Top 12 Things Locals are Doing and Communicating During COVID-19

# **Using multiple distribution channels**

* Facebook, Hustle, website (setting up member resource centers, blog posts), email, blast text, weekly tele-town halls, robocalls
  + Try to have someone available to monitor and respond as quickly as possible to questions or concerns posted on social media
* If you would like additional best practices on any of these channels, contact Amy Ritter [aritter@ufcw.org](mailto:aritter@ufcw.org)

# **Communicating to members about state resources and jobs**

* Helping members get jobs through digital hiring halls (If you would like help with this, contact Rachelle Netzer, [rnetzer@ufcw.org](mailto:rnetzer@ufcw.org))
* Communicating how to apply for unemployment and other benefits

# **Informing members of agreements reached with companies**

* Safety calls with companies
* Sending letters to employers asking for worker protocols

# **Setting up a reporting system for members’ health & safety concerns**

* If you don’t have the bandwidth to set up an online form, you can direct members to: [ufcw.org/coronavirus/reportanissue/](http://www.ufcw.org/coronavirus/reportanissue/)

# **Communicating CDC updates in a timely manner**

* If you don’t have the bandwidth to alert members of CDC updates, you can direct members to: [www.ufcw.org/coronavirus](http://www.ufcw.org/coronavirus)
* If you’d like to blast text your members, contact Amy Ritter, [aritter@ufcw.org](mailto:aritter@ufcw.org)

# **Updating and working with stewards as much as possible**

* You can set up a private Facebook page or a Hustle goal for reps to communicate with stewards

# **Working with employers and state government to protect members**

* Trying to change structure of disability and retirement benefits for members
* Trying to change the rules for worker compensation

# **Keeping non-union workers in mind when crafting messaging**

* We have a unique opportunity to show the union difference between union shops and non, so remember to think about how we are communicating the value of the union to our non-union audiences.

# **9 Keeping customers engaged with petitions in support of workers**

* if you would like help with this, contact Rachelle Netzer, [rnetzer@ufcw.org](mailto:rnetzer@ufcw.org)

# **10. Collecting member stories for internal and external communications**

* If you would like help with this, contact Amy Ritter, [aritter@ufcw.org](mailto:aritter@ufcw.org)

# **11. Making sure materials are translated in other languages**

* If you would like help with this, contact Amy Ritter, [aritter@ufcw.org](mailto:aritter@ufcw.org)

# **12. Connecting members with their reps in real time**