

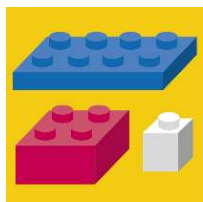
Unionen, Sweden

## Unionen anticipates the Covid-19 crisis in its communication with employees in Sweden



### What is/was the aim of the campaign?

The aim of the campaign is to make employees understand that Unionen cares for them. Thanks to this, Unionen is retaining members and recruiting employees.



### What has your organisation done to achieve the aim?

We have designed a communication strategy and narrative that anticipates the needs of employees during the different phases of the Covid-19 crisis:

1. **Shock:** People are confused, they need to feel that someone is in control.  
Message: Unionen does and will do whatever is needed. There is no recruitment yet in this phase.
2. **Reaction:** People are worried about the future and they are angry. They need facilitation and concrete advice as to how to cope with the situation.  
Message: Unionen provides guidance and has ideas on how to move forward.
3. **Processing:** People accept the situation and see opportunities for future employment. They are keen to learn more about their future opportunities.  
Message: Unionen provides tailored information about possible options.  
Recruitment starts in this phase.
4. **Reorientation:** People set targets and reconsider their views on working life. They need to see examples from others in the same situation.  
Message: Unionen empowers and helps people to have a good future. "We have the policies, tools, services for workers."



### What (communication) tools have you used to reach the target group?

Phone calls by the communication department, which has been instructed and trained according to a newly developed communication scheme: attract, engage, convert, introduce, confirm, ensure loyalty. These are enhanced by a new TV-commercial and content marketing in social media.



### What risks are you facing and what are possible solutions?

**Risk:** That employees leaves the trade union once their individual uncertainty is solved.

**Solution:** Ensure involvement by regular contacts (phone calls, emails), good collective agreements, and communicate to members that they reached good results together with their trade unions.



### What recommendations do you have for others?

It is important to anticipate the needs of workers when communicating with them. The communication team must be prepared to do this by way of specific training. An overall communication strategy should include all possible tools: advertising in the print media, social media, TV, radio, as well as direct communication whenever possible.



### What is the result of the campaign (so far)?

The campaign is having a relatively good short-term effect. Almost half of the people who saw the campaign film (47%) get a positive overall impression of the campaign. The general approval and reputation of Unionen has considerably improved during this campaign. The campaign's message is also being clearly perceived: Workers are getting help in difficult times; workers can be certain that Unionen provides support and advice to its members and that we grow stronger together.

During these two months of the campaign, **Unionen recruited more than 30,000 new members**. The campaign resulted in approximately 100,000 users visiting [www.unionen.se](http://www.unionen.se) with questions.