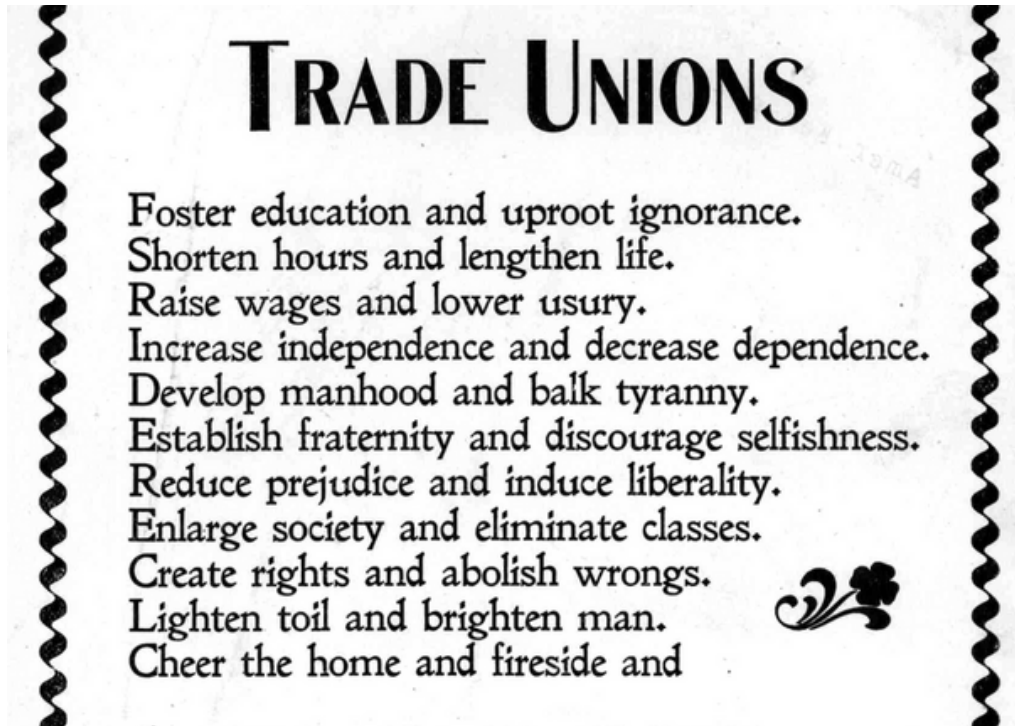


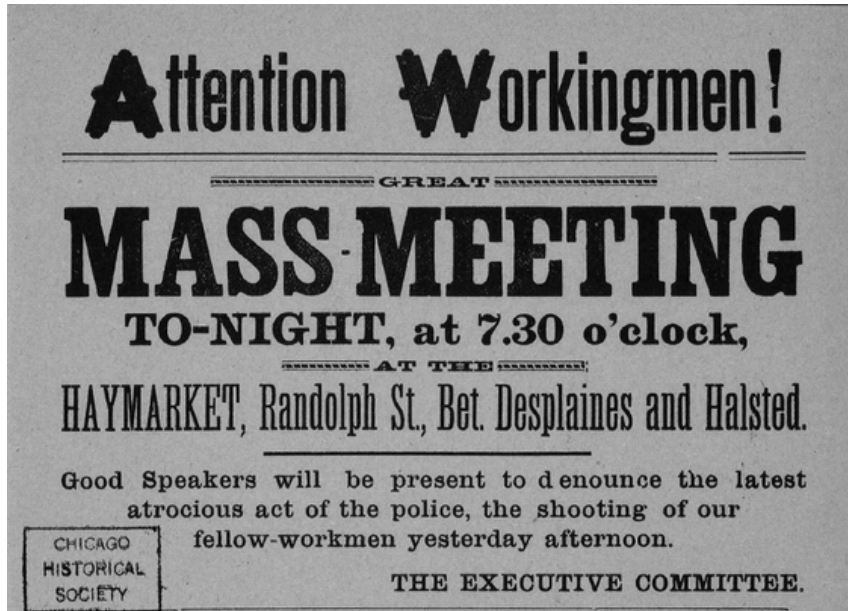
Labor Union Sources

Instructions: Use the sources below to create your social media campaign on workers' rights and labor unions.



This is a pamphlet that was published by the American Federation of Labor in the early 1900s. The American Federation of Labor was an organization made up of different unions across the country. This is a pamphlet that was made to try to convince people to join unions. The pamphlet says 'shorten hours and lengthen life', one of the things that unions fought for was shorter working hours. Over time, unions gain power as a way to bring workers together as a group to ask for things from their employers. Unions might ask for higher wages, safer working conditions, and aid for workers who were injured on the job.

Labor Union Sources



This was an advertisement that called for workers to gather for a meeting in 1886. Union representatives tried to get people to join unions. That way, groups of professionals could come together to demand safe work places, better pay, and other perks for workers.



This is a photograph that was taken in 1911 of union members participating in parade in New York City. This image shows that there were many union members in New York City.

Labor Union Sources



During the Industrial Revolution, young children were allowed to work in factories. Children worked alongside adults in factories before laws were passed that made child-labor illegal.



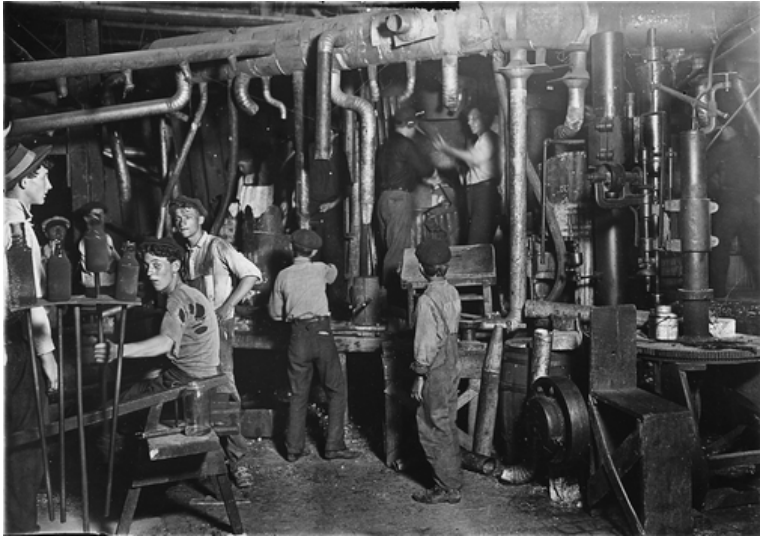
During the Industrial Revolution, there were no limits on the number of hours people could work. This meant that people could work for 20 hours a day. This is an image of women working in a factory. These women would be on their feet for the majority of the day.



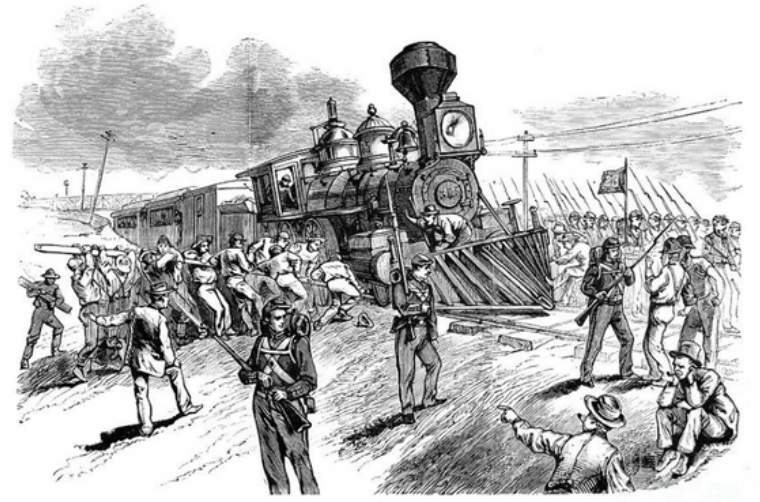
<https://theverge.com/2019/7/16/20696154/amazon-prime-day-2019-strike-warehouse-workers-inhumane-conditions-the-rate-productivity>

In 2019, Amazon warehouse workers went on strike on Amazon Prime Day. A strike is a type of protest when people refuse to work. Amazon workers say they aren't paid well for how hard and how long they work. They want to start a union to help protect their rights. Amazon is not in support of their workers unionizing.

Labor Union Sources



During the Industrial Revolution, there were dangerous working conditions. There were no safety regulations in factories during that time. People could lose limbs and get injured from working with unsafe machinery. This image shows factory workers operating machines.



This is a sketch that shows the Great Railroad Strike of 1877. The railroad workers went on strike after they found out they were going to be paid less. This strike led to unions becoming more organized, and the eventual creation of unions for trade workers.



Verizon workers went on strike in New York City, New York, in 2016. These people are part of the Communications Worker Association labor union. The strike ended with Verizon offering better pay and more jobs.

<https://fortune.com/2016/07/11/labor-union-behind-verizon-strike-endorses-clinton/>

Labor Union Sources



<https://www.labornotes.org/2017/08/1997-ups-strike-beating-big-business-business-unionism>

In 1997, United States Postal workers went on a nationwide 15-day strike. As members of the Teamsters for a Democratic Union, workers ended up getting more full-time jobs for better pay.



Source: The Washington Post

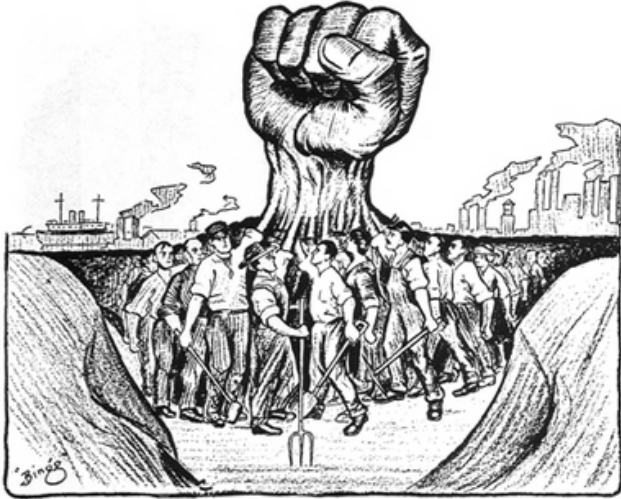
Thousands of teachers went on strike, in 2018. Teachers across the nation called for smaller class sizes, better pay, and more money for supplies and programs. There are several unions teachers can join, but not all teachers are members of unions.



<https://www.ocregister.com/2011/02/27/cartoonphoto-gallery-union-ruckus-cartoons/>

People who disagree with labor unions believe unions are unfair to employers and employees. Union members have to pay money to the union every year. Some opponents say unions force employers to pay employees more than they can afford, which can cause people to lose their jobs.

Labor Union Sources



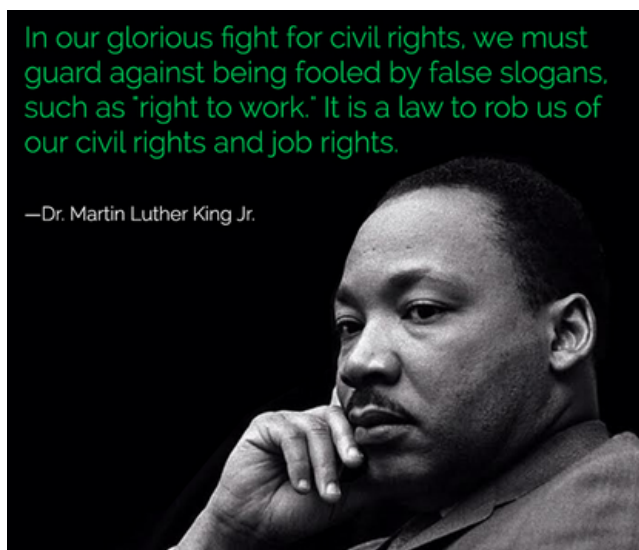
Solidarity, June 30, 1917. The Hand That Will Rule the World—One Big Union.
<http://www.docspopuli.org/articles/Fist.html>

People who are pro-union believe that when people join together to fight for goals, those goals are more likely to be achieved. Pro-union people think that big companies will have a harder time ignoring what workers want and need.



<https://www.eater.com/2015/4/23/8463405/fast-food-union-mcdonalds-fightfor15>

Workers who talk about forming a union can be punished by their employers. Employers might punish their employees so that they don't unionize. For example, workers can be scheduled to work less often so they make less money. The fast food industry does not have a union.



https://www.teamsters492.org/?zone=/unionactive/private_view_page.cfm&page=22Right2Dto2DWork2220Facts

Some people who are pro-union, like Dr. Martin Luther King Jr. was, consider the fight for labor unions to be a fight for civil rights.

Steps to Make a Social Media Campaign

Step 1: Choose a message

Your message is the point you are trying to make to your audience. Your message should include the following:

- Clear and concise language. It is important that people can quickly understand your point of view so they can decide whether they agree with you.
- Firmly express your point of view on a topic. Historians can take a clear stance on how they feel about a topic. It is important that you give your opinion in the social media posts.

Step 2: Decide on an audience

The audience will be the people who are paying attention to your social media campaign. You can select one or more audiences. You should carefully choose an audience based on the message you created.

- Teens (ages 13-18): 66% use Facebook, 76% use Instagram, 75% use Snapchat, and 47% use Twitter.
- Young Adults (ages 18-29): 81% use Facebook, 64% use Instagram, 68% use Snapchat, and 40% use Twitter.
- Adults (ages 30-49): 78% use Facebook, 40% use Instagram, 26% use Snapchat, and 27% use Twitter.
- Adults (ages 50+): 53% use Facebook, 25.5% use Instagram, 6.5% use Snapchat, and 13.5% use Twitter.

Step 3: Decide on the purpose of your campaign.

There can be many different purposes for your campaign. You can select one or more purpose.

- Get people to RSVP for an event.
- Raise awareness about an issue.
- Get people to change their mind on an issue.
- Get people to post on their social media about an issue.

Steps to Make a Social Media Plan

Step 4: Choose a Social Media Channel

Choose one social media channel for your campaign. Think about your audience and the purpose of your campaign when you consider what channels you want to use. For example, you can post more visuals on Instagram compared to Twitter. If your campaign requires a lot of visuals, you may want to use Instagram or Snapchat.

Facebook



- Use if you want to focus on both visuals and text.
- Use if your message is long or more in-depth.

Instagram



- Use if you want to focus on both visuals and text.
- Use to create a community of people who believe in a cause and want to use the same hashtag.

Twitter



- Use if you want to focus mainly on text (could incorporate a few visuals).
- Use for short, quick messages. Use if you want to raise awareness and have people share the messaging with many people quickly.
- Use to create a community of people who believe in a cause and want to use the same hashtag.

Snapchat



- Use if you want to focus on visuals.
- Use to share short videos.
- Use to build anticipation for an upcoming event by posting stories each day.

Steps to Make a Social Media Plan

Step 5: Brainstorm Ideas for Visuals and Text

Brainstorm ideas for four different posts for your social media campaign. The text on your social media campaigns should be short and fit the social media channel you use. You should also incorporate at least two historical sources into your text and visuals.



**The whole community will be there.
Will you?
Sign up to attend the "ALL PARENTS
DESERVE PAID TIME OFF" rally. Free t shirt
will be provided to first 500 people who
RSVP!**

Don't forget to sign up for the rally by June
10th! www.signupfortherally.com
Message me with any questions!

**I already lost 1 of the AirPods by looking
at the picture**



**But I am not losing my motivation to make sure
women have equal pay in the workplace!**



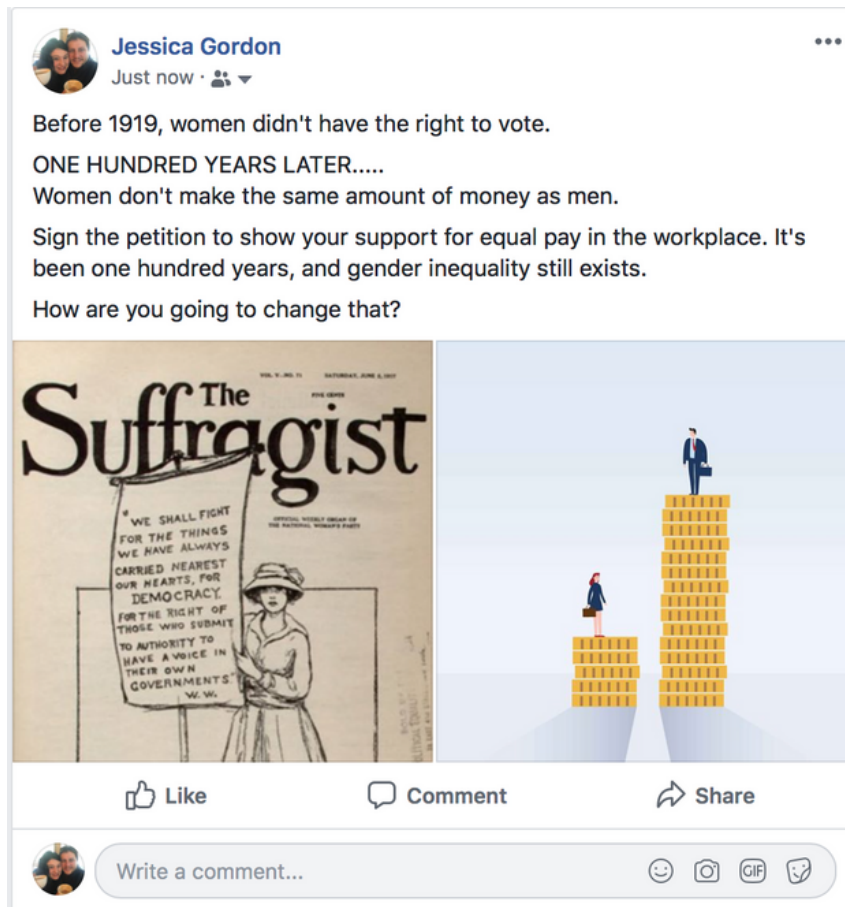
It's time that we raise awareness. Did you
know that African American women make
64 cents for every dollar that white men
make in the workplace?
#takeaction #equalpayintheworkplace

Steps to Make a Social Media Plan

Step 6: Design Layout and Format Posts

Use the templates provided (or use a computer) to create your 4 posts. Make sure to include hashtags and descriptions if they are used on your social media platform.

Facebook Post Example

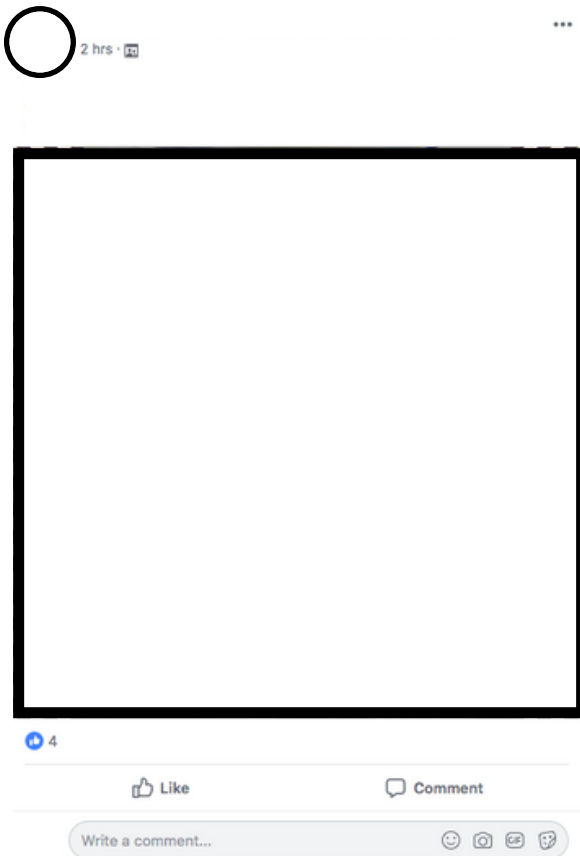


Instagram Post Example

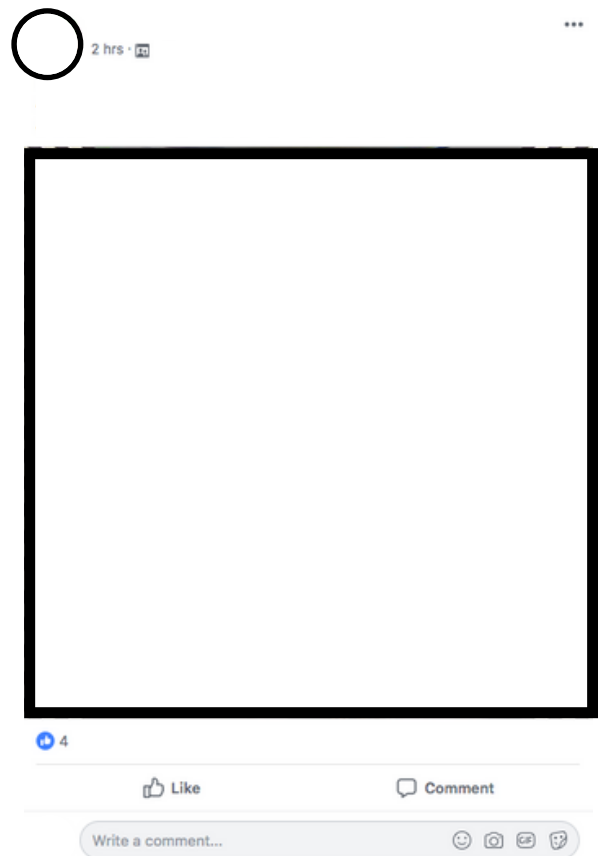


Social Media Templates

Facebook



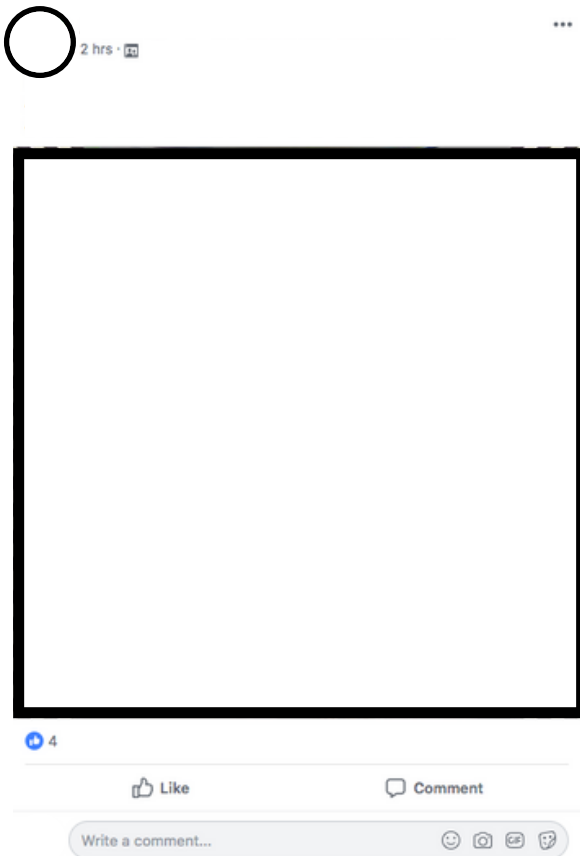
If you need a longer Facebook post, you can add more text below.



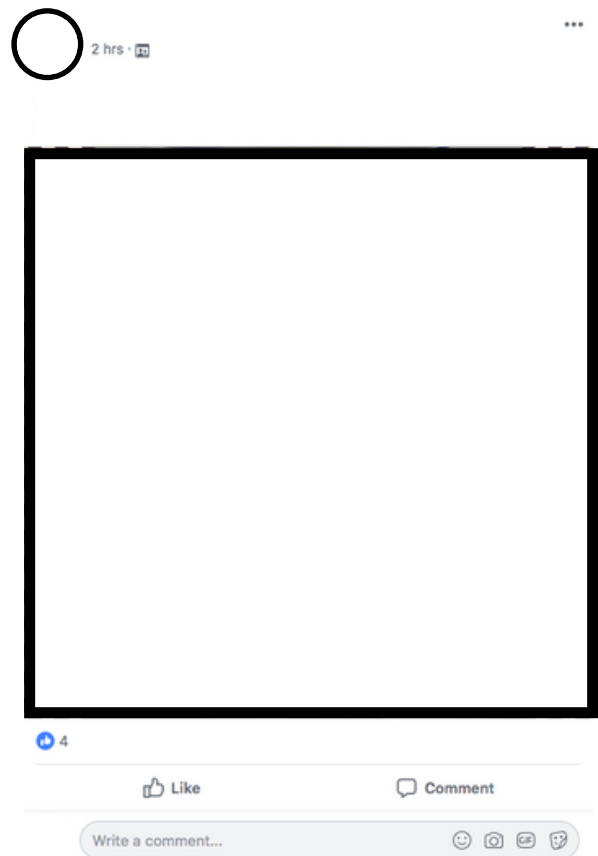
If you need a longer Facebook post, you can add more text below.

Social Media Templates

Facebook



If you need a longer Facebook post, you can add more text below.



If you need a longer Facebook post, you can add more text below.

Social Media Templates

Instagram

...

581 likes

Add a comment...

Post

...

581 likes

Add a comment...

Post

Social Media Templates

Instagram

...

581 likes

Add a comment...

Post

...

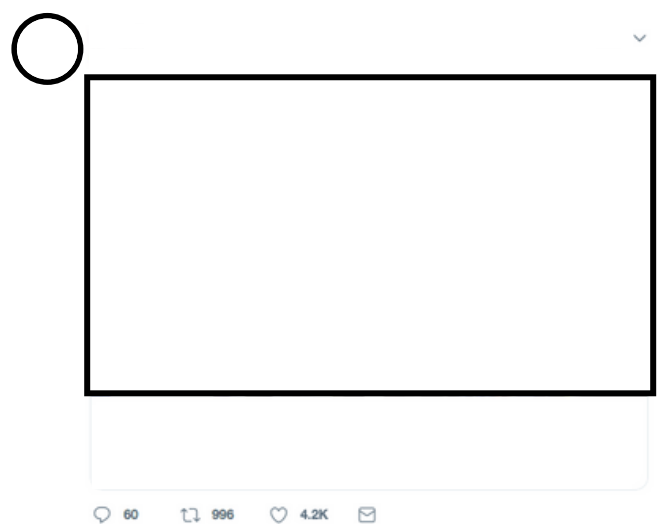
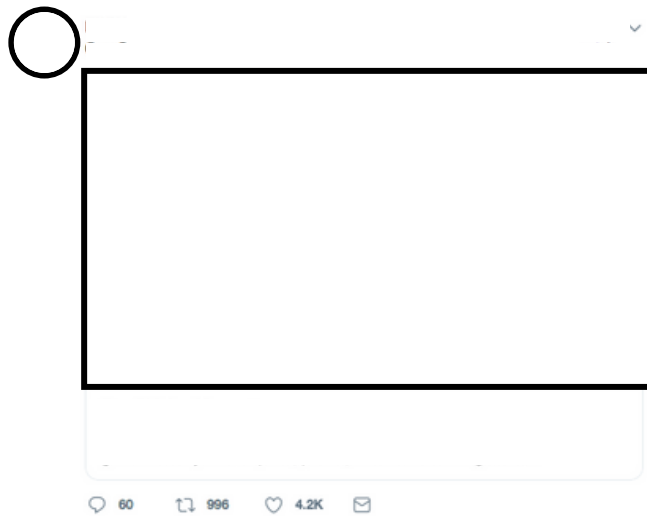
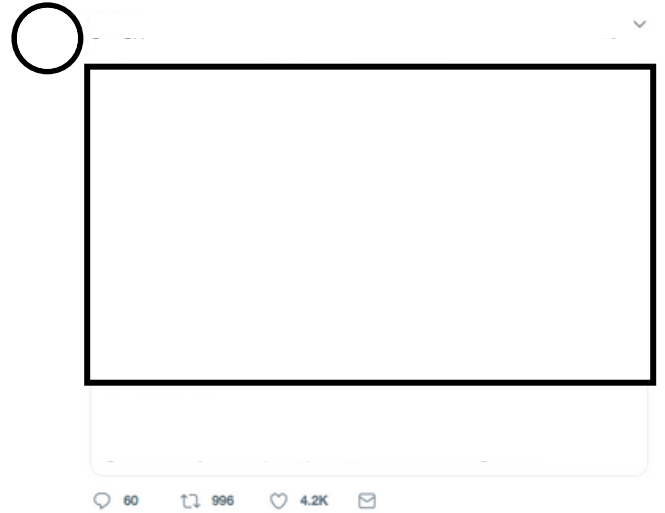
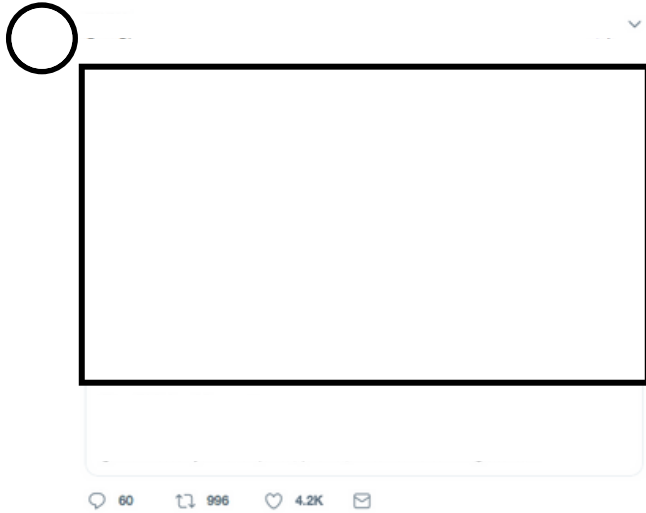
581 likes

Add a comment...

Post

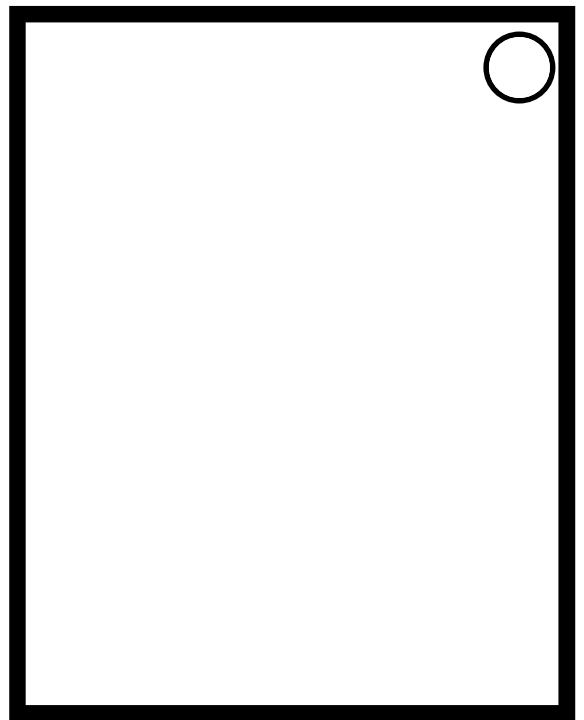
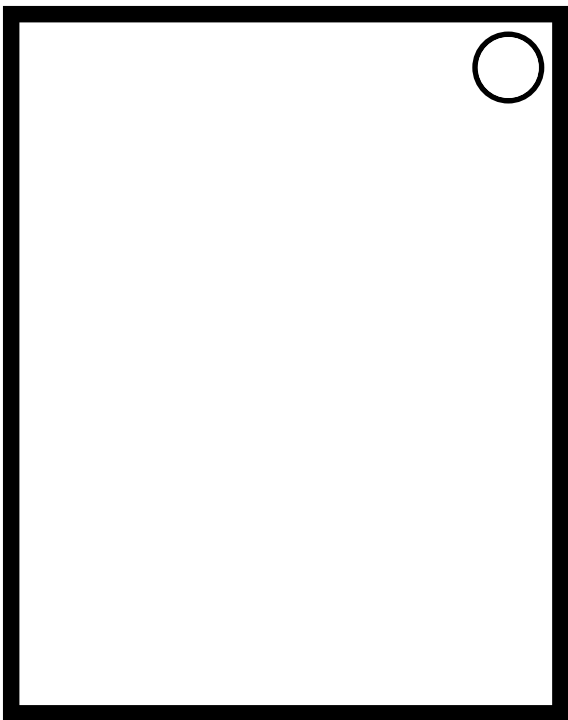
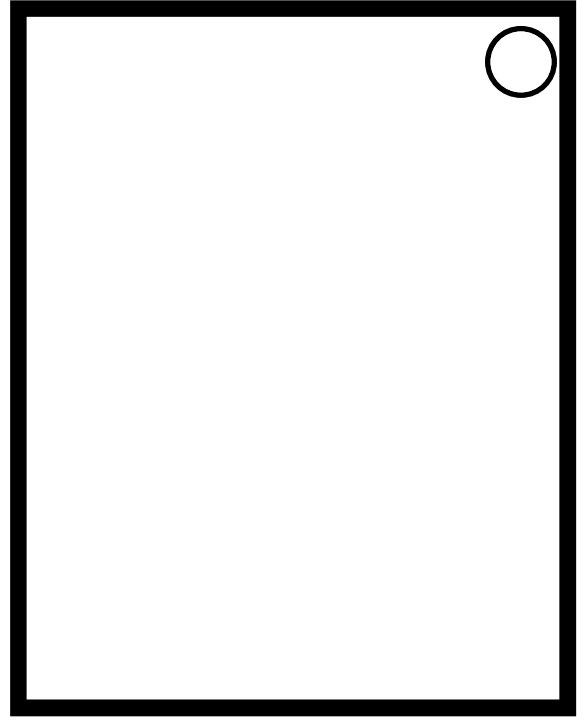
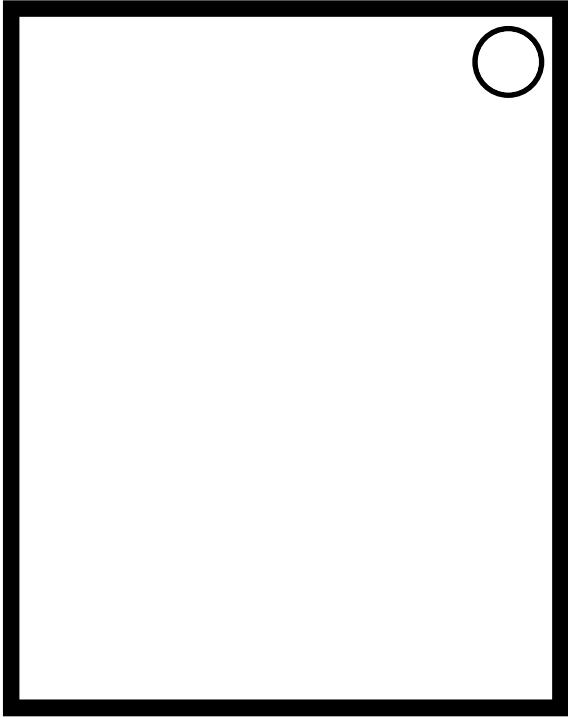
Social Media Templates

Twitter



Social Media Templates

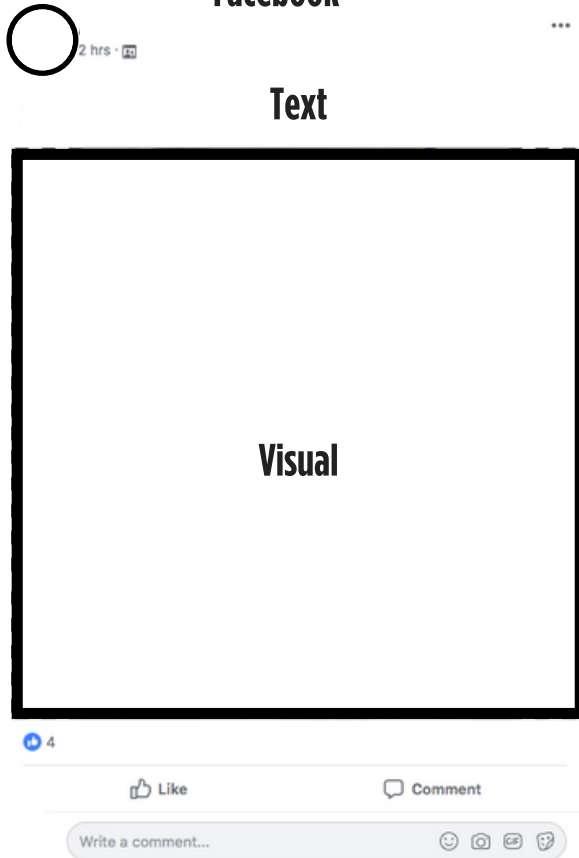
Snapchat



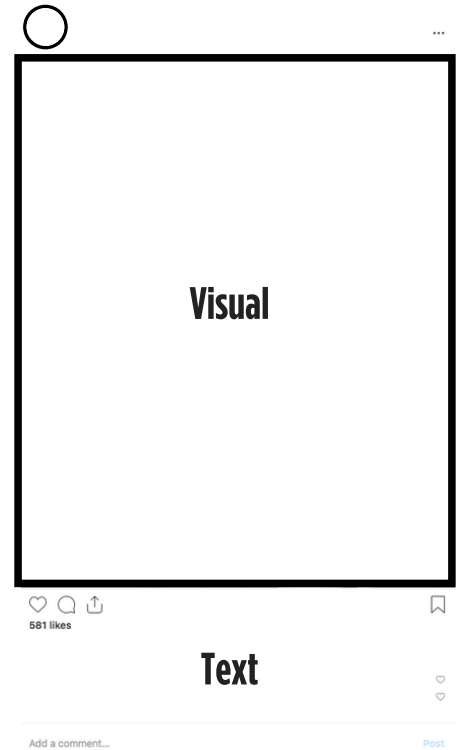
Social Media Templates

Location for text and visuals on different social media channels

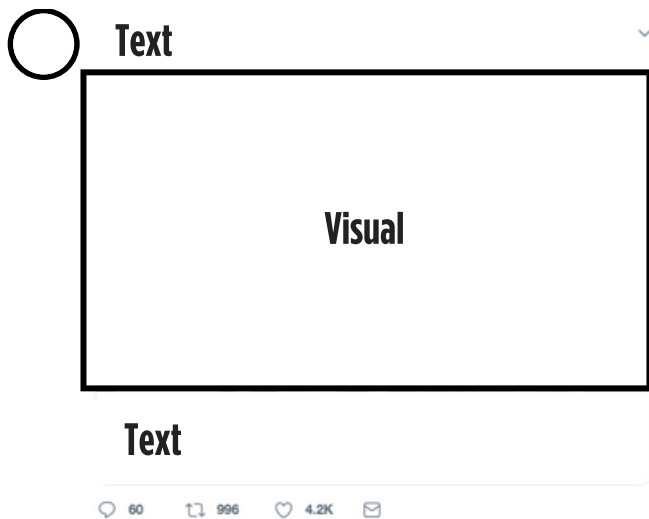
Facebook



Instagram



Twitter



Snapchat

