



TRADE UNION COMMUNICATION RESTART

OSZSP ČR

WHERE WERE WE AT THE BEGINNING?

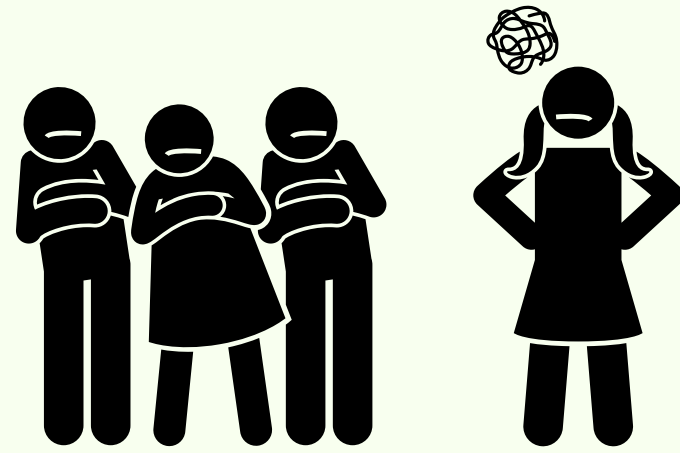


EXPECTED DECLINE IN MEMBERSHIP IN THE COMING YEARS

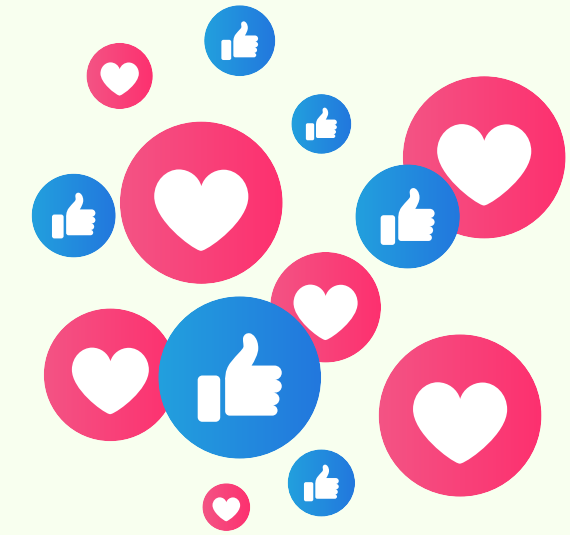


LEADERS ACHIEVE SUCCESS – BUT STRUGGLE TO COMMUNICATE IT

WHERE WERE WE AT THE BEGINNING?



PREJUDICES AND NEGATIVE STEREOTYPES ABOUT TRADE UNIONS



THE RISE OF SOCIAL MEDIA IMPORTANCE



MASSIVE INVESTMENTS BY BIG BUSINESS AND POLITICIANS IN COMMUNICATION

WHERE WERE WE AT THE BEGINNING?



RECRUITMENT AND ORGANIZING TEAM

WHERE WERE WE AT THE BEGINNING?



DIAGNOSIS OF OUR COMMUNICATION – DATA, DATA, AND MORE DATA!



GOOGLE ANALYTICS



DATA FROM FACEBOOK



SURVEYS AND INTERVIEWS WITH LEADERS



DATA ON EMAILS



DATA FROM TREWIS

WHAT HAVE WE CHANGED?



FACEBOOK UPDATE – ONE PAGE



ATTEMPT AT GRAPHIC UNIFICATION



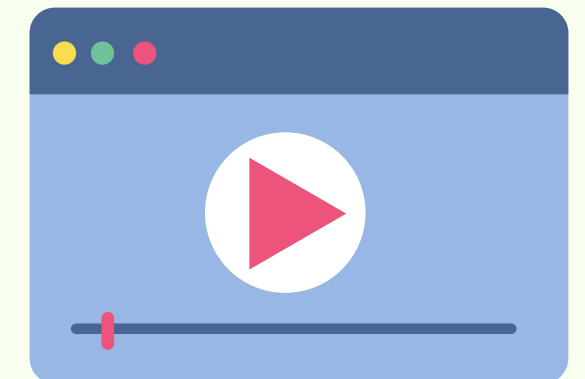
NEW COMMUNICATION CHANNELS



NEWSLETTER

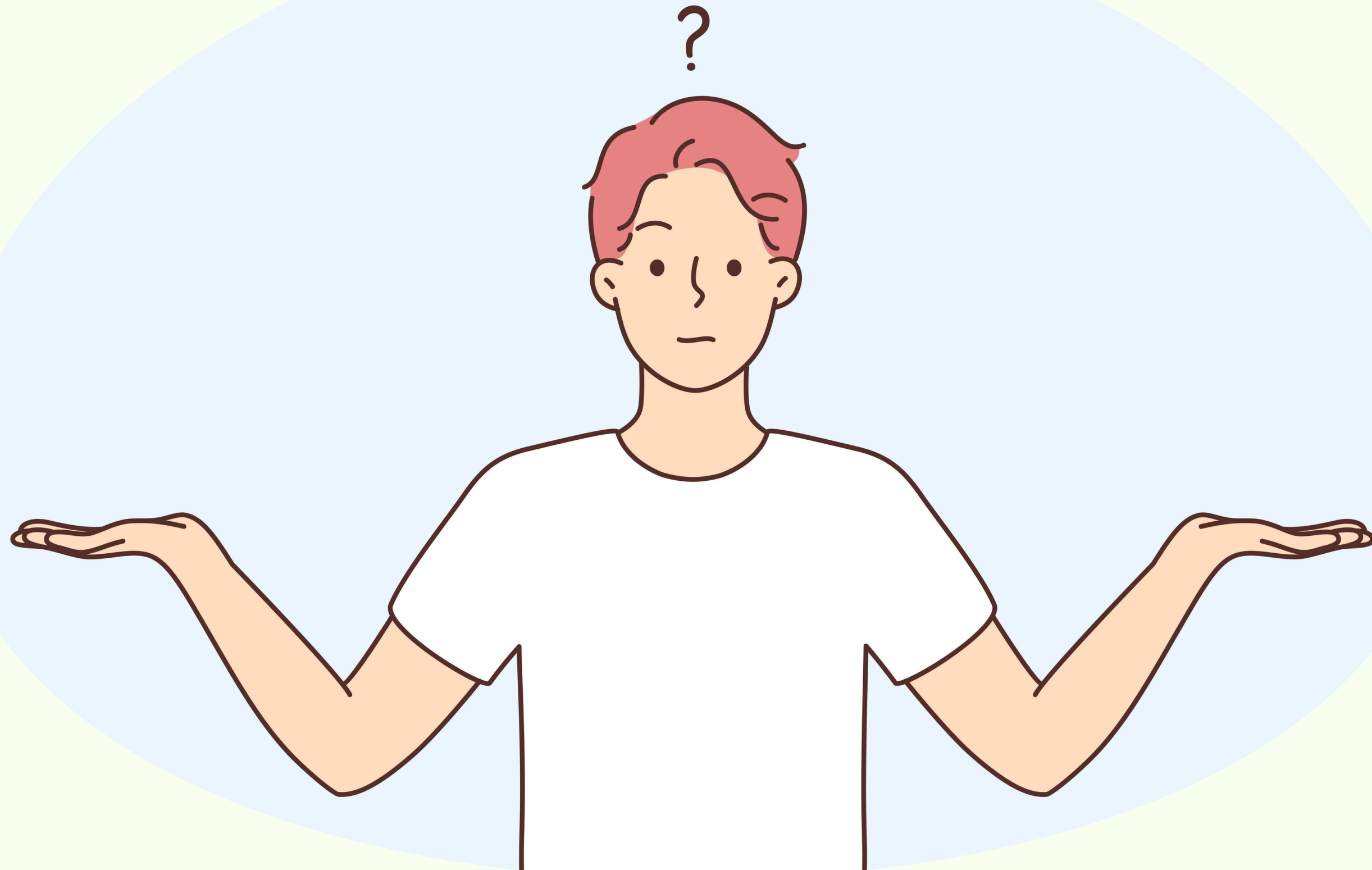


FACEBOOK GROUP JOIN US!



VIDEOS

ARE WE GOING IN THE RIGHT DIRECTION?



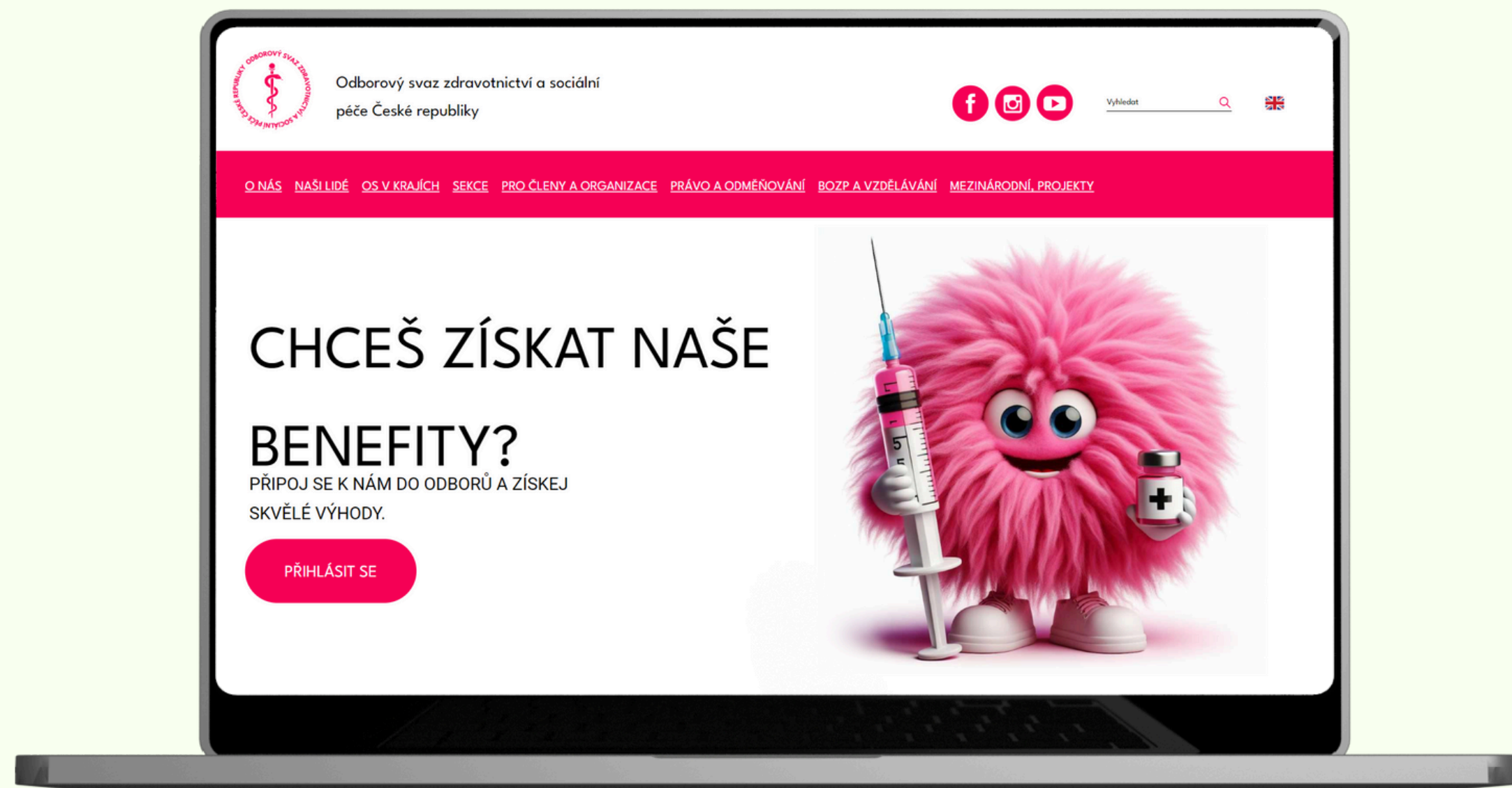
TRADE UNION COMMUNICATION FOR THE 21ST CENTURY

WORK BY STUDENTS OF VŠB-TUO

Could you explain to us how trade unions should communicate in today's world?

Sure, no problem at all!

LOTS OF RECOMMENDATIONS AND SPECIFIC PROPOSALS



AND THE RESULT?



NEW POSITION – SOCIAL MEDIA MANAGER



ONGOING DIGITALIZATION OF EDUCATION

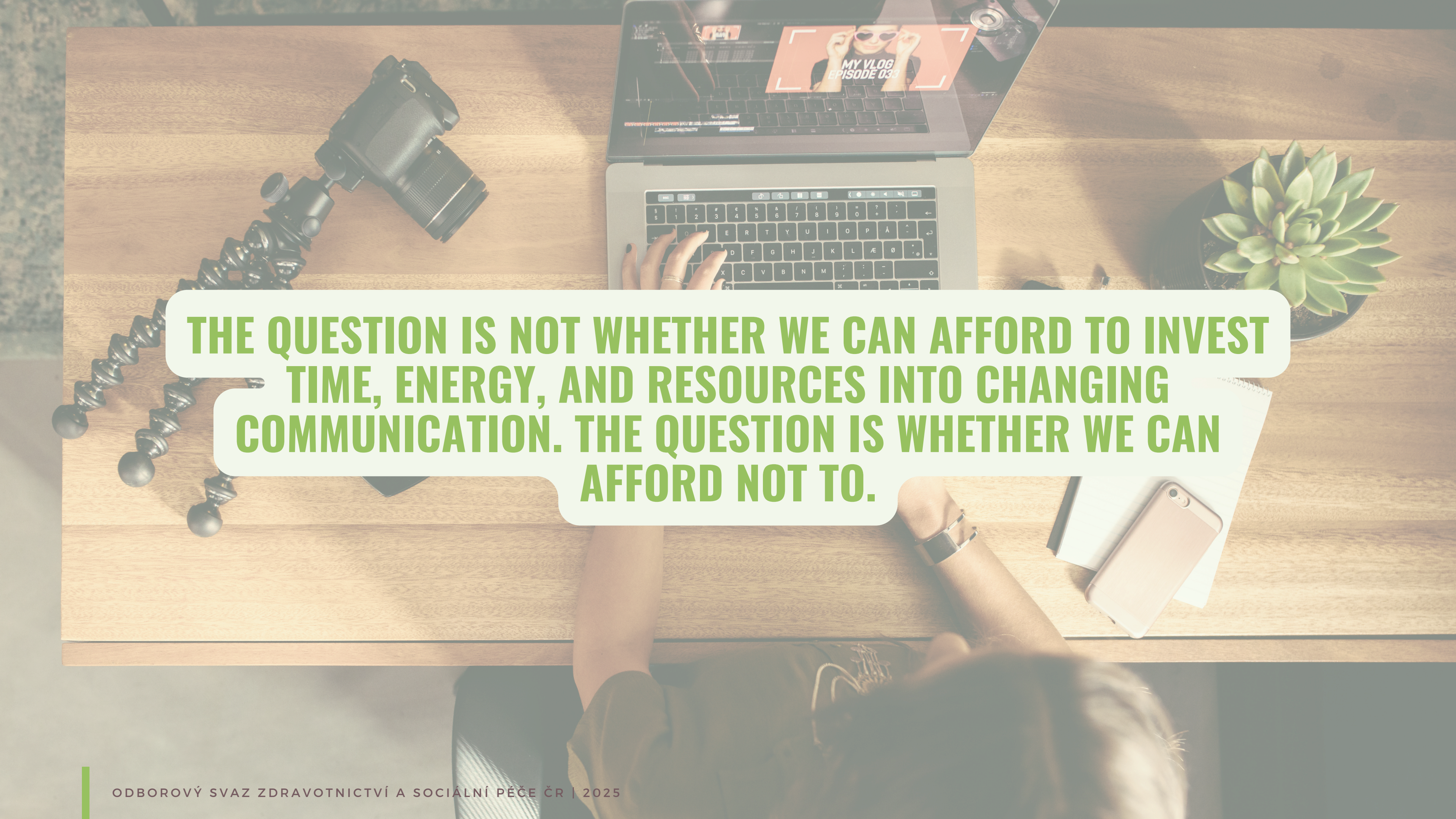


DIGITAL EVENTS – TRADE UNION CAFÉS

WAS IT EASY? NO!



CHANGE IS A PROCESS – IT'S NEITHER INSTANT NOR EASY.



THE QUESTION IS NOT WHETHER WE CAN AFFORD TO INVEST TIME, ENERGY, AND RESOURCES INTO CHANGING COMMUNICATION. THE QUESTION IS WHETHER WE CAN AFFORD NOT TO.