

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

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.



Click on underlined text for more information



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

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 through our regular meetings and the [Communications Forum Handbook](#).

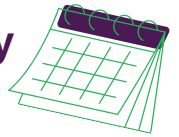
Following a short meeting, we got into the training with Dan who took us through examples of short, effective social media video posts and gave us advice on positioning, video styles, choosing the right backgrounds and how to time questions and answers for easy editing.

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

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