

OUR UNION OUR VOICE



Amplifying Member Voices:
Communication Creators Community

A large crowd of people is shown from a low angle, looking up. Many are wearing dark clothing and some have white crosses on their shirts. The image is heavily filtered with a blue color and is slightly out of focus. The text "What makes a great communication?" is centered over the image in a white, sans-serif font.

What makes a great communication?

Telling the story vs providing information

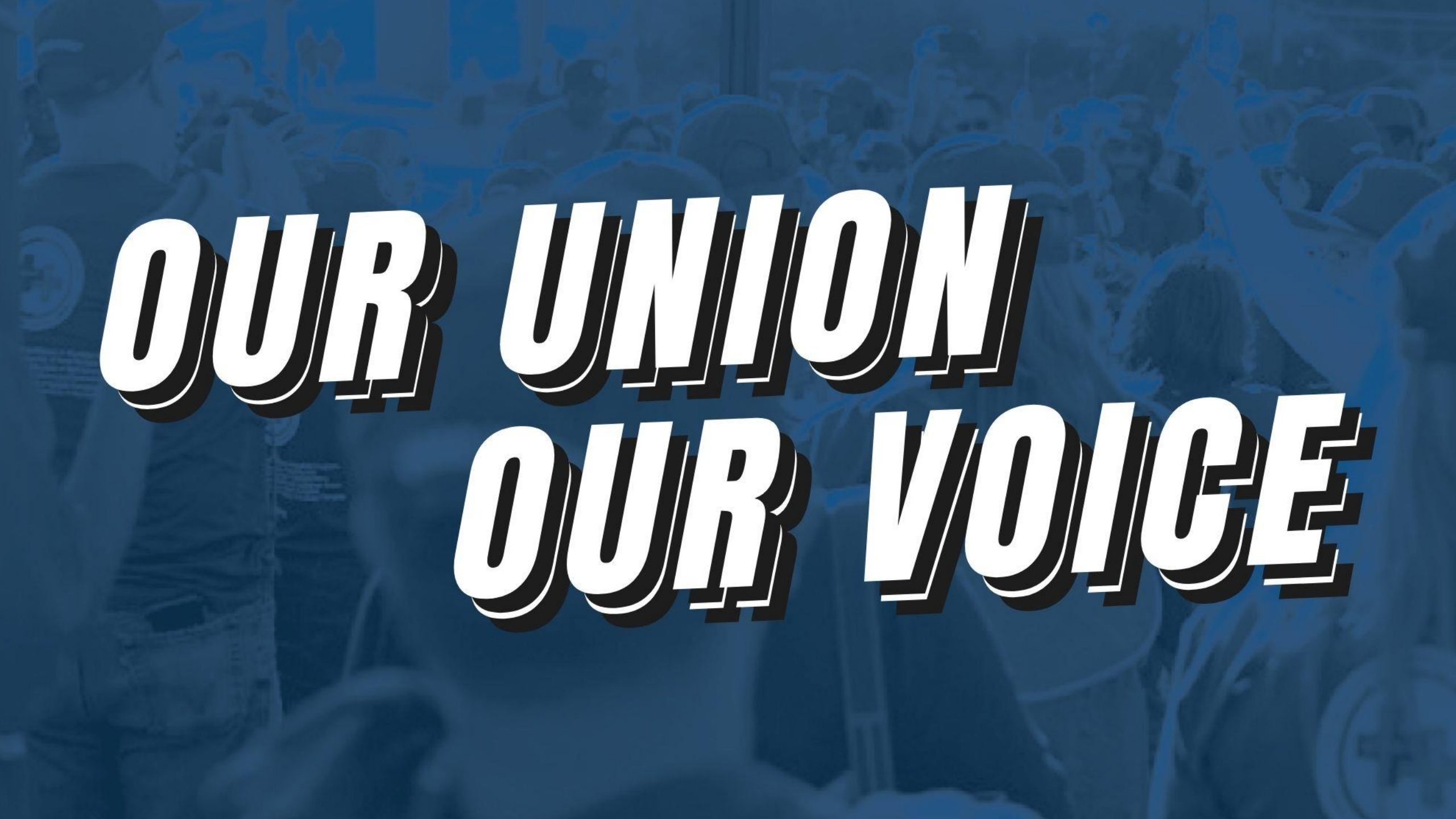
Let's take a look at a few TikTok videos

How to make a purse:

<https://www.tiktok.com/@riptiderocco/video/7211330128146631979>

Starbucks union-busters:

<https://www.tiktok.com/@sbworkersunited/video/7207800222846602538>



OUR UNION
OUR VOICE



Workplace Actions



Marching On The Boss

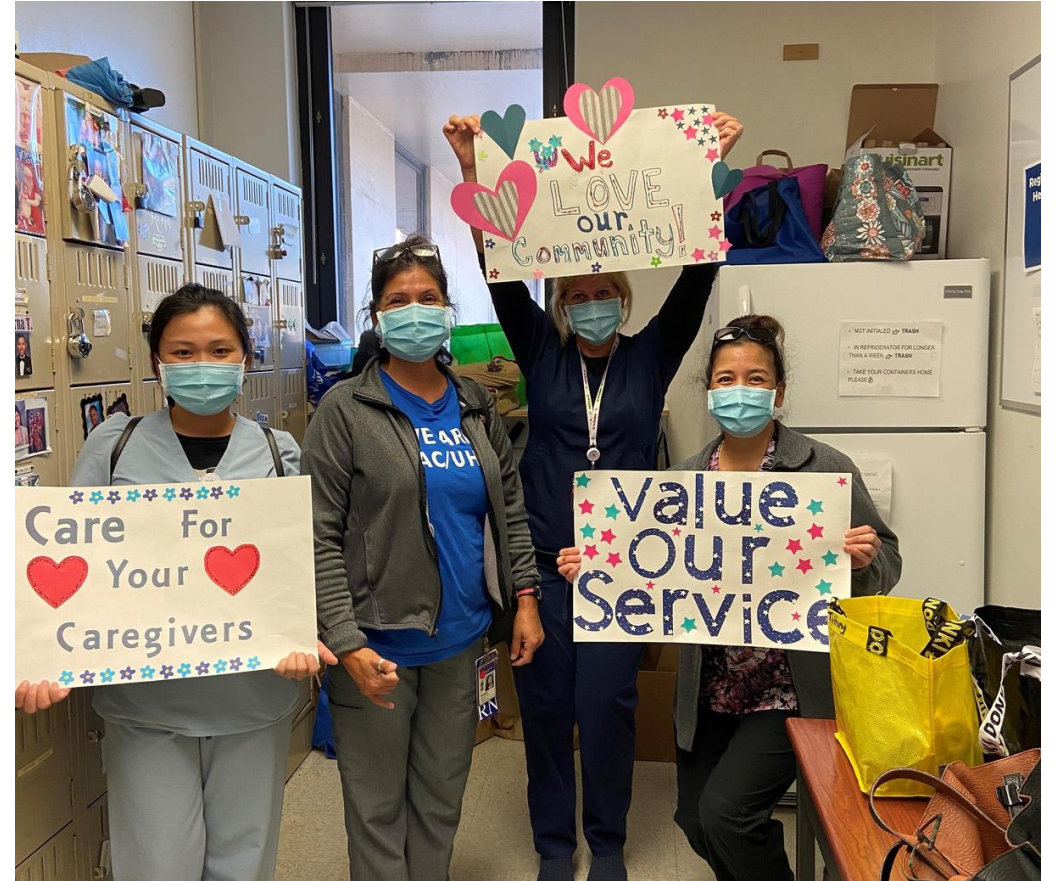


Winning Contracts

UNHCEH









KP BARGAINING





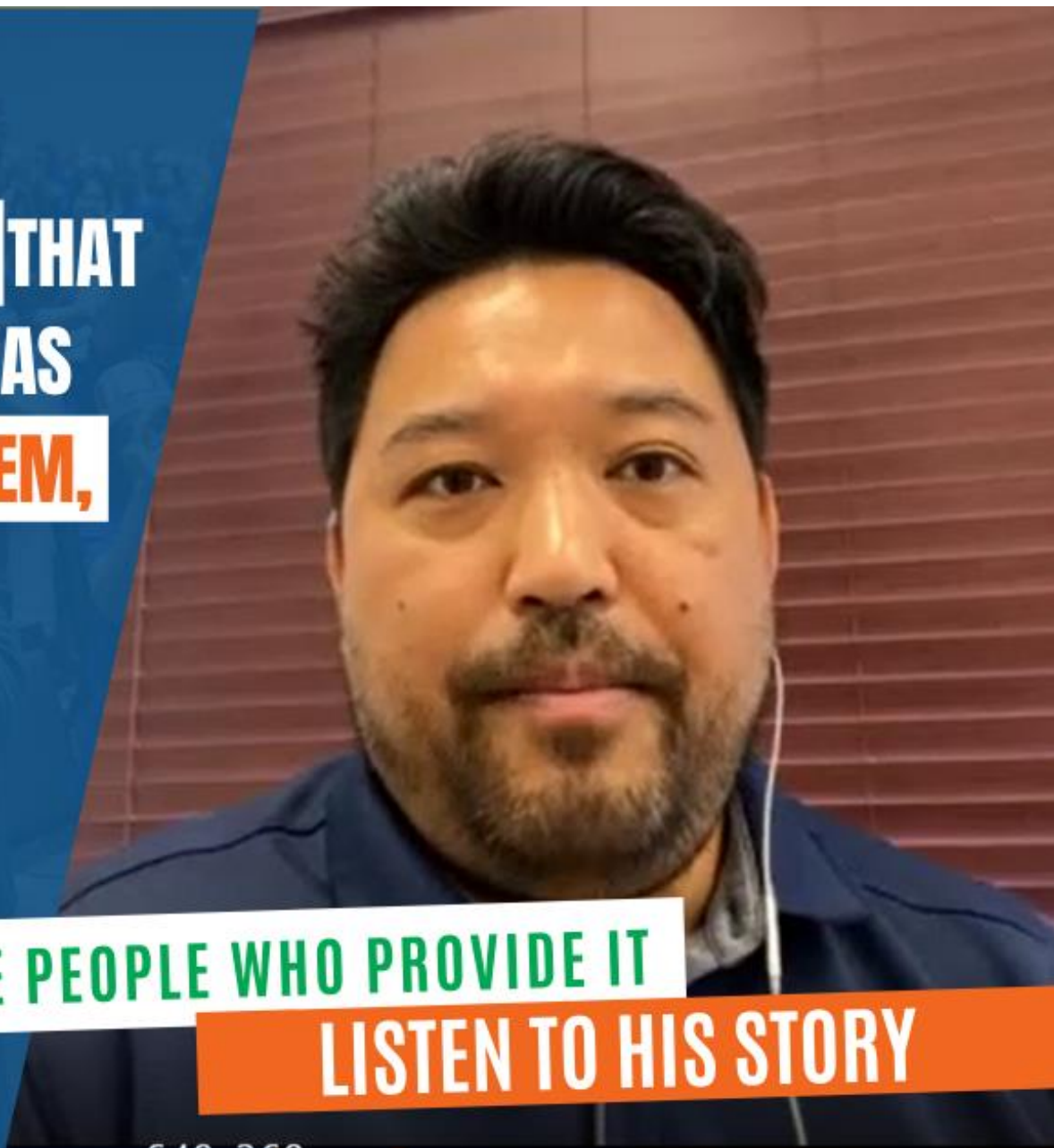
“

I AM VERY GRATEFUL TO **THE NURSES** THAT
WERE TAKING CARE OF ME WHILE I WAS
HOSPITALIZED. **IF IT WAS NOT FOR THEM,**
I MIGHT NOT BE HERE TODAY.



KAISER: INVEST IN PATIENT CARE AND THE PEOPLE WHO PROVIDE IT

LISTEN TO HIS STORY





LAKEWOOD





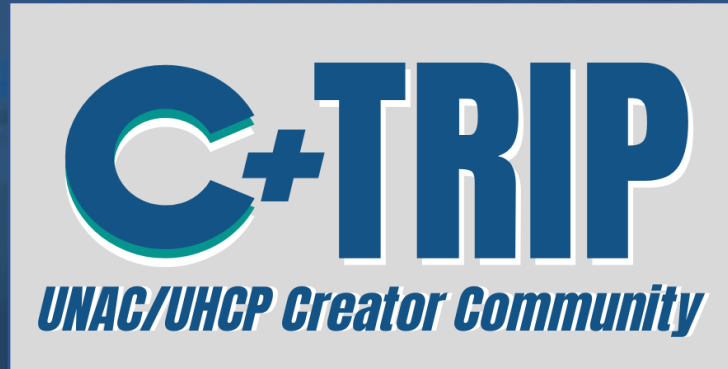
2010



Communications Creator Community

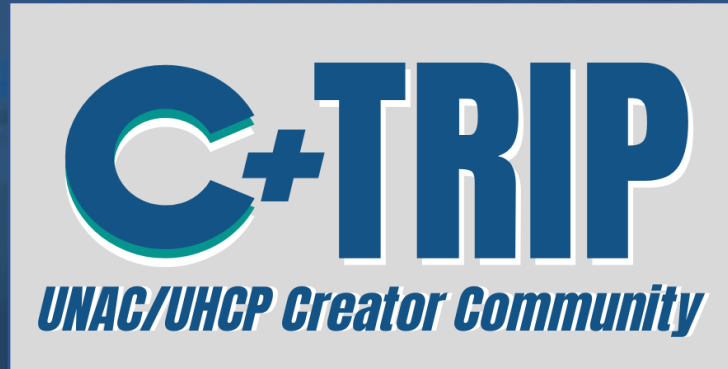


UNAC/UHCP Creator Community

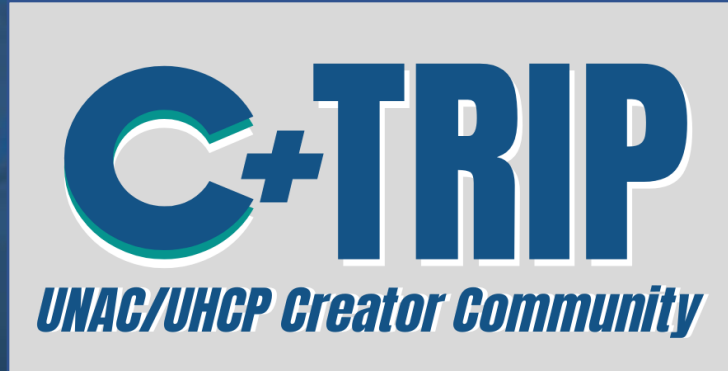


Goals

1. Members tell stories directly
2. Respond quicker
3. Amplify local communications



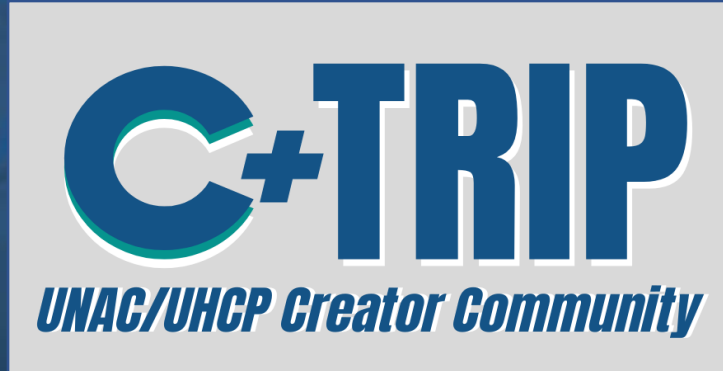
- ❑ Build infrastructure for 2025 when 80% of membership in negotiations
- ❑ Current fights: St. Francis, Chino Valley, organizing campaigns
- ❑ More authentic communications from local messengers



Local communications organizer

Duties to include building group of communicators across your local and being the point of contact for your local and headquarters

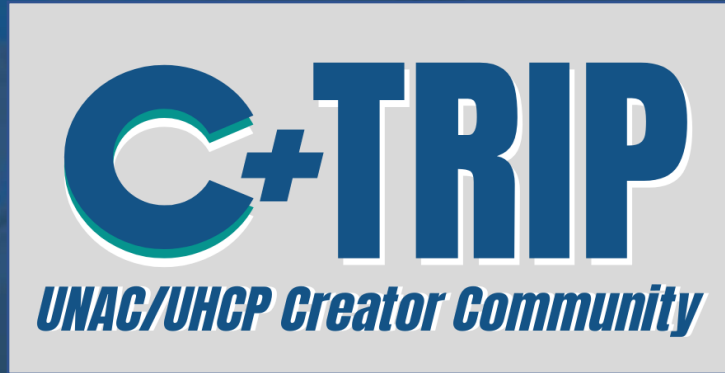
Anticipated time commitment: 2-3 hours per week



Each local will have a single point of contact who owns communications

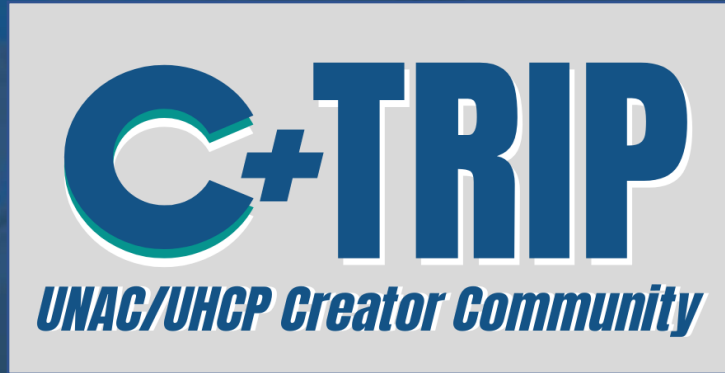
Each local will have a single point of contact within the UNAC/UHCP Communications team





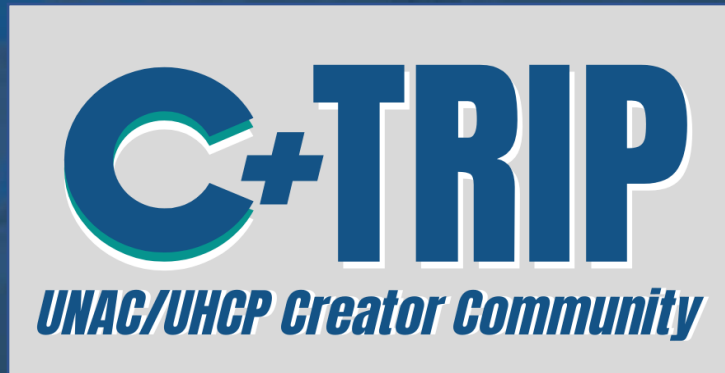
Tools and support for creator community:

- C-trip portal with shared materials
- Easy-to-use design program



Tools and support for creator community:

- Monthly virtual meetings
- WhatsApp group chat to share other local's posts and ask and answer questions
- Coordination on campaigns, expanded capacity, and allows local officers to operate in their zone of genius



By April 4, please send me the following information about your local C-trip organizer: name, personal email and phone number

Send to:

✉ Christy.McConville@unacuhcp.org

📱 Text message: 909-451-3581

Reach out if you need help selecting someone