Social Media Advocacy for Trade Unions Training Course

Professional Development Training Course Outline

Category	Trade Unions	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s rapidly evolving digital activism landscape, social media has become a powerful engine for labor rights advocacy, union mobilization, workplace justice campaigns, and collective bargaining influence. Trade unions are no longer limited to physical meetings and traditional communication channels; instead, they are leveraging Facebook, X (Twitter), Instagram, TikTok, WhatsApp communities, and LinkedIn advocacy networks to amplify worker voices, expose labor injustices, and shape public policy debates in real time. Social Media Advocacy for Trade Unions Training Course equips union leaders, shop stewards, and labor communicators with advanced digital organizing, online campaigning, and strategic content creation skills to strengthen worker solidarity and visibility.

The course focuses on building high-impact capabilities in social media strategy for unions, digital storytelling for labor movements, crisis communication, viral advocacy campaigns, and data-driven engagement analytics. Participants will learn how to design persuasive narratives, counter misinformation, mobilize online communities, and integrate digital tools into broader industrial relations and trade union organizing frameworks. By combining theory, practice, and real-world labor case studies, this program empowers unions to become influential digital actors in the global fight for decent work, fair wages, and social justice.

Programme Curriculum

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Course Duration

5 days

Course Objectives

1. Develop advanced social media advocacy strategies for trade unions
2. Master digital labor campaigning and online mobilization techniques
3. Build effective union branding and digital identity systems
4. Enhance worker engagement through interactive content creation
5. Design viral advocacy campaigns for labor rights movements
6. Strengthen crisis communication and reputation management online
7. Apply data analytics for social media performance tracking
8. Combat misinformation and digital propaganda targeting unions
9. Utilize storytelling techniques for labor justice advocacy
10. Integrate multi-platform communication strategies for unions
11. Improve digital stakeholder engagement and alliance building
12. Implement ethical social media governance in union communications
13. Optimize real-time digital organizing and protest coordination tools

Target Audience

1. Trade union leaders and executives
2. Shop stewards and workplace representatives
3. Labor communication officers
4. Human resource and industrial relations practitioners
5. Social justice and labor rights activists
6. NGO workers in labor advocacy
7. Policy and governance stakeholders in labor sectors
8. Young emerging union digital organizers

Course Modules

Module 1: Foundations of Digital Labor Advocacy

- Evolution of trade union communication in the digital age
- Role of social media in labor movements
- Key platforms for union advocacy (X, Facebook, TikTok)

- Digital vs traditional organizing strategies
- Case Study: #FightFor15 minimum wage movement (USA)

Module 2: Social Media Strategy for Trade Unions

- Building a union digital communication plan
- Audience segmentation for workers and stakeholders
- Content calendars for advocacy campaigns
- Platform-specific messaging strategies
- Case Study: UK Unison NHS digital campaigns

Module 3: Digital Storytelling & Worker Narratives

- Crafting compelling labor stories
- Using video, reels, and infographics for engagement
- Emotional messaging for solidarity building
- Ethical storytelling in worker representation
- Case Study: Amazon warehouse worker campaigns

Module 4: Viral Campaign Design & Mobilization

- Mechanics of viral labor campaigns
- Hashtag strategy development
- Influencer and ally engagement
- Coordinating online-offline protests
- Case Study: #SolidarityWithStrikes European transport strikes

Module 5: Crisis Communication & Reputation Management

- Handling union crises and public criticism
- Rapid response communication frameworks
- Managing employer counter-narratives
- Digital reputation protection strategies
- Case Study: Uber driver strikes global media response

Module 6: Data Analytics & Performance Tracking

- Social media metrics for unions
- Engagement rate and reach optimization
- Sentiment analysis tools
- Reporting dashboards for leadership
- Case Study: South African COSATU digital analytics adoption

Module 7: Misinformation & Digital Threat Management

- Identifying fake news and propaganda
- Counter-narrative development
- Cybersecurity for union accounts
- Safe communication practices
- Case Study: Fake union messaging during election cycles

Module 8: Integrated Digital Organizing Systems

- WhatsApp and Telegram organizing tools
- CRM systems for union membership tracking
- Hybrid organizing (online + offline integration)
- Automation tools for communication
- Case Study: Indian railway workers digital coordination networks

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price

23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com