Digital Tools for Organising & Collective Bargaining

By Young Workers Lab at UNI Global Union
Traditional ways we interact with members

Congress/conferences

Workshops/seminars/meetings

Phone, Email & Newsletters
The bad news: Interaction can often be very low

2% 🔴 The average click-through rate of email newsletters (SmartInsights.com, 2018)

12% 🗣️ Average number of people who speak up in a meeting > 50 people
A Virtual Town Hall:

We are now testing a new, simple-to-use service called Thought Exchange that gives members the ability to send a text message or tweet length answer to a virtual Q&A via their smart phone (anonymously, if desired). They can see others’ responses and up-vote the ones they like most!
Benefits of Thought Exchange

• Helps us reach out to all members, and not just the few
• Hears the silent voice
• Challenges our assumptions about what members want and prioritise
How it works

Thought Exchange works via the web, an app, sms or any other text message system.

You send a question out to your members/group of members. They answer anonymously.

Thought Exchange's AI-driven analysis helps you understand the responses.
Thought Exchange
What do members gain?

- Saves travel time
  Members can contribute ideas via their phone

- Allows ideas to be shared anonymously
  Which might not otherwise be shared

- Inclusive for low-rank members and introverts
  Who might be shy to speak up in person

- Gives instant feedback
  Users can see which issues the group votes up

- Visualized analytics
  See colorful charts on how everyone took part

- Multilingual
  Supports multiple languages simultaneously
Case Study #1

The Collective Bargaining rounds are due later this year. You want to hear what priorities your members have for this collective agreement, and send out an open question:

What are the most important topics we should address in the collective agreement so it meets your needs?
Case Study #2

You want to reach out to young workers, members and non-members, and find out what they think about a union and how the union could best serve their needs. You ask

If you were to join a union, or are already a member, what are the most important services we could offer that would make you feel we met your needs?
Wanna know more?

contact the Young Workers Lab

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Want to try it out?

Here’s how...

1. Book a time with us to hold your virtual town hall
   Secret tip: the best times coincide with an upcoming event

2. Think of the top question you want answered!

3. We help you along the way
   Thought Exchange provides a free full-time staff member!

4. Members submit their answers and then vote on the ones they support/like!

5. You close the exchange, read the AI driven analysis and prepare your communication back to participants