

# COMMUNICATION STRATEGY



**Rulebook for Union representatives**

DECEMBER 2020



**Sindikat radnika trgovine  
i uslužnih djelatnosti BiH**

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# COMMUNICATION STRATEGY STBIH

The Union of Trade and Service Activities (STBIH) stands for and represents workers in the most dynamic and progressive sector, and accordingly defines its program goals and plans and implements its activities.

The Communication Strategy seeks to effectively connect STBIH with stakeholders, which will improve communication, demonstrate success in work, and ensure that the target public understands what STBIH is doing through the promotion of Trade Union activities.

Public relations are an unavoidable factor of good governance and represent a thoughtful, planned and continuous establishment and maintenance of mutual understanding between the Trade Union and the environment.



# WHY COMMUNICATION STRATEGY?

- The Strategy seeks to motivate the public to recognize the importance and strength of the Union, to enable the general target public in order to create a clear picture of the activities of the Union as well as its strategic development goals and to enable the massification of its own membership.
- The Strategy seeks to effectively connect with stakeholders, improve communication, demonstrate success, ensure that the target public understands the purpose of STBIH, contribute to the expanding of the available information to the general public as well as to enable the strengthening of the development potential of the Trade Union itself.

Each of the members of the Management Board and elected representatives of the STBIH have been building their own public image for years. Well-planned public relations can help them with that. The members of the Trade Union, as well as the external public through the Internet channel have the opportunity to directly address their representatives and elect members of the STBIH and thus influence the indication or solution of the problem. Personal relation with public is extremely important especially in times of crisis and the need for crisis communication. In those times, the reputation of STBIH was at its greatest test.

| IMAGE   | IDENTITY   | REPUTATION   |
|---|--|--|
| Image of STBIH is a result of the mutual influence of all impressions, experiences, feelings, beliefs and, ultimately, the knowledge of the general public about the activities of the union. | STBIH identity is an objective static category determined through the specificity of the STBIH and accompanying visual or material means (new, redesigned logotype) and with the help of which they are designed and communicated with different levels of internal and external public. | Reputation is strongly correlated with the actions of the STBIH, and it is up to the membership and elected representatives to confirm the desired image with actions. |

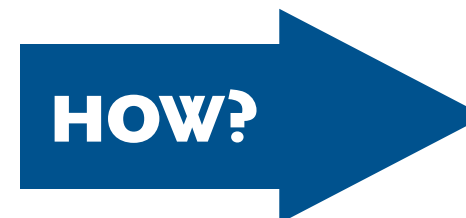


# STRATEGIC COMMUNICATION GOALS

**THE GOAL OF THE COMMUNICATION STRATEGY IS TO MOVE STBIH FROM WHERE IT IS TO WHERE IT WANTS TO BE.**

- Promotion of decent work and protection of workers' rights in the trade and services sector.
- Building and fighting for STBIH to be a legitimate representative of workers from the trade and service sectors.

**IMPORTANT!**  
All communication goals must be in direct correlation with the strategic goals of STBIH.



**KAKO?**



To position itself as a Trade Union that has an important role in improving rights and freedoms, and is aimed at ensuring equal access to justice, improving labor standards in the trade and services sector



Increase media presence and visibility by responding to different societal challenges related to different types of discrimination against workers and directly endangering their rights



The active involvement of the most vulnerable categories of society in BiH, women and young people in identifying problems, even in the form of so-called Whistleblowers, and creating an environment for safe alerting of the Board СТВИН in cases in which there has been a direct violation of the rights of workers. Through the already organized Trade Union Sections, young people and women can act in the direction of preventing the violation of workers' rights



Improve the ability of the СТВИН leadership at all levels to cope with changes and challenges on the filed.



Become a legitimate representative of workers from the trade and services sector throughout BiH



Media coverage of the main activities of the Trade Union at the level of the whole of BiH



Exercising the rights and interests of employees in the trade and services sector, especially in the context of complex social, economic, political conditions in Bosnia and Herzegovina, and at the regional or global level



The union must be present in the local community on a daily basis, communicate and work with all members and potential members on a daily basis, and through project activities and offers СТВИН will increase trust and lead to new members resulting in a stronger local community as a whole.



Improve the current work of СТВИН through a more proactive and systematic approach in preventing violations of workers' rights in the trade and services sector at BiH level, enrich the current offer for members of СТВИН with a number of benefits



Improve the visibility of the Union in terms of gaining new members



Increase the involvement of all Union members in promoting the values, image, identity and reputation of the Union.

Improve collaboration with the community



## TARGET AUDIENCES

- The internal public defined by the Strategy consists of all members of the Union who are directly or indirectly involved in the work and development processes of the Union.
- The external public defined by the Strategy consists of all publics that are related to the planned activities, to which the activities concern, who participate or will participate in the planned activities, and who have or will benefit from the activities in the future.



### INTERNAL PUBLIC

- Management of STBIH
- Elected representatives
- Union members
- All beneficiaries of any kind of assistance from the Trade Union or those who voluntarily participate in the activities of the Trade Union



### EXTERNAL PUBLIC

- Private sector
- Educational institutions
- Potential future members of the Union
- Government representatives (decision makers)
- Donors (current and potential)
- Media
- Young workers
- Associates
- Employment services
- Simpatyzers
- Non-government sector
- Informal groups
- Other trade unions headed by the BiH Worker's Union
- All citizens of BiH

## THE VALUE OF THE MESSAGE



### A CLEAR MESSAGE

A short and concise statement about what we will do for the target public. Most often, it is a statement about very important issues and accompanying ways of resolving them. A quality and best message is addressed to one person and at the same time it is addressed to everyone. The language we use should be clear and understandable to those for whom the message is intended. The one who conveys the message must have full legitimacy and reputation for the message, to which he should be bound, and to whom the target public will bind the same message.

### INTERNAL PR STEPS

Internal communication means communication that takes place within the Union and is realized on several levels. It includes communication between elected representatives and members, and members of the STBIH Board of Directors.

### STEPS OF INTERNAL AND EXTERNAL PR

**INTERNAL COMMUNICATION** is a set of mutual connections, means and methods within STBIH, which transmit information that influences people's behavior.

- Coordination
- Team meetings and planning
- Individual meetings
- Board meetings
- Meetings with STBIH members

**EXTERNAL COMMUNICATION** implies meetings and events involving external individuals and groups, which are important for the successful work of the Union.

- Meeting with partners
- Meetings with decision makers
- Regular events of the Union

# COMMUNICATION CHANNELS AND KEY MESSAGES



| Target group   | Key messages   | Communication channels and tools  |
|--|--|---|
| Potential future members of the Union  | <p>PURPOSE OF STBiH - Why does STBiH exist?</p> <p>Improving legal and economic conditions in order to adequately protect members, and exercising the social rights of each member in the Union. Protecting and promoting the economic and social interests of members through collective negotiation.</p> | E-mail, web sites, Facebook, call center, Instagram, YouTube, Viber, Whatsapp   |
| Young working people under the age of 35 and women as vulnerable categories  | <p>VALUES- What does STBiH believe in?</p> <p>Independence<br/>Transparency<br/>Integrity<br/>Equality<br/>Openness and trust<br/>All kinds of equality</p> <p>Realization of minimum social and labor rights through membership in STBiH</p>  | Twitter, Instagram, Facebook, web sites, e-mail, YouTube, Viber, Whatsapp,  |
| Public social protection institutions as partners of the Trade Union in the implementation of workers' protection projects | In turbulent times, economic recessions, the collapse of trade and service companies, the recent pandemic and the devastating consequences, we are initiating a joint fund on the principle of urgent distribution of aid to the most vulnerable categories.   | Social networks, web sites, phone, e-mail. Letters to institutions, analyzes of vulnerable groups                               |
| Public institutions at the municipal, cantonal, entity and state levels  | In cooperation with public institutions, we work for the benefit of the people and for the realization of conditions for the active protection of workers' rights.   | E-mail, signed protocols on cooperation. Annual reports, information about projects / programs. Development of joint strategies |

|  |  |  |
|--|--|--|
| Educational institutions   | Together we provide opportunities for children and young people to acquire knowledge about their rights in time, and to be able to fight for them when the time comes for their working ability. We create additional skills and experiences for them in learning how to fight for their rights both on an individual and collective level.  | E-mail<br>Signed agreements  |
| Non-governmental organizations, partnerships and organizations engaged in related activities | Together with the NGO sector, we are raising awareness of our activities and creating a safe environment for workers. Together with partner organizations and other Trade Unions or branch associations, we do not wage a frontal or behind-the-scenes conflict but work together on the safety and rights of each worker individually. We are not the cause of the problem, but its solution. | E-mail, the social network. Videos, promotional materials. Annual reports, public events   |
| International and local donors   | We enable the money invested in our programs to be transformed into visible social changes and reform processes in the segment of protection of workers' rights in BiH.  | E-mail, Skype, Zoom, website, social networks, videos, photos, project applications. Info material, letters, reports   |
| Editors of media houses in different parts of BiH  | <p>We work to exercise workers' rights through our methods based on;</p> <p>Openness and trust<br/>Initiatives and creativity<br/>Protection and education<br/>Integrity</p> <p>Together with our members we are a source of good stories.</p>   | E-mail, announcements, letters, articles. Press conferences, interviews, photos. Representation in the media. Videos / movies. Websites, profiles on social networks (FB, INS, YT, TW) |
| General public   | <p>We are a unique and strong Trade Union in the field of trade and services, which with its authority, recognition and numbers, provides members with a high level of protection of workers' rights.</p> <p>We are a legitimate and worthy representative of the interests of workers.</p>  | Media<br>Web page<br>The social network<br>YouTube<br>Conferences<br>Round tables  |

# COMMUNICATION METHODS AND TOOLS

## THE MOST COMMONLY USED TOOLS



Press releases  
Official letters  
Promotional materials  
Photos (from, events, from projects)



Notices  
Sponsored texts  
Special events (promotion of new activity)  
Informal meetings with journalists



Press conferences

Media materials

Interviews

Visits



Video materials

Research

Stories of Union members



Annual reports

Audio and video statements

Publications

Positive stories



Socially responsible activities



Information and text on the Trade Union website

Press statements

Notices

Sponsored texts

# RULES OF COMMUNICATION ON THE INTERNET

## 1. DISCRETION

## 2. RESPECT OF COPYRIGHT AND

### RELATED RIGHTS

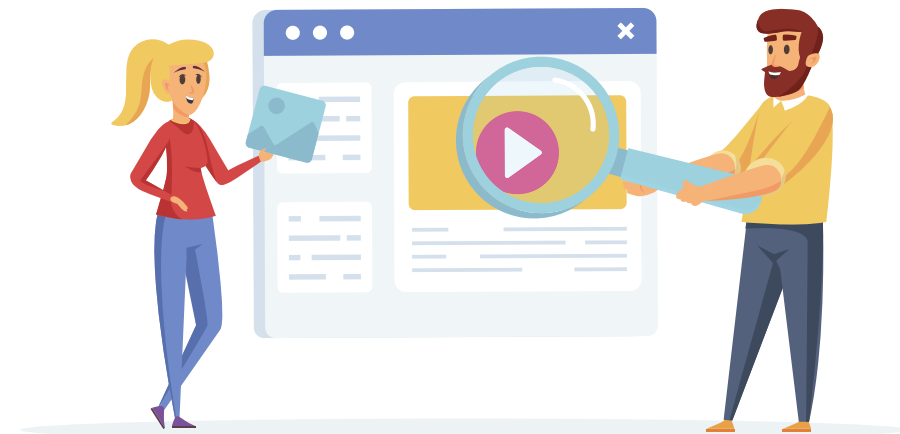
## 3. CITING SOURCES



Respect for copyright and related rights is the basis of the Internet Code of Conduct and any texts or photographs without copyright or the author's own permission are not used unless they are downloaded from free sites and marked as free to use, reproduce or distribute.

When downloading and publishing citations, it is necessary to cite and indicate the original sources.

It is not allowed to post personal information about Union members and / or elected representatives without their explicit consent. Confidential information relating to STBIH or any elected Trade Union representative may not be disclosed.



## SEPARATION OF THE PRIVATE FROM THE INSTITUTIONAL

Everything that someone publishes on social networks or the Internet in its entirety leaves a deep and indelible mark and can permanently damage the reputation that СТВИН has in a normal or digital environment. Due to the lack of privacy in the digital world, before publishing online content, one should think carefully and keep in mind that what has been deleted - remains.

## CLEAR EXPRESSION

When writing statuses or comments we must not leave room for misinterpretation and misunderstanding. Our statuses may raise various issues or discussions but they must not leave room for misinterpretation

## PREPARATION OF ANSWERS

Any content on the Internet or social networks has the ability to initiate various discussions, opposing ideas and opposing opinions. We always have to think carefully before we answer, and what implications the answer could have on СТВИН.

\* The Rulebook for communication on the Internet and social networks, in business and private environments, is binding for all elected representatives and members of the Trade Union. СТВИН will not tolerate violations of these rules.





**STBIH - MORE  
THAN A UNION!**

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