UUP Social Media Resource Guide 2020

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UUP Social Media Policy

UUP will create social media accounts that will be identified as UUP chapter accounts (with names such as UUP Cobleskill Chapter, UUP Fredonia Chapter, etc.) for the following purposes:

- To publicize chapter, campus, and community events of relevance to UUP members
- To circulate social media messages issued by UUP Headquarters and UUP affiliates (NYSUT, AFT, NEA, AFL-CIO, etc.)
- To inform members about UUP publications and other official UUP communications
- To alert members to information from and about state and national labor unions, labor councils, and other organizations UUP supports
- To inform members about support of and actions for political candidates endorsed by NYSUT/AFT/NEA/AFL-CIO

Acceptable social media venues include Facebook, Twitter, Instagram, and YouTube. As other social media outlets develop, UUP Headquarters will provide guidance to the chapters, if necessary.

UUP will provide usernames and passwords to chapters.

Chapters are encouraged to publicize their chapter-sponsored events on the statewide organization's social media pages.

Chapters may also send submissions to UUP's Organizing Department for posting there. Events must be sponsored by chapters to qualify for publication via UUP's social media outlets.

Submissions (which can include photos) should be pre-written and sent to UUP Communications no later than one week in advance of the event. Submissions should include:
- The name of the event
- Where the event is being held—room (if available), building, address (if applicable) and campus
- Time and date of the event
- Fee (if any)

- A short description of the event (This should include the name or names of speakers, panelists, moderators, etc,; topics to be discussed, and why it is important for members to attend.

UUP statewide reserves the right to review, edit and reject submissions. Events will be posted as soon as possible after they are received.
Please direct all submissions to asheldon@uupmail.org.

UUP chapters are prohibited from generating social media posts with substantive content (i.e., analysis, critique, opinions, and perspectives) pertaining to the following without first obtaining permission from the UUP's statewide president:
- Political issues
- Legislation
- Chapter or state-level UUP elections
- Local, state, or federal elections

Chapters can resend/post/retweet social media messages with substantive political, legislative or election content generated by UUP Headquarters or labor unions affiliated with UUP.

PLEASE NOTE: This is not meant to restrict UUP chapters, but rather to ensure UUP's social media voice is unified and consistent—particularly regarding UUP's official positions on political issues.

It is permissible for chapters to use social media to provide information about voter registration, election dates, and election procedures and deadlines.

UUP Chapter Presidents are responsible for all social media messages that are identified as issued by the UUP chapter.

Page Monitoring
An essential part of managing a presence on a social media platform is monitoring that presence to ensure that all content posted is appropriate. These policies address circumstances under which content may be removed.

These policies are not intended to represent the full scope of content that should be removed.

UUP will monitor chapter social media sites for inappropriate posts and will edit, restrict or remove content that is believed to be factually incorrect, in violation of any applicable social media policy or in violation of any applicable law.

Any content or comments posted to UUP chapter social media sites containing any of the following shall be removed:
- Profane language or content;
- Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status or with regard to national origin, physical or mental disability or sexual orientation;
- Sexual content or links to sexual content;
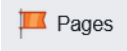- Conduct or encouragement of illegal activity.


Social media etiquette

- Always express ideas and opinions in a meaningful, respectful manner
- Social media posts should be written using socially acceptable language
- Do not insult or criticize others
- Never discuss anything considered confidential
- Ignore inflammatory comments

How to access your chapter social media pages:

If, based on UUP social media policy, you are the one chosen to manage or co-manage your chapter's social media pages, please reach out to Amy Sheldon (asheldon@uupmail.org) to receive access to the pages and login information.

Posting to Facebook 101:

- Once you are given access to your chapter's Facebook page, login to Facebook.
- On the left side of your page, click on the "pages" icon.
- Then choose, "your pages." This will display all of the Facebook Pages that you manage.
- Choose your chapter page.
- All of your past Facebook posts will be on this main page. This is similar to what a visitor to your page would see.
- To add a new post, click "create post" (this will be farther down on the new version of Facebook). This will open a box similar to the one on the right.
- Type or paste your post into the text section.
- To add an image, click on the image icon (circled to the right) and choose your image from your computer.
- Click "post"! You may have to refresh, but the post will then be visible on your chapter Facebook page.
- To schedule posts to be posted at a later date/time, read the "scheduling posts" section of this guide.
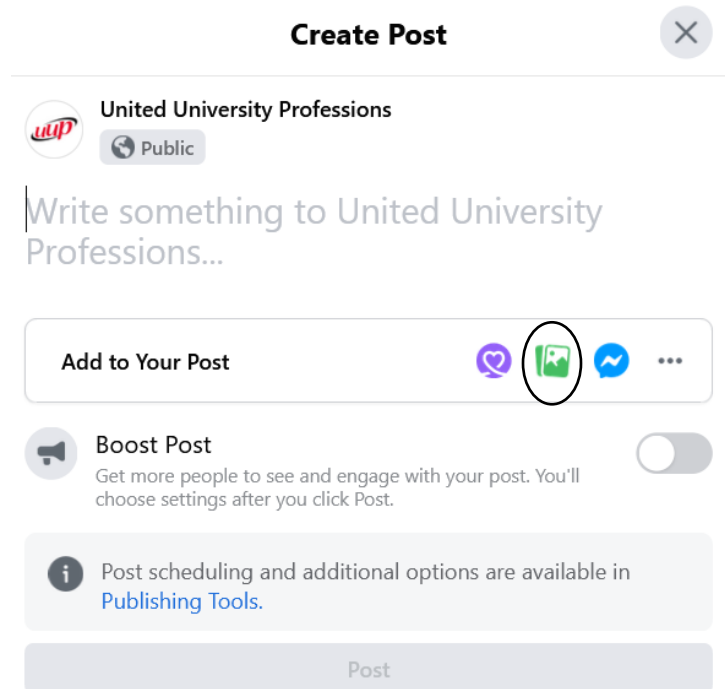
Other Facebook 101 Tips:

- Clicking on "notifications" will show you any recent activity on your page, including comments on your posts, if you are tagged in other's peoples post, likes, etc.
- Members can send a message through the "inbox." The inbox should be monitored for questions and concerns.

NOTE: Facebook has recently launched a new version of the website with a new look. You can switch back and forth between the two versions at any time by clicking the triangle in the top right corner and clicking "switch to new Facebook" or "switch to classic Facebook."

Posting to Twitter 101:

- Login to your chapter Twitter account.
- The first page you will see is your newsfeed. This will display the Tweets from all the pages your chapter account follows. It is updated in real-time with newest Tweets being at the top.
- To post, click on the "Tweet" button, which will open the box on the right.
- Add any text that you want to add. To add an image, click on the circled button.
- If you are mentioning another organization/person in your post, you can "tag" them. To do this, type in their username starting with "@".
  - Ex: Join us for the @uupinfo rally this afternoon. UUP President @frederickkowal will be speaking.
  - Tip: Avoid starting a tweet with a tag. If you must, put a period before your tweet. This will avoid it becoming a "reply," which limits how many users see it.
    - Ex: ".@uupinfo members will be at the rally today at 2 pm."
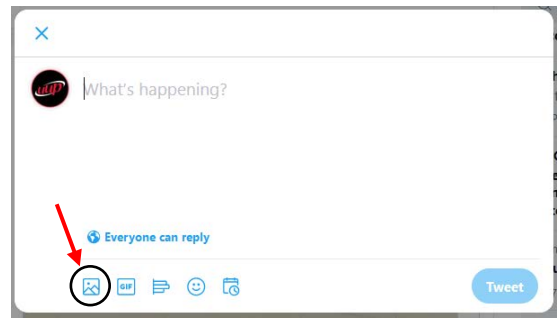
Other Twitter 101 Tips:

- You can "like" or "retweet" other page's Tweets. Liking it shows appreciation. Retweeting re-posts the Tweet to your page, so your followers will now see it. Chapters are encouraged to retweet posts from other chapters and the UUP statewide page.
- The "notifications" tab will show anytime someone mentions you in a Tweet, replies to one of your Tweets, likes your Tweets, etc.
- The "profile" tab shows your Twitter page and all your Tweets.
- The "messages" tab shows private messages other users have sent you. This should be monitored for questions and concerns.
- You can reply to a Tweet by clicking the reply button. This will automatically start your tweet with their username.

Best Practices for Social Media

1. **Consider the goal of your post**
   - To inform? → post articles, infographics, memes, graphics
   - To engage? → ask a question, feedback, start a conversation with your followers
   - To agitate/commit? → post links to events, petitions, action items

2. **Is the content post-worthy?**
   - Does the item support UUP's vision/goals?
   - Is it high quality? (images clear, content trustworthy)
   - Does it showcase our work?

> **TIP**: Whenever possible, make sure that any information contained in a photo (date/time of an event, contact information, etc.), including links, are also included in the text of the post to ensure readability and access to active links.

3. **Make sure it is appropriate for the platform**
   - Who do you want to reach?
     → Facebook= members, community allies
     → Twitter= members, media, other organizations, general public
     → Instagram= members, organizations
   - Remember differences in length of posts and how audiences can interact with posts. Use www.bitly.com to shorten links if needed.

4. **Be responsive to members**
   - Make sure you are responding to questions and concerns from members in comments, replies, and private messages.
   - Utilize the private message feature to respond to personal concerns. Post general answers publicly.

5. **Use hashtags wisely**
   - Use hashtags to connect with others discussing the same topics as you are. Some great uses of hashtags are:
     → Connecting with fellow UUP members and activists on a specific campaign
     → Live tweeting an event as it is happening (ex: #UUPDA)
     → Adding UUP's voice to national issues
   - Remember a hashtag is only useful if a collective has agreed to use it.
   - Don't over hashtag- no more than three per post is a good rule.
   - Don't create more than two hashtags per event/campaign. It makes people choose between them when running out of space, which lessens the likelihood it will trend.

6. **Tag relevant organizations/people**
   - When discussing an event/topic that mentions or would interest others, make sure you tag them in your posts.
   - Examples:
     → Tagging @UUPinfo instead of just saying "UUP"
     → Tag @NYSUT when posting pictures of a UUP/NYSUT community event.

Scheduling Tweets:

1. Visit https://tweetdeck.twitter.com/
2. Log in with the Twitter login you use traditionally.
3. Click "Tweet" in top left corner.
4. Write out Tweet and add any photos by clicking "Add images or video."
5. Click "Schedule Tweet" and select when you would like your tweet to post.
6. Once you select a time for your Tweet to post, click "Tweet at _____" to schedule your Tweet.
7. Your Tweet is now scheduled. You can view all scheduled Tweets under the "scheduled" column until they post.
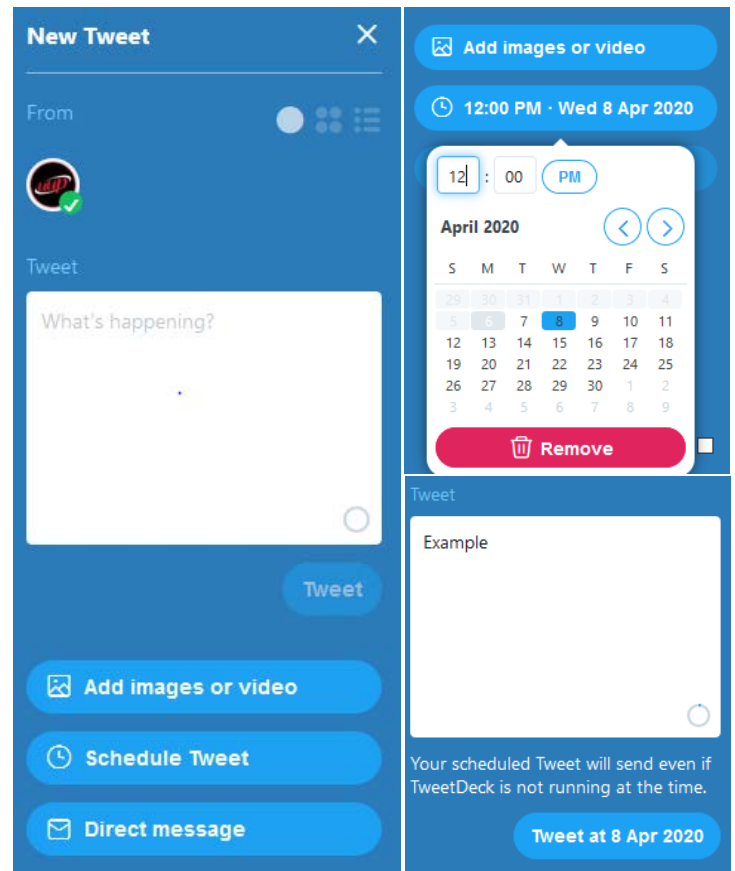
Scheduling Facebook Page Posts:

1. Go to the Facebook page that you are trying to post from. Ex: "UUP Albany Chapter"
2. Click "Publishing Tools" from the top toolbar.
3. Click "Scheduled Posts" from the left side of the page.
4. Click "+ Create."
5. Write your post and add any photos.
6. Click "Schedule Post."
7. Select the date and time that you would like your post to post to your page.

Click "Schedule." Your post is now scheduled
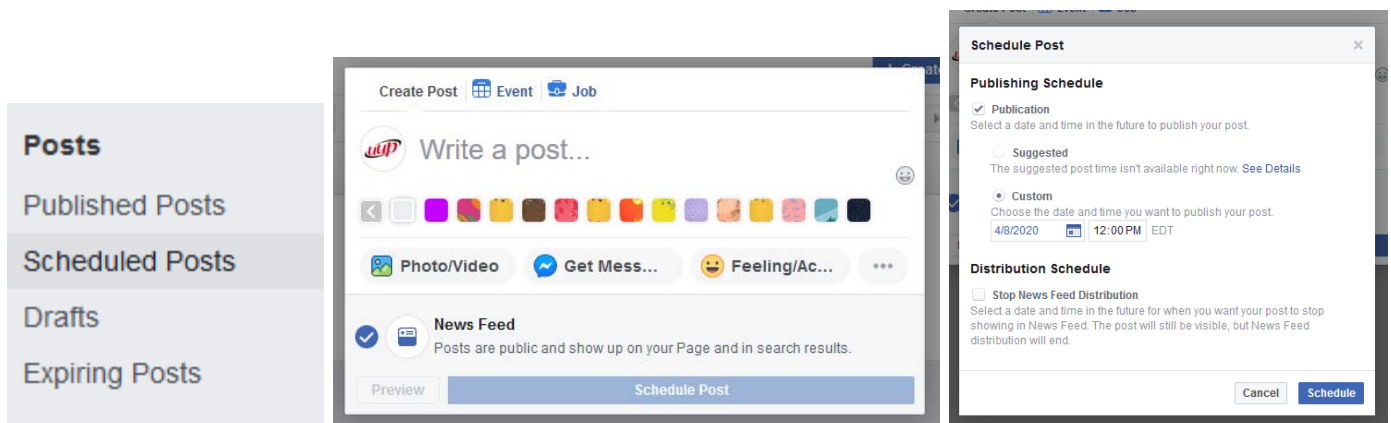
How to Turn a PDF into an Image for Posting to Social Media:

If you have a flier or other piece of information that is formatted as a PDF file and you would like to post it to social media, you must first re-format it as an image file. There are a few ways of doing this:

1. Open your PDF and hit "file" in the top left corner. Then choose "save as." This will open a new box where you can re-name your file. Under the box for the file name there is a dropdown box that lets you choose your "save as type." Click on the box and choose "JEPG" or "PNG" and hit save. Your pdf is now saved as an image wherever you chose to save it.
2. You can also open your PDF and hit "file" and then choose "save as other." Under the "save as other" menu, choose "image" and then choose "JEPG" or "PNG" from the options. This will open a new box where you can rename and save your image.

How to Add Chapter Social Media Handles to your UUP Signature

Adding your social media handles to your signature, newsletter and websites helps members know that they can connect with their union on social media and will increase your following.

These instructions are for Microsoft Outlook. If you need help adding a signature to a Google email, please visit here.

1. Open up a new email and click the signature icon and choose "signatures."
2. Either edit your current signature or create a new signature by clicking "new."
3. Add any text you would like to appear in the body of the signature. For example, put your name and title.
4. Then below your traditional signature add something that says "Follow UUP" or "Follow UUP Fredonia."
5. Then you can add your social media links and a link to your chapter webpage.
   a. Example:

   Follow UUP:
   Twitter: @uupinfo
   Facebook: United University Professions
   uupinfo.org
6. Add links by highlighting the text you would like to link to and clicking the link button. Then, add your link to the "address" section of the pop-up box.
7. You can find the link to your social media pages by copying the link that is visible when you are on your page. For example, on Twitter, the link would be https://twitter.com/uupinfo (name of website/name of page).

Tips for Taking Pictures on Your Cellphone

It is easier than ever to capture high-quality photos at meetings, rallies and more, with the use of cellphones. Below are a few universal tips to help you capture the perfect shot for posting to social media, adding to your website and sharing in newsletters.

1. **Turn your phone**
   When taking a photo, especially a group-photo, rotate your phone so they photo is horizontal to capture more people and action.

2. **Utilize your phone features**
   All phones have different camera features and manufacturers frequently release new features through software updates and new phones, but, there are a few features that most phones have:
   - Lock focus- Click on the item you want to be in-focus in your photo. For example, if you are trying to capture a picture of a person, make sure that you click on their face, so their face will be in- focus. This can also be done when taking pictures of small items, such as a button. On an iPhone, you will know this has worked because "AE/AF Lock" will appear.
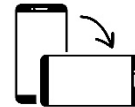   - Adjust the brightness- After you lock focus, a sun will appear next to the focused box (on an iPhone). Click and drag the sun to adjust the brightness of your photo. This can help avoid washed out backgrounds and sky.
   - Play around with your phone features- Phones all have mini editing software built in that make it easy to edit your photos. Look at your phone to see what features you have. For example, you can easily crop a photo to remove excess background before posting to social media.

3. **Use the Rule of Thirds**
   The Rule of Thirds says that an image should be imagined as divided into nine equal parts by two equally spaced horizontal lines and two equally spaced vertical lines, and that important compositional elements should be placed along these lines or their intersections.
   Doing so will create a more interesting photo than simply centering the subject.
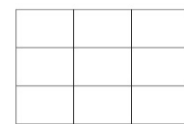
4. **Capture action**
   Always aim to capture action, instead of a posed shot. For example, during the chapter picnic, focus on taking photos of members interacting, speakers presenting and other action-based items. Posed photos can be useful in some settings, but make sure you are focusing first on capturing the work of UUP in action.

5. **Take lots of shots**
   Always take as many photos as you can while an event is happening and go back later to choose which ones to post. You can always delete bad shots if needed, but you can't re-create a moment.

Key Social Media Pages to Follow:

Labor Unions

United University Professions
Facebook: https://www.facebook.com/uupinfo
Twitter: @uupinfo https://twitter.com/uupinfo
Instagram: https://www.instagram.com/uupinfo/
YouTube: https://www.youtube.com/user/uupcomm
UUP President Fred Kowal Twitter Account: @frederickkowal
https://twitter.com/frederickkowal

NYSUT
New York State United Teachers, UUP's statewide affiliate.
Facebook: https://www.facebook.com/NYSUTUnited/
Twitter: @nysut https://twitter.com/nysut
Instagram: https://www.instagram.com/nysut/?hl=en
NYSUT President Andy Pollatta: @AndyPallotta https://twitter.com/AndyPallotta

NYSUT Higher Ed
The higher education division of NYSUT.
Facebook: https://www.facebook.com/NYSUTHigherEd/
Twitter: @nysuthighered https://twitter.com/NYSUTHigherEd

AFT
The American Federation of Teachers, UUP's national affiliate.
Facebook: https://www.facebook.com/AFTunion
Twitter: @AFTunion https://twitter.com/AFTunion
Instagram: https://www.instagram.com/aftunion/
AFT President Randi Weingarten: @rweingarten https://twitter.com/rweingarten

AFT Higher Education
The higher education division of AFT.
Facebook: https://www.facebook.com/AFTHigherEd/
Twitter: @AFThighered https://twitter.com/AFTHigherEd

AFL-CIO
The national federation of labor.
Facebook: https://www.facebook.com/aflcio/
Twitter: @aflcio https://twitter.com/aflcio
Instagram: https://www.instagram.com/aflcio/

New York AFL-CIO
The New York branch of the AFL-CIO.
Facebook: https://www.facebook.com/NYSAFLCIO/
Twitter: @nysaflcio https://twitter.com/nysaflcio
Instagram: https://www.instagram.com/nys_aflcio/

GSEU
The Graduate Student Employees Union
Facebook: https://www.facebook.com/pg/gseu1104/posts/

CSEA
The Civil Service Employees Association is a New York State union representing civil servants, including those in the SUNY system.
Facebook: https://www.facebook.com/csealocal1000/
Twitter: @CSEALocal1000 https://twitter.com/CSEALocal1000

PEF
New York State Public Employees Federation.
Facebook: https://www.facebook.com/PublicEmployeesFederation
Twitter: @nyspef https://twitter.com/nyspef

PSC
Professional Staff Congress- CUNY.
Facebook: https://www.facebook.com/PSC.CUNY/
Twitter: @PSC_CUNY https://twitter.com/PSC_CUNY

NEA
The National Education Association.
Facebook: https://www.facebook.com/neatoday/
Twitter: @neatoday https://twitter.com/neatoday
Instagram: https://www.instagram.com/neatoday/

Area Labor Federations and Local Central Labor Councils

Area Labor Federation	Twitter	Facebook
Western NY Area Labor Federation	@WNYALF	https://www.facebook.com/WNYALF/

Rochester & Genesee Valley Area Labor Federation	@RGVALF_AFLCIO	https://www.facebook.com/rgvalf/
Central NY Area Labor Federation	@CNYALF	https://www.facebook.com/CNYLABOR/
Capital District Area Labor Federation	@CapLabor	https://www.facebook.com/CapLabor/
Hudson Valley Area Labor Federation	@HudsonValleyALF	https://www.facebook.com/hvlabor/
Westchester Putnam Central Labor Body		https://www.facebook.com/WPCLB/
New York City Central Labor Council	@CentralLaborNYC	https://www.facebook.com/NYCCLC/
Long Island Federation of Labor	@LIFEDofLABOR	https://www.facebook.com/LongIsland.Fed/
Local CLC	**Twitter**	**Facebook**
Albany Central Labor Council		https://www.facebook.com/AlbanyLaborCouncil/
Buffalo Central Labor Council	@buffaloclc	https://www.facebook.com/BuffaloCLC/
Central NY Labor Council	@CNYLabor	https://www.facebook.com/cnyLaborCouncil/
Chemung-Schuyler Labor Assembly		https://www.facebook.com/stierlabor/
Greater Glens Falls Central Labor Council	@ggfclc	https://www.facebook.com/ggfclc/
Hudson-Catskill Central Labor Council		https://www.facebook.com/HudsonCatskillCLC/
Niagara/Orleans Central Labor Council		https://www.facebook.com/niagaraorleanslabor/
Northeast Central Labor Council		https://www.facebook.com/NortheastCentralLaborCouncil/
Rockland County Labor Council		https://www.facebook.com/Rocklandcentrallaborcouncil/

Saratoga Area Labor Council		https://www.facebook.com/saratogalaborcouncil/
Syracuse Labor Council (Greater)	@gslcaflcio	https://www.facebook.com/Greater-Syracuse-Labor-Council-124004197634725/
Troy Area Labor Council		https://www.facebook.com/troyarealaborcouncil/
Westchester/Putnam Counties Central Labor Body		https://www.facebook.com/WPCLB/

SUNY- Based Organizations/Individuals

SUNY Chancellor Twitter: @SUNYChancellor https://twitter.com/SUNYChancellor

SUNY
State University of New York
Facebook: https://www.facebook.com/generationsuny/
Twitter: @SUNY https://twitter.com/SUNY
Instagram: https://www.instagram.com/suny/?hl=en

SUNY Faculty Senate
Twitter: @SUNYUFS https://twitter.com/SUNYUFS

SUNY SA
SUNY Student Assembly
Facebook: https://www.facebook.com/SUNYSA/
Twitter: @SUNYsa https://twitter.com/sunysa
Instagram: https://www.instagram.com/sunysa/?hl=en

Community Coalition Groups

Labor-Religion Coalition of New York State
Unites faith, labor and community in a statewide movement for social, racial, and economic justice, grounded in our deeply held moral and democratic values.
Facebook: https://www.facebook.com/LaborReligion/
Twitter: @LaborReligion https://twitter.com/LaborReligion

Poor People's Campaign

The Poor People's Campaign: A National Call for Moral Revival is uniting people across New York State to challenge the evils of systemic racism, poverty, the war economy, ecological devastation and the nation's distorted morality of religious nationalism.

Facebook: https://www.facebook.com/anewppc/

Twitter: @unitethepoor https://twitter.com/UniteThePoor

Instagram: https://www.instagram.com/poorpeoplescampaign/?hl=en

New York State Poor People's Campaign

New York's Division of The Poor People's Campaign: A National Call for Moral Revival.

Facebook: https://www.facebook.com/NYSPPC/

Twitter: @nysppc https://twitter.com/nysppc/

Instagram: https://www.instagram.com/nysppc/

NY Renews

Coalition of 200+ organizations fighting for climate justice in New York. UUP is a member.

Facebook: https://www.facebook.com/NYRenews/

Twitter: @nyrenews https://twitter.com/NYRenews

Instagram: https://www.instagram.com/nyrenews/?hl=en

Citizen Action of New York

A grassroots membership organization taking on big issues that are at the center of transforming society.

Facebook: https://www.facebook.com/citizenactionny

Twitter: https://twitter.com/citizenactionny

Instagram: https://www.instagram.com/citizenactionny/

New York State Political Leadership

Governor Andrew Cuomo Twitter: @NYGovCuomo https://twitter.com/NYGovCuomo

Senate Majority Leader Andrea Stewart-Cousins Twitter: @AndreaSCousins https://twitter.com/AndreaSCousins

Speaker of the Assembly Carl Heastie Twitter: @CarlHeastie https://twitter.com/CarlHeastie

New York State Senators

District	First	Last	E-mail Address	Twitter
1	Kenneth	LaValle	lavalle@nysenate.gov	@senatorlavalle
2	John	Flanagan	flanagan@nysenate.gov	
3	Monica	Martinez	martinez@nysenate.gov	@NYSSenatorMRM

4	Philip	Boyle	pboyle@nysenate.gov	@PhilBoyleNY
5	James	Gaughran	gaughran@nysenate.gov	@Gaughran4Senate
6	Kevin	Thomas	thomas@nysenate.gov	@KevinThomasNY
7	Anna	Kaplan	kaplan@nysenate.gov	@AnnaMKaplan
8	John	Brooks	brooks@nysenate.gov	@Brooks4LINY
9	Todd	Kaminsky	kaminsky@nysenate.gov	@toddkaminsky
10	James	Sanders, Jr.	sanders@nysenate.gov	@JSandersNYC
11	John	Liu	liu@nysenate.gov	@LiuNewYork
12	Michael	Gianaris	gianaris@nysenate.gov	@SenGianaris
13	Jessica	Ramos	ramos@nysenate.gov	@jessicaramos
14	Leroy	Comrie, Jr.	comrie@nysenate.gov	@LeroyComrie
15	Joseph	Addabbo	addabbo@nysenate.gov	@SenJoeAddabbo
16	Toby Ann	Stavisky	stavisky@nysenate.gov	@tobystavisky
17	Simcha	Felder	felder@nysenate.gov	@NYSenatorFelder
18	Julia	Salazar	salazar@nysenate.gov	@JuliaCarmel__
19	Roxanne	Persaud	gmarshal@nysenate.gov	@SenatorPersaud
20	Zellnor	Myrie	myrie@nysenate.gov	@zellnor4ny
21	Kevin	Parker	parker@nysenate.gov	@SenatorParker
22	Andrew	Gounardes	senatorgounardes.nyc	@agounardes
23	Diane	Savino	savino@nysenate.gov	@dianesavino
24	Andrew	Lanza	lanza@nysenate.gov	@senatorlanza
25	Velmanette	Montgomery	montgome@nysenate.gov	
26	Brian	Kavanagh	kavanagh@nysenate.gov	@BrianKavanaghNY
27	Brad	Hoylman	hoylman@nysenate.gov	@bradhoylman
28	Elizabeth	Krueger	lkrueger@nysenate.gov	@LizKrueger
29	Jose	Serrano	serrano@nysenate.gov	@SenatorSerrano
30	Brian	Benjamin	bbenjamin@nysenate.gov	@NYSenBenjamin
31	Robert	Jackson	jackson@nysenate.gov	@RJackson_NYC
32	Luis	Sepulveda	sepulveda@nysenate.gov	@SenSepulveda
33	J. Gustavo	Rivera	grivera@nysenate.gov	@NYSenatorRivera
34	Alessandra	Biaggi	biaggi@nysenate.gov	@Biaggi4NY
35	Andrea	Stewart-Cousins	scousins@nysenate.gov	@AndreaSCousins
36	Jamaal	Bailey	bailey@nysenate.gov	@jamaaltbailey
37	Shelley	Mayer	smayer@nysenate.gov	@Shelley4Senate
38	David	Carlucci	carlucci@nysenate.gov	@DavidCarlucci
39	James	Skoufis	skoufis@nysenate.gov	@JamesSkoufis
40	Peter	Harckham	harckham@nysenate.gov	@SenatorHarckham

41	Susan	Serino	serino@nysenate.gov	@Sueserino4ny
42	Jen	Metzger	metzger@nysenate.gov	@JenMetzgerNY
43	Daphne	Jordan	jordan@nysenate.gov	@NYSenatorJordan
44	Neil	Breslin	breslin@nysenate.gov	@PhilBoyleNY
45	Elizabeth O'C	Little	little@nysenate.gov	@bettylittle
46	George	Amedore, Jr.	amedore@nysenate.gov	@GeorgeAmedore
47	Joseph	Griffo	griffo@nysenate.gov	@SenGriffo
48	Patricia	Ritchie	ritchie@nysenate.gov	
49	James	Tedisco	tedisco@nysenate.gov	@JamesTedisco
50	Vacant			
51	James	Seward	seward@nysenate.gov	@SenatorSeward
52	Frederick	Akshar II	akshar@nysenate.gov	@fredakshar
53	Rachel	May	may@nysenate.gov	@RachelMayNY
54	Pamela	Helming	helming@nysenate.gov	@SenatorHelming
55	Rich	Funke	funke@nysenate.gov	@SenatorFunke
56	Joseph	Robach	robach@nysenate.gov	@SenatorRobach
57	George	Borrello	cyoung@nysenate.gov	@voteborrello
58	Thomas	O'Mara	omara@nysenate.gov	@SenatorOMara
59	Patrick	Gallivan	gallivan@nysenate.gov	@senatorgallivan
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