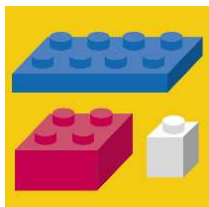


FNV Procesindustrie keeps the focus on membership and puts members first!



What is/was the aim of the campaign?

To build a strong union at the workplace, where workers can solve issues in their companies or sectors. That is the purpose of an organising campaign. We conduct campaigns based on a plan that we draw up with the members, directors and specialists of our department.



What has your organisation done to achieve the aim?

There are several campaigns going on at the same time for the different sectors, with similar messages adapted to the specifics of each sector and target group. Each campaign has its own project leader and project team.



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

Free online advice and information via Facebook/Instagram, Twitter, YouTube and Google.



What risks are you facing and what are possible solutions?

Risks are opportunities: we don't have to accept the drop in membership. We saw a great support within the sectors for our union. We also perceive recruitment opportunities that we are not yet availing ourselves of. This combination of potential support and unused opportunities means that much is possible. The risk is that people want to support socially useful activities but prefer not to do so via a permanent membership entailing monthly payments. **Solutions are tasks:** We need to learn that we can, and must, improve by taking account of the entire process: how we recruit people, how we put members first and how we bind them sustainably to FNV by allowing them to experience the value of membership. We want to increase our influence and enhance our image.



What recommendations do you have for others?

We don't work alone! This project group brings together enthusiastic colleagues and their innovative ideas, which have already led to many intense collaborations. We also need to communicate a crystallised message and come across as appealing.



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

FNV has reached almost 6 million people through the online campaign. 151 people joined thanks to the "Samen Door" campaign in only two weeks. Facebook and Instagram ads contributed by far the newest members over the past two weeks (100), followed by YouTube ads which brought 44 new members. 23 people registered for free telephone advice. 7 of them joined the union.

You can find the campaign video on YouTube: <https://youtu.be/JRbbSvIQWqY>

Slogan: FNV Union stands up for you! For safety and security in work and income. We do that together. Join us and discover what FNV can do for you. #SamenDoor.

Hieronder zie je de trending topics rondom de hashtag #SamenDoor. Deze is in week 24 en 25 in social media berichten 90 keer gebruikt. Zoals je ziet, komt gratis telefonisch advies daar prominent in voor.



Best scorende Facebook/Instagram advertenties voor gratis telefonisch advies

FNV Vakbond
Gesponsord (demo) · G

Heb je (juridisch) advies nodig over je werk of inkomen? FNV biedt gratis telefonisch advies. #SamenDoor

FNV GEEFT GRATIS TELEFONISCH ADVIES!



FNV Vakbond
Gesponsord (demo) · G

Heb jij in deze onzekere tijden (juridische) vragen? FNV biedt gratis telefonisch advies over werk en inkomen. #SamenDoor

VRAGEN OVER WERK EN INKOMEN?

FNV GEEFT GRATIS TELEFONISCH ADVIES!