

New World, New Media  
*District 12 Education Conference*

# What is “new media?”

- New Media or Social Media is interactive forms of communication that use the Internet
- Think of traditional media as a one-way street where you can read a newspaper or listen to a report on television, but you have very limited ability to give your thoughts on the matter.
- Social media, on the other hand, is a two-way street that gives you the ability to communicate.

You **Tube**

Broadcast Yourself



**facebook**

**flickr**<sup>TM</sup>

**twitter**

**Google**<sup>TM</sup>



It's A Revolution ...

# The Revolution Must Be Unionized

- 3 out of 4 Americans use social technology
- 1 in 3 post to social networks at least once a week
- 99% of users believe organizations should have a presence in social media
- 37% of Internet users aged 18-29 use blogs or social networking as a venue for political or civic involvement, compared to:
  - 17% of online 30-49 year olds
  - 12% of 50-64 year olds
  - 10% of internet users over 65



# Today's Workshop

- Briefly review the three major social networks the union uses the most: Facebook, Twitter and YouTube
- Touch on the basics: How you sign up, Dos and Don'ts, general ideas for strategy and management of social networks
- Connect you with USW resources for more help on the new media journey.

# Before You Jump In

- Who will manage the networks?
- Who can post items?
- What kinds of items are appropriate? What is the protocol to approve content?
- Are we prepared to let go of control of our brand just a little?
- How does engaging users via social media integrate with our overall communications/marketing strategy?
- How will we measure success or failure? (views, number of followers/subscribers, comments)







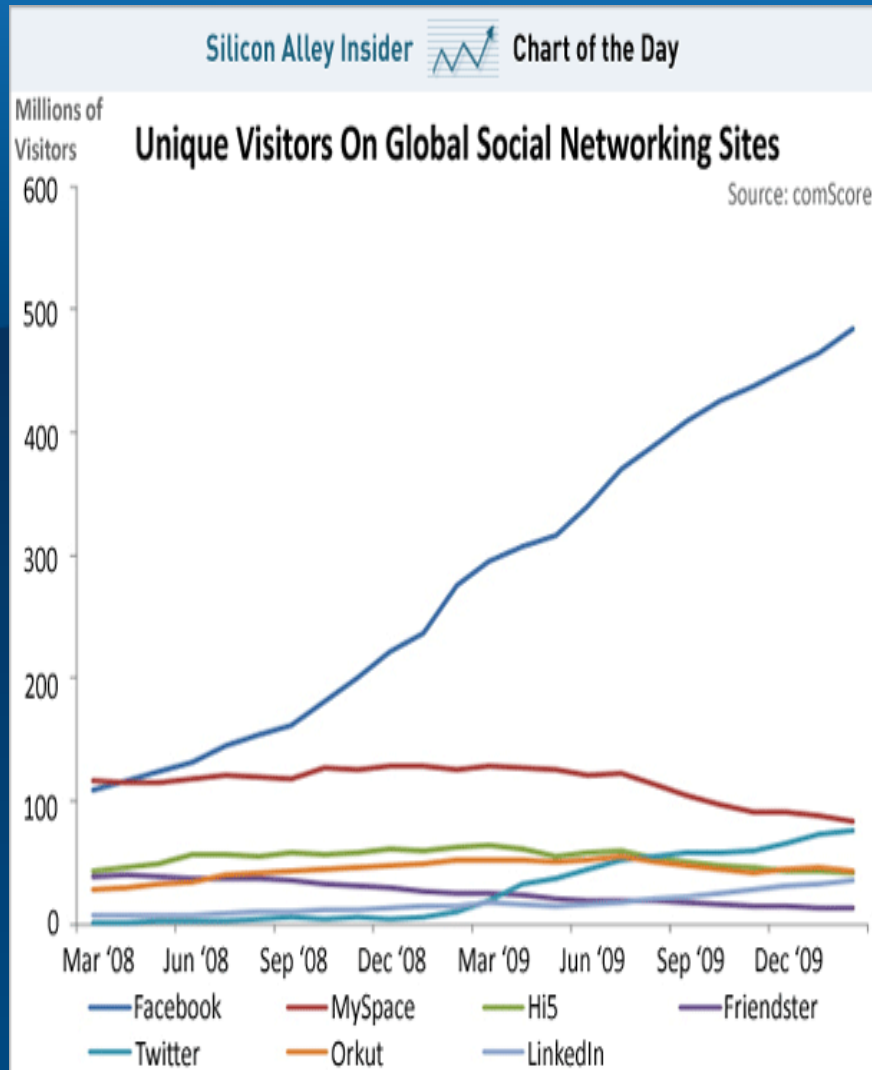
# What Is Facebook?

Free online social networking site

**Connect:** build your network; connect with supporters and other like-minded organizations.

**Share:** spread information about union news and events; share photos, video and other media; start a discussion and get instant feedback from supporters.

# Facebook Statistics



- No. 1 social networking site: 350 million+ active users
- Fastest-growing demographic are those 35 and older
- Average user: 130 friends
- 35 million status updates each day
- More than 10 million users become fans of pages each day
- More than 45 million active user groups exist on the site

# Facebook Tool Summary

Tool	What It Is	Function
Pages	Website within Facebook	Establish official presence
Groups	Communities with similar interests	Network around a common interest
Events	Event management tool	Manage event information and invitations

# Creating a Personal Profile

- ✓ Go to [www.facebook.com](http://www.facebook.com).
- ✓ Enter a name, e-mail, birthday, and an original password.
- ✓ Click “Sign Up”
- ✓ Confirmation e-mail will be sent to the e-mail you provided.
- ✓ Click the attached link in the e-mail.
- ✓ Your Facebook account is now activated.

facebook

Keep me logged in    [Forgot your password?](#)

Email  Password

Facebook helps you connect and share with the people in your life.

**Sign Up**  
It's free and anyone can join

First Name:

Last Name:

Your Email:

New Password:

I am:

Birthday:

Why do I need to provide this?

[Create a Page for a celebrity, band or business.](#)

English (US) Español Português (Brasil) Français (France) Deutsch Italiano العربية हिन्दी 中文 (简体) 日本語 >>

Facebook © 2009 English (US)    [About](#) [Advertising](#) [Developers](#) [Careers](#) [Terms](#) [Blog](#) [Widgets](#) | [Find Friends](#) [Privacy](#) [Mobile](#) [Help](#)

# Creating a Facebook Fan Page

To create a fan page:

✓ Go to [facebook.com/pages/create.php](https://facebook.com/pages/create.php) and create a new page.

✓ Under category choose **Brand, Product, or Organization.**

✓ Then choose **Non-profit** from the pull down arrow

✓ Name your page

✓ Click create page

facebook Home Profile Friends Inbox 20 Scott Triana Settings

### Create New Facebook Page

Category:

Local

**Brand, Product, or Organization:**  
Non-Profit

Artist, Band, or Public Figure

Name of Page:

Do not make Page publicly visible at this time. (You will be able to edit and publish later.)

By clicking the "Create Page" button, you represent that you are an official representative of the business, organization, entity or person that is the subject of the Facebook Page and have the necessary rights to create and maintain the Page.

Create Page

**Note:** Creating an unauthorized Page violates our Statement of Rights and Responsibilities. If you violate any of our terms or policies in any way, we may remove you as a Page administrator, remove the Page, and possibly disable your Facebook account. Please create a Facebook Group to establish an unofficial "fan page"



# Creating a Facebook Fan Page

✓ Customize your page (add photo or logo)

✓ Fill out the information under the “Info” tab (year founded, mission – here’s where you can give fans a brief history)



facebook 18 Search for people, places and things Jim Coleman Home



# It's Time To BRING JOBS HOME

AMERICA WANTS TO WORK

USW.ORG/BRINGJOBHOME #BRINGJOBHOME



## United Steelworkers (USW)

9,412 likes · 660 talking about this

Liked
Message

Organization

The USW is 1.2 million working and retired members throughout the United States, Canada and the Caribbean, working together to improve our jobs; to build a better

About



Photos

9,412

Likes



YouTube



Flickr

Highlights

**United Steelworkers (USW)** shared United Steelworkers (USW)'s photo.  
8 hours ago

We've lost six million jobs to outsourcing. It's time to bring jobs home. Visit [www.usw.org/bringjobshome](http://www.usw.org/bringjobshome) to find out how you can help.

This photo can be posted directly to your Facebook timeline (profile). Utilize it two ways:

211

Friends  
Like United Steelworkers (USW)


+202

Likes See All



SEIU UHW-West & Joint Employer Education Fund

+ Create A Page

Sponsored

**Mitt Romney**



Defeating Obama is just one step toward our goal of saving America. Donate today!

Like · Ken Margolis likes this.

---

EMILY's List



EMILY's List is standing up to the GOP's attempts to silence women. Become a fan!

Like · Marie Malagrea likes this.

---

Now

May

2012

2011

2010

2009

Founded

# How Will You Use Facebook?

- Empower your fans by giving them content to share – enable them to be viewed as a resource.
- Ask questions that inspire discussion and even debate.
- Links to blog posts (can set up to automatically post.)
- Encourage fans to share their relevant content.
- Links to news stories around the Web.
- Share content from other affiliates' pages.
- Spread news about events, rallies, etc.
- Use event tool to invite people to an organized event or even to sign a petition or participate in some virtual event.



# Dos and Don'ts

- ✓ Do let your members know that there is a USW Facebook page
- ✓ Do update often and encourage conversation
- ✓ Do be respectful of others and their opinions – productive discussion and debate is healthy. But...
- ✓ Do also delete inappropriate or disrespectful comments and ban repeat offenders
- ✓ Do use Facebook as another tool to educate on issues, not a personal pulpit
- ✓ Do give feedback and keep things interactive
- ✓ Do “like” the official USW Facebook page
- ✓ Do assume that what's put on Facebook doesn't stay on Facebook!

# Dos and Don'ts

- ✓ Don't post ActionCalls – don't want to tip off the other side. General information like requests for phone calls or rally info is OK.
- ✓ Don't post material that's overtly partisan or political in nature (Example: Election info)
- ✓ Don't post personal material on official pages
- ✓ Don't post local union issues on public fan pages that are not pertinent
- ✓ Don't embarrass the USW brand or feed into the anti-union stereotypes with inappropriate material.



# Let's Play a Game!

Safe for Facebook? Not safe for Facebook?



USW Women of Steel representing strong at fight for collective bargaining rights in Wisconsin. Don't forget to sign the online petition to show your support:  
[www.samplepetition.com!](http://www.samplepetition.com!)



What's with all this "Women of Steel" stuff? I'm a Steelworker but to me, a woman's place is in the kitchen or running the local bake sales, not leading union protests.



Good times at the USW  
Rapid Response  
conference! Lots of great  
beer and parties. Sure beats  
being in the plant.

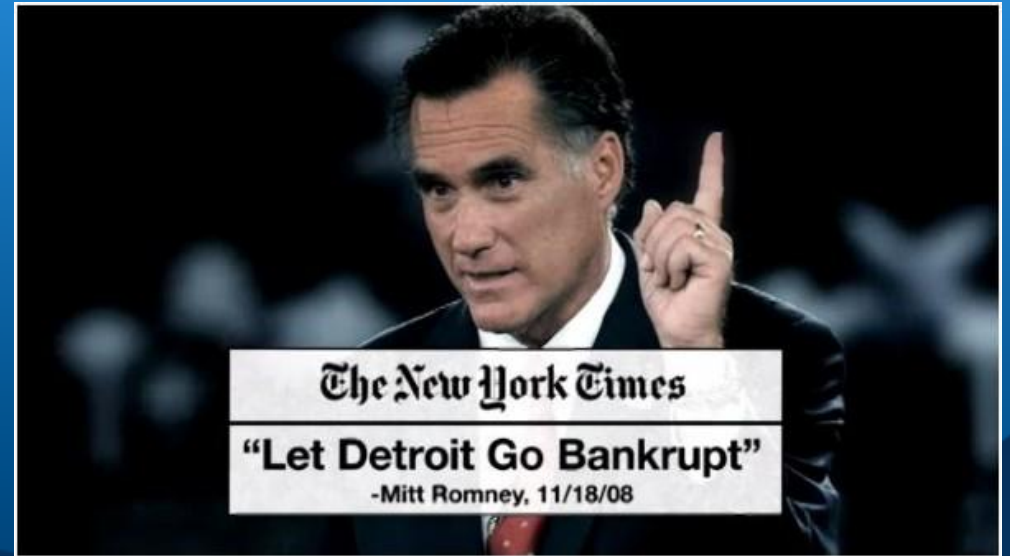


Working hard at USW Rapid Response Conference. Day 1: speeches from our president Leo W. Gerard and then workshops. So pumped to come home and share!



Vote for Obama in 2012.  
Because he's a Democrat.  
And the union is telling you  
to.





The presidential candidates have two very different records when it comes to supporting working families. Check out the facts for yourself and share this status to help us educate our members: [www.samplelink.com](http://www.samplelink.com).

# You Tube

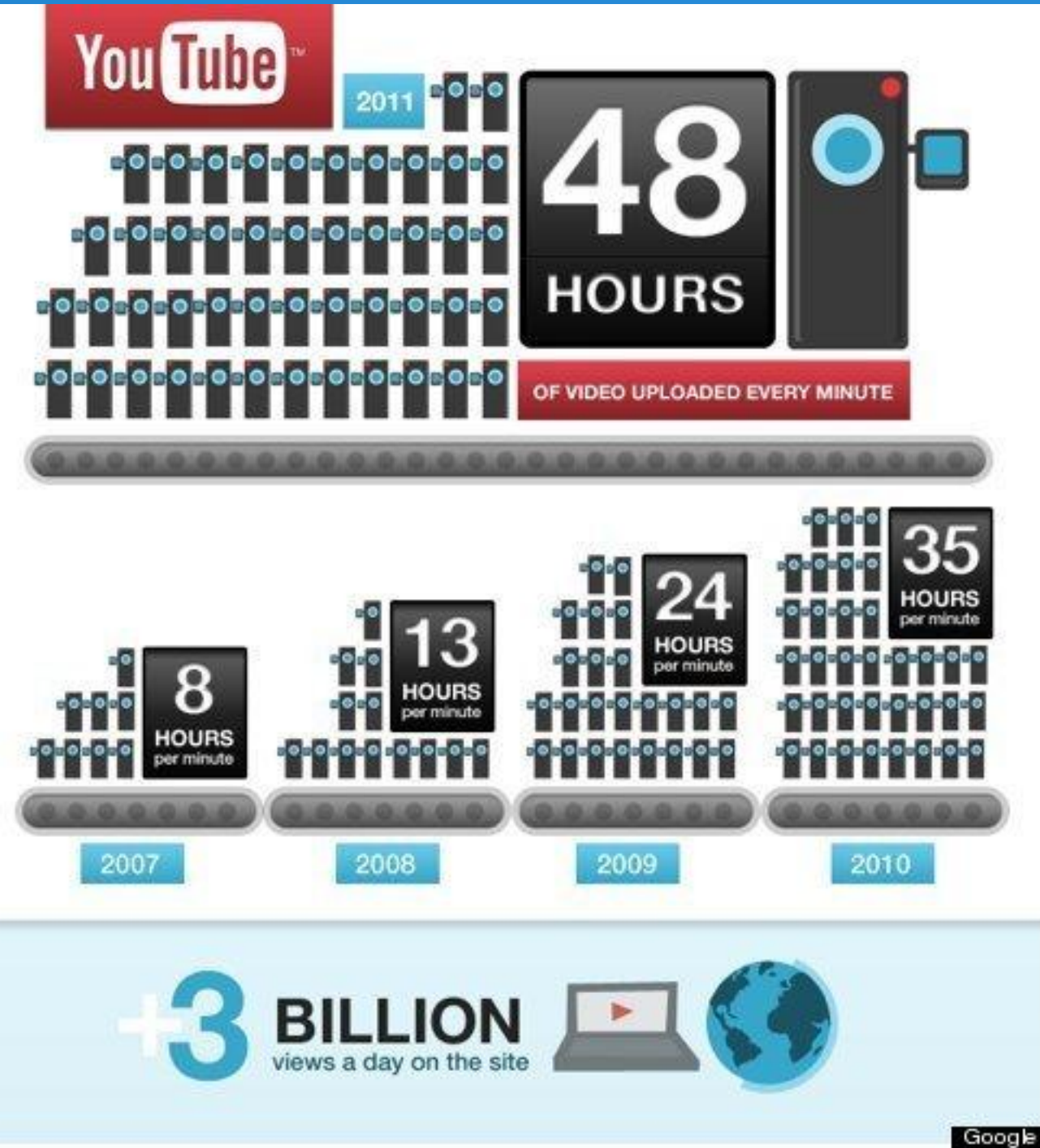
Broadcast Yourself

YouTube is a video-sharing website on which users can upload, share, and view videos.



Broadcast Yourself

- First video posted on [April 23, 2005](#)
- Second largest search engine behind Google
- Exceeds 3 billion views a day
- Average person spends 15 minutes a day on YouTube
- More video is uploaded to YouTube in 60 days than all three major US networks created in 60 years



You  Tube

Broadcast Yourself

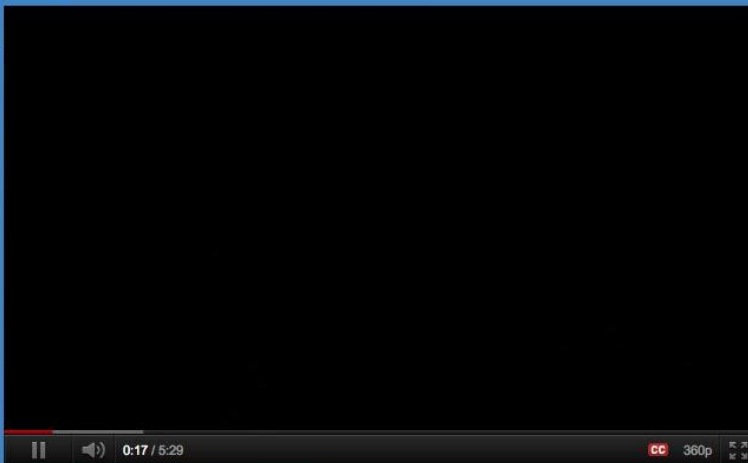
[www.youtube.com/steelworkers](http://www.youtube.com/steelworkers)



**United Steelworkers**  
 Steelworkers's Channel

Subscribed

Uploads

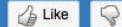


Info Favorite Share Playlists Flag

**USW The Fighting Spirit**

From: Steelworkers | Aug 15, 2011 | 36,180 views

The United Steelworkers stand up and fight back for workers around the world.



View comments, related videos, and more

 Search

Date Added | Most Viewed | Top Rated

- USW The Fighting Spirit**  
 36,180 views - 3 months ago  
 5:29
- Leo W. Gerard's Keynote Address Part**  
 1,139 views - 3 months ago  
 16:00
- Leo Gerard's Keynote Address Part 2**  
 521 views - 3 months ago  
 14:02
- Leo Gerard's Keynote Address Part 3**  
 435 views - 3 months ago  
 12:43
- Leo Gerard's Keynote Address Part 4**  
 377 views - 3 months ago  
 9:09
- USW - Stand Up! Fight Back!**  
 661 views - 3 months ago  
 0:17
- USW: Tug of War Between the 1% &**



Steelworkers

Subscribed

Add as Friend | Block User | Send Message

Profile

Name: United Steelworkers  
 Channel Views: 26,557  
 Total Upload Views: 285,016  
 Age: 97  
 Joined: Nov 16, 2006  
 Latest Activity: 3 weeks ago

Subscribers (646)



see all

Channel Comments (36)

- WTCnucleardestruction** (2 months ago)  
 Google "Many Small Fission Nukes at the WTC" Spam
- MrMarxismo** (3 months ago)  
 The... Spam

0:17 / 5:29
 
 360p

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## USW The Fighting Spirit

From: Steelworkers | Aug 15, 2011 | 36,180 views

The United Steelworkers stand up and fight back for workers around the world.

Like

[View comments, related videos, and more](#)

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 661 views - 3 months ago

**USW: Tug of War Between the 1% &**



**Steelworkers**  
**Subscribed** ▾  
[Add as Friend](#) | [Block User](#) | [Send Message](#)

### Subscribers (646)



skeetshoo...



Mickey5148



spud725p



royp562



G2Rock



tneal



signmandave

Profile

[see all](#)



0:37 / 5:29
 

 360p

- Info
- Favorite
- Share
- Playlists
- Flag

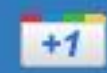
[Link to this video](#)

http://youtu.be/B5CtBOSKscU

[show options](#)

Embed

Email



[show more](#)



[Watch with your friends](#)  
Start a Google+ Hangout



**Steelworkers**

**Subscribed**

- [Add as Friend](#) |
- [Block User](#) | [Send Message](#)

### Subscribers (646)



skeetshoo...



Mickey5148



spud725p



royp562



G2Ro

### Profile

Name: United Steelworkers





Scott Weaver

SORT



Scott Weaver

<http://youtu.be/I1EUcnVb778>



**Workers Uniting – Fighting Back Globally**  
[www.youtube.com](http://www.youtube.com)

Workers Uniting, the first global union, is standing up for the world's 99 percent so that we have a brighter future. We are Workers Uniting – and we are wor...



Like · Comment · Share · 2 seconds ago near Pittsburgh



Lori Greathouse Bookwood



Pittsburgh Area

20+

GROUPS



DiCesare-Engler P...

20+

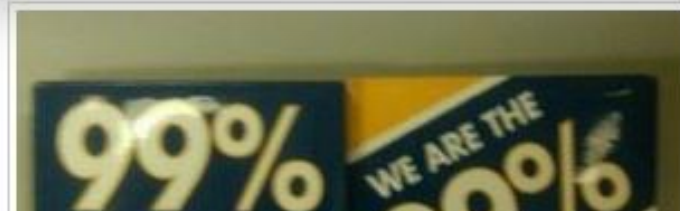


German ShortHair ...

20+



Create Group...





Flickr is an image hosting web site. The United Steelworkers has a Flickr account that hosts over 12,000 photos that are available for any Steelworker to use.

flickr

# View all Collections - in each collection are sets

The screenshot shows a web browser window displaying a Flickr photostream for the United Steelworkers. The browser's address bar shows the URL <http://www.flickr.com/photos/unitedsteelwork...>. The Flickr page is signed in as 'United Steelworkers' and features a navigation menu with options like Home, You, Organize & Create, Contacts, Groups, Explore, and Upload. The main content area is titled 'Your photostream' and lists several photo sets, each represented by a grid of thumbnail images. The sets are:

- Fighting the Good Fight**: 2 sets | Edit Mosaic
- Occupy Wall Street**: 8 sets | Edit Mosaic
- 2011 USW Convention**: 16 sets | Edit Mosaic
- We Are One**: 18 sets | Edit Mosaic
- Saving the Middle Class**: 6 sets | Edit Mosaic
- Season of Safety**: 6 sets | Edit Mosaic
- Support for Tire Workers**: 16 sets | Edit Mosaic
- Trade and Jobs**: 4 sets | Edit Mosaic

The Windows taskbar at the bottom shows the system tray with the time 7:20 PM and a zoom level of 75%.

# In each Collection are sets of pictures

The screenshot shows a web browser window displaying a Flickr page. The address bar shows the URL: <http://www.flickr.com/photos/unityandstrengthforworkers/>. The browser tabs include 'Local Union Websites | Resour...' and 'Collection: Rapid Response'. The Flickr page header shows the user is signed in as 'United Steelworkers'. The main content area is titled 'United Steelworkers > Collections' and features a collection named 'Rapid Response' with the subtext 'Edit mosaic for this collection' and a link to 'click here to add a description'. Below this, there are nine photo thumbnails arranged in two rows. Each thumbnail has a caption and a link to 'Edit'. The captions are: 'USW Rapid Response...' (14 photos), '2011 Rapid Response...' (73 photos), '2011 Rapid Response...' (84 photos), 'Clean Energy Press Conference' (19 photos), 'Rapid Response 2010' (78 photos), '2010 Rapid Response...' (78 photos), '2010 Rapid Response...' (63 photos), '120708 USW & Steelers-NCPA' (55 photos), and '2009 USW Rapid Response...' (142 photos). The footer contains navigation links for 'Follow us', 'About Flickr', 'Community', 'Help', and 'Apps and the API'. The Windows taskbar at the bottom shows the time as 7:22 PM and a zoom level of 75%.

In each set are various amounts of pictures

The screenshot shows a web browser window displaying a Flickr photo set. The browser's address bar shows the URL <http://www.flickr.com/photos/unitedsteelwork...>. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The browser's toolbar shows various icons for navigation and utility. The Flickr page header includes the Flickr logo, navigation links (Home, You, Organize & Create, Contacts, Groups, Explore, Upload), and a search bar. The page content shows the photo set titled "2011 Rapid Response Conference-DAY TWO" with a thumbnail view. The set includes 73 photos, with 192 views and a comment link. The photos in the grid depict various scenes from the conference, including speakers at podiums, audience members, and group photos. The Windows taskbar at the bottom shows the system tray with the time 7:24 PM and a zoom level of 75%.

# Over 12, 000 pictures overall

The screenshot shows a web browser window displaying a Flickr photo page. The browser's address bar shows the URL <http://www.flickr.com/photos/unitedsteelwerke>. The page title is "RR-0571 | Flickr - Photo Sha...". The Flickr interface includes a navigation menu with "Home", "You", "Organize & Create", "Contacts", "Groups", "Explore", and "Upload". The photo itself shows three men at a conference table with a large blue banner in the background that reads "UNITED STEELWORKERS Rapid Response and Legislative". The photo ID "RR-0571" is displayed below the image. To the right of the photo, there is a metadata section stating "By United Steelworkers" and "No real name given", and "This photo was taken on February 10, 2011 using a Nikon D300." Below this is a map placeholder with the text "Add this photo to your map!" and "24 views". Further down, it says "This photo belongs to" and "United Steelworkers' photostream". A section titled "This photo also appears in" lists "2011 Rapid Response Conference-DAY TWO (set: 73)". The "People in this photo" section is currently empty. The "Tags" section shows "photos" and "by: STEVEN DIETZ". At the bottom of the page, there is a copyright notice: "© All Rights Reserved edit". The Windows taskbar at the bottom shows various application icons and the system clock displaying "7:25 PM".

# Getting Started with Twitter

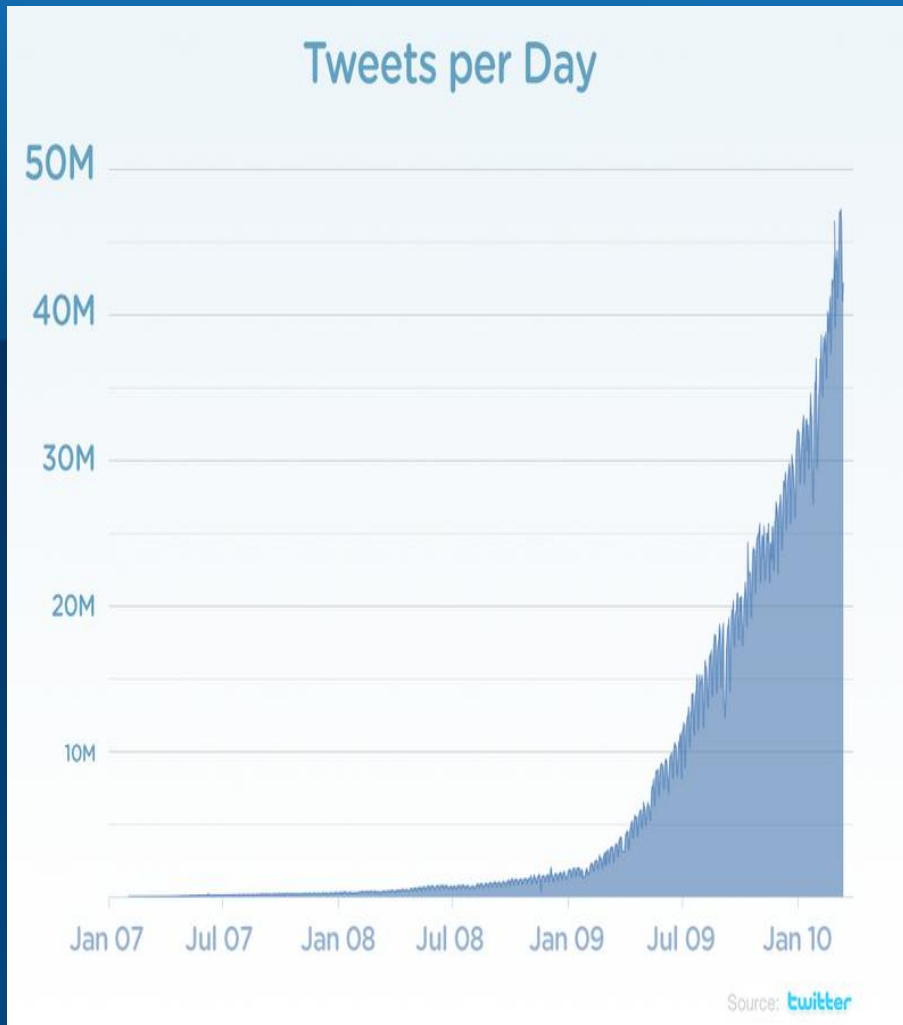




What Are You Doing...  
Right Now?



# Twitter Statistics



- 10-15 million active users with a median age of 31
- Users were tweeting 5,000 times a day in 2007. Today, 50M tweets are sent per day
- Tuesday is most active day on Twitter

# Getting Started

- ✓ Sign up at [www.twitter.com](http://www.twitter.com)
- ✓ Completely fill out user profile
- ✓ Brand yourself
- ✓ Claim your Twitter handle (i.e. [twitter.com/steelworkers](http://twitter.com/steelworkers))
- ✓ Choose a photo or logo
- ✓ Create your background

The screenshot shows the Twitter profile for @steelworkers. At the top, there's a banner with the text "Get short, timely messages from United Steelworkers." and a "Sign Up" button. Below the banner is the profile header with the USW logo and the name "steelworkers". The bio states: "Name United Steelworkers Location U.S., Canada, Caribbean Bio The USW is 1.2 million strong in the U.S., Canada and Caribbean. We work for better jobs, communities and a brighter future for our families." The profile shows 2 following, 81 followers, and 3 listed. The main content area displays a list of tweets, including: "Steelworkers condemn attack on Cananea miners: http://bit.ly/czBiMq", "'Green Jobs' Proposal: Put Young, Unemployed to Work Cleaning BP's Mess; Then Send BP the Bill. Check out our blog: http://bit.ly/bkYd8m", "Major victory for student-athletes and parents: http://bit.ly/bjKUN", "gearing up for AFL-CIO's Next Up summit next week in D.C.: http://bit.ly/avz24R #aficionextup", "USW Pres Leo W. Gerard to appear on tonight's Ed Schultz Show on MSNBC. Please tune in! http://bit.ly/cHaDQO", "USW members pushing green light bulbs, jobs: http://bit.ly/cSubAU", "I subscribed to nationalcbtu's channel on YouTube. http://www.youtube.com/user/nationalcbtu?feature=autoshare", "via @huffingtonpost: http://huff.to/9Y03tu", "RT @AFLCIO: TODAY is the last day to register for the Young Workers Summit 6/10-13 in DC. For details and to register, visit http://bit. ...", and "Huge step for families who have lost jobs, homes, savings at hands of Wall St.: http://www.usw.org/media\_center/releases\_advisories?id=0289".



# What do I tweet about?

- Share news or events from your International, local or district (rallies, conferences, meetings, trainings – anything you promote via traditional means.)
- You only have 140 characters!
- Automatically share your blog posts ([www.twitterfeed.com](http://www.twitterfeed.com))
- Links to relevant news stories around the Web ([www.bitly.com](http://www.bitly.com))



# Twitter.com/steelworkers @steelworkers

**twitter** Search Home Profile Messages

**UNITED STEELWORKERS**  
**USW**  
UNITY AND STRENGTH FOR WORKERS  
[www.usw.org](http://www.usw.org)

United Steelworkers

## United Steelworkers

**@steelworkers** U.S., Canada, Caribbean  
*The USW is 1.2 million strong in the U.S., Canada and Caribbean. We work for better jobs, communities and a brighter future for our families.*  
<http://www.usw.org>

Edit your profile →

Tweets Favorites Following Followers Lists

**steelworkers** United Steelworkers  
 Fighting for Whirlpool jobs in Arkansas: [bit.ly/uBlwvx](http://bit.ly/uBlwvx) #jobs #jobsnow  
2 hours ago

 **CarwashCampaign** C.L.E.A.N. ↕ by steelworkers  
Thx to the incredible partners who stood with us today! @LALabor @clueLA @steelworkers and many others. Big day for #alabor #workersrights

# Anatomy of a Tweet



**Mike Elk** @MikeElk

22h

very cool [@steelworkers](#) launch Iphone safety app to help workers in chemical industries [bit.ly/AA1hND](http://bit.ly/AA1hND) #1u

[View app](#)

## Basic Tweet anatomy includes 3 standard elements:

1. A provoking yet concise ask, message, or info with link (limit to 125-130 characters to allow for easy retweeting)
2. 1-3 hashtags to join to relevant conversations
3. Include @influentialperson to help get your ask or message on thought & action leader radars



# Let's Tweet About It!

## Good Tweets

Great article on Rapid Response Conference:  
[http://www.usw.org/media\\_center/news\\_articles?id=1018](http://www.usw.org/media_center/news_articles?id=1018)

Jim Coleman is a nice guy.

We need good jobs!

## Better Tweets

You have to see the political momentum @Steelworkers Rapid Response Conference:  
<http://bit.ly/z9e1ju>

Jim will be able to let us out of class 20 minutes early. #training #good\_instructors

Tell Congress to vote for our jobs, @PresidentObama's manufacturing plan: <http://info> #jobs #mfg



# James Coleman

@jcoleman\_uspa  
Pittsburgh

Edit your profile  
14 TWEETS  
56 FOLLOWING  
49 FOLLOWERS

- Tweets
- Following
- Followers
- Favorites
- Lists

### Similar to you

- Patrick Young** @patrickyoung  
Follow
- Duane Lugdon** @bcktn.dr  
Follow
- Hilary Frenkel** @hilfrenkel  
Follow

twitter  
© 2012 Twitter About Help Terms Privacy  
Blog Status Apps Resources Jobs  
Advertisers Businesses Media Developers

## Tweets

- James Coleman** @jcoleman\_uspa 13 Feb  
Flash Mob at BMO Branch by Occupy Toronto & Steelworkers  
[bit.ly/wFp7h](http://bit.ly/wFp7h)
- James Coleman** @jcoleman\_uspa 2 Feb  
The War on Organized Labor [nyti.ms/zBfkM2](http://nyti.ms/zBfkM2) #unions #steelworkers
- austinadams2k** @austinadams2k 30 Sep  
America wants to work @SpeakerBoehner. So why won't you pass the American Jobs Act? #BoehnerFail [act.ly/4aq](http://act.ly/4aq)  
Retweeted by James Coleman
- Working America** @WorkingAmerica 30 Sep  
Repeating failed policies of the last decade won't create the jobs we need in this one. #BoehnerFail <http://act.ly/4aq>  
Retweeted by James Coleman
- David Hallas** @uswsteelman 30 Sep  
Stop the #BoehnerFail @speakerboehner create jobs now!  
Retweeted by James Coleman
- James Coleman** @jcoleman\_uspa 18 May  
48 Senators protected Big Oil subsidies, after taking millions in #BigOil campaign cash. Hold them accountable: <http://bit.ly/kKEa5l>
- James Coleman** @jcoleman\_uspa 5 Apr  
Experience Matters! Protest scab workers at Honeywell!  
[experiencematters.usw.org](http://experiencematters.usw.org)





# James Coleman

@jcoleman\_uspa  
Pittsburgh

Edit your profile  
14 TWEETS  
56 FOLLOWING  
49 FOLLOWERS

- Tweets
- Following
- Followers
- Favorites
- Lists

- Similar to you
- Patrick Young @patrickyou Follow
  - Duane Lugdon @bcktnr Follow
  - Hilary Frenkel @hilfrenkel Follow

twitter  
© 2012 Twitter About Help Terms  
Blog Status Apps Resources Jobs  
Advertisers Businesses Media Developers

## Tweets

James Coleman @jcoleman\_uspa 13 Feb

**@youngmark12** the first 2 delegates in each class to tweet me will get an Apple iPhone 4S

1:47 PM Mar 2nd from HootSuite Delete



Retweeted by James Coleman

James Coleman @jcoleman\_uspa 18 May  
48 Senators protected Big Oil subsidies, after taking millions in #BigOil campaign cash. Hold them accountable: <http://bit.ly/kKEa5l>

James Coleman @jcoleman\_uspa 5 Apr  
Experience Matters! Protest scab workers at Honeywell!  
[experiencematters.usw.org](http://experiencematters.usw.org)

# FREE LOCAL UNION WEBSITES



- Web 2.0 design
- Personalized URLs (addresses for locals)
- Various templates to choose from
- Limited skills required
- No server or URL costs
- Free training for Web Administrators
- Component of Steelweb
- Video and photo array embedding made easy

**WWW.USW.ORG/LOCALWEB**

# What is LaborWeb

- Introduced by the United Steelworkers through the AFL-CIO.
- Content Management System (CMS) that allows local unions without advanced technical skills to build and maintain websites.
- The system is known as “LaborWeb.” The USW makes the system available to its local unions at no cost (must have a SteelWeb account.)

# Signing In

Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.myuswlo...rg/login/index.cfm +

www.myuswlocal.org/login/index.cfm

Most Visited Getting Started

UNITED STEELWORKERS  
**USW**  
LOCAL UNION WEBSITES

Email Address:

Password:

Remember Me

[Forgot your password?](#)

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AFL-CIO LaborWeb is provided exclusively for use by the AFL-CIO and its affiliates.

# LaborWeb Work Areas

AFL-CIO LaborWeb - Home Page - Mozilla Firefox

File Edit View History Bookmarks Tools Help

AFL-CIO LaborWeb - Home Page

www.myuswlocal.org/ber3/LU90/index.cfm?restart

Most Visited Getting Started

UNITED STEELWORKERS  
**USW**  
LOCAL UNION WEBSITES

Local 90 - Local Union Administration

Home Articles Calendar Photo Albums Banners Categories Users Setup Log Out Support

Welcome to AFL-CIO's LaborWeb content management system

Logged in as:  
Email address:

There are no current System Messages.

I would like to:

- Manage Articles
- Manage Calendar Events
- Manage Photo Albums
- Manage Banners
- Manage Categories
- Manage My Users
- Manage Site Statistics

Browse this site (<http://myuswlocal.org/sites/US/LU90>)

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# Color Branded

The screenshot displays the website for Steelworkers Local 90. The header features the USW logo and the text 'Steelworkers Local 90'. A blue sidebar on the left contains navigation links: Home, Calendar, USW Blog, www.usw.org, and Contact Us. The main content area is white and includes a 'Home' section with a welcome message, a 'USW The Fighting Spirit' section with a photo of workers, and a 'USW Blog' section with three article titles. On the right, there is a 'Sign Up' form with fields for email and password, a 'LOG IN' button, a 'Remember me' checkbox, and a search bar. Below the search bar are two promotional banners: one for 'Unique Savings & Assistance for Union Families' and another for a '15% Wireless Discount' from at&t.

UNITED STEELWORKERS  
**USW**  
UNITY AND STRENGTH FOR WORKERS

## Steelworkers Local 90

Home

Calendar

USW Blog

www.usw.org

Contact Us


### Home

Welcome to LaborWeb for Local Unions

On behalf of the Officers and Executive Board of the United Steelworkers (USW), I would like to welcome your local to LaborWeb for Local Unions.  
[Read more >>>](#)

#### USW The Fighting Spirit

The United Steelworkers stand up and fight back for workers around the world ... [Read more >>>](#)



#### USW Blog

- Casper the Friendly Ghost Can't Control Wall Street
- Former SEC Commissioner: Romney 'Should Be Accountable' for Bain from 1999 to 2002
- Job Fear From Trade Deficit Is What Happened To Jobs And The Middle Class

Sign Up

Email:

Password:

**LOG IN**

Remember me

Not registered? [Click here](#)  
Forgot your password?

**SEARCH**

Unique Savings & Assistance for Union Families  
Union Plus  
**See Your Benefits**

Use your **15%** Wireless Discount  
at&t  
**Save 15%**

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# But You Pick

**UNITED STEELWORKERS**  
**USW**  
UNITY AND STRENGTH FOR WORKERS

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Remember me

Not registered? [Click here.](#)  
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**SEARCH**

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Union Families Union Plus  
**See Your Benefits**

**Use your 15% Wireless Discount!**  
at&t  
Save 15%

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# The Color You Want

**UNITED STEELWORKERS**  
**USW**  
UNITY AND STRENGTH FOR WORKERS

## Steelworkers Local 90

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# What Does It Cost

Cost for Server **Free**

Cost for Web Address **Free**

Cost for Server **Free**

Go to **[www.usw.org/localweb](http://www.usw.org/localweb)** to sign up



# USW Online

U.S. site: [www.usw.org](http://www.usw.org)

Social Networks: [www.usw.org/socialmedia](http://www.usw.org/socialmedia)

Twitter: [www.twitter.com/steelworkers](http://www.twitter.com/steelworkers)

Facebook: [www.facebook.com/steelworkers](http://www.facebook.com/steelworkers)

Flickr: [www.flickr.com/photos/unitedsteelworkers/collections](http://www.flickr.com/photos/unitedsteelworkers/collections)

YouTube: [www.youtube.com/steelworkers](http://www.youtube.com/steelworkers)

New Media Help: [www.usw.org/members/social\\_media](http://www.usw.org/members/social_media)



[www.usw.org](http://www.usw.org)

More info: [jcoleman@usw.org](mailto:jcoleman@usw.org)