



13 SHORT-FORM VIDEO BEST PRACTICES

How to Make Short-Form Videos That Stand Out

The rise in popularity of short-form videos has transformed how labor unions communicate. Platforms like TikTok and Instagram allow unions to share concise, engaging content that captures attention quickly. This format is ideal for reaching younger, tech-savvy audiences and simplifying complex issues like workers' rights and negotiations. With creative storytelling, unions are amplifying their members' voices and spreading the word about the union difference.



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BUSTING UNION BUSTERS

The National Labor Relations Board (NLRB) recently ruled against mandatory "captive audience" meetings, where employers require employees to listen to anti-union messages. While the NLRB may eventually reverse the ruling under Trump, the decision is a win for the labor movement, and for the time being increases workers' freedom to make informed choices. The ruling comes amid rising favorability for labor unions, with polls showing

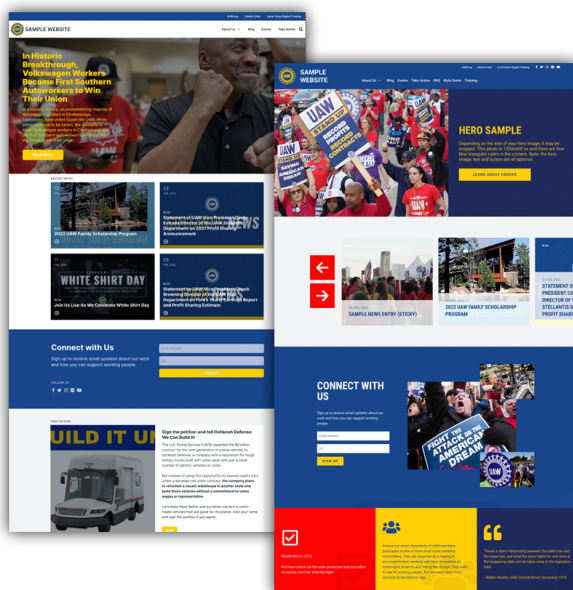


increased public support for union efforts to improve workplace conditions and advocate for employee rights.

But yet the fight continues. Research shows that nearly half of nonunion workers would vote for a union at their workplace if given the opportunity. Unfortunately, companies spend millions trying to bust unions year after year, utilizing illegal tactics such as intimidation and termination of employees showing support. According to the Economic Policy Institute, employers in the United States spend over \$400 million per year on "union-avoidance" consultants, which is essentially funding for union-busting efforts

More needs to be done to “level the playing field” to allow free and fair elections in the workplace.

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UAW COMMUNICATIONS TOOLS & SUPPORT

Effective communication is vital to keeping members engaged and informed, especially in today's fast-paced environment. The UAW provides local unions with free tools like customizable websites (SolidWeb), bulk email (Action Network), and SMS platforms (Mobile Commons), along with training and support, to help you deliver clear, timely updates. These resources ensure members stay educated on shop-floor issues, understand broader union priorities, and are prepared for critical moments like contract bargaining. Strong communication builds unity and empowers members—let's make the most of the tools at your disposal. Learn more about how your local can take advantage of these powerful platforms.

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VOLKSWAGEN WORKERS OUTLINE THEIR DEMANDS AS FIRST CONTRACT CAMPAIGNS BEGIN

After a historic victory earlier this year, where 4,300 Volkswagen workers voted almost 3-to-1 to join the United Auto Workers (UAW), union members are now campaigning for a strong first contract. On September 19, the 20-person elected bargaining committee kicked off negotiations with Volkswagen, aiming to win a first agreement that raises standards and includes wages, benefits, and protections on par with those secured by autoworkers in unionized plants.

With the success of recent Big Three and Daimler Truck negotiations as inspiration, Volkswagen workers are setting a powerful example of what's possible when workers come together to demand fairness at work.

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