

Messaging Guidance

## **America Works Together: Week of Action Nov. 16-20, 2015**

**UPDATE 11/17:** Please see new information on the #WorkTogether Thunderclap under “Social Media Messaging.”

### **BACKGROUND**

NYSUT’s three national affiliates — the American Federation of Teachers, National Education Association and the AFL-CIO — are part of a coalition of working people and their allies who have come together in support of labor rights and more vibrant, successful communities.

The coalition — America Works Together — has designated this week as a “Week of Action for Working People” to highlight the benefits that organized labor brings to individuals, families and communities. <http://americaworkstogether.us/>

This Week of Action provides an opportunity for unionists and their supporters to shed light on the corporate-backed case, *Friedrichs vs. California Teachers Association*, which is a blatant and all-out attack on working people and on the right of workers to organize and bargain collectively. That case is scheduled to be heard in the U.S. Supreme Court in early 2016.

<http://americaworkstogether.us/2015/10/whos-behind-friedrichs/>

### **NEWS AND RESOURCES**

The Week of Action kicks off a day after New York State Attorney General Eric Schneiderman announced a multi-state effort to urge the court to protect workers’ organizing rights. <http://www.ag.ny.gov/press-release/ag-schneiderman-and-ag-jepsen-announce-multistate-coalition-urging-us-supreme-court>

Additionally, the AFT, along with the American Association of University Professors, recently filed an amicus curiae brief in the Supreme Court case. <http://www.aft.org/news/aft-files-amicus-brief-friedrichs-case>

For more than a year, NYSUT has been developing and disseminating resources that staff and local leaders are using to remind members and potential members of the value of being part of a union. <http://www.nysut.org/unionvalue>

Additionally, today the union launched a helpful America Works Together page on *nysut.org*, bringing together in one place all relevant information and helpful tools. <http://www.nysut.org/news/2015/november/america-works-together-week-of-action>

Here's a sharable link to a MoveOn.org petition telling the Koch Brothers and other right-wingers to stop attacking the rights of working people to join unions and lift up the middle class <http://petitions.moveon.org/aft/sign/center-for-individual>

## **SOCIAL MEDIA MESSAGING**

NYSUT leaders and members are encouraged use their social media platforms to share information about the *Friedrichs* case and pro-union materials all this week.

### **Update: Join the #WorkTogether Thunderclap [NEW]**

Via NEA:

Thanks to those of you who have helped get the word out about this important Supreme Court case. To help spread the word even further, the coalition we're working with has created a Thunderclap to try to get #WorkTogether to trend. We really need your help to get the Thunderclap to go out. If we don't reach our goal of 100, it won't happen.

Will you sign up here? <https://www.thunderclap.it/projects/34555-stop-attacking-working-people>

And here are some sample tweets to promote it.

Help raise awareness about a front group for wealthy billionaires that's attacking working people. #worktogether <http://thndr.me/5b8XqQ>

A front group for wealthy special interests is using the #SCOTUS case to attack working people. #worktogether <http://thndr.me/5b8XqQ>

Spread the word: A front group for corporate CEOs is attacking working people via the #SCOTUS. #worktogether <http://thndr.me/5b8XqQ>

So what's a Thunderclap? A social media "Thunderclap" allows a single message to be mass-shared, flash mob-style, so it rises above the noise of your social networks. By boosting the signal at the same time, a strong Thunderclap can get a topic or hashtag like #WorkTogether trending on Twitter and Facebook. Think of it as social media solidarity. You can learn more about Thunderclap here: <https://www.thunderclap.it/?locale=en>.

Hurry! The #WorkTogether Thunderclap campaign ends Nov 19, 11:00 AM EST. Thanks!

## **Sample Tweets**

No more attacks on workers' rights. Sign the petition.

<http://petitions.moveon.org/aft/sign/center-for-individual> #worktogether

Don't let billionaires and corporations keep workers from joining a union.

<http://petitions.moveon.org/aft/sign/center-for-individual> #worktogether

It's time to level the economic playing field and improve the lives of the middle class. <http://petitions.moveon.org/aft/sign/center-for-individual>

#worktogether

These conservative billionaires don't want to let working people join unions. Tell them to stop! #worktogether <http://petitions.moveon.org/aft/sign/center-for-individual>

Sign the petition! No more attacks on our freedom to join together in unions

#worktogether <http://petitions.moveon.org/aft/sign/center-for-individual>

Don't let corporate CEOs manipulate the rules to benefit themselves over others.

Sign the petition: <http://petitions.moveon.org/aft/sign/center-for-individual>

### **Sample Facebook Post**

It's time to stop anti-worker billionaires from attacking our freedom to join together in unions and improve the lives of all working people! #worktogether

Sign the petition now! <http://petitions.moveon.org/aft/sign/center-for-individual>

### **Downloads: Facebook/Twitter Share Images**

Download these images for use in your tweets and Facebook posts.

Trojan Horse

<https://drive.google.com/file/d/0B2AU5mbGb3ZzZVQ3cmc3M2dDYm8/view>

Chart: As union membership declines, middle-class incomes shrink

<https://drive.google.com/file/d/0B2AU5mbGb3ZzTm5JakZVTXo3ejA/view>

Enough is enough: Stop the attacks on working people. Sign the petition

<https://drive.google.com/file/d/0B6NuEPw9n7xTSURITTUtNkh3dHM/view>

### **Videos**

"Without the Union." <https://www.youtube.com/watch?v=UAgH73zw2p4>

What does "union" mean? More than 30 NYSUT members from across New York state discuss why unions matter to all of us more than ever.

"The Right to Unite." <https://www.youtube.com/watch?v=MPqugl2R8E>  
The West Wing's Bradley Whitford calls on us all to learn more about the fight for the right to unite.