

## Checklist for Generating Organizing Leads Using Facebook

### Part One: Targeting - Finding inside keys

- Brainstorm list of potential target employers
- Search for employee groups setup by Facebook users
- Make a first name/last name spreadsheet of employees sorted by worksite
- Upload your spreadsheet to WhitePages Pro to get contact information

### Part Two: Listening – Finding issues that resonate

- Bookmark employee Facebook groups of organizing targets and check them regularly for information
- Visit <http://www.Facebook.com/search/> type in a search phrase you want to track
- Checkout [www.JobVent.com](http://www.JobVent.com) and [www.RateMyEmployer.com](http://www.RateMyEmployer.com) to find out what type of issues you should search for on Facebook
- Make a list of hot button issues specific to your target workplace

### **Part Three: Relationship Building – Using Facebook pages to connect with non-union workers**

- Pick a name for an employer based Facebook page like as “I work at McDonald’s” or “McDonald’s Employees California”
- Set up your Facebook page at <http://www.facebook.com/pages/create.php> . It is free.
- Ask open ended questions to the group about their jobs and issues you know are hot button issues from Part Two
- Based on responses to your questions keep track of any employees that might be good inside committee members
- Write articles on your union website based on the hot button issues you’ve identified through listening to Facebook Users
- Place links on the Facebook page directing workers back to your union website about an issue you know they care about

## Part Four: Expanding Your Reach – Getting more people to join your Facebook page

- Encourage interaction between users and your page
- Set “Wall Settings” to display all posts
- Comment and respond to everyone who posts on your page
- Make a status update every 2 days to your page with a valuable article or a question to start a discussion
- Take out Facebook advertising to “prime the pump” and get initial visitors to join your Facebook Page

## Part Five: Hyper Targeting – Advertising to non-workers using Facebook

- Set up a free account at [www.Facebook.com/ads/](http://www.Facebook.com/ads/)
- Brainstorm what you could offer for free that non-union workers would find of value. (This “bait” piece could be a free guide on joining a union in your state or a list of top paying jobs in the industry).
- Create a “bait” article
- Create an article on your website advertising the “bait” in exchange for an email address
- Advertise this “bait” piece on Facebook to your target demographic
- Before you launch any organizing campaigns test out your campaign slogans on Facebook to see which slogan resonates more with your target group

## **Part Six: List Building – Long term relationship building through email**

- Brainstorm something to use as bait (or use the piece you developed in Part Five)
- Place an email capture form on your Facebook page (<http://www.union-organizing.org/communication/collecting-emails-on-online-facebook-campaigns/>)
- Build a relationship overtime by sending valuable information to your list of potential organizing leads
- You can automate this process by following the steps in this video <http://www.aweber.com/videos/effective-autoresponders.htm>