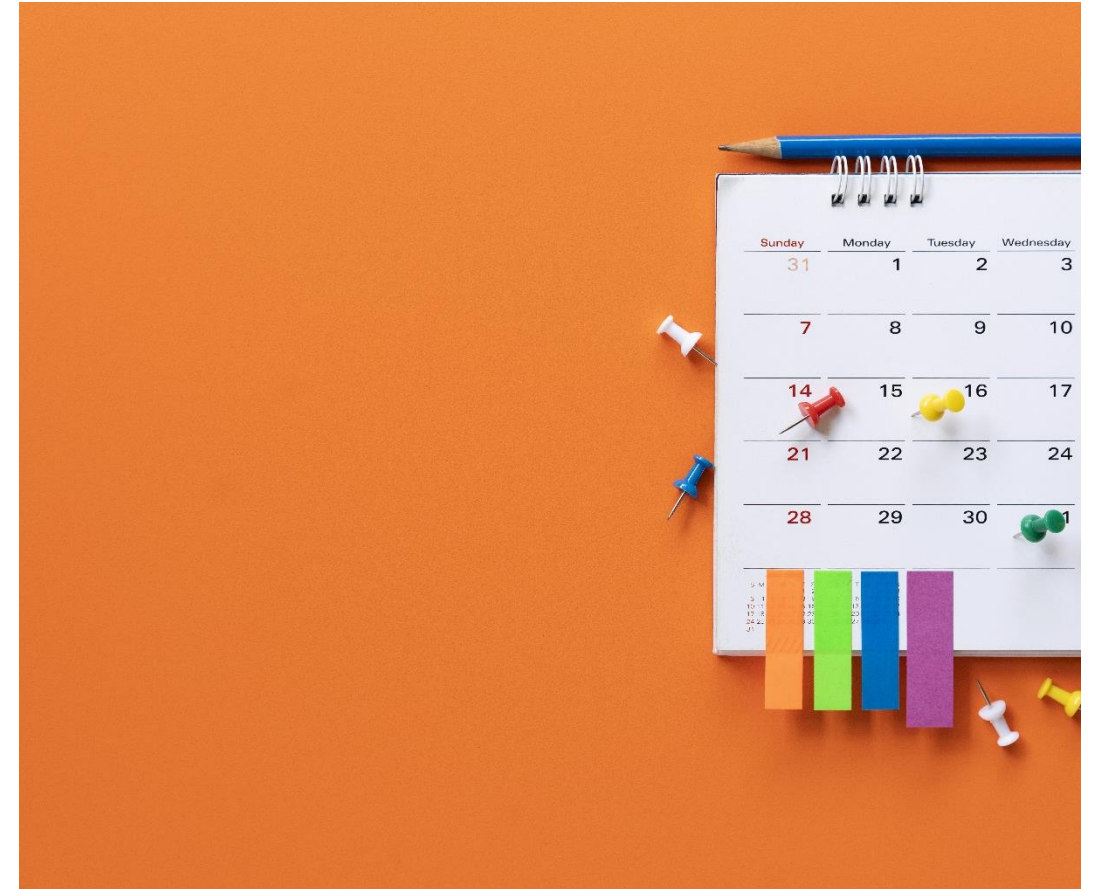




Staying Connected & Engaged In A Virtual World

Create a Schedule

- Scheduling content helps foster consistency
- Plan out what you want to share and when you want to share it
- Use a chart, spreadsheet or calendar to plan, organize, and commit to your communications outreach



Example Content Calendar

	A	B	C	D	E	F	G	H	I	J	K
1	Week	Topic	Audience	Main Message/Description	Post Type	Post Date	Status	Results After 7 Days			
2								Website Visitors	Reactions /Shares	Open Rate	Click Through Rate
3	Week 1	Grievance re: scheduling settled	Dues paying members	Local won fight against schedule abuse	Website article, Facebook	2/12/2021	Approved				
4	Week 2										
5	Week 3										
6	Week 4										
7	Week 5										



Create a Facebook Group

- Social media can provide a digital gathering place
- Facebook groups allow for closed group conversations
- A group can be created in less than 5 minutes and in about 6 steps



Facebook groups are a great way to have online conversations with your members. You can upload documents, add photos and create events just for your group. You can even restrict the group membership just to those who are dues-paying members. Check out the steps below on how to create a Facebook group.

- 1 Log into your personal Facebook account.
- 2 Go to the bottom left of the page and select 'group.'
- 3 Type in a name for your group. This will be visible to the public. We recommend using the name of your Local.
- 4 Add at least one person to the group and select a privacy option. We strongly recommend selecting the 'Closed Group' option.
- 5 Select 'Pin to Shortcuts' for quick access during future log ins, then click 'Create.'
- 6 Select an icon to represent your group and click 'OK.'
- 7 Now your group is created and you're ready to personalize!

**Remember: Do NOT set up or access any social media account using your government email address.*

AMERICAN FEDERATION OF GOVERNMENT EMPLOYEES, AFL-CIO



Host “Office Hours”

- Host virtual office hours to give members an opportunity to meet union leaders
- Great way to get “face time” with members
- Select topics ahead of time to keep conversations productive
 - For example: This week we’re holding “Contract Office Hours.” Sign up to chat with us about questions you may have about our collective bargaining agreement.
- Use virtual meeting tools to create office hours appointments

Create Pre-recorded Video Messages

- Create video messages from union leaders and activists
- Share messages about important or trending topics at the local, council, or district
- Plan out what message you want to share throughout the year
- YouTube is a great place to house this content if you want to make a regular series
- Remember to caption your videos
 - YouTube & Facebook have built in technology
 - Kapwing is another free resource for captioning

Host Membership Meetings Online

- Many locals, councils and districts have moved their meetings online
- Platforms include Microsoft Teams, Zoom and Google Meet
- Look into paid subscriptions for increased functionality



Tips on Using Virtual Meeting Platforms





QUICK TIPS FOR VIDEO CONFERENCING

The camera on the device you are using should be at eye level.



This may take some creativity to raise your device to the appropriate level. Don't crouch or hunch over the camera! Try using books, shoe boxes, or a tripod or laptop stand if you have one.

 /afgeunion  /afgeunion  /afgenational



QUICK TIPS FOR VIDEO CONFERENCING

Test before you go live!

TESTING...

If you're able, turn on the camera on the device you'll be using for the virtual video and try out various positions to get the angle you want.

 /afgeunion  /afgeunion  /afgenational



QUICK TIPS FOR VIDEO CONFERENCING

Double check your audio and internet connection before you get started.



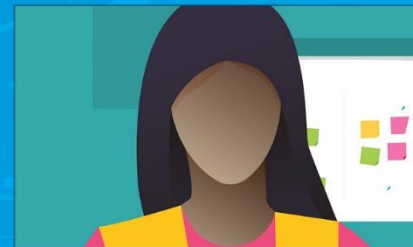
When possible test your audio connection on the platform you'll be using. You want to make sure your audio comes through clearly. Also, make sure you have a strong wi-fi or data connection in order to maintain your internet connectivity throughout the call.

 /afgeunion  /afgeunion  /afgenational



QUICK TIPS FOR VIDEO CONFERENCING

Look at the camera when you're talking.



This is an important tip for video interviews and meetings. It's somewhat awkward because we're used to looking at our screens instead of the embedded camera.

 /afgeunion  /afgeunion  /afgenational

AFGE





QUICK TIPS FOR VIDEO CONFERENCING



Position your notes closer to your camera lens.

If you have a prepared statement or talking points you want to hit during an interview, it's helpful to position them as close to the camera as possible. Think of it as your own personal teleprompter!

 /afgeunion  /afgeunion  /afgenational



QUICK TIPS FOR VIDEO CONFERENCING

Think about your outfit!



Video interviews are a great opportunity to wear your AFGE gear. Avoid wearing a government-issued uniform.

 /afgeunion  /afgeunion  /afgenational

Chelsea Bland → **blandc@afge.org**

Dan Riehl → **daniel.riehl@afge.org**

Sign up for email & text at
www.afge.org/GetConnected



@afgeunion



@afgenational



@afgeunion

