

## **Transcript: Generating Organizing Leads Using Facebook**

- **Part One: Targeting** - Finding inside keys
- **Part Two: Listening** - Finding issues that resonate
- **Part Three: Relationship Building** - Using Facebook pages to connect with non-union workers
- **Part Four: Expanding Your Reach** - Getting more people to join your Facebook page
- **Part Five: Hyper Targeting** – Advertising to non-workers using Facebook
- **Part Six: List Building** – Long term relationship building through email

## 1. Collecting Employee Lists

Facebook is a great tool to put together employee lists – to map out who works at a worksite – and to find out the demographic makeup of an employer.

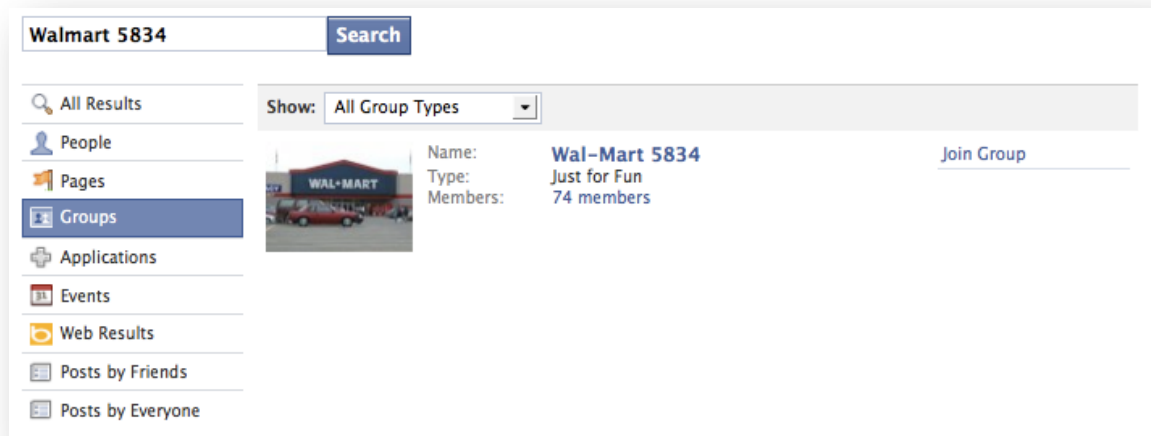
Collecting employee names is easy because of the amount of information people put on Facebook.

Facebook has made this information even easier to find through their search function.

For most employers you will find “Facebook groups” already set up by employees.

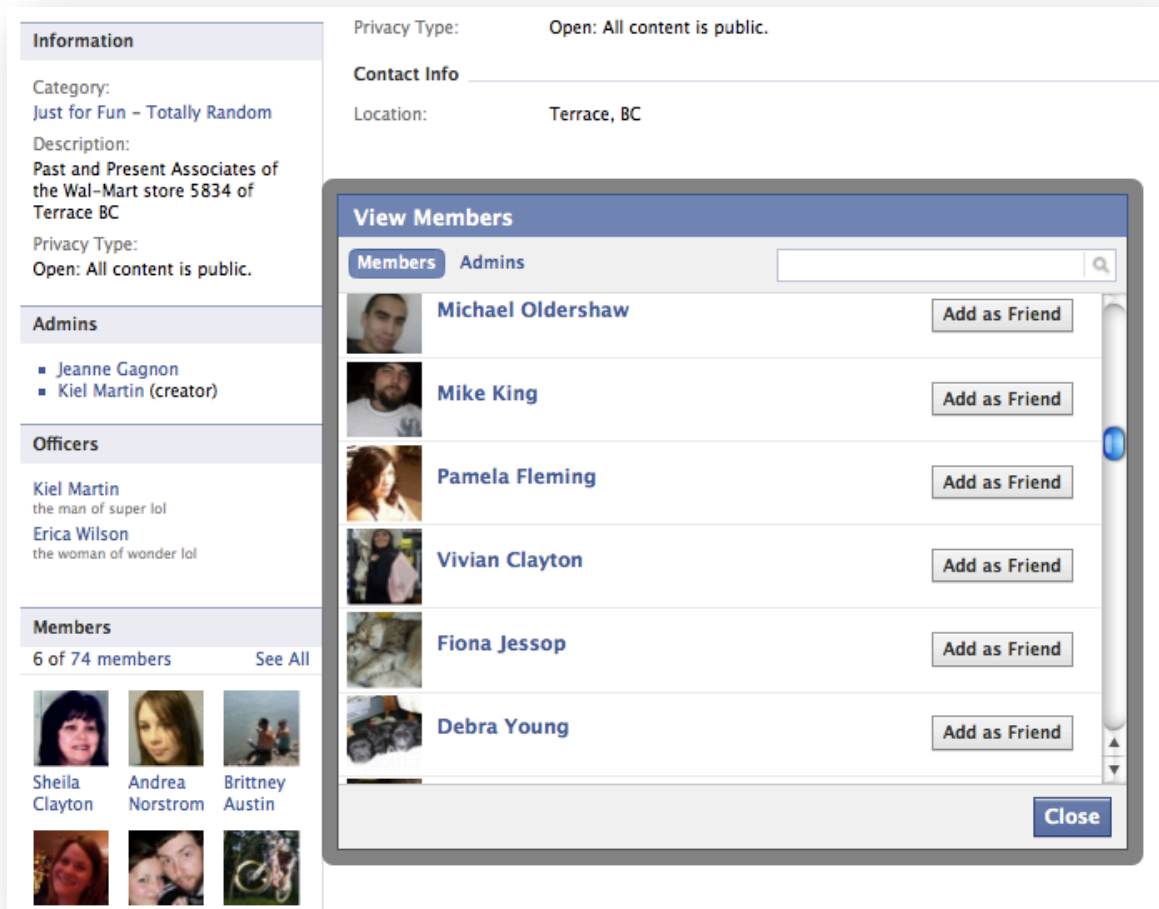
Search for “Walmart 5834” or “Walmart Terrace” for example

1. Visit <http://www.facebook.com/search/>
2. Click “groups”
3. Type name of the employer



You probably wont find a full employee lists.

You might find that only 10% of employees are on this list however it is a starting place.



Once you have this list of names you might be tempted to send users a message through Facebook – don't do this.

People might respond well to door knocking or to looking them up in the phone book but contacting someone through Facebook you don't know still has a negative stigma to it.

A better solution to contacting people cold is to take this list of names and run it against databases to find their contact information.

### **How to get phone numbers and addresses**

1. If your union has a database of members you could check these names against to see if these workers are former members.
2. Take your list to WhitePages Professional (<http://pro.whitepages.com>)

This service allows you to take your first name last name list – plug it into WhitePages Pro by province, state or city – and it will find the phone numbers and addresses.

While there is a small cost associated with using this program, it only charges you for the numbers and address it finds.

It is far less expensive than manually entering in all of the phone numbers yourself

## **2. Find Issues that Resonate**

In step one - you built employee lists from information you gathered on Facebook. You also have a way to contact these workers from the information you researched through WhitePages Pro.

Facebook also lets you find out what is really going on in the workplace. You can find the issues that actually matter to workers at your target workplace - rather than issues you suspect might matter.

This activity is called listening – and you should spend about half your time on social media doing it.

Read the many different Facebook groups regularly to find the day-to-day things going on at a worksite.

It is often little things that make workers look for a union solution – it might be scheduling – it might be a new policy that has come out – a new manager at a location - Facebook is a great source of this information.

You might be tempted to jump into this conversation and post about how great you and your union are – don't do it. Don't say "Hey, I'm Joe from the union and any worker who would like to join can get a hold of me at..." It isn't going to work and more importantly you will scare people. It has been tried a few times by different union organizers unsuccessfully so save yourself some time.

You can also find out what people have posted onto pages, groups and what people are posting on their status updates through Facebook search.

**You can find out what people are saying about your union or the company:**

1. Go to <http://www.Facebook.com/search/>
2. Press “Posts by Everyone”
3. Type your search term

### **3. Setting up Facebook Pages**

If you can't find any groups set up by employees at a worksite create your own page.

Chain based or employer based Facebook pages are one of the most powerful things you can do as a union organizer on Facebook.

#### **How to start a Facebook page**

1. Choose a name for your page
2. Visit <http://www.facebook.com/pages/create.php> and register the group

#### **Why a Facebook Page rather than a Facebook Group?**

- With a Facebook Page you can develop a relationship with people who join because you can publish status updates that go directly to users of the group.
- Facebook pages also allow you to see demographic information about the people who join your page.

If you are organizing Comcast you should start a page called “ I Work at Comcast”. Organizing Traffic Controllers in New York? Set up “NYC Flagger”.

When you control the page you can do a lot more to build a relationship with non-union workers in the group.

#### **Things to do with a Facebook Page:**

1. Build employee lists (See Part One)
2. Target advertising to connections of your Facebook page (See Part Five)

### 3. Test out messages

Go to JobVent.com or RateMyEmployer.ca and find out what people are saying about their workplace. Look for common trends.

Post common issues onto your Facebook Page as status updates – see what issues really seem to resonate with the group.

If you see for example that Staples has a problem with giving performance reviews on time, you could ask your “I work at Staples” page “Who here got their last performance review on time?”

You can also test out potential campaign messages. “Do Walmart workers deserve to be paid a living wage?”

You might be tempted to post status updates like “You can join IBEW by visiting <http://www.ibew.org/contact.htm>” - Don’t do it! If you bombard people with hard messages about why they should join your union before you demonstrate value - people will be turned off.

No one is interested in you - yet. The opportunity presented with Facebook Pages isn’t to bombard people with spam – it is to demonstrate value so that they will want to join your union.

You will find that the softer the message the better. Your goal is to encourage interaction with the group. Building a relationship is a slow process that you can’t rush into.

The number of fans you have doesn’t matter – it’s the level of interaction that is important.

#### **Here’s how to directly get leads from your Facebook page:**

1. Ask questions and identify supporters.

People love to give their opinions. Your opportunity is to ask questions to the group that turn them towards thinking of a union solution the next time they have a problem at work.

You can identify potential supporters based on the answers to the questions you ask.

2. Post article on your Facebook page hosted on your union's website

Let's say you ask the group "Should traffic control workers be paid a living wage" and this is something that really seems to resonate with the group – you can then write an article on your website about how your union supports a living wage for traffic control workers.

Be sure to put information about how to join your union on the content you link to your Facebook Page.

#### **4. Getting More People to Join your Facebook Page**

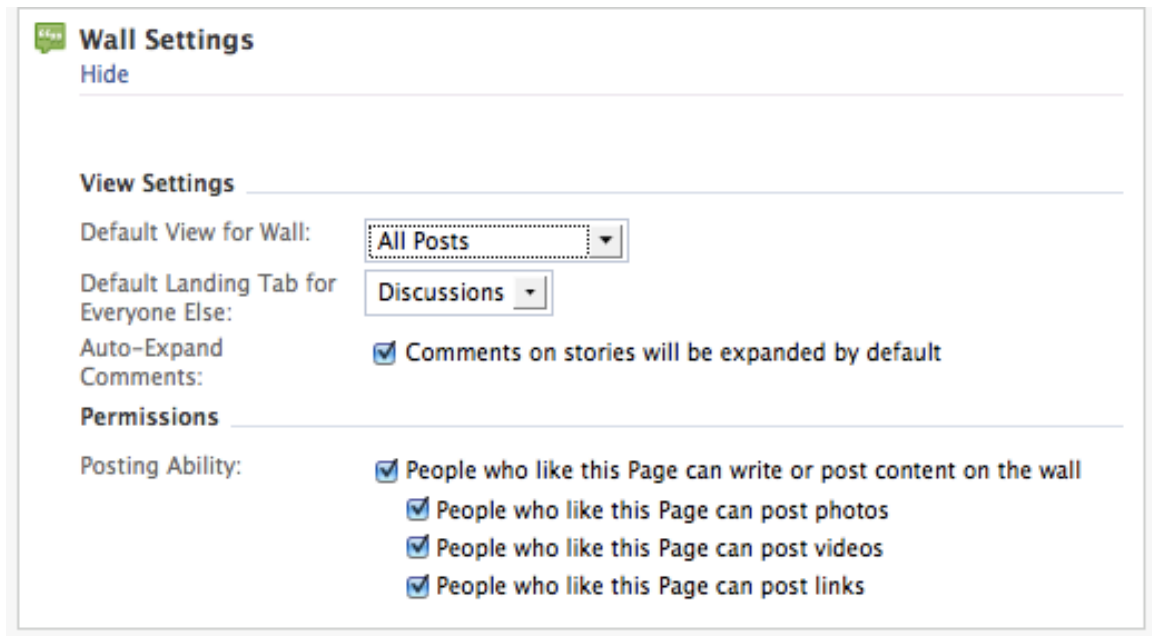
The best way to grow your Facebook Page is interaction – starting a dialogue with the people who join.

When workers interact with your Facebook page it shows up on their own Facebook profile where their co-workers can see.

##### **Here are the keys to building interaction:**

1. Set the Wall settings to display posts by page and fans  
Allowing fans to publish directly to the wall and have their posts seen encourages people to respond and interact with each other.

(To set it up go to Edit Page – Wall settings – Default View for Wall "All Posts")



2. Respond to every comment and post fans make on your page
3. Post a status update every 2 days (but no more)
4. Direct people to articles that are valuable to them or conversation pieces that will resonate with the people who joined your page..

You could ask people to post a funny story that happened to them while working or poll people about certain topics.

A great way to generate interaction is to post a statement and ask people to press “like” if they agree and if they disagree comment below and say why.

You will find that once you start your Facebook page it will grow very slowly unless you already have a lot of non-union workers that you are friends with on Facebook you can invite.

The solution is to prime the pump. Use Facebook ads to advertise your fan page. Facebook advertising allows targeting by employer.

You can take out ads such as “*Do you work at Comcast? Become a fan our page*”.

Once you have several hundred workers who have joined by advertising you can work on increasing the interaction and the viral nature of your Facebook page.



## 5. Facebook Advertising Tactics

### Ways to use Facebook Advertising to Generate Organizing Leads

#### 1. Traditional Advertising

Facebook can be used as a traditional advertising platform. The advantage of Facebook advertising for union organizers is the ability to target by employer. You can also members who have joined the pages you have set up.

You can increase your targeting even further by targeting a keywords that appear on a user's profile. For example you could target users who say they like Barack Obama. These users might be more likely to contact a union about joining than liked Republicans.

So if I wanted to recruit workers at Comcast in Georgia I would set my targeting to

Workplace: Comcast

State: Georgia  
Keywords: Obama

(You can set up Facebook ads at  
<http://www.facebook.com/ads/create/>)

## 2. Direct Response Advertising

Contacting a union directly off of Facebook requires a lot of trust.

If you were advertising a summer camp on Facebook you'd have a much higher rate of success if you asked people to visit your website and download a free video about the camp rather than asking strangers to register online to a camp they haven't heard of.

Similarly you will have better luck generating organizing leads if you advertise something of value that you will give for free to non-union workers who click your ad.

This could be a free guide on how to join a union in your state, a petition to sign or a free guide that contains the highest paying union jobs in your industry.

## 3. Building your Facebook pages

You want to get people who work at the target worksite to join one of your Fan pages because once they have joined you have their permission to communicate with them again over a longer term.

It is much less expensive to communicate with workers through status updates than through direct advertising only.

## 4. Test messages for campaigns

We were helping a union put together a campaign for traffic control workers to build up a list of employees working at non-union traffic control companies.

We had narrowed down two campaigns that we thought would succeed but we weren't sure which demand would resonate better with traffic control workers.

One was a campaign for respect and fairness another was a campaign for a living wage for traffic control workers.

Polling a group to find out the answer was an option - but it is expensive.

We had a group of 1000 flaggers in a Facebook page we owned so we set up advertising to the group.

Half of the group saw a message asking them to get involved with the union to get respect and fairness – the other half was shown a message related to earning a living wage.

What was interesting is that the message around respect and fairness got three times the response rate.

The total cost of the experiment was \$10.

## **6. Using Facebook for List Building Campaigns**

Once you have a Facebook Page you use it gather email addresses, names and contact information right off of Facebook.

Using a Facebook Application called FBML you can place an email capture form directly on your Facebook page.

If you want someone to give you their contact information you will have to offer them something of value.

**Here are two suggestions:**

1. Set up a petition around a campaign relevant to your target group

Let's take our NYC Traffic Control Workers example: You could set up a tab called: Petition for Respect for Traffic Control Workers.

The petition could contain a field for name, email address, employer.

## 2. List of Best Jobs in the Industry

You can make a list of the highest paying jobs in your industry which a user can download by giving you their email address.

In the guide you could list employers where you have the best collective agreements.

Not only does this tactic collect information from non-union employees, it demonstrates that union jobs are the good jobs and helps you build a relationship with non-union workers.

There are a few different programs you can use such as Awebber and Constant Contact.

You can find a video explaining how to place an email capture form on a Facebook page here: <http://www.union-organizing.org/communication/collecting-emails-on-online-facebook-campaigns/>

### **Once you've built your list here is what's important:**

1. Go Slow. It's like dating – don't propose marriage on the first date, it takes time to build trust. Send one message immediately so your email address is recognized. Don't send another email for another 5 days – then another 10 days – then another month – then a month and a half. Build up trust over time.
2. Give Value. Make small deposits of value over time to build the relationship.

Only send what is valuable to the person receiving it. This could be news from your field, bargaining wins, advice or invitations to events.

If you want to know if something is valuable ask yourself, “Would someone be disappointed if they missed this email?”

If the answer is “no” don’t send it.

### 3. Never Break Your Promise

You know the difference between email you want and spam.

If you are truly providing value, your messages should be relevant, anticipated and further your relationship.

Just because you have someone’s email address doesn’t give you the right to spam them.