



Communicating to Build Power for Workers

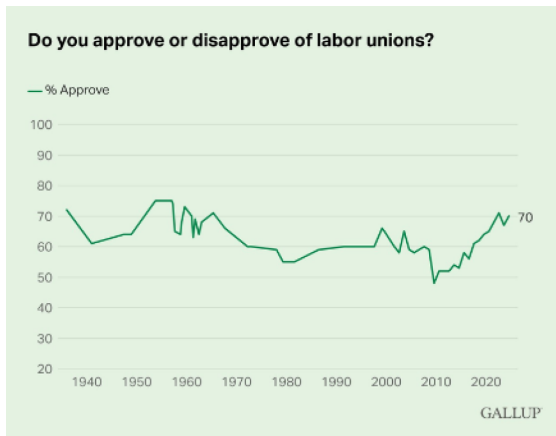
LUCA In The Loop provides local UAW communicators with ideas and inspiration. Please feel free to share any information from this email with your members. Please let us know if there is anything you want us to add or eliminate. Please feel free to forward this to any other LUCA or UAW members you believe may be interested.



What is Short-Form Video, and How Can You Use It?

Short-form videos, typically under a minute long, have surged in popularity due to their quick, engaging format that caters to those with a busy schedule. They are commonly posted on platforms like TikTok, Instagram Reels, and YouTube Shorts. Their visual appeal and potential for viral sharing make them ideal tools for labor communicators to quickly and effectively spread messages, mobilize support, and raise awareness about issues. These videos can easily capture the audience's attention and convey compelling narratives.

This article explores the popularity of the short-form video format and some tips for making the most of it for your social media. [Full story click here](#)



[Support for Unions Remains Strong](#)

Labor union support is almost at an all-time high. The latest Gallup Labor Day poll shows that 70% of Americans, up from 67% the previous year, support labor unions. When we write materials or talking points, we should highlight that “The public is with us!” — because they are.

Although a small percentage of survey participants indicated they were union members, support for unions remains strong. Merely 13% of the respondents indicated that a member of the household belonged to a union. 10% of workers nationwide were union members in 2023, and 11.2% of the labor force was represented by unions, according to the U.S. Bureau of Labor Statistics.

[Full story click here](#)



[Keep the Promise at Stellantis](#)

While the UAW has won historic record agreements, that is only part of the story. The other part is ensuring that companies are held accountable to honor these agreements. In our 2023 UAW contract with Stellantis, we won significant gains, from life-changing wage increases to the reopening of Belvidere Assembly, and billions more in investment in American autoworkers.

We also won the right to strike over product and investment commitments.

A year later, the company wants to go back on their commitments to Stellantis autoworkers.

Our message? Stellantis — Keep the

promise!

[See video](#)



WHO STANDS WITH US?

 DONALD TRUMP	 KAMALA HARRIS
When Donald Trump was President, AUTO PLANTS CLOSED and he said nothing and did nothing to stop it.	With Kamala Harris in the White House, we BROUGHT JOBS BACK to Lordstown, Ohio and Belvidere, Illinois.
After Donald Trump's "NAFTA 2.0" trade deal, a.k.a. USMCA, the U.S. lost jobs and the TRADE DEFICIT WENT UP with Mexico.	Kamala Harris OPPOSED NAFTA and was one of just 10 U.S. Senators to vote against the USMCA.
During the auto crisis, Donald Trump BLAMED THE U.S. AUTOWORKER , and suggested moving auto jobs out of the Midwest to lower autoworkers' wages.	Kamala Harris BACKED OUR STAND UP STRIKE , which yielded the biggest raises across the auto industry since 1996.
DONALD TRUMP DOES NOT, HAS NOT, AND WILL NOT STAND WITH WORKING CLASS PEOPLE. DONALD TRUMP IS A SCAB.	KAMALA HARRIS HAS WALKED THE LINE WITH STRIKING UAW MEMBERS. KAMALA HARRIS DELIVERS FOR THE WORKING CLASS.

UAWSTANDUP2024.ORG

“Stand Up, Speak Up, Show Up”

Voting in local and national elections is crucial for union members because it ensures our voices are heard on issues that directly impact our work conditions, wages, and rights. By voting, we can influence policies and elect representatives who will advocate for our interests, protecting and advancing our collective bargaining power.

The UAW has launched the most ambitious political program in decades for an all-out effort to elect Kamala Harris as the next President of the United States. The Union’s program will include mobilizing UAW members online, at worksites, and in the field with a door-to-door program to reach members, retirees, and their families around a pro-worker, anti-Corporate Greed agenda.

At UAWStandUp2024.org, UAW communicators and members will find resources, videos, flyers, and links to factual information around the candidates’ records, and why the UAW is ready to **stand up, speak up, and show up** in November.

[**Click Here for download link**](#)

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