ul>

# 5 Step Growth Plan for Facebook Pages

## 1. Have a great name

## 2. Two Page Plan

Utilize 2 pages: one as your organization page, and another as your “issue page”. The idea is that the issue page is more likely to go viral, and you can redirect traffic from that page back to your organization page.

- The rationale behind this is that the issue will resonate with a wider group of people, and may have an emotional trigger.

## 3. Comment Bait

Don't just “dump content”.

- Utilize your page as a way to engage your members.

**For example:**



The screenshot shows a Facebook post from the page "We Are Ohio". The post text reads: "Have you voted? Change your profile picture so everyone knows! SHARE this with your friends and family so that we can see that they voted as well!". Below the text is a large blue graphic with white and red text that says "I VOTED NO ON ISSUE 2 TO STOP SENATE BILL 5". The graphic has a red underline under "NO". Below the graphic, the post is categorized as "Wall Photos" and shows engagement metrics: "Like · Comment · Share · Tuesday at 10:53am · 🌐", "1,185 people like this.", "View all 218 comments", and "908 shares". At the bottom, there is a text input field with the placeholder "Write a comment...".

#### 4. Use the “Like Box”

It allows fans to like your page from outside of Facebook in just one click.



#### 5. Call to Action

ook!”

- Give a legitimate reason for members to go to your page. For example, create a piece of content that is only available from your local Facebook page, like a link to an online petition or updates from the last School Board meeting.

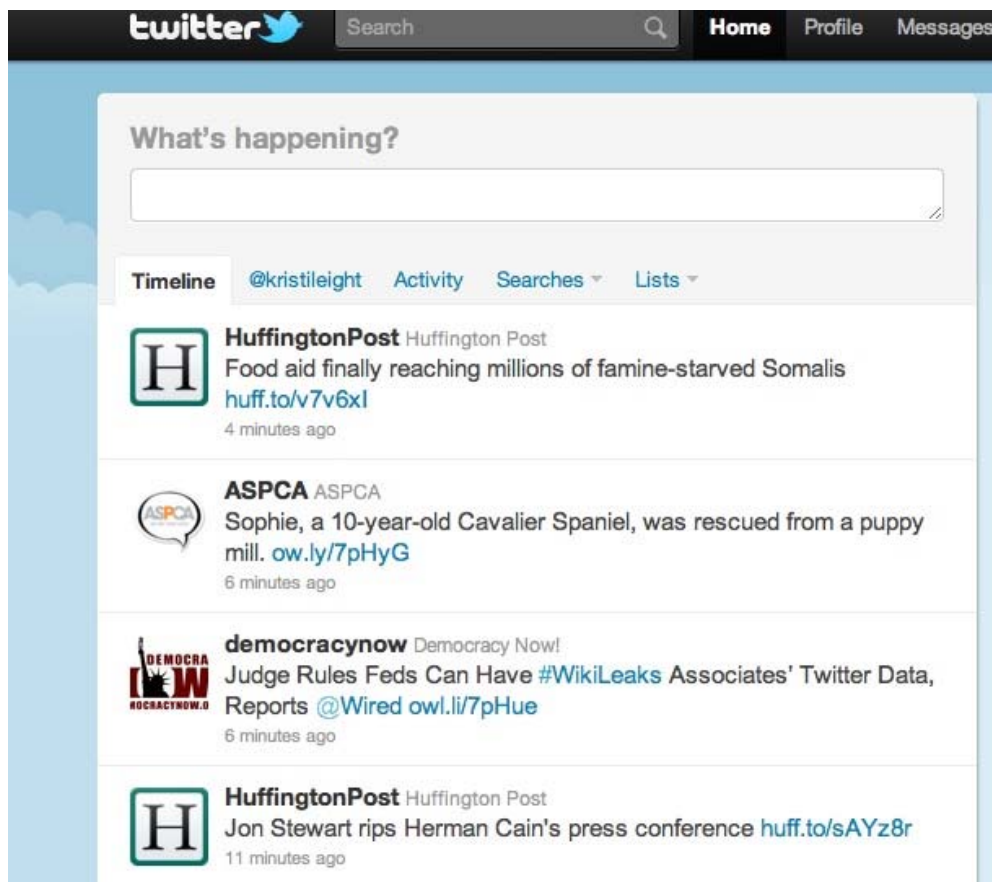


# Twitter

Twitter is a free social networking and microblogging service that enables its users to send and read other users' updates known as "tweets".

Tweets are text-based posts of up to 140 characters in length and are displayed on the user's profile pages and delivered to other users who have subscribed to them (known as followers).

Users can send and receive tweets via the Twitter website, Short Message Service (SMS), or external applications.



Association Representatives or Campus Leaders are the face of the union on their campus. It is essential for the campus leaders to provide information to and listen to the concerns of the members on their campus.

10 minute meetings are a great way for everyone to stay updated and engaged without taking up too much of anyone's time.

### **TRY 10-MINUTE BUILDING MEETINGS**

"But they won't stay for a building meeting," you complain. "They're too busy." Try promising them a ten-minute building meeting--timed by the clock. See the guide for planning such a meeting on the next page. The rationale for each part of the ten-minute program is included. Attached are a sample mailbox announcement of the ten-minute meeting, and a sample agenda to be distributed at the start of the meeting.

Why is the building meeting so important? Often it seems expedient for the building rep to skip it and vote in rep council without having gained consensus from members, or by merely "sensing" the opinions of members. But regardless of how well the building rep reads members' minds, to neglect to ask for member consensus robs them of knowledge that they have a voice and the feeling that their opinions count in the decision-making process.

When members begin to feel their opinions are sought and carried back to the decision-making body, the building rep is out of danger. Only a masochist wants to make decisions alone, to be paid off later with members' anger and distrust.

Most of us consider snappy, business-like Association meetings a rarity. Why not try the ten minute building meeting? Note on the sample agenda that members still have the opportunity to let off steam through the rip-off on the bottom. The building may thus speak later, on an individual basis, to those who write down their concerns on the rip-offs collected at the door.

## PLANNING THE 10-MINUTE BUILDING MEETING

Minutes	Topic	Rationale
2 minutes (min. 1-2)	Brief overview of major topics discussed at last month's Rep Council meeting	We're keeping members informed. We try to reduce the hush-hush attitude so often prevalent during negotiations. Keeping members informed is not a matter of how much they are told. Rather, it's a matter of their feeling that leaders are working hard and regularly to inform them.
4 minutes (min. 3-6)	Here is a current issue. We need your consensus before we go to the next Rep Council meeting, where we shall submit your collective actively views.	The mere process of getting member consensus reinforces in the member's mind that his/her opinion is sought and subsequently presented to the voting body. The B/R who neglects this step is asking for mistrust and hostility from members.
3 minutes (min. 7-9)	A 3-minute review of a current issue that is close to the heart, soul and gut of members in this building.	This may not be the burning issue to come up at Rep Council, but members need to feel that the Association is conscious of currently felt need of theirs. We could fill up these minutes with "important" matters, but the individual needs to feel some relief on a topic that touches him/her. Often just talking about a problem gives considerable relief.
1 minute (min. 10)	We're having some success in this area or, we're optimistic in this area-thanks to YOUR efforts. Keep up the good work.	Praise. Encourage. Nourish the members toward developing a spirit of cautious optimism. An "all is lost" attitude, culminating in "I give up" to often kills support for Association goals, especially during negotiations.

## RUNNING THE MEETING TO MAKE 'EM LOVE IT

A printed agenda provides direction, gives members security, psyches them up for the important business of the meeting.

Meet in a room large enough to hold the group, but not so large as to allow the group to scatter. People in groups feel more secure and optimistic when they're close together physically.

Do you have a purpose for your meeting, or do you hold meetings because your bylaws state, "Thou shalt conduct two general meetings each year"? Have a definite purpose, a goal, then keep it firmly in mind throughout the meeting.

Plan the discussion. On whom can you count to make it lively. Talk to those people ahead of time.

Choose the prime movers in the audience carefully. Are they respected by the group? Let the meeting end with the members understanding exactly what decisions have been made and what action comes next.

Plan the meeting to provide variety, change of pace, even novelty now and then--just the way you would plan one of your best lessons in the classroom. Consider the cardinal sin of conducting meetings to be the sin of boring the members.

Set yourself a goal--a specific number of individuals who can be persuaded before the meeting to make an act of investment of themselves in the outcome of the meeting. Thus, there will be at least that number of members sitting in the audience, full of attention, poised to participate.

Try this exercise to prepare yourself for the meeting: sit down with one or two vocal members (not necessarily of your personal persuasion) and ask them to express as many arguments and techniques opposing your positions as possible. Keep a list of them. Practice your approach to these opposing views, then keep the list in your pocket until the meeting date. Your self-confidence will show and probably influence the outcome of the meeting.

A meeting, like a story or drama, has a peak, a climax. Plan the meeting so that it peaks near the end, making certain it doesn't drag, but rather bumps to a stop well before interest begins to lag.

## SAMPLE ANNOUNCEMENT

10 MINUTE BUILDING MEETING  
Wednesday, May 27

(10 minutes. You don't believe it!  
Then bring along your stop-watch.)

Lakes ESP is determined to keep YOU informed.  
Lakes ESP leaders need YOUR input.

Remember -- only 10 minutes!

We start in the library at 3:40 - SHARP.  
We wind up the meeting at 3:50 - SHARP.

Honest, it really is a 10-minute meeting on Wednesday.  
If you're a doubter, come and time us!

**Sample 10 Min Meeting Agenda**  
**Lincoln Jr. High**  
**Nov. 2, 2012**

**A. Report (2 min)**

Highlights of Rep. council meeting

**B. Hot Topic (5 min)**

Take the Lead:

- What is it?
- The "shocking statistics".
- What we can do to help.

**C. Action (2 min)**

Sign up for TSTA-PAC to get your name in the drawing. We must impact the elections in order to impact school funding and policy!

**D. Success/Accomplishment (1 min)**

We have \_\_\_\_\_ people signed up to attend the Postcard event.  
Way to go Lincoln Wolves!

**Have a great day - Thanks for coming!**  
**I'll stick around for any additional questions/concerns.**