Marketing Issues

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Social Media: Make It Part of Your Marketing Plan

To begin with, I would like to extend my thanks and appreciation to all the delegates who attended and participated in our Twenty-Eighth Convention and the "Marketing Through Social Media" workshop. Because of your support, significant progress was made at this convention that in my opinion will greatly support our union as we move into the future.

During the course of the convention, I had the opportunity to discuss marketing, organizing, training and recruiting issues with many delegates, and I was pleased to hear them agree about the importance of continuing or implementing a strategic plan at their local. In addition, many of you shared your ideas and concerns about marketing and organizing, which is always appreciated.

As many of you heard from the panelists at the marketing workshop, increasing market share and membership numbers is feasible even in economic downtimes. The key point raised by each panelist regarding social media is that it is one of the tools they are using to advance their locals both internally and externally. We must constantly change and adapt to maintain our ability to have the needed influence on the roofing industry.

We learned that while all age groups are using social media these days, the biggest users are the 18-29 year olds, who are also the most disgruntled employees. We are no longer driving a horse and buggy or heating asphalt with kerosene. We need to accept technology for what it is and use it to our advantage.

Whatever strategy your local decides is the best course of action, keep in mind that there is no known plan that will produce immediate results. Patience, persistence and the ability to modify your strategic plan when necessary are important factors that were raised during the workshop.

As we move forward from this convention to the future, we as a union need to continue to take a progressive position rather than be reactive. We cannot rest on our achievements made at this convention. Organizations that constantly grow and succeed in good as well as bad times do so because of their progressive nature and willingness to change with the times. In order for us to grow and achieve a significant increase in market share, it is essential we understand the issues affecting our industry and how to effectively address them in a progressive approach.

Social media is one of the tools being used to advance locals both internally and externally.

Once again, thanks to all of the delegates for your support and participation in the 28th Convention and marketing workshop, and for your support of future growth. In addition, I would like to thank our workshop panelists—Jeff Eppenstein from Local 11, Kevin King from Local 20, and Erin McDermott, International staff and Local 123 member—for participating and sharing their uses and insightfulness on social media.

As always, if the marketing and organizing department can be of assistance, please feel free to ask for help.

And to all of our members, I hope you have a Merry Christmas and a safe and prosperous New Year. ■