



Comms and engagement during social distancing

The Coronavirus pandemic has affected how we communicate and engage with our members. Where before we could meet members and prospective members, we are now relying more on technology to help us make the first point of contact.

This document is a brief overview of some key tools that the CWU Communications department recommends you explore. All of these services have a free version and are accessible to anyone with a smart phone or computer.

If you would like any further information or support getting set up with any of these, please contact the CWU Communications department via [*info@cwu.org*](mailto:info@cwu.org)

DID YOU KNOW?

79% of UK adults own a smartphone.

Facebook



- Facebook is a great way to begin and grow a new community.
- You could create a new group, an event or a campaign page.
- It's important to post regular updates to keep your audience engaged.
- People are most interested in video content or posts that have an image attached.
- Ask your audience to share those updates and you will reach even more people.
- Keep up to date with new features: Facebook Live is a fantastic tool for important updates.

Twitter



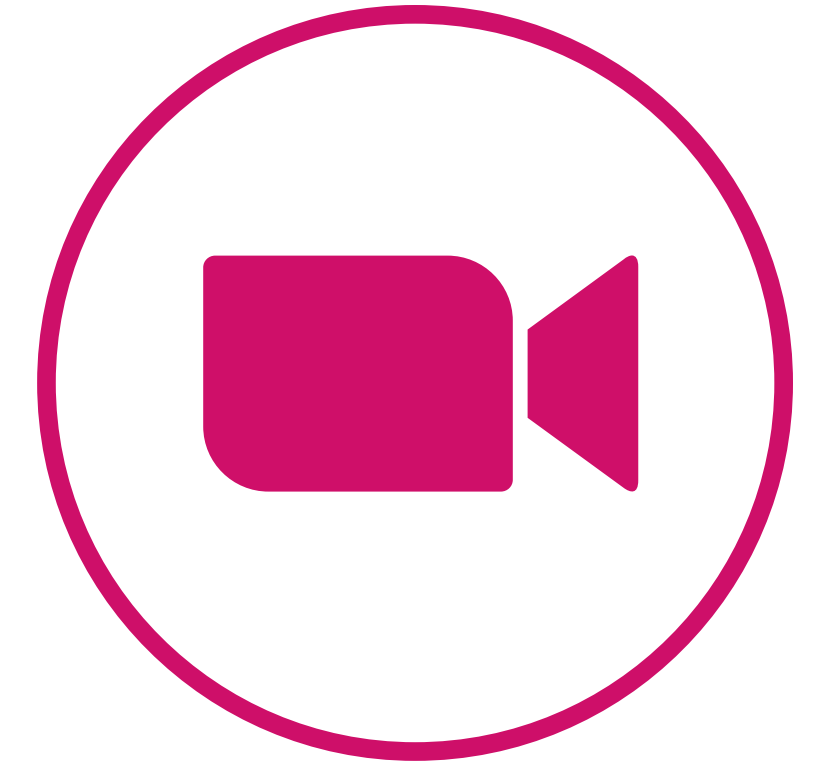
- Twitter is best for public-facing campaigning and solidarity.
- If you have a campaign or event that you want to amplify you should create a short hashtag; check that no one else is using it by searching it first!
- Regularly promote a call to action such as a petition, a letter to an MP or an event.
- Retweet (share) relevant and related content to build a following.
- Ask contacts with large Twitter followings to share your most important Tweets.

WhatsApp



- WhatsApp is perfect when you have a closed group of people that you want to share information with.
- WhatsApp groups work best for discussion and sharing links/images/documents.
- WhatsApp Broadcast lists are a great way to communicate with people but not having them reply. A quick Google will teach you how to set these up.
- Although WhatsApp is good for private discussion, please remember that people can take screenshots.

Zoom



- Zoom is a good solution for video meetings and events while people are social distancing.
- The free version enables you to set up events for up to 100 people for a duration of 40 minutes but the paid subscriptions are fairly inexpensive. Attendees will always be able to access for free.
- Set a time and date for your event where the most people can attend.
- Promote your Zoom event through your Facebook and WhatsApp channels.
- Practice holding your event in advance: choose a chair and have a loose idea of the running order of topics, much like you would have an agenda.
- Try to make your events accessible by inviting a sign language interpreter.

