

## Digital campaigning tools and tactics

<https://www.tuc.org.uk/resource/organising-course-union-reps>

<https://www.tuc.org.uk/solidarity-hub>

<https://www.tuc.org.uk/solidarity-hub/resources-unions-dispute>

### Union organisers continue to use online petitions to:

- Build a list of supporters that you can reach out to again with new and bigger actions. e.g.
  - Attend an event
  - Donate to the strike fund
  - Email, call or Tweet a politician
  - Join the union
  - Join a Facebook, WhatsApp or Slack group
  - and lots more!
- Find new leaders and potential members
- Put pressure on management during disputes
  - Naming and shaming small-medium sized employers
  - Using targeted emails
- Put pressure on other decision makers to take action
- Building confidence amongst members that they can win
- Get media attention

### Important things to remember

- Digital organising doesn't require you to be a tech nerd
- There is no single tool, app or platform that will always work - think about what you want to achieve before deciding which digital approach can help you achieve that goal
- Digital organising doesn't replace face to face conversations or members meetings, it complements them
- GDPR makes things harder, not impossible
- Sometimes you don't need digital!

## You can do it well for cheap

Here's some digital tools to check out:

<https://www.megaphone.org.uk/> - free campaigns platform run by the TUC for reps and organisers to create petitions, event pages and targeted email actions to support your campaigns

<https://www.getthru.io/> - platform for peer to peer texting

<https://callhub.io/> - platform for calling, mass texting, and peer to peer texting

<https://www.typeform.com/> - free tool for creating forms, surveys and quizzes

[https://www.canva.com/en\\_gb/](https://www.canva.com/en_gb/) - free graphic design tool with templates to help you make posters, leaflets, logos, social media posts etc.

<https://www.videoask.com/> - create videos for your campaigns

<https://mailchimp.com/en-gb/> - platform to help you send mass emails

<https://actionnetwork.org/groups/the-action-network> - open platform with a number of uses including sending mass emails and setting up letter writing campaigns

<https://bitly.com/> - a platform to create shortened URLs and generate QR codes

<https://www.kudoboard.com/> - tool to collate digital messages/photos/videos

<https://zoom.us/> - run free online meetings and webinars

**Get Thru**  **CallHub**

 **videoask**

**MEGAPHONE** **.ORG.UK** BE HEARD AT WORK

 **THE ACTION NETWORK**


Typeform

 **MailChimp**

**bitly**

**kudoboard**

**zoom**

 **Canva**  
Empowering the world to design.

## Choosing tactics for moments

- Does the action relate to your issue?
- Will it increase the pressure on the decision-maker?
- Is it simple?
- Is it visible?
- Is it timed for effect?
- Is it new and different—or tried and true?
- Are enough people ready to do it?
- How will others react? Will it unify people?
- How will management react? Could it backfire?
- Does it violate the law or the contract? If so, are you prepared for the consequences?
- Will it be fun?

## Other digital tools and their uses

Tool	Description and uses
Petition	<p>An easy way to collect the names and details of people who support your campaign. Often in the form of a letter that can be handed in to a key campaign target.</p> <p>Can be a great way to build a list of supporters, put public pressure on your campaign target, and show workers that there's a movement backing them.</p> <p>Asking someone to sign can be a great way to start an organic conversation with someone about your campaign; including members, groups of workers who are new to the union, local supporters and other local campaign groups.</p> <p>Try tasking members with collecting signatures to turn it into an organising activity.</p> <p>Once you have built up a list of supporters, you can ask them to take bigger actions in support of the campaign.</p> <p>Use online platforms such as <a href="#">Megaphone</a>.</p>

<p>Targeted email</p>	<p>Allows people to send an email to a single decision maker in a few easy clicks. The aim is to flood your target's inbox with messages of support for your campaign and to call on them to take action.</p> <p>There are online platforms, such as <a href="#">Megaphone</a>, where you can provide a template email for people to send (which they can choose to personalise).</p> <p>Great for naming and shaming campaign targets like a CEO of a small/medium sized business or local politician.</p> <p>Can also use this to build a list of supporters who can be asked to take further action in support of the campaign.</p>
<p>Peer to peer (P2P) texting</p>	<p>A tool that allows you to have 1 to 1, personalised conversation with members or supporters via text to ask questions, collect vital information, and move people to action.</p> <p>Digital platforms such as <a href="#">ThruText</a> will send a personalised text message to hundreds of members. Any replies start a personalised one-to-one conversation that activists can then engage with by asking follow up questions or answering the member's own questions.</p> <p>The outcome of the conversation is logged. A report of the outcome of all conversations can be produced, e.g. number who replied, number who responded yes/no.</p> <p>Because texts are one-to-one conversations, response and action rates are very high. This method works best when you have more people you could possibly reach out to via phone calls or face-to-face conversations. It requires a staff team or volunteers to manage effectively, but no previous experience or skills are necessary.</p> <p>Many unions have used this tool to contact their members during important ballot periods, or to update membership details, but there will be many other uses.</p>
<p>Blast texts</p>	<p>One-way text messages, sent from by the union centrally to a list of recipients. Can be personalised with data that you hold on the recipient, such as their name.</p> <p>Good at delivering urgent information or reminders that you don't need a response to.</p> <p>When used appropriately, texts have a higher open rate than email.</p>
<p>Phone banking</p>	<p>A way to reach out to members or supporters via phone calls to encourage them to take action.</p> <p>Activists call a list of members and use a script to talk to them about the campaign and action.</p>

	<p>Low tech uses traditional phone/mobile lines to make calls and manually log responses in a spreadsheet.</p> <p>More advanced tech uses specialist software where activists login, get assigned members to call and the call gets made through the software. This is useful in big campaigns as it saves time dialling the number manually, and protects the personal data of both the caller and the member. After the call ends, activists can store details about the call in the software.</p>
“Write to” tools	<p>Allows campaign supporters to email their elected representative, e.g. MP or local councillor, to request that the representative supports or intervenes in the campaign.</p> <p>Online platforms exist which allow supporters to enter their postcode to identify their elected representative. Some tools provide template email text and automatically sends the email in just a few clicks.</p>
Survey	<p>An online series of questions which can be used to collect data, opinions and votes.</p> <p>They can be used for simple questions in consultations such as “Do you accept the management’s proposals?” Yes/No” to complex textual answers and combinations of the two.</p> <p>Responses are automatically collected in one place, removing the need for data entry from hard copy forms. Results can be analysed and publicised.</p>
Online group	<p>Using Whatsapp, Slack, Facebook, Telegram, etc for communication with groups of members or supporters.</p> <p>Can be a shared conversation within a small group or up to hundreds of people at once, to connect, spread a message or information and organise members and supporters.</p> <p>Easy to share text, pictures, video and documents.</p> <p>Typically, a high number of recipients will view a message, and will do so much more quickly than an email.</p>
Social media accounts	<p>A public space to share campaign information and calls to action. For example, Twitter, TikTok, Instagram, Facebook.</p> <p>Can build a following who can then be used to amplify and share campaign content.</p> <p>Easier to create and maintain than a website.</p>