



BUILDING A UAW COMMUNICATIONS STANDING COMMITTEE

Strong communication builds UAW power. What we were able to accomplish in the 2023 Stand Up Strike—and what UAW members have fought for and won since at Daimler Truck, Cornell University, Rolls-Royce, GE Aerospace, Electric Boat, American Axle, and more—is built on a foundation of strong communication.

Communication is how we build trust, bring members into the union, turn members into participants, and grow the next generation of UAW leaders.



TOOLS TO GET STARTED

WEB — Make the local visible

- Maintain a calendar of meetings, actions, trainings, and events.
- Clearly list local officers and standing committees so members know who does what and how to get involved.

EMAIL — Build a reliable connection

- Email gives the local a direct, consistent way to communicate with members at scale.
- Collect emails at meetings, new-member orientations, events, surveys, and one-on-one conversations.

TEXTING — Meet members where they are

- Texting is useful for timely updates and driving participation in meetings, actions, surveys, and mobilizations.

- Collect SMS opt-ins and phone numbers through sign-up forms, orientations, events, and member outreach.

SOCIAL MEDIA — Spread the word

- Use Facebook and Instagram to make union activity visible, celebrate member wins, share updates, and create onramps to participation. Maintain one central Facebook page rather than splintering communication across multiple pages or groups. Make sure the Financial Secretary has admin access so the local maintains institutional control and continuity.

MEMBER SURVEYS — Understand member demands

- UAW Communications Dept offers free survey tools if you're interested in asking members what they care about, what they need, and what would move them to participate—and use what you learn to shape the local's work.

THE GOAL

COMMUNICATE — BUILD TRUST — GET MEMBERS INVOLVED — BUILD UAW POWER.