

NYSUT Communications Awards 2017

Class I

Local: Glen Falls Teachers Association

Category: Best Use of Social Media

Publication/Website: GFTA Facebook

URL: <https://www.facebook.com/GlensFallsTeachersAssociation>

Judges' Comments:

The engraved message doesn't all fit, but it's easy to guess what it says and that makes it a perfect way to anchor this Facebook page. The posts could be more lively and interesting, but this is a good start.

Valid topics for consideration...connecting posts with local commentary and an invitation for members and others to connect to a conversation about how these issues affect the local community would strengthen the outreach.

Local: Irvington Faculty Association

Category: Best Use of Social Media

Publication/Website: IFA Facebook Page

URL: <https://www.facebook.com/Irvington-Faculty-Association-106426012781570/>

Judges' Comments:

The entrance to the school is a welcoming anchor for this page, but it's the smiling faces of the members that really light up this page because they put the "face" in Facebook. Keep posting little notes on it at least once a week, with news and save the dates and photos and soon you will have lots of friends checking to see what you've got that's hot.

Good first steps to feature members of the local in the posts...Strengthen the outreach by inviting participation in a continuing conversation about issues affecting members and the local community. Use this medium as a tool for relationship building.

NYSUT Communications Awards 2017

Class II

Local: Faculty Association Suffolk Community College
Category: Best Use of Social Media
Publication/Website: Faculty Association Suffolk CC Facebook
URL: <https://www.facebook.com/FASCC/>

Judges' Comments:

Love these great civil rights photos for Black History Month. And when you start talking about helping members get promoted, you are bound to be popular.

A start toward building a community conversation...Use posts to encourage conversation and participation. Use comments by local members as post to begin conversation about issues of concern and debate in the local community.

Local: Mahopac TA
Category: Best Use of Social Media
Publication/Website: Mahopac TA Twitter
URL: <https://twitter.com/mahopacta?lang=en>

Judges' Comments:

With hundreds of members and 1,500-plus tweets and followers, this is an active and impressive operation. And the use of colorful photos on its landing page signals there's life on this planet.

A good start towards conversation and relationship building. Twitter is likely a first alert system to capture attention. It works best if coordinated with other online tools such as Facebook and blogs to drive people towards a discussion. Work to use the tweets to whet the appetite for further interaction. Try to establish a "voice" of the local to encourage interest in breaking news and other topics worthy of discussion.

NYSUT Communications Awards 2017

Class II

Local: Vestal Teachers' Association
Category: Best Use of Social Media
Publication/Website: VTA United Facebook
URL: <http://www.facebook.com/vtaunited>

Judges' Comments:

Getting those paycheck and bottom-line job issues on your Facebook page is a great way to educate your members if they are your Facebook friends. Just remember all politics is local, so be sure to get local photos and news on there and do whatever it takes to prime the pump and get this page flowing.

It's great to use social media for relationship building. While information is critical, it is also about connecting into a conversation about that issue. Use of other people's content is fine but be sure to connect your local people to the conversation by offering an inviting commentary to get them interested and encourage their participation.

Local: Wallkill Teachers' Association
Category: Best Use of Social Media
Publication/Website: Wallkill Teachers' Association Facebook page
URL: <https://www.facebook.com/wallkillteachers>

Judges' Comments:

This is a good start for a Facebook page, but do you really want members posting internal union political campaign material on it? If war breaks out, you and your page could be collateral damage.

A good start towards encouraging local conversation and participation through posts highlighting critical issues in the news...Work to develop a fuller invite to participate in the discussion by connecting the issue more directly to the interests of people in your local and surrounding community.

NYSUT Communications Awards 2017

Class III

Local: Half Hollow Hills TA
Category: Best Use of Social Media
Publication/Website: HHHTA Facebook
URL: <https://www.facebook.com/Half-Hollow-Hills-Teachers-Association-112920068794625/>

Judges' Comments:

This Facebook page has a warm, friendly social vibe and that's a good place to start and a great theme to keep going. But you can use this site to post news and information too. It would be great to get some freewheeling discussions of district or national education issues going.

A good start towards using this tool for relationship building. Nice focus on people and activities in the local...Work on making the posts more inviting to people to encourage conversation and dialogue. Encouraging conversation about issues of concern to members and the local community can be an important factor in developing participation.

Local: Levittown United Teachers
Category: Best Use of Social Media
Publication/Website: Levittown United Teacher Local 1383 Facebook Page (Closed Group)
URL: <https://www.facebook.com/groups/154014358032463/>

Judges' Comments:

It's a closed group and about the only thing I can see on this entry is a nice group of friends. There is obviously an upside and a downside to closing the group so you may want to have a serious discussion about that. One disadvantage could be that you lose the public relations opportunity because you will always be preaching to the choir.

NYSUT Communications Awards 2017

Class III

Local: North Babylon Teachers' Organization

Category: Best Use of Social Media

Publication/Website: NBTO Google Site

URL: [NBTO Google Site](#)

Judges' Comments:

I get a message warning that files were dropped, but when I press on I find a message saying that all sorts of great social media efforts are underway. I just can't see what any of them look like.

A very valid and worthwhile strategy outlined. The screen shots of the Facebook accounts were not viewable.

Local: OCC-FTA Local 1845

Category: Best Use of Social Media

Publication/Website: VOTE-COPE OCC-FTA Facebook Page - the first Facebook presence for a vote-cope PAC here in NY, sharing news and info related to union organizing and political awareness.

URL: <https://www.facebook.com/vote.cope.occ.fta/>

Judges' Comments:

It's kind of a shame this is a VOTE COPE site because it is restricted to members and there are lots of great union messages on this site that I'd like to share on mine, too. This site offers serious content, but with humor and style that help members relate and enjoy the visit. No more training wheels, this site has its big boy pants on.

A good start...use posts to engage members in conversations. A commentary about a news item or other post from an outside source should connect the issue to people locally and invite perspective.

NYSUT Communications Awards 2017

Class III

Local: Patchogue-Medford Congress of Teachers
Category: Best Use of Social Media
Publication/Website: @patmedteachers Twitter Page
URL: <https://twitter.com/PatMedTeachers>

Judges' Comments:

This Twitter page has some melodious tweets and a sour note showing on the page capture available to judges. The members' tweets are great, but pulling the weeds can get to be labor intensive.

A good starting place...use Facebook as a tool to encourage conversation and build relationships within your local, Whether the post is from an outside source or is locally generated, use a commentary in the post to connect to why the issue is meaningful locally and invite perspective and discussion.

NYSUT Communications Awards 2017

Class IV

Local: PSC/CUNY

Category: Best Use of Social Media

Publication/Website: Professional Staff Congress/CUNY on Facebook

URL: <https://www.facebook.com/PSC.CUNY>

Judges' Comments:

Wish we judges could see more of these sites, but there is enough here to show this union is being hounded; even as it pushes that "six years with no contract" boulder up the hill, inch-by-painful inch. Undaunted, it presses on. You could say it "persists."

A good start...use Facebook to connect members to issues locally and beyond and encourage conversation to build relationships.