

UK UNIVERSITY STRIKES

Social media asks—Wednesday 1 February

Last week, Universities and Colleges Employers Association (UCEA) made a new offer in pay negotiations. Whilst this offer was an improvement and testament to the action UCU members have taken, it is not enough.

When we strike on Wednesday, our union needs to send a clear message to UCEA—and the vice chancellors they represent—that we REJECT their offer.

A clear REJECT will strengthen the arm of our negotiators when they walk back in that room.

It will be incredibly powerful to have every JNCHEs branch in the UK making clear from the picket line what they think of UCEA's offer.

Below are some vital social media actions for each branch to deliver.

Actions

- **Posters:** print off a batch of the REJECT poster and take a group photo of your members holding it up at the picket.
- **Video:** capture videos of individual members saying why they are REJECTING UCEA's offer.
- **Students:** capture videos of supportive students saying why they think staff are worth more than UCEA's offer.

Please post the above content to your social channels and send via WhatsApp to the UCU hotline for use in national comms: +447890890273

Top tips

- Ensure there is a constant stream of content from the very start of the day.
- Always tag in UCU and use the campaign hashtag: #ucuRISING
- If recording video testimony, be clear to members, students and supporters how that content will be used
- Perspective matters: think about how images and videos 'look'. If it is a smaller group of members, take the photo or video from close-up, not far-away

UCU national social media

- **Twitter:** @UCU
- **Facebook:** facebook.com/ucu.campaigns
- **Instagram:** @UCUnion

If you have any questions or require further advice, please contact Tom Colclough, UCU head of communications and public affairs, via tcolclough@ucu.org.uk

