

LIKE, SHARE, UNIONIZE

Building Digital Power

SOCIAL MEDIA 101 PARTICIPANT WORKBOOK

NOT YOUR GRANDFATHER'S UNION HALL

Social Media for a New Era

September 23, 2026 • 6 PM • Virtual Training

Bring your phone, your ideas, and something you want your local to communicate.

THE GOAL: Leave with ONE real post, ONE week of content, and a plan to keep going.

How to use this workbook

This is a working document. Use the blank spaces to capture ideas during the training and build content you can use when you get back to your local.

- Jot down ideas when something clicks.
- Use the interactive pages to create real captions and content.
- Complete the 7-day content calendar before you leave.
- Star the tools you want to try first.
- Keep the resource pages for continued learning.

My starting point

My local / organization:	
Platform I use most:	
Comfort level (0–3):	
One thing I want to learn:	

1. Why social media matters

Social media can help a union keep members informed, show the work happening between meetings, tell member stories, celebrate wins, build connection, and create clear opportunities for participation.

DIGITAL POWER = INFORMATION + IDENTITY + PARTICIPATION

Notes

The social media funnel

SEE	What will stop the scroll?
UNDERSTAND	Is the message clear?
CARE	Why does this matter?
ACT	What can someone do next?
SHARE	Would a member pass this along?

2. Content pillars

When you are stuck on “What should we post?”, start with what is already happening in your union.

EDUCATE	What do members need to know?
CELEBRATE	What did we win? Who showed up?
HUMANIZE	Who are the people behind the union?
ORGANIZE	What can members do together?
LISTEN	What are members experiencing or asking?
COMMUNITY	What makes your union feel like a community?

Interactive: turn union life into content

Pick ONE ordinary union activity

Choose a meeting, worksite visit, steward training, contract victory, member, retiree, or community event.
Turn it into a photo post, short video, and Story.

Activity	
Photo post idea	
Short video idea	
Story idea	

3. Caption lab

HOOK → STORY → WHY → ACTION

Write like you are talking to another coworker. Keep paragraphs short and make one main idea easy to understand.

- ☐ Does the first sentence make me want to keep reading?
- ☐ Can I tell what happened?
- ☐ Can I tell why it matters?
- ☐ Is the language clear and human?
- ☐ Is there one obvious action, if an action is needed?

Interactive: write a caption

Scenario: Your local just won a grievance that fixed a scheduling problem for 18 members.

MY CAPTION

Write 2–4 sentences. Start with a hook. Tell the story. Explain why it matters. End with one action if appropriate.

Hook ideas

4. Photos, graphics & video

Photo checklist

- ☐ Clean lens
- ☐ Light is on the person / subject
- ☐ Get closer
- ☐ Take multiple photos
- ☐ Look for action and emotion
- ☐ Consider consent / privacy

Graphic checklist

- ☐ One main idea
- ☐ Big readable headline
- ☐ 1–2 fonts
- ☐ Simple color palette
- ☐ Details in caption
- ☐ Consistent local template

Video checklist

- ☐ Vertical 9:16 when appropriate
- ☐ Strong opening sentence
- ☐ Clear audio
- ☐ Trim dead space
- ☐ Add captions
- ☐ One person / one question / one clear point

Notes / ideas

5. Tools: Canva

Canva

Search for the format you need, customize a template, and save strong designs as reusable templates.

My Canva template idea

What recurring post could your local turn into a template?

6. Platform & timing notes

FACEBOOK	Community + information: events, photos, longer updates
INSTAGRAM	Visual storytelling: Reels, carousels, Stories
TIKTOK	Short video + discovery: hooks, personality, education
LINKEDIN	Professional/workplace storytelling and labor education
X / THREADS	Real-time conversation and quick updates

Timing: remember this

There is no universal magic posting time. Use general timing research as a starting point, then test against your own audience and platform Insights.

TIMING IS A STARTING POINT — NOT A SUBSTITUTE FOR GOOD CONTENT.

My audience observations

7. Build your 7-day content calendar

Start with what is already happening. Mix education, celebration, human stories, organizing, listening and community.

DAY / DATE	CONTENT/WHAT ARE WE POSTING?	FORMAT	PURPOSE / ACTION

Content mix check

- ☐ Educate
- ☐ Celebrate
- ☐ Humanize
- ☐ Organize
- ☐ Listen
- ☐ Community

30-MINUTE CONTENT SPRINT: 5min gather • 10min create • 10min write • 5min schedule

8. Formats, engagement & analytics

STORY	Quick, temporary, behind-the-scenes, reminders, polls
REEL / SHORT VIDEO	Personality, emotion, education, member voices
CAROUSEL	Teach something step-by-step
STATIC GRAPHIC	Dates, simple announcements, quotes
PHOTO POST	People, events, victories, union culture

Engagement planner

Question I can ask members:

Poll idea: _____

Member story I could highlight:

Something people might save/share:

Analytics notes

Reach: _____

Watch time / retention: _____

Shares: _____

Saves: _____

Comments / DMs: _____

Clicks / event actions: _____

9. Digital safety & good judgment

- ☐ Is this private or sensitive information?
- ☐ Am I sharing a member's personal information?
- ☐ Have I verified the facts?
- ☐ Do I have permission to identify/tag someone where appropriate?
- ☐ Could this reveal a personnel or workplace matter that should stay private?
- ☐ Do I know our local's moderation process if comments become abusive or threatening?

WHEN IN DOUBT: PAUSE • VERIFY • ASK

My local's social media guardrails

10. Build one real post

Choose something your local actually needs to communicate in the next seven days.

Topic / event	
Hook	
Main message	
Why it matters	
Action	
Platform + format	

The 10-second test

- ☐ Can I tell who this is for?
- ☐ Can I tell what happened?
- ☐ Can I tell why it matters?
- ☐ Can I tell what to do next?
- ☐ Would I share this with a coworker?

My commitment

In the next 7 days, I will: _____

My deadline: _____ Who can help me: _____

11. Resource Library

Keep this section. These links are designed to help you keep learning and make it easier to create content after the training.

CANVA

Canva 101 — Create — Learn how to create different types of designs. [Open resource](#)

Instagram Posts — Templates and tutorials. [Open resource](#)

Facebook Stories — Templates and tutorials. [Open resource](#)

TikTok Videos — Templates and tutorials. [Open resource](#)

Basic Canva in 5 minutes — Beginner tutorial. [Open resource](#)

Canva Masterclass 2026 — Detailed tutorial recommended for deeper learning. [Open resource](#)

LABOR 2026 / VIRGINIA AFL-CIO

Virginia AFL-CIO Labor 2026 — Election-cycle resource hub. [Open resource](#)

Labor 2026 Digital Messaging Guide — Digital messaging guide described in the training materials. [Open resource](#)

Labor 2026 Graphics / Photo Circle — Graphics and photo resources. [Open resource](#)

MORE CONTENT & CREATIVE RESOURCES

Into Action Content Library — Virginia — Searchable organizing/content library. Free to download & use. [Open resource](#)

Amplifier Art — Free Downloads — Free art and downloadable graphics. [Open resource](#)

GIPHY / GIFs — GIF and reaction content. [Open resource](#)

Meta Business Suite — Facebook/Instagram management and analytics tools. [Open resource](#)

Instagram Creators — Official creator education. [Open resource](#)

TikTok Creative Center — Creative inspiration and platform resources. [Open resource](#)

YouTube Creator Academy — Video creation and creator education. [Open resource](#)

Adobe Express — Alternative design and content creation tool. [Open resource](#)

Pexels — Free stock photos and videos; check license terms. [Open resource](#)

Unsplash — Free stock photography; check license terms. [Open resource](#)

12. Social Media Cheat Sheet

GOOD > PERFECT • CONSISTENT > RANDOM • HUMAN > CORPORATE

Caption

HOOK → STORY → WHY → ACTION

Video

HOOK → ONE STORY → ONE POINT → NEXT STEP

Graphic

ONE IDEA → BIG HEADLINE → EASY TO READ → DETAILS IN CAPTION

Content

EDUCATE • CELEBRATE • HUMANIZE • ORGANIZE • LISTEN • COMMUNITY

My next three posts

POST	TOPIC	FORMAT	DATE
1			
2			
3			

People I can recruit to help

Your union already has stories. Your job is to help people see them, understand them, and share them.

Thank you for building digital power with us.