



**Building Social Media Campaigns to Use as  
Educational Tools /  
*Creación de campañas en redes sociales para  
usar como herramientas educativas***

Training was created in collaboration with the National Institute of Environmental Health Sciences (NIEHS), grant number 5U45ES006175-30 and the Department of Energy (DOE), grant number 5UH4ES009761-30. /

*El entrenamiento fue creado con la colaboración del Instituto Nacional de Ciencias de la Salud Ambiental (NIEHS), número de subvención 5U45ES006175-30 y el Departamento de Energía (DOE), número de subvención 5UH4ES009761-30.*

# **Introductions / *Introducciones***

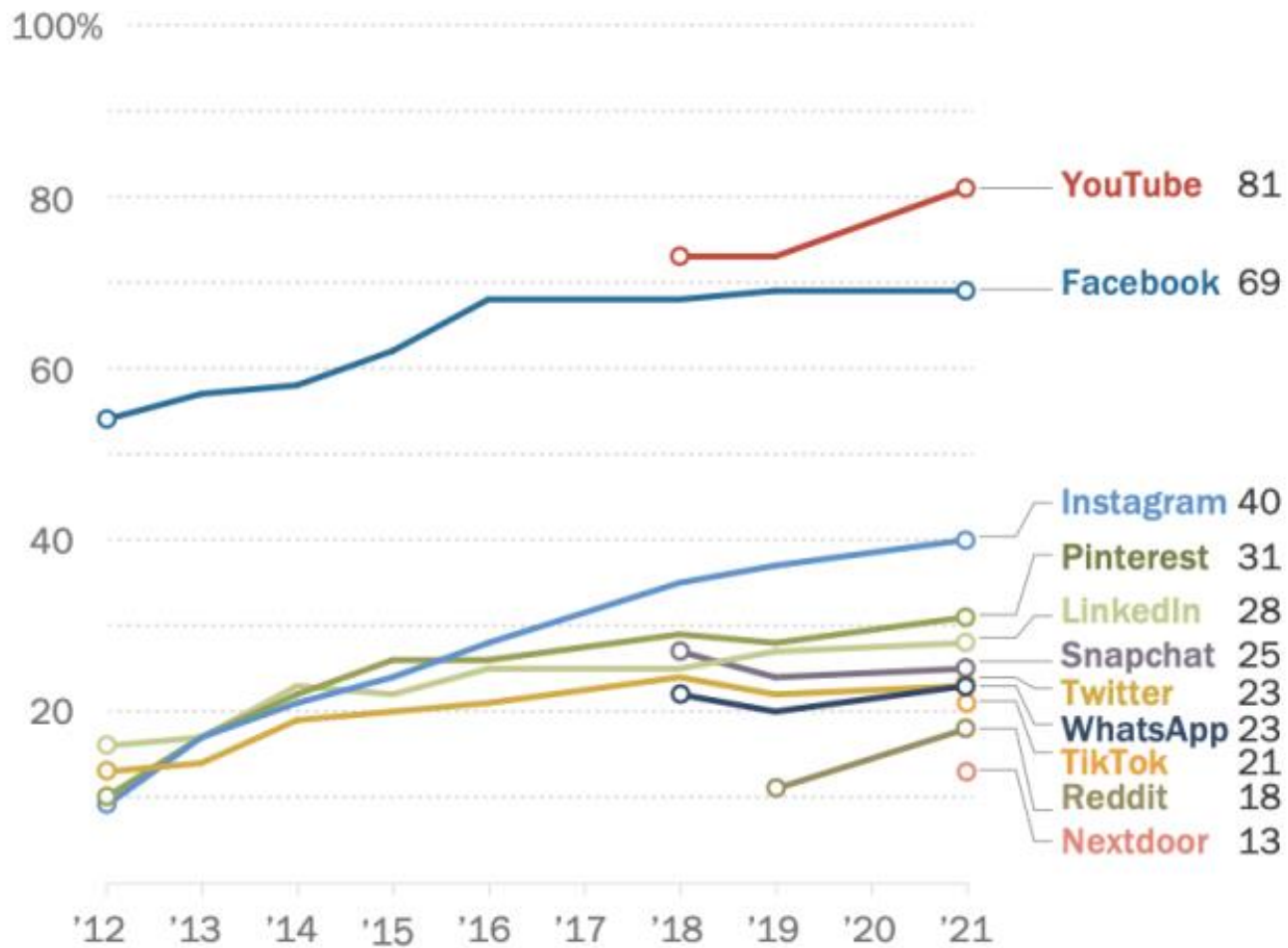
# Connect with us on social media! / ¡Conéctate con nosotros en las redes sociales!

- Facebook
- Instagram
- Twitter
- Flickr



**A brief social media 101 /  
*Una breve red social 101***

*% of U.S. adults who say they ever use ...*



# Facebook

- Around seven-in-10, or 69 percent, of U.S. adults use Facebook \*
  - Connect with family, friends, colleagues, etc., by **defining personal community**
  - Posts in form of **text, photo/graphic** or **video** with links included
  - Facebook personal profiles, Pages and Groups (open/closed/secret)
  - Facebook Live
- *Alrededor de siete de cada 10, o el 69 por ciento, de los adultos estadounidenses usan Facebook \**
  - *Conéctese con familiares, amigos, colegas, etc., definiendo **una comunidad personal***
  - *Publicaciones en forma de texto, foto/gráfico o video con enlaces incluidos*
  - *Perfiles personales, páginas y grupos de Facebook (abiertos/cerrados/secretos)*
  - *Facebook Live*

\* Pew Research Center

## USW Tony Mazzocchi Center

Posted by Nikki Pollo

Mar 20 · 🌐

Last week, worker-trainers Jorge Rivera and Doralis Vazquez Martinez of USW Local Union 4-8198 facilitated Disaster Preparedness and Response training for employees at the Municipal Legislature of Ponce in Ponce, Puerto Rico. Thanks to our trainers and the participants! [#USWTMC](#)

...

La semana pasada, los trabajadores-capacitadores Jorge Rivera y Doralis Vazquez del Sindicato Local 4-8198 de USW facilitaron la capacitación en Preparación y Respuesta ante Desastres para empleados en la Legislatura Municipal de Ponce en Ponce, Puerto Rico. ¡Gracias a nuestros entrenadores y los participantes!

...

Photo/Foto: Mayra Rivera



## USW Tony Mazzocchi Center is with Diane Stein and Steve Doherty.

Posted by Nikki Pollo

Mar 16 · 🌐

The [#USWTMC](#) welcomed a new cadre of worker-trainers from several USW Districts to Pittsburgh on Feb. 27 to March 3 for a Trainer Fundame... See more



[See insights and ads](#)

[Boost post](#)

👍❤️ 44

1 comment 4 shares



Like



Comment



Share

# Instagram

- 500 million daily active users \*
  - Smartphone-based photo sharing application
  - Video sharing capabilities
  - Use of “hashtags” and “handles” are the same as on Twitter
  - Built-in filters and editing features
  - Third party apps: Boomerang, Layout
- *500 millones de usuarios activos diarios \**
  - *Aplicación para compartir fotos basada en teléfonos inteligentes*
  - *Capacidades para compartir videos*
  - *El uso de "hashtags" y "handles" es el mismo que en Twitter*
  - *Filtros integrados y funciones de edición*
  - *Aplicaciones de terceros: Boomerang, Layout*

\* Hubspot



usw\_tmc  
Pittsburgh, Pennsylvania

**VISIT OUR BILINGUAL WORKSHOPS!  
¡VISTE NUESTROS TALLERES BILINGÜES!  
#HSE2023 • #EVERYBODYSUNION**

UNITED STEELWORKERS  
**USW**  
HEALTH, SAFETY AND ENVIRONMENT

View insights Boost post

Liked by mayra.rivera.33886 and 8 others

usw\_tmc If you are attending the 2023 United Steelworkers (USW) Health, Safety and Environment Conference next month, visit one of our bilingual (English and Spanish) workshops to learn about disaster preparedness, mold cleanup, resiliency and more.

USW\_TMC  
Posts

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...

Si asistirá a la Conferencia de Salud, Seguridad y Medio Ambiente de USW el próximo mes, visite uno de nuestros talleres bilingües (inglés y español) para aprender sobre preparación para desastres, limpieza de moho, resiliencia y más. #HSE2023 #EverybodysUnion #USWTMC #USWTOP

March 27 · See translation

# Twitter

- Twitter stands out as one of the social media sites with the most **news-focused users** \*
  - **Micro-blogging platform**
  - 280 character limit
  - Text, photo and video capabilities
  - Great tool for campaign-building!
- *Twitter se destaca como uno de los sitios de redes sociales con más **usuarios centrados en las noticias** \**
  - *Plataforma de microblogging*
  - *Límite de 280 caracteres*
  - *Capacidades de texto, foto y video*
  - *¡Gran herramienta para la creación de campañas!*

\* Pew Research Center



Edit profile

## USW Tony Mazzocchi Center

@USWTMC

United [@Steelworkers](#) Tony Mazzocchi Center for Health, Safety and Environmental Education — home of the Triangle of Prevention program

[Pittsburgh, PA](#) [uswtmc.org](#) [Joined April 2009](#)

1,062 Following 1,101 Followers

Tweets Replies Media Likes



USW Tony Mazzocchi Center · 3/31/23

On March 2-3, USW Local Union 1-12075 & mgt members @ DuPont in Midland, MI completed "Effective Committees" training. The training was led by USW HSE casual staff Deb Carter & [#USWTMC](#) worker-trainer Pauly Protasiewicz (Local 1-12585). Photo: Deb Carter



#USWTMC



USW Tony Mazzocchi Center · 3/24/23

Congrats to [#USWDistrict12](#) members for completing Union Approach to Health & Safety training last week in Magna, UT. The training was hosted by USW Local 12-593 & facilitate...



Tweet your reply

# Small Group discussion / Discusión en grupo

Discuss the following questions with your groupmates and report your conclusions.

1. What should be the objective of social networks in a workplace?
2. What impact have social networks had on the way we communicate at work?

*Discuta junto a sus compañeros de grupo los siguientes interrogantes y reporten sus conclusiones.*

1. *¿Cuál debería ser el objetivo de las redes sociales en el lugar de trabajo?*
2. *¿Qué impacto han tenido las redes sociales en la forma de comunicarnos en el trabajo?*

# Campaign example / *Ejemplo de campaña*

- **#USWCares**
- Promoting the good works that USW members demonstrate in communities
  - [www.usw.org/members/the-jefferson-awards](http://www.usw.org/members/the-jefferson-awards)

# Campaign example / Ejemplo de campaña

United Steelworkers  
November 21 at 2:46 PM · 🌐

So many lives touched today by our #NG2019! Our future gets it! #USWCares



Lyn Kreger is with Victor Rosario.

November 21 at 2:06 PM · 🌐

Had an awesome time sorting and organizing toys for Christmas for the kids today.



United Steelworkers  
@steelworkers

Donations from United Steelworkers Local 420-A help provide turkeys to Massena food pantries [nny360.com/communitynews/...](http://nny360.com/communitynews/) via [@wdtnews](https://twitter.com/wdtnews) #USWCares



Donations from United Steelworkers Local 420-A help provide turkeys to Massena food... [nny360.com](http://nny360.com)

# Other campaigns / *Otras campañas*

- **USW Stop the Killing, Enforce the Law**
  - <https://www.usw.ca/campaigns/about-the-stop-the-killing-campaign/>
- **Promotional union- or organization-building campaigns /  
*Campañas promocionales de construcción de sindicatos u organizaciones***
  - #USWTMC
  - #USWTOP
  - What do you use? / ¿Qué usan?



# To build a campaign, define five points... / *Para construir una campaña, define cinco puntos...*

1. Message / Mensaje o aviso
2. Target audience / Público objetivo
3. Most effective platforms / Plataformas más efectivas
4. Engagement/interaction – Participación/interacción
5. Ground rules / Reglas básicas

What else should we consider? /  
*¿Qué más debemos considerar?*



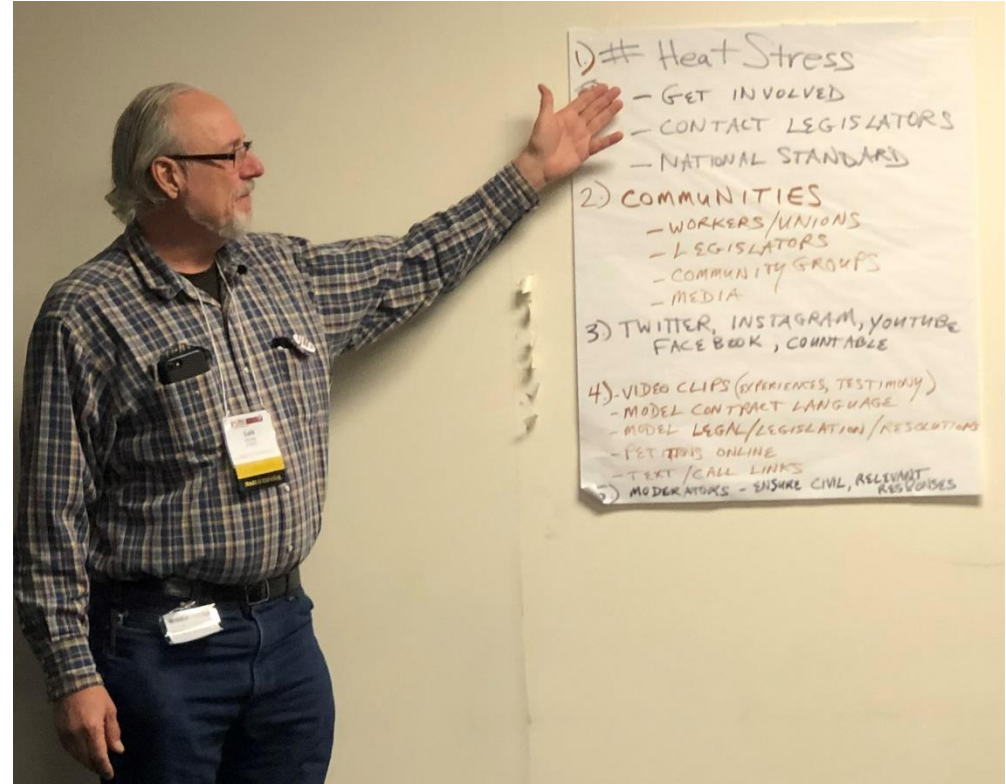
# Let's brainstorm ideas! / *¡Hagamos una lluvia de ideas!*

In small groups, answer the questions to draft ideas for a social media campaign: /  
*En pequeños grupos, responda las preguntas para redactar ideas para una campaña en las redes sociales:*

- 1. What message do we want to communicate/spread? – *¿Qué mensaje queremos comunicar/compartir?***
- 2. Who is the target audience? / *¿Quién es el público objetivo?***
- 3. Which platforms would be most effective in communicating our message? Why? / *¿Qué plataformas serían más efectivas para comunicar nuestro mensaje? ¿Por qué?***
- 4. How can we encourage user engagement and interaction? / *¿Cómo podemos fomentar la participación y la interacción del usuario?***
- 5. What are some ground rules we should outline in order to keep our online community a safe space? / *¿Cuáles son algunas reglas básicas que debemos delinear para mantener nuestra comunidad en línea como un espacio seguro?***

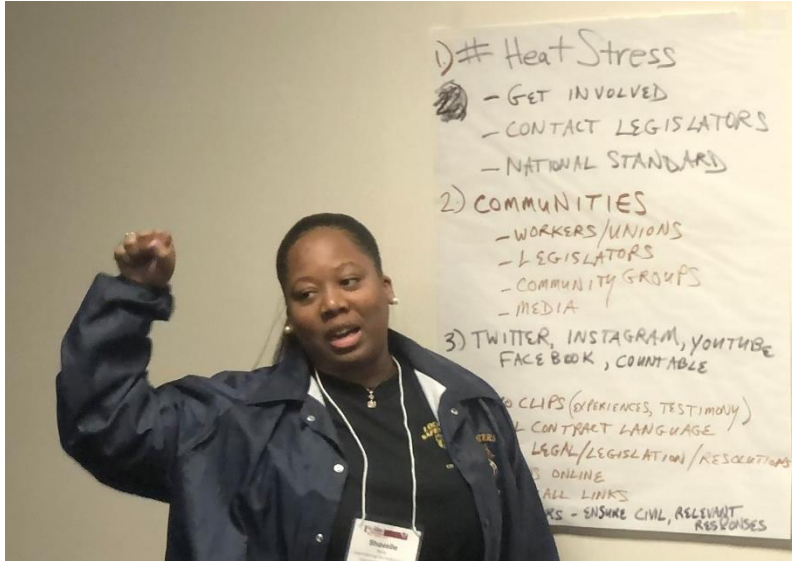
# Examples / Ejemplos

- 1) # Heat Stress
  - GET INVOLVED
  - CONTACT LEGISLATORS
  - NATIONAL STANDARD
- 2) COMMUNITIES
  - WORKERS/UNIONS
  - LEGISLATORS
  - COMMUNITY GROUPS
  - MEDIA
- 3) TWITTER, INSTAGRAM, YOUTUBE  
FACE BOOK, COUNTABLE
- 4) VIDEO CLIPS (EXPERIENCES, TESTIMONY)
  - MODEL CONTRACT LANGUAGE
  - MODEL LEGAL/LEGISLATION/RESOLUTIONS
  - PETITIONS ONLINE
  - TEXT /CALL LINKS
- 5) MODERATORS - ENSURE CIVIL, RELEVANT  
RESPONSES



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- 5) MODERATORS - ENSURE CIVIL, RELEVANT  
RESPONSES

# Examples / Ejemplos



# Teamsters Lives Matter / #TLM

1. The safety of Teamsters Members + their Families
2. Teamster members + Family Members
3. Texts to guide to:  
 Website  
 Facebook → Target FB members with lengthy context  
 Instagram → visually to the point  
 Youtube → Add substance  
 ex: Videos of peoples families + @ work  
 Membership info - dues/requirements (from stream)
4. Selfies included w/ Hashtags  
 Make it fun w/ events (add content to social media)  
 - Sub Categories + Themed <sup>events</sup> under "TLM" umbrella  
 etc. PPE Day!
5. Make the purpose + vision for the page clear  
 Respect each others opinion  
 Judgement Free zone  
 All content must be appropriate

SOLIDARITY

# Teamsters Lives Matter / #TLM

safety of Teamsters Members + their Families

er members + Family Members

to guide to:  
 Facebook → Target FB members with lengthy context  
 Instagram → visually to the point  
 Youtube → Add substance  
 ex: Videos of peoples families + @ work

5- Artist/Musicians (Stories)  
 ideoed w/ Hashtags  
 1) events (add content to social media)  
 + Themed <sup>events</sup> under "TLM" umbrella  
 etc. PPE Day!

5. Make the purpose + vision for the page clear  
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SOLIDARITY

# Examples / Ejemplos

1. #GivingTuesday
2. General Pop.
3. Facebook - age/money
4. Share, like, Comment  
Sharing personal stories/pics.
5. positive/respectful  
monitored space  
positive response

- D) #HeatStress
- GET INVOLVED
  - CONTACT LEGISLATORS
  - NATIONAL STANDARDS
- 2) COMMUNITIES
- WORKERS/UNIONS
  - LEGISLATORS
  - COMMUNITY GROUPS
  - MEDIA
- 3) TWITTER, INSTAGRAM, YOUTUBE  
FACEBOOK, CROWDFUNDER
- 4) VIDEO CLIPS (WITNESSES, TESTIMONY)  
- MODEL CONFLICT LANGUAGE  
- MODEL LEGAL/REGULATORY/RESOLUTION  
- GET THIS ONLINE  
- GET FEEL GOOD  
- MEDIA PARTNERS - SHARE CIVIL, RESPECTFUL RESPONSES
- #TeamstersLivesMatter / #TLM
1. The safety of Teamsters Members + their families
  2. Teamster members + Family Members
  3. Texts to guide to:  
Facebook -> Target FB messages with family contact  
Instagram -> usually a the  
YouTube -> All substance  
as steps of more families to use  
Working sites: [www.teamsters.org](#)  
4. Selfies included of location  
Must if fun of content (add content to social media)  
-Sub Campaign + "Teamster TLM" umbrella  
-see #TLM  
5. Make the purpose + mission for the page clear  
Respect each others opinion  
Independent Free zone  
All content must be appropriate

- 1 #GivingTuesday
- 2 General Pop
- 3 Facebook - age/money
- 4 Share, like, Comment  
Sharing personal stories/pics
- 5 positive/respectful  
monitored space  
positive response



Thank you for participating! /  
*¡Gracias por participar!*

**TONY**MAZZOCCHI  
CENTER

#USWTMC