



Newsletter tips

Content

- Focus on your key workplace issue
 - Short
 - Simple, precise language
 - Use inclusive words like “us” & “we”
- Use “active” tone, don’t just report what happened but explain what the union is campaigning for and invite readers to get angry or to do something to help.
 - Always ask people to do something:
 - Come to meeting
 - Sign petition
 - Join union
 - Put a membership form on back

Jobs

- Deciding content – committee decide what you want to include and discuss headline?
- Writing a couple of people work together or one write and committee approve?
- Design – who can take this on from within your workforce?
- Distribution – always have a plan for getting the newsletter round. Make sure you:
 - Use helpers to get it to workforce
 - Give out one to one so reps and helpers can discuss issues contained in newsletter & ask workers to support action or join union
 - Don’t just rely on leaving copies about or pinning on board

Use pictures / cartoons

- These can make your newsletter look more appealing. Pixabay has a great range of creative commons images: <https://pixabay.com>
- You can Google images. Click Search tools to select images with appropriate usage rights. You can also choose images of a certain size here

Make it part of a plan

- Don’t just do a newsletter for the sake of it. It should be part of your campaign plan to make sure colleagues know what union is doing on issues and are being invited to help