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## **SOCIAL MEDIA AND VIDEO SESSIONS AT ANNUAL CONFERENCE**

Dear colleagues,

Over recent times the rise of social media and video as a means of engaging with our members, politicians, media and the general public has been significant. As a union we have quadrupled our social media followings and reached tens of millions of accounts with our key messages.

We have seen the effectiveness of using online engagement to assist our political work during the general election but more crucially, industrially during the Four Pillars dispute.

Alongside the work at CWU HQ we have seen some fantastic progress being made at Branch, Regional and Divisional level on producing both video and social media content. We are keen to see this built on across the union and with this in mind the Communications Department are planning a series of social media / video masterclasses during Annual Conference. These sessions will aim to give branches the basic knowledge needed to set up social media pages and record videos but also give more advanced guidance on how to structure online campaigns.

These sessions will be held at various points during the Conference. In order to ensure we lay on enough spaces could any branches wishing to send delegates please email Marcia Murray [mmurray@cwu.org](mailto:mmurray@cwu.org) by no later than Monday 9<sup>th</sup> April.

Kind regards

**Chris Webb**  
**Head of Communications, Engagement and Media**