JULY 2023 VOL.2

THE FORUM

The UNISON Cymru Wales Communications Forum Newsletter

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This newsletter was put together by CF volunteers. Please forward any queries or suggestions for future volumes to: a.gittins@unison.co.uk

Click on underlined text for more information

Authentic Communications

With Simon Williams

Ever wondered how to create authentic, effective, tailored communications?

At our Residential Training Weekend on 23-25th June Simon Williams, NUJ tutor from Communicating Causes worked with us to explore just that.

Simon skillfully guided us through the weekend, discussing effective story telling, sharing examples of powerful social media posts, using Problem, Solution, Benefit models to shape communications and strategically tailoring messages to active, passive and potential members.

Building on Dan Mason's practical skills work in May, we produced videos, picture quotes and memes, all of which can be found on the Cymru Wales UNISON communications forum Facebook Group.

If you're interested in learning more, come along to our next Forum meeting on 29th September or get in touch with Alastair Gittins for more information.

COMMS FORUM MEMBERS AT THE RESIDENTIAL TRAINING IN LLANDRINDOD WELLS 23-25 OF JUNE 2023

Dates for Your Diary

The next Communications Forum event is taking place on:

- Fri 29 Sept – Forum meeting, Llandrindod Wells/hybrid, Media Resource Centre

Book your place with Alastair: a.gittins@unison.co.uk

Creating and Editing Videos on your Smart Device

With Dan Mason

On 12th May, the the Comms Forum gathered at the UNISON offices in Cardiff to meet, shoot, and edit videos under the expert guidance of Dan Mason, NUJ trainer and consultant with Dan Mason Media.

Cymru Wales Convener Jan Tomlinson joined us for the opening meeting and praised the good work the forum has done sharing best practice though our regular meetings and the Communications Forum Handbook.

Following a short meeting, we got into the training with Dan who took us through examples of short, effective social media video posts and gave us advice on positioning, video styles, choosing the right backgrounds and how to time questions and answers for easy editing.

After breaking into pairs to shoot videos using all of Dan's tips, we reconvened for a practical guided session learning how use CapCut to manipulate what we'd recorded into short, subtitled videos with titles, questions on the screen and calls to action at the end.

If you'd be interested in learning more about creating videos for social media get in touch with Alastair Gittins for links to Dan's Mobile Video Toolkit and further advice.

Rupert Denholm-Hall is the press and media officer for UNISON Cymru Wales and is on hand to support branches in their media work, on press releases around branch workplace campaigns, and on getting good news stories out there. Please contact him if you would like help with your press work: r.denholm-hall@unison.co.uk

Y FFORWM

Cylchlythyr Fforwm Cyfathrebu UNSAIN Cymru Wales

YN Y RHIFYN HWN

CYFATHREBIADAU GO IAWN GYDA SIMON WILLIAMS

DYDDIADAU AR GYFER EICH DYDDIADUR

CREU A GOLYGU FIDEO FFONAU CLYFAR GYDA DAN MASON

Lluniwyd y cylchlythyr hwn gan wirfoddolwyr y Fforwn Cyfathrebu. Anfonwch eich cwestiynau neu awgrymiadau ar gyfer cyfrolau yn y dyfodol at: a.gittins@unison.co.uk

Cliciwch ar destun a danlinellir am fwy o wybodaeth

Cyfathrebiadau Go Iawn

Gyda Simon Williams

Dych chi erioed wedi gofyn sut mae creu cyfathrebiadau go iawn, effeithiol, wedi eu teilwra?

Yn ein Penwythnos Hyfforddiant Preswyl ar 23-25 o Fehefin cydweithiodd Simon Williams, tiwtor NUJ o Communicating Causes â ni i ateb y cwestiwn hwnnw.

Arweiniodd Simon ni drwy'r penwythnos yn grefftus, yn trafod cyfleu storïau'n effeithiol, rhannu enghreifftiau o bostiadau pwerus y cyfryngau cymdeithasol, defnyddio modeli Problem, Ateb, Budd i ffurfio cyfathrebiadau a theilwra negeseuon i aelodau gweithgar, goddefiadol a photensial yn strategol.

Adeiladwyd ar waith ymarferol mis Mai Dan Mason a chynhyrchon ni fideos, lluniau dyfyniadau a memes, i gyd ar gael ar grŵp Facebook Cymru Wales UNISON communications forum.

Os dych chi am ddysgu mwy, dewch i'n cyfarfod Fforwm nesa ar 29 o Fedi neu gysylltu ag Alastair am fwy o wybodaeth

AELODAU'R FFORWM CYFATHREBU YN EU PENWYTHNOS HYFFORDDIANT PRESWYL YN LLANDRINDOD 23-25 O FEHEFIN 2023

Dyddiadau ar gyfer eich dyddiadur

Cynhelir digwyddiad nesaf y Fforwm Cyfathrebu :

Dydd Gwener 29ain Medi – Cyfarfod y Fforwm, Llandrindod/hybrid, Canolfan Adnoddau Cyfryngau

Archebwch eich lle gydag Alastair: a.gittins@unison.co.uk

Creu a Golygu Fideo ar eich Dyfais Glyfar

Gyda Dan Mason

Ar 12fed o Fai , daeth y Fforwm Cyfathrebu ynghyd yn swyddfeydd UNSAIN Caerdydd i gwrdd, ffilmio, a golygu o dan arweinyddiaeth arbenigol Dan Mason, hyfforddwr NUJ ac ymgynghorydd gyda Dan Mason Media.

Ymunodd Cynullwr Cymru Wales Jan Tomlinson â ni ar ddechrau'r cyfarfod i ganmol gwaith da'r fforwm yn rhannu arfer da trwy'n cyfarfodydd rheolaidd a Llawlyfr y Fforwm Cyfathrebu.

Wedi cyfarfod byr dechreuon ni ar yr hyfforddiant gyda Dan a arweinion ni drwy enghreifftiau postiadau fideos effeithlon, byrion y cyfryngau cymdeithasol a rhoi cyngor i ni ar leoli, arddulliau fideo, dewis y cefndir cywir ac amseru cwestiynau ac atebion am olygu hawdd.

Ar ôl gweithio mewn parau i ffilmio'n defnyddio cyngor Dan, cwrddon ni eto am sesiwn ymarferol yn dysgu sut mae defnyddio CapCut i droi beth ro'n ni wedi ei ffilmio'n fideos byr gydag isdeitlau, teitlau, cwestiynau ar y sgrin a galwad i weithredu ar y diwedd.

Os dych chi am ddysgu mwy am greu fideos ar gyfer y cyfryngau cymdeithasol, cysylltwch ag Alastair Gittins am ddolenni i Dan's Mobile Video Toolkit a chyngor pellach.

Rupert Denholm-Hall yw swyddog y wasg a'r cyfryngau ar gyfer UNSAIN Cymru, ac mae wrth law i gynnig cymorth i ganghennau yn eu gwaith cyfryngau, ar ddatganiadau i'r wasg yn ymwneud ag ymgyrchoedd cangen yn y gweithle, ac os ydynt am hyrwyddo straeon newyddion da. Cysylltwch ag ef os hoffech gael cymorth ar gyfer eich gwaith gyda'r wasg: r.denholm-hall@unison.co.uk