Social Media Guide: Support UAW Workers

Background: Nearly 50,000 U.S. auto workers are on strike at General Motors (GM) facilities nationwide. The current contract with GM expired on September 14, 2019. Negotiators so far failed to come to an agreement on fair wages, workers’ fair share of profits, a path to permanent employment for temporary workers, affordable health care, and job security.

Action: Your support is needed to urge GM to negotiate a fair contract with UAW workers. As contract negotiations between the UAW and GM continue, this guide will help allies deliver our message and strengthen engagement both online and on the ground.

Targeting Company: The following Twitter handles for GM can be used for social media campaigns highlighting the voices of workers and the need for the company to provide a fair contract which honors the contributions and sacrifices of UAW members.

- @GM
- @MFG_GM

Hashtags: To help track the conversation on social media, we encourage everyone to use the following hashtags:

- #StandWithUs
- #UAWStrike
- #gmstrike
- #solidarity
- #UAW

Sample Tweets: To help members and allies show their support and make their voices heard online, the following sample tweets can be shared:
Ways to Support UAW workers during GM Strike

- I am proud to stand with nearly 50,000 @UAW members on strike fighting for fair wages, workers’ fair share of profits, a path to permanent employment for temporary workers, affordable health care, and job security. #StandWithUs #UAW

- #Solidarity with the 50,000 @UAW workers on strike today against @GM nationwide. I urge @GM to negotiate a fair contract. #StandWithUs #UAW

- #GMstrike is about rebuilding the middle class. @UAW members deserve fair wages, workers’ fair share of profits, a path to permanent employment for temporary workers, affordable health care, and job security. #GM do the right thing.

- Protecting good jobs starts with supporting workers at @UAW who are facing cuts to their #healthcare. #GM do the right thing and negotiate a fair contract.

- There would be no middle class without the @UAW. @GM do the right thing, negotiate a fair contract. #StandWithUs #UAW

- Close to 50,000 #UAW workers are standing together & fighting for affordable healthcare for themselves & their families. @GM has suspended the striking workers #healthcare coverage. On the #UAWstrike, we stand for affordable healthcare and we stand for workers. #StandWithUs

  - I stand for affordable, quality #healthcare.
  - I stand for a #FairWage for workers.
  - I stand up to #CorporateGreed.
  - I stand with the #UAW workers.
  - @GM negotiate a fair contract.
  - #StandWithUs

More resources here: https://uaw.org/gmbargaining/

FAITH-BASED

Sample Posts

- Taking care of one another is one of our most fundamental beliefs. To our @UAW brothers, sisters and their families at GM striking for dignity and respect, we send our support and prayers for your fight #StandWithUs

- We believe in the power of the masses and the unionized. We are praying for and supporting the 48,000+ @UAW workers in their plight for dignity and respect. Here's how you can #StandWithUs and get involved

- We hear the calls of our 48,000+ @UAW brothers and sisters on strike at GM. #StandWithUs in prayer and action as they push for workers’ rights and the future of their friends, families and communities
● Over 48,000 of our @UAW brothers, sisters, and their families need our support. In their time of extreme bravery and solidarity, we are proud to offer our prayers and support. #StandWithUs

● GM is turning their backs on over 48,000 @UAW workers asking for the basic rights they deserve. We are inspired by their courage and unity, and call on our community to #StandWithUs and offer support.

● GM has turned its back on 48,000+ of its @UAW workers, who took significant concessions to save the company in 2008. But justice will prevail, and we will overcome. Join us in prayer and support for our brothers and sisters in need. #StandWithUs

● Friends, 48,000+ of our @UAW brothers & sisters on strike need our help. #StandWithUs to:
  -> Pray & encourage your congregation to join in
  -> Join the picket lines
  -> Share on social media
  -> Send your contact info to share your story

**UNION ALLIES**

*Sample Posts*

● Union jobs are the backbone of our country. Now GM must stand up and show up for the workers who sacrificed to save them from financial ruin. We stand in #Solidarity with @UAW. #StandWithUs

● As a member of the [insert union], I’m proud to stand with my sisters and brothers at the @UAW. Their fight is our fight! #StandWithUs

● “Being in a union is about strength through unity. When the decision is made to strike, it is a last resort. It’s not an easy decision. But it’s a decision that’s not made by one; it’s made by all.” Proud to stand in #Solidarity with @UAW.

**HEALTH CARE**

*Sample Posts*

● Nationwide, UAW workers and their families are learning at pharmacy counters and in hospital beds that GM terminated their health insurance coverage. This is heartless, and these hard-working Americans deserve better. #StandwithUS #Solidarity

● Without warning, GM suspended health care coverage from 48,000+ @UAW members and their families — effective immediately. UAW workers deserve better than this. #StandwithUS #Solidarity
I've worked for General Motors for 25 years. I'm on strike because we're done sacrificing.

Post: [https://www.facebook.com/uaw.union/posts/10157350985661413](https://www.facebook.com/uaw.union/posts/10157350985661413)

"This strike is about fighting for job security, it's about fighting for fair pay for a hard day's work and, most important, it's about fighting for the future of America and our way of life." - Patrick Anderson, UAW Local 909, Warren Transmission

GM Worker on Concessions and a defined pathway for permanent seniority for temps

New York Times Photos from the picket line

Post: www.facebook.com/uaw.union/posts/10157348722351413

Daughter of UAW Member on Health Care

Post: www.facebook.com/uaw.union/photos/a.10150225561766413/10157346758361413/
Press Release on GM Termination of Health Care Benefits

Post: www.facebook.com/uaw.union/posts/10157346494056413
Monday night, as workers from nearly 70 facilities in 19 states were standing on the picket lines, GM chose to terminate their health coverage immediately. The company's decision was made without any warning to the UAW, leaving more than 48,000 members and their families at risk of being suddenly uninsured.

Video: Invest in the Quality Healthcare Workers Deserve

Post: www.facebook.com/uaw.union/videos/464031157777702/
We're Standing Up For graphics:

Fair Wages: https://www.dropbox.com/s/slku7vx0f8gpnub/Fair%20Wages.png?dl=0

Affordable Quality Health Care:
https://www.dropbox.com/s/juvjkqr2pjirzeb/Health%20Care.png?dl=0

Our Share of Profits: https://www.dropbox.com/s/7y4o67g9g6rjwhk/Profits.png?dl=0

A Defined Path to Permanent Seniority for Temps:
https://www.dropbox.com/s/ikgq05jtxyavq06/Temps.png?dl=0
WE’RE STANDING UP FOR
A DEFINED PATH TO
PERMANENT SENIORITY
FOR TEMPS

#StandWithUS
September 20, 2019

Good afternoon,

As our UAW sisters and brothers near a full week since the strike began, the outpouring of love and support has been tremendous. While we don’t know how long this strike will last, this Sunday, September 22nd we are asking for your help to lift our members’ and their families’ hearts, minds and spirits at picket lines across the country.

Please let us know if you are willing and available to join our members and their families for Solidarity Sunday this coming Sunday on the strike line to share words of strength, hope and solidarity.

In addition to joining UAW members on the line we also ask the following:

1. Hold a prayer or moment of silence at the beginning of your sermons or services;
2. Lend your voice and words of support on social media;
3. Coordinate food donations for strike lines in or near your community.

For those of you able to join us on the strike lines, please let LaChandra White, LWhite@uaw.net, know if you would be open to speaking with the media at the picket line, should the media attend. We sincerely hope that these services provide everyone with a peaceful opportunity to come together to show support for those on the picket lines and those who have been wrongfully stripped from their quality healthcare by General Motors.

In solidarity,

Gary Jones
President