# Communications and Global Unions

In a communications environment characterized by many competing media channels, an increasing fragmentation of voices and sources, challenges to reach even more diverse audiences and, especially, to make the unique union voice heard, Global Unions communications would benefit from closer collaboration and sharing of best practices and experience.

Social media and cross-media channel advocacy, possibilities for reducing or sharing the costs of expensive video, teleconferences and webinars are only a few of the examples where synergies between different sectors could be found and coordination could be beneficial both in terms of effectiveness in delivering Global Union messages, and in achieving cost efficiencies. In addition, making or renewing connections between colleagues from sister organizations, which is a prerequisite for successful collaboration, is also an effective means of exploiting trade union solidarity and exchanging opportunities to engage media outlets with alternative, but complementary, union views and reactions.

For these reasons, Education International believes it would be useful to the communications strategists in the Global Unions and valuable from the point of view of the promotion of our joint interests, to convene on an annual basis a meeting on communications to which all those responsible for communications in the Global Unions would be invited. Subjects might include:

* Sharing of information and improving ongoing links and cooperation among Global Unions communications staff;
* Consideration of joint communications strategies;
* Examination of joint communications projects and campaigns.

Such a meeting would be a working meeting. It would include sharing information on current campaigns and strategies and searching for opportunities for reinforcing messages, and discussions on content-related and on technical aspects of communications. EI is willing to host the first such meeting in Brussels.