NEW MEDIA

This guide is an overview of the work of the United Steelworkers New Media department and provides our members with the knowledge and resources needed to begin using New Media in their union activism.

Direct questions about New Media to newmedia@usw.org.
CONTENTS

Section One
WHAT IS NEW MEDIA?

Section Two
WEBSITES

Section Three
SOCIAL MEDIA

Section Four
VIDEOS

Section Five
MOBILE ALERTS

Section Six
NEXT GENERATION

Section Seven
UNITED STEELWORKERS PRESS ASSOCIATION (USPA)

Attachment One
NEW MEDIA STRATEGY WORKSHEET

Attachment Two
SAMPLE EMPLOYER COMPUTER USAGE AND SOCIAL MEDIA POLICIES
1: NEW MEDIA

WHAT IS NEW MEDIA?

New Media uses tools like websites, social media, videos and mobile alerts (text messages) to communicate a message.

Today, more and more USW members are relying on New Media to connect with other members and union leadership, and to get and share important information. With hundreds of millions of users, easy-to-use systems, and a place for quick responses, these tools are becoming more powerful and more common.
2: WEBSITES

The United Steelworkers has three main web presences that support our members and their local union work.

WWW.USW.ORG

The official website of the United Steelworkers in the United States. Visit WWW.USW.ORG for:

- Member resources
- District information
- USW activist group information
- News stories
- Photos
- Videos
- The USW blog
- USW merchandise

WWW.USW.CA

The official website of the United Steelworkers in Canada. Visit WWW.USW.CA for:

- Member resources
- District information
- USW activist group information
- News stories
- Videos
- The USW blog
- USW merchandise

LABORWEB

LaborWeb is an internet-based system that allows local unions without advanced technical skills to build and maintain websites. Local unions can choose from three USW-branded templates that can be used as the basic design for their websites.

Before you get started, check with your local union leadership to verify that your local is registered on Steelweb. Steelweb is a database hosted by the International that allows local unions to manage it’s member’s information.
1. If your local union is not registered on Steelweb, visit www.steelweb.org and click “Online Registration” on the right-hand side. Be sure to check the box that requests a local union website. Once the registration form is complete, click “Finish.” Shortly after, you should receive an email with your registration form and the Local Union Participant Agreement. Follow the instructions to complete and return both forms to United Steelworkers, Steelweb, 5 Gateway Center, Pittsburgh, PA 15222.

2. If your local union is already registered on Steelweb, complete the registration form found in the Local Union Resources section under For Members on www.usw.org. Be sure to check both the box that specifies your local union is already registered on Steelweb and the box that requests a local union website. Once the registration form is complete, click “Finish.” Shortly after, you should receive an email with your registration form and the Local Union Participant Agreement. Follow the instructions to complete and return both forms to United Steelworkers, Steelweb, 5 Gateway Center, Pittsburgh, PA 15222.

You will be notified by email when your forms have been received. The local unions’s website administrator (specified on the registration form) is required to attend an online training hosted by the AFL-CIO before the website address, username and password to the website are issued.

More information and resources about LaborWeb can be found in the Local Union Resources section under For Members on www.usw.org.

WEBSITE-RELATED TERMS

Address
A character or group of characters that identify a website.

Character
Any symbol (usually alphabetic, numeric, or punctuation) that can be entered into your computer.

Embed
Embed refers to adding a video or photo slideshow to a page of your website using a code that is added to the HTML of that page.

HTML
HTML, Hypertext Markup Language, is a convention of codes used to access documents over the World-Wide Web. Without HTML codes, a document would be unreadable by a Web browser.

Hyperlink
A hyperlink typically takes the form of a button or highlighted text that points to related information.

URL
URL, Uniform Resource Locater, is the web address used to find something on the internet.
3: SOCIAL MEDIA

Social Media is a web-based and mobile-based communication tool that encourages interactive dialogue between individuals, organizations and communities.

BEFORE YOU JUMP IN:

- Who will manage your networks?
- Who can post items?
- What kinds of posts are appropriate?
- How are posts approved?
- How will we measure success or failure?

SOCIAL MEDIA DOs

- Connect your personal AND local union networks with the official USW accounts on Facebook, Twitter, YouTube, Flickr, Instagram and Pinterest.
- Tell your members about your local union accounts and the official USW accounts that are listed on the following page.
- Update your networks often and encourage conversation and healthy debate.
- Be respectful of others and their opinions.
- Delete inappropriate or disrespectful comments and ban repeat offenders.
- Use your social media networks as another tool to educate your members on issues.
- Give feedback to questions and keep things interactive by using graphics and posting videos.
- Share the information you post and the information you like with other members. Not everyone is on social media and not everyone is connected with the official USW accounts.
- Check to see if your employer has a social media policy and pay close attention to limitations on:
  - discussions about your employer.
  - use of employer equipment or internet—your employer can see what you do if you’re using their equipment or internet connection or email addresses.
  - use of employer’s logo or other insignia—some policies are overly broad, but there are some things that an employer can prohibit an employee from posting online without violating the NLRA.
- Remember, even if you’re posting something to a local union social media network, management may still see it.

WHAT YOU POST ONLINE STAYS ONLINE EVEN IF YOU REMOVE OR DELETE IT!
SOCIAL MEDIA DON’Ts

• Don’t post material that’s overtly partisan or political in nature.
• Don’t post personal material on local union social media accounts.
• Don’t post private local union issues on public social media accounts.
• Don’t embarrass the USW brand or feed into the anti-union stereotypes.
• Avoid personal attacks, threats, slander or other inappropriate comments that may be geared toward management.

YOUR RIGHTS UNDER FEDERAL LAW

A federal law called the National Labor Relations Act (NLRA) establishes your right to engage in union activities, to bargain collectively and to engage in other activities for “the purpose of collective bargaining or other mutual aid or protection.” (This applies to private sector employees. If you are a public sector employee, your rights under state labor law may be slightly different.) These rights apply to your activity on the Internet.

You should be aware that only certain types of activity are protected under the NLRA. The NLRA prohibits an employer from restricting your ability to engage in or retaliating against you for engaging in “protected concerted activity.” Protected concerted activity happens when 2 or more employees act together to improve wages or working conditions, but an individual employee’s actions may be considered concerted if he or she involves co-workers before acting, or acts on behalf of other employees. Examples of protected concerted activity:

• Five construction workers made a YouTube video together complaining about hazardous working conditions.
• An employee at a vegetable packing plant raised safety concerns on behalf of other workers with company management and a government agency.
• Women working the overnight shift at a plastics manufacturing plant discussed concerns about a new supervisor, who was a registered sex offender.
• An employee discussed her wages with another employee.
• Two women working at a poultry processing plant were quoted in a newspaper complaining about the new policy requiring workers to pay 50 cents per pair of latex gloves they used at work.
• An employee had a verbal disagreement with her supervisor at work and posted a negative comment about him on her Facebook page, prompting replies from other employees who were her Facebook friends.

It is, however, possible to lose the protections of the NLRA. If your online activities or comments involve reckless or malicious behavior, then your activity will no longer be protected. For example, your activity may not be protected if you make comments about sabotaging equipment, threaten violence, spread lies about a product or reveal trade secrets.

Be aware that people outside of the employer-employee relationship may see your online activity. Employees are allowed to talk about work issues to people outside of the employer-employee
relationship (so, people who are not your co-workers) and those comments will be protected if the comments indicate they are related to an ongoing dispute between the employer and employee and the communication is not so disloyal, reckless or maliciously untrue as to lose the protection of the NLRA. A comment is “maliciously untrue” if it’s made with knowledge of its falsity or with reckless disregard for its truth or falsity.

Your employer may have a policy on employees’ online communications. Read it! Sometimes these policies are written too broadly and restrict employees from engaging in lawful behavior. If your employer’s policy prohibits you from talking about your wages online with fellow employees or non-employees, then you should bring this to the attention of your steward, unit president, local president or staff representative because that policy may be unlawful. But, an employer may require you to include a disclaimer that your personal comments do not represent the employer’s views, restrict you from disclosing confidential information or trade secrets, and prohibit you from engaging in behavior online that would not be tolerated in the workplace, like bullying or discrimination.

It’s always useful to think twice before you post something about work. If you have any doubts about whether your online communication may lead to discipline, check with your local union leadership before posting:

- Are you just complaining about your supervisor or are you bringing up a working condition that affects other employees?
- Are you asking other employees for their input?
- Who will be able to see your online activity?

**USING SOCIAL MEDIA IN BARGAINING**

Collective bargaining is the core of what we do. It is a very sensitive time and the results of our work impact a lot of people and industries. What we say and do as union members and leaders is magnified because of this. We don’t want to unintentionally post something that hurts us at the bargaining table, or negatively impacts our members, our jobs or our union. That is why during bargaining and in the time leading up to bargaining, it is very important to discuss your plan for communications and the use of social media and other tools with your local union leadership, district leadership, lawyers, bargaining committee and others. Have this discuss before bargaining begins and again along the journey to be sure everyone is on the same page, and we help, not hurt.

- Who approves content, including bargaining updates and other related information, before it is posted on social networks? This protocol may be different during bargaining than during normal operations because of the sensitivity and additional legal requirements.
- What is your process going to be for getting approvals in a timely manner from all those, including legal, who must okay content before posting? Be sure leadership at every level understands and agrees to this process.
- Make sure in your discussion, you get the correct information from the proper source, such as the USW Legal Department, about what is okay to disseminate during bargaining, ratification explanation periods and votes, etc. If you’re not sure, ask the experts!
- If someone breaks this protocol or posts unapproved content, what is your plan for dealing with it in a timely manner?
FACEBOOK.COM/STEELWORKERS

TWITTER.COM/STEELWORKERS

YOUTUBE.COM/STEELWORKERS

FLICKR.COM/UNITEDSTEELWORKERS

INSTAGRAM.COM/STEELWORKERS

PINTEREST.COM/STEELWORKERS
Facebook is a social networking service and website open to anyone above the age of 13.

GETTING STARTED

2. Enter your name, email, gender, birthday, and an original password.
3. Click “Sign Up.”
4. You will receive a confirmation email. Read this email, and click the “Complete Sign Up” button.
5. Your Facebook account is now activated!
6. Search for “United Steelworkers” and like the official USW Fan Page.

FREQUENTLY USED TERMS

Admin
Admins are people who create and manage activity in groups and pages.

Cover Photo
A cover photo is the larger photo at the top of your timeline, right above your profile picture. Note: Like your profile picture, cover images are public.

Events
Events is a feature that lets your organize gatherings, respond to invites, and keep up with what your friends are doing.

Friend
Friends are people you connect and share with on Facebook.

Group
Groups are close circles of people that share and keep in touch on Facebook.

Like
Clicking Like is a way to give positive feedback and connect with things you care about.
News Feed
Your news feed is the ongoing list of updates from your friends and pages on your home page.

Notifications
Notifications are email, onsite, or mobile updates about activity on Facebook.

Pages
Pages allow businesses, brands and celebrities to connect with people on Facebook.

Profile
Your profile (also see Timeline) is a complete picture of yourself on Facebook.

Profile Picture
Your profile picture is the main photo of you on your profile (timeline). Your profile picture appears as a thumbnail next to your comments and other activity around Facebook.

Status
A status is an update feature which allows users to discuss their thoughts, whereabouts, or important information with their friends.

Timeline
Your timeline is your collection of the photos, stories, and experiences that tell your story.

Wall
Your Wall is the space on your profile where you and friends can post and share.

WAYS YOU CAN SHARE

Sharing a Status
Click “Share” at the bottom of the status and post it directly to your timeline, page or group.

Sharing Timeline Graphics
Click “Share” to the right of the graphic and post it directly to your timeline, page or group. Or, click “Download” at the bottom right of the graphic and save it to your computer. Go to your timeline, page or group and click “Photo.” Select “Upload Photo/Video” and choose the graphic you saved to your computer. When you are finished, click “Post.”

Sharing Videos
Once you’ve finished watching, click “share” at the bottom right of the video to post it directly to your timeline, page or group. Or, if you watched the video on YouTube, click on the “Share” button at the bottom of the video. Either copy and paste the URL into your status on Facebook OR, if you are logged into Facebook, click the Facebook button to post it directly to your timeline, page or group.
Twitter is a social networking service and microblogging service that enables its users to send and read text-based posts of up to 140 characters, known as “tweets.”

GETTING STARTED

2. Enter your full name (first and last), email, and an original password. Your full name will appear on your public profile.
3. Click “Sign Up For Twitter.”
4. Choose your username.
5. Click “Create My Account.”
6. You will receive a confirmation email. Read this email, and click the attached link.
7. Your Twitter account is now activated!
8. Search for United Steelworkers to follow the official USW Twitter account.

FREQUENTLY USED TERMS

Direct Message
Also called a DM and most recently called simply a “message,” these Tweets are private between the sender and recipient.

Favorite
Mark a Tweet as your favorite by clicking the yellow star next to the message.

Follow
To follow someone on Twitter is to subscribe to their Tweets or updates on the site.

Following
Your following number reflects the quantity of other Twitter users you have chosen to follow.

Handle/User Name
A “Twitter handle” is the username selected and the accompanying URL: http://twitter.com/username.

Hashtag (#)
The # symbol is used to mark keywords or topics in a Tweet.
Home
A real-time list of Tweets from those you follow. It appears on your Twitter home page.

Mention
Mention another user in your Tweet by including the @ sign followed directly by their username.

Name
A name that can be different from your username and is used to locate you on Twitter.

Profile
A Twitter page displaying information about a user, as well as all the Tweets they have posted.

Reply
A Tweet posted in reply to another user’s message, usually posted by clicking the “reply” button next to their Tweet in your timeline.

Retweet
(Noun) A Tweet by another user, forwarded to you by someone you follow.
(Verb) To retweet, retweeting, retweeted. The act of forwarding another user’s Tweet to all of your followers.

Tweet
(Noun) A message posted via Twitter containing 140 characters or fewer.
(Verb) Tweet, tweeting, tweeted. The act of posting a message, often called a “Tweet”, on Twitter.

URL Shortener
URL shorteners are used to turn long URLs into shorter URLs. Shortening services can be found online.

WAYS YOU CAN SHARE

TwitPics
Begin typing a new tweet and click on the camera icon on the bottom left. Locate the image you want to upload from your computer, finish typing and click “Tweet.” You can also upload a picture from your smartphone using the Twitter app.

Videos
Once you’ve finished watching on YouTube, click on the “Share” button at the bottom of the video. Either copy and paste the URL into your Tweet OR, if you are logged into Twitter, click the Twitter button to post it directly to your account.

Don’t forget, if you like another user’s Tweet, Twitpic or video, forward it to your followers by Retweeting it!
YouTube is a video-sharing website on which users can upload, share and view videos.

GETTING STARTED

2. If you already have an email account through Google, click “Sign In” and use your email and password.
3. If you do not have an email account through Google, click “Create Account.”
4. Enter your first name and last name; choose an email address; create and original password; enter your birthday, gender, mobile number and, if applicable, a current email address through another provider; type the two pieces of text; choose your location; and agree to the terms of service and privacy policy.
5. Click “Next Step.”
6. Add a profile photo.
7. Click “Next Step.”
8. Search for United Steelworkers to subscribe to the official USW YouTube channel.

FREQUENTLY USED TERMS

Channels
Your channel is the place to house the videos you make (“Uploads”), the videos you love (“Favorites”), and the videos you’ve organized (“Playlists”).

Embed Code
YouTube provides you with the code to add videos to any website or blog.

Favorite
When you find a video you like, add it your favorites. This will bookmark that video in your account so you can return to it easily for repeat viewing.

Like
Click “Like” beneath the video to let others know you enjoyed it.

Share
Click the Share button underneath a video to share it via email, social networks, or blog.
Subscribe
Subscribe to a YouTube channel by clicking “Subscribe” above a video or directly on the channel. Their latest videos and recent shared activity will be automatically delivered to your homepage and via email if you opt-in to that function.

WAYS YOU CAN SHARE

On Facebook
Once you’ve finished watching, click “Share” at the bottom of the video. Either copy and paste the URL into your status on Facebook OR, if you are logged into Facebook on that computer, click the Facebook button to post it directly to your timeline, page or group. If you are already watching a video on Facebook, click share at the bottom of the video to post it directly to your timeline, page or group.

On Twitter
Once you’ve finished watching on YouTube, click on the “Share” button at the bottom of the video. Either copy and paste the URL into your Tweet OR, if you are logged into Twitter, click the Twitter button to post it directly to your account. If you are watching a video another user has already Tweeted, click “Retweet” at the bottom to share with your followers.

On Pinterest
Once you’ve finished watching on YouTube, click on the “Share” button at the bottom of the video. Either copy and paste the URL into the “Add a Pin” section on Pinterest OR if you are logged into Pinterest on that computer, click the Pinterest button to pin it directly to one of your Boards. If you are already watching a video on Pinterest, click “Repin” at the top of the Pin to share it with your followers.

DID YOU KNOW?

Use these dimensions when creating your profile pictures.

Facebook - 180 pixels x 180 pixels
Facebook Cover - 851 pixels x 315 pixels
Twitter - 81 pixels x 81 pixels
Twitter Header - 520 pixels x 260 pixels
YouTube - 55 pixels x 55 pixels
Flickr - 48 pixels x 48 pixels
Pinterest - 160 pixels x 165 pixels
Flickr is a photo sharing website that allows members to upload their own photos into customizable albums that can then be labeled, organized, tagged, and publicly or privately posted.

GETTING STARTED

2. If you already have an email account through Yahoo or Google, or a Facebook account, click “Sign Up,” select which account you would like to log-in with and use that account’s username and password.
3. If you do not have any of the above, click “Create New Account.”
4. Enter your first name and last name; enter your gender, birthday, country, language and postal code; select an email address and password; set your security options; and type the code shown in the designated box.
5. Click “Create My Account.”
6. Click “Continue.”
7. Choose a Flickr screen name.
8. Click “Create My Account.”
9. Search for United Steelworkers to view the official USW Flickr photostream.

FREQUENTLY USED TERMS

Collections
A collection can contain multiple sets of photos.

Groups
Groups are a way for multiple users to share photos in one place.

Photostream
Photostream is a visual history of everything you’ve ever uploaded to Flickr. If you have a free account, your photostream will only display the last 200 photos. If you have a Pro account, everything is displayed.

Sets
Sets are like photo albums, where you can group photos together in a way that makes sense to you.

Tags
Tags are like keywords or labels that you add to a photo to make it easier to find later.
WAYS YOU CAN SHARE

Individual Photos
At the top of the photo, click the “Share” button and choose the social network you would like to post to. Note: You must be logged into your social network accounts on that computer. You can also download the picture to your computer and post it to your social networks. To download, click the “Actions” button at the top of the picture. Select “View All Sizes” from the drop down menu and choose the size you want to save. For instructions on how to post pictures to your various social networks, please see that networks section in this guide.

Sets
At the top of the set, click the “Share” button and choose the social network you would like to post to. Note: You must be logged into your social network accounts on that computer.

DID YOU KNOW?

The difference between DPI and PPI:

DPI, dots per inch, is the resolution of an output device such as an ink jet or laser printer. A standard ink jet printer prints about 150 DPI; standard office laser printer prints around 300 DPI.

PPI, pixels per inch, is the resolution of a computer monitor. The standard resolution on a computer monitor is only 72 PPI.

Whether pictures are being taken for a print (DPI) or digital (PPI) purposes, photos should always be taken at the highest resolution possible.
Pinterest is a virtual pinboard that allows you to organize and share all the beautiful things you find on the web. You can browse boards created by other people to discover new things and get inspiration from others who share your interests.

GETTING STARTED

2. Click “Join Pinterest.”
3. Choose the way you’d like to register—through your Facebook account, through your Twitter account or by email.
4. If you choose to register through Facebook or Twitter, click the appropriate network and follow the instructions.
5. If you choose to register via email, enter your desired username, email and password, then enter your full name and gender.
6. Click “Create Account.”
7. Search for United Steelworkers to follow the official USW Pinterest account.

FREQUENTLY USED TERMS

Board
A board is a set of pins. A board can be created on any topic and you can add as many pins to a board as you want.

Following
“Following All” means you’ll have all of a user’s pins on all their boards shown to you in real-time on Pinterest. You can unfollow boards and users at any time; they will not be notified.

Pin
A pin is an image added to Pinterest either from a website using the Pin It button or from your computer. Each pin added using the “Pin It” button links back to the site it came from.

Pin It Button
The “Pin It” button lets you grab an image from any website and add it to one of your pinboards.

Repin
A repin is adding an image you find while browsing Pinterest to your own board.
WAYS YOU CAN SHARE

Download the “Pin It” Button
After you’ve logged in to your Pinterest account, click “About” in the top right corner. Click “Goodies” and at the top of the page, depending on the type of internet browser you are using, Pinterest will give you instructions to complete the download.

Use the “Pin It” button to easily Pin something you like from a website. Note: You must be logged in to your Pinterest account on that computer.

Pinning from a Website
Select the website’s URL, right click and select “Copy” OR Ctrl+C. Navigate back to your Pinterest account and click “Add” in the top right corner. Click “Add a Pin,” right click and select “Paste” OR Ctrl+V. Click “Find Images,” choose the board you’d like to add the Pin to, add a description and click “Pin It.”

Uploading a Pin from Your Computer
Click “Add” in the top right corner of your Pinterest account and select “Upload a Pin.” Click “Browse” and locate the file you’ve saved to your computer. Choose the board you’d like to add the Pin to, add a description and click “Pin It.”

DID YOU KNOW?

Liking on Facebook, YouTube, Pinterest and Instagram are the same thing as marking a Tweet as a favorite on Twitter. It’s a great way to let people know what you’re into!

Sharing on Facebook, Retweeting on Twitter, and Repinning on Pinterest are all ways you can share something you like with your friends and followers.
INSTAGRAM

Instagram is a free, fast and fun way to take photos, apply digital filters and share with friends and family from a mobile device.

GETTING STARTED

1. From your mobile device, download the Instagram app from the app store.
2. Once downloaded, open the app and click “Register.”
3. Upload a profile picture from your device, choose a username and password, and enter your email address and name.
4. Click “Done.”
5. Search for United Steelworkers to follow the Official USW Instagram account.

FREQUENTLY USED TERMS

Follow
To follow someone is to subscribe to their posts on the site. Their photos will show in your home feed.

Like
Clicking Like is a way to give positive feedback and connect with things you care about.

Mention
Mention another user by including the @ sign followed directly by their username.

WAYS YOU CAN SHARE

Connect your Instagram account to your Facebook, Twitter, Tumblr and Flickr accounts to share your posts with friends and family who don’t have an account or are unable to create an account because they don’t have an iPhone or Android device.

You can also connect your Instagram account to your email account to share your posts with your email directory.
The USW uses video to tell the story of our members and what we are fighting for. If you’d like to create videos for your local union, check out some of the helpful hints and tips we’ve listed below. USW videos can be viewed and shared from the official USW YouTube channel at www.youtube.com/steelworkers.

**4: VIDEO**

**FREQUENTLY USED TERMS**

**Cutaways**
Videotaping footage or shots outside of your intended focus. At a news conference, your focus may be on a special speaker. Cutaways could be close-ups of people and their reactions to statements or possibly people with signs. Always take more footage than is needed to utilize in the editing room.

**Handheld**
Holding the camera without tripod, monopod or other device. Because most consumer video cameras are smaller, it is harder to shoot steady, well-executed handheld shots. A couple of tips to keep in mind; do not zoom in. The more you zoom in, the shakier the shot gets. Move closer to your subject and shoot with as wide of a setting as you can. Handheld is best when you are shooting someone or something that is moving and not landscapes, buildings, or stationary objects.

**Pan**
Moving the camera left or right. Ideally, a tripod should be used. Panning helps to establish the scene and to show depth or distance between objects. It is best to start on a still shot, begin the pan and finish with a still shot. It is best to practice the shot several times at several speeds before taping. Always pan slowly. The objective is not to make the audience dizzy.

**Pedestal**
Moving the camera up or down to set to the proper height of the person or object when video taping. Pedestal is not tilting the camera. Usually this function is done with a tripod and requires practice if done using the hand held technique. In most cases, it is better to get at eye level when shooting a person or an object.

**Tilt**
Moving the camera up or down without raising its position. The aspects of tilt are similar to panning but keep in mind tilting up to shoot an object or a person can make them look larger and thicker while tilting down could make the subject look smaller and thinner.
Zoom
Levering the lens mechanism to give the viewer either a less visible area which would bring objects closer or a wider angle which would make surroundings more visible. By zooming in or out, the perception of depth will also change, and the size and distance between objects will be more pronounced. Do not annoy viewers by continually zooming in or out. Start on a still shot, then zoom smoothly, and end your zoom on a still shot.

HELPFUL HINTS AND TRICKS

Practice
Even though the equipment being produced today is relatively easy to use, to master this craft you need to:
- Experiment—discover all the features of your camera and what they can do.
- Try various movements and functions.
- Research—watch TV, movies or other videos (YouTube) with the sound off and on and observe what makes something dull or what makes it exciting. Try and determine where the camera was situated.

Plan for your background
Planning for your background means scouting for suitable locations before you start shooting and then moving your subjects into a more suitable area. When covering a news story, the choice of what background might be limited. Also consider the lighting or shadows when videotaping.

A steady hand
While using a tripod is not always an option, a steady hand is mandatory. Videotaping activities that involve action can be distorted with even the slightest tremor. One suggestion is to keep a beanbag in your camera bag and set up on a table, counter or shelf.

Shoot from your subjects point of view
Bring the world down or up to your subject’s perspective. Try videotaping a small child from your eye level downward and then crouch down and shoot from the child’s eye level and see the difference.

Use wide or telephoto angles
A wide-angle lens will appear to increase the distance between an object in the foreground and another in the background; likewise, a telephoto lens will compress the distance and make objects in the frame appear to be closer together.

Shoot tightly
The average video clip in a news cast is 10-15 seconds. The video is trying to enhance the news story with a clip that relates directly to the story. When shooting, try to get to the core of the video and basically cut everything else away. To keep the audiences attention, keep the clip short.

Frame
Make sure your the subject fills the frame unless otherwise intended.
5: MOBILE ALERTS

USW news and information is available on virtually any mobile phone or handheld device.

GETTING STARTED!

1. Send a text to 47486
2. Enter the letters USW
3. Hit SEND

By submitting your phone number, you agree to receive mobile alerts from the United Steelworkers Union including up to five SMS messages per month and are responsible for any mobile message or data charges incurred. To opt out, text STOP to 47486. For help, text HELP to 47486.

For the Terms & Conditions, visit usw.org/text.

FREQUENTLY USED TERMS

SMS
SMS, Short Message Service, is a text messaging component of a phone, web, or mobile communication system.

Text Message
An electronic communication sent and received by cellular phone.

Note: Members in Canada cannot participate in the mobile alert system at this time.

DID YOU KNOW?

You can also receive mobile alerts about the USW Next Generation program.

Follow the same steps as you did above, but instead of entering the letters USW, enter NEXTGEN.
Next Generation honors our past, protects our present and aims to make our union relevant for the future by introducing our newest members to a lifetime of activism.

With the strength, resources and solidarity of the USW behind you, Next Generation activists get:

- Access to training and education, including the basics about your local union so you can get involved.
- An introduction to some of the best activist programs in the movement, giving us a way to fight for legislative and political change; health, safety and the environment; civil and human rights; and social and economic justice.
- A chance to be mentored by our awesome retirees and leaders.
- The opportunity to make a difference in your community.
- A way to meet people who will become your sisters and brothers for life.

**TO JOIN:**

1. Visit [usw.org](http://usw.org)
2. Under “Get Involved,” click on “Next Generation”
3. Click “Join Next Generation” under “Next Generation Resources”
4. Complete the online form and click “Submit”

**GET CONNECTED:**

Join the USW Next Generation group on Facebook for up-to-date information about the program and to share and get information from other young members across the U.S. and Canada. For instructions on getting started on Facebook, visit section three of this guide.

Get Mobile Alerts about Next Generation on virtually any device! To get started, send NEXTGEN to 47486.

By submitting your phone number, you agree to receive mobile alerts from the United Steelworkers Union including up to five SMS messages per month and are responsible for any message or data charges incurred. To opt-out, text STOP to 47486. For help, text HELP to 47486.
The USPA is local union newsletter editors, webmasters and communicators dedicated to improving the union’s ability to get its message to the members and the public.

The USPA has many editorial tools to help you attract readers or viewers, and help you inform, entertain, motivate, stimulate and unite the membership of your local.

Visit theuspa.org for:
- weekly stories
- high resolution logos and graphics
- cartoons
- labor quotes
- editorial and website hints and tips
- high resolution photos and bios for the USW International Executive Board
- a communicators toolkit

In addition to our website, we also offer various training programs for editors and communicators, including:
- Basic Editor Training
- Desktop Computer Training
- Advanced Editor Training
- Media Training

TO JOIN:

1. Visit usw.org
2. Under “Get Involved,” click on “USPA”
3. Click “Register for USPA” under “Get Connected”
4. Complete the form and mail to the address on the form

GET CONNECTED:

Like the USPA Facebook page for shareable news, hints and tips, and updates from the union. For instructions on getting started on Facebook, visit section three of this guide.
NEW MEDIA STRATEGY WORKSHEET

Use the following form to help you plan your local union’s New Media strategy.

WHO SHOULD PARTICIPATE:

• Local union leadership
• Website moderator
• Social media moderator
• USPA representative

WHAT TO FOCUS ON:

1. Objectives
2. Target Audience(s)
3. Integration
4. Culture Change
5. Capacity
6. Tools and Tactics
7. Measurement

1. OBJECTIVES

While establishing your local unions’ New Media objectives, think about how you will reach the influencers, how you will develop relationships and how you will have conversations.

What do you want to accomplish with new media?

Restate your objective(s) in “SMART” terms—Specific, Measurable, Attainable, Realistic and Time-based.

2. TARGET AUDIENCE

The reason for taking the time to look this closely at your audiences is that this kind of background information is essential in choosing the most effective ways to communicate.
Internal audiences refers to individuals or groups within (or closely associated with) an organization. External audiences do not have the inside information or common background shared by internal audiences.

Internal Audiences:
- Close family members
- Strong union members – this group knows the issues, has your support and does not need much encouragement to support your campaign.
- Middle of the road union members – this group is unclear on some of the issues, may support you on some things but could be tepid in their support of others and may need a little encouragement to support your campaign.
- Weak union members – this group believes what is told to them by the company, won’t support you in any way and no matter what you do will probably never support your campaign.

External Audiences:
- Family, close friends and allies – this group in most cases will support your campaign
- People or businesses that may have a stake in the campaign – this group has an interest because they fear that they may have something to lose. If their main business is with the company, they will tend to be against your campaign. If they have most of their dealings with the workers, they will generally support your effort.
- The general community – this group is probably the largest group to gain support. With the proper theme and message, you can bring them to your side.
- The media – this group can be a friend or foe. It is best to deal with them in an open, personal manner to try and gain their support or fair support. Since they can also hurt your campaign the most, it is best to get them to view your issues – be sure you have your facts and figures.

Answer the following questions to determine your audience.

Who do you want to reach with your new media efforts?

What does your target audience already know about your local union?

What key messages do you want to tell your audience?

What new media tools are they using? Describe based on direct observation and research.
What else do you need to do to learn about your target audience’s online social behavior?

3. INTEGRATION

Your New Media strategy should support all other forms of local union communications.

How will your New Media objectives (social media, websites, mobile alerts, etc.) work with your local union’s:

- Newsletter
- Flyers
- Meeting Announcements

4. CULTURE CHANGE

As with the introduction of anything new, there are bound to be fears and concerns expressed by others in your local union.

How will you get your organization to embrace your new media strategy?

Can you think of any internal champions to drive it forward?

How will you address any fears or concerns?

What is the rate of change your organization can tolerate?

5. CAPACITY

It is important to consider who is going to manage your local union’s New Media strategy. This person should be comfortable using the tools, passionate about your local union work and enjoy interacting with members.
Who will implement your organization’s new media strategy?

Can you allocate a minimum of five hours per week to your strategy?

Do you need any outside expertise to help implement your strategy?

Will your content updates depend on any other resource or person?

6. TOOLS

What tactics and tools best support your objectives and match your targeted audience?

What tactics and tools do you have the capacity to implement?

7. MEASUREMENT

What hard data will you use to track your objectives? How often will you track?

Example:
Measurable Objective - Increase attendance at a local union event
Before - 10% participation by using the newsletter and flyers to announce event details
After - 25% participation after implementing a new Facebook group and Twitter account to announce event details

What data will you use to help you improve your New Media strategy once established?
A. Introduction

The United Steelworkers has been at the forefront of the labor movement in embracing new forms of electronic communication and information exchange. Today, USW employees may have access to a variety of computer and computer related equipment, facilities and services including the USW computer networks, the Internet, electronic mail, external electronic bulletin boards and online services. In this Statement we will refer to all of this as the computer system.

The USW takes pride in being able to offer its employees the privilege of using these electronic media and services. Used properly, these technological advances create new opportunities for all USW employees to enhance their performance and, in turn, for the USW to better represent its members. At the same time, though, these technological advances create new responsibilities as well.

Keeping the following points in mind should help us to appreciate the policies, which are set forth later in this Statement.

• Employees tend to perceive electronic mail as a less formal mode of correspondence than paper letters, memoranda – or even oral communications since the recipient is not there to react. Consequently, the sender may be less cautious in sharing jokes, comments, thoughts, or other messages;
• Once you transmit an electronic communication or document, it may be printed, copied, forwarded, or otherwise published without your knowledge or consent;
• Even though you delete an electronic communication or document from your mailbox or computer, a record of it may remain on the USW’s computer system or in a daily backup file. In fact, as many senders of companies like Microsoft have found out to their dismay, it may be available to hostile litigators to be used in a context never imagined at the time it was composed;
• Storing large numbers of electronic messages in your electronic mail box or voicemail box takes up substantial storage space on the network server and can slow down performance;
• Viruses can cause substantial damage to computer systems;
• Accessing a site on the Internet leaves an electronic “trail” that may include your name, username, Internet address, electronic mail address, and/or the USW’s name;
• Network services and World Wide Web sites can and do monitor access and usage, and are often able to identify specific individuals who are accessing their services;
• As described below, there are circumstances in which the USW or authorized employees may access employees’ electronic communications, files, or other storage areas.

We do not mention these facts to discourage your use of the computer. But you need to be aware of the full implications of computer usage and of the reasons behind the Policy that follows.
B. The Policy

1. Use of the USW’s Computer System

The USW computer system is the property of USW. At all times employees provided the privilege of using the computer system have the responsibility of doing so in a professional, ethical and lawful manner.

While the computer system is provided to employees for their use as employees and not for personal use, personal use of the e-mail and Internet which is occasional, minimal and appropriate is not prohibited. (The requirement that usage be appropriate applies both to personal and union usage of the computer system.)

Minimal use must be measured in terms of the amount of time it takes the user, the receiver and the system. Thus e-mail messages which take more than a few minutes to compose are not minimal. Similarly, an e-mail message that is sent to more than a few persons within the union and therefore takes more than a few minutes in the aggregate to read is not minimal. In addition, the sending of an e-mail message with a large attachment is not minimal.

It is not possible to define inappropriate usage in a comprehensive way. But a few examples are fairly obvious. The computer system may not be used to create, send, forward, receive, download, display, or store communications or any material that is obscene, contains explicit or implicit threats of harm, is defamatory, is discriminatory or harassing in nature. This prohibition applies to any communication or material that demeans, derogates, or targets any individual or group of individuals on the basis of race, color, sex, national origin, disability, or sexual orientation. This prohibition incorporates the USW’s Statement of Policy on Harassment.

It is not appropriate to use the computer system to support candidacy for union office and it is not appropriate to use it to oppose the policies of the International Union that relate to the representation of our members (e.g., opposing a contract settlement with an employer which the Union has approved).

Further, electronic media and services may not be used to create, send, forward, receive, download, display, or store a communication that conceals or misrepresents, or attempts to conceal or misrepresent, the identity of the creator, sender, forwarder, or receiver of the communication.

If an e-mail message does not require specific action or response on your part, you should delete it promptly after accessing it. If the content of the message needs to be saved for a week or longer, then it should be saved in a folder or file.

And, finally, employees may not use electronic media and services to monitor, access, or "hack" into, or to attempt to monitor, access, or "hack" into, another person’s oral or written communications, files, or other storage areas.
For additional guidance concerning the use of “social media,” see the USW’s Social Media Policy.

2. Copyright, Licensing, and Software Concerns

The USW has taken care to ensure that it is in compliance with all federal and state copyright and licensing laws. However, the ability to copy software or distribute an electronic communication with a document attachment greatly enhances the risk of infringing a copyright or violating a licensing agreement. Minimizing this risk requires that employees strictly adhere to the following restrictions.

Employees must not copy, transfer, or in any other manner reproduce USW-provided software. Copying software onto or copying software from USW-provided electronic media or services is also prohibited. Further, employees should never copy or distribute through any electronic media or service any copyrighted material of a third party (such as articles, documents, databases, graphics, or downloaded information) without obtaining prior confirmation that the USW has the right to copy or distribute such material.

The USW provides current virus detection software. Each user is responsible for taking reasonable precautions to ensure he or she does not introduce viruses into the USW network. To that end, all material received on floppy disk or other magnetic or optical medium and all material downloaded from the Internet or from non-USW computers or networks MUST be scanned for viruses and other destructive programs before being placed into the computer system. Users should understand that their home computers and laptops may contain viruses. All disks transferred from these computers to the USW network MUST be scanned for viruses.

Finally, the USW has also taken great care to ensure that USW-provided computer equipment is used only with compatible software in order to prevent damage to this equipment and the software. For this reason, employees may not alter, load, or remove software from USW-provided electronic media or services without the express approval of the Information Systems Department.

3. Maintaining Compliance With The Policy

The USW is committed to ensuring that the computer system is used in accordance with this Policy and the USW’s existing personnel policies. To this end, employees should note that USW-provided electronic media and services remain the property of the USW at all times and that the USW reserves the right to deny to any employee who violates this Policy the privilege of using these media and services. Employees found to have violated this Policy will also be subject to disciplinary action, up to and including discharge.

In maintaining this Policy, the USW generally will not access or monitor the substance of individual employees' electronic communications, files, or other storage areas. However, employees should not assume that their e-mail and Internet communications are private and should understand that there may be circumstances in which the USW or an authorized
employee will access an employee's communications, files, or other storage areas. While it is impossible to set forth all situations in which such access may occur, the following are examples:

- The USW receives a court order, subpoena, or other valid legal request to provide communications or other information contained in our computer system or an employee's communications, files, or other storage areas;
- An absent employee is unreachable and his or her supervisor reasonably believes that information essential to the day's business is available only in the employee's electronic communications, files, or other storage areas;
- Emergency maintenance of the USW's electronic media or services requires access to an employee's communications, files, or other storage areas;
- The USW receives information giving rise to a reasonable suspicion that an employee has used, or is using, electronic media or services in violation of this Policy, any other USW policy, or applicable federal or state law.

In this regard, all employees should understand that, while the USW has provided employees with usernames and passwords to prevent unauthorized access by coworkers, the USW can bypass these codes if necessary.

Finally, the USW will routinely monitor usage patterns for data communications (e.g., number called or website accessed; call length; time of call; type and quantity of information downloaded). Such monitoring enables the USW to assess and allocate the costs of providing electronic media and services, to manage the USW's gateway to the Internet, and to manage its electronic storage capacity.

4. Application of the Policy

This Policy applies to any use of the USW computer system and to all USW officers, executive board members, employees, and members using these media and services in any form and from any location.

XIII. SOCIAL MEDIA POLICY

We understand that social media can be a fun and rewarding way to share your life and opinions with family, friends and co-workers around the world. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media. This policy applies to all employees of the USW.

GUIDELINES

In the rapidly expanding world of electronic communication, social media can mean many things. Social media includes all means of communicating or posting information or content of any sort on
the Internet, including to your own or someone else’s web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with the USW, as well as any other form of electronic communication.

The same principles and guidelines found in the USW’s policies apply to your activities online. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow employees or otherwise adversely affects our members or employees, or the USW’s legitimate interests, may result in disciplinary action up to and including discharge, subject to your rights under any applicable collective bargaining agreement.

**Know and follow the rules**

Carefully read these guidelines, as well as the USW’s Statement of Policy on Harassment and its policy on the Use of USW Computer and Computer Related Equipment, Facilities and Services, and ensure that your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including discharge, subject to your rights under any applicable collective bargaining agreement.

**Be respectful**

Always be fair and courteous to fellow employees, as well as USW members. Also, keep in mind that you are more likely to resolve work related complaints by speaking directly with your co-workers, your bargaining representative or the USW Personnel Department than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage members or fellow employees, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone’s reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or USW policy.

**Be honest and accurate**

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about the USW, fellow employees, members, or USW employers.

**Post only appropriate and respectful content**

- Maintain the confidentiality of the USW’s private or confidential information. Do not post internal reports, policies, procedures or other internal business-related confidential
communications because of the danger that employers whose workers we represent or seek to organize could gain access to these materials.

- Respect financial disclosure laws. It is illegal to communicate or give a “tip” on inside information to others on companies who you have dealings with so that they may buy or sell stocks or securities.
- Do not create a link from your blog, website or other social networking site to a USW website without identifying yourself as a USW employee.
- Express only your personal opinions. Never represent yourself as a spokesperson for the USW unless you have been expressly authorized to do so. If the USW is a subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of the USW, fellow employees or members. If you do publish a blog or post online related to the work you do, or subjects associated with the USW, make it clear that you are not speaking on behalf of the USW. It is best to include a disclaimer such as “The postings on this site are my own and do not necessarily reflect the views of the USW.”

Using social media at work

Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your supervisor or consistent with the USW’s Use of USW Computer and Computer Related Equipment, Facilities and Services policy. Do not use USW email addresses to register on social networks, blogs or other online tools utilized for personal use.

Retaliation is prohibited

The USW prohibits taking negative action against any employee for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee who retaliates against another employee for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

Media contacts

Employees should not speak to the media on the USW’s behalf unless they have been expressly authorized to do so as part of their work assignment. Absent such authorization, media inquiries should generally be directed to the Communications or New Media Departments.

In situations involving collective bargaining, communications to the media and membership, including social media, need to be reviewed and approved by the Chair(s) of the USW Negotiating Committee.

For more information

If you have questions or need further guidance, please contact the Personnel Department.