

## Additional Web Resources

Communicate or Die (<http://www.communicateordie.com/>)

This is a “network of passionate individuals who are serious about discussing and developing solutions that allow unions to realize the full potential of Internet technology.” Includes labor-oriented blogs, forums (including a help forum), and a number of other resources for the labor web designer. This website is a great resource for discussions on content for your local union website as well as new tools that may be available for your website.

## Additional Website Guides

Slaughter, Jane, ed. 2005. *A Troublemaker's Handbook 2: How to Fight Back Where You Work and Win!* Detroit, MI: Labor Notes.

*Note:* Chapter 20 “Troublemaking on the Home Page” by Matt Noyes and David Yao helps a local web designer think through some of the design issues associated with creating a webpage – however, it doesn’t provide guidance on the nuts and bolts of web design.

Williams, Robin and Tollett, John. 2000. *The Non-Designers Web Book*, 2<sup>nd</sup> edition. Berkeley, CA: Peachpit Press.

**Action Questions: Websites** (from *A Troublemaker's Handbook 2: How to Fight Back Where You Work and Win!*)

1. Does the home page tell at a glance who you are, who you represent, and what your goals are?
2. Does it encourage viewers to get more involved, with clearly labeled links such as “Join Our Union/Rank-and-File Group,” “Take Action Now,” and “How You Can Help”?
3. Is there an easy and obvious way for visitors to sign up for future communication by email?
4. Do you use photos of members in action to give depth to your descriptions of what you do?
5. Does your website offer tools to facilitate participation, such as downloadable grievance forms, fliers, and contracts in multiple formats (HTML, Word, PDF files) for wider access?
6. Does your site make the workings of the union transparent? In other words, does it explain how to file a grievance, how to take action outside the grievance procedure, and how to participate in union meetings and elections, with the constitution and bylaws available for reference?
7. Does every page give access to contact information for officers, committee members, or activists, along with an explanation of their jurisdictions or assignments?

8. Do you have relevant labor news feeds or someone assigned to do frequent postings to your site, to keep viewers coming back for fresh information?
9. Do you have accessible links to other labor websites that promote values of solidarity, democracy, and grassroots action?
10. Do you offer access to "horizontal" communication among members and activists, through moderated discussion groups or online forums?
11. Is the "back end" of your site easy to use to add or change content, with more than one person trained to do so?
12. Does your Internet host force you to carry commercial content on your site, which degrades your message and annoys visitors?
13. Have you registered your site with the various search engines, using the "meta tags" you believe will attract the visitors that you want to your site?

**Action Questions: Email Lists** (from *A Troublemaker's Handbook 2: How to Fight Back Where You Work and Win!*)

1. How much of your membership or target audience has access to computers and actively uses email?
2. What do you hope to accomplish by using the Internet to reach members, and what would be the advantages over how you do things now?
3. Is your union or group building its database of email addresses in every way possible, including website and paper form solicitations?
4. How do you plan to make use of the email list (e.g. action alerts, meeting notices, monthly newsletters)?
5. Can your list easily be used to reach just certain categories, for example activists versus non-activists, by work location, employer, or job classification?
6. How much time is used to set up, maintain, and tend to your email lists? Are the results worth it?
7. Do your emails have an interactive feature, asking for membership feedback or action?
8. Do you ask recipients to forward your emails, or print them out to pass along to others, or do you use a tell-a-friend feature to expand your list?