

UNION ORGANIZING IN FLORIDA ON THE RISE

6 TECHNIQUES OF TODAY'S UNION ORGANIZERS



1) SOCIAL MEDIA CAMPAIGNS

Unions are using social media to connect with workers, share information, and mobilize them to take action, and collect union authorization cards.

2) DIGITAL ORGANIZING

Has been used to great effect in Florida, with unions like the Service Employees International Union (SEIU) and the Farmworker Association of Florida (FWAF) using social media and online campaigns to connect with workers and build support for unionization.



3) GRASSROOTS/ASTROTURF CAMPAIGNS

This involves reaching out to workers in the community, organizing rallies, and other events to raise awareness about their cause.



4) TARGETED CAMPAIGNS

Unions are targeting specific companies and industries where they believe they can have the most impact. They are also targeting workers who are most likely to be receptive to their message.



5) ALLIANCES WITH COMMUNITY ORGANIZATIONS

For example, the SEIU and FWAF have formed partnerships with other labor unions, faith groups, and community organizations to build support for unionization among farmworkers. Has also been effective in other sectors, such as healthcare and education, where unions have partnered with community groups to push for better working conditions and higher wages.



6) INTERNAL WORKER COMMITTEES

Typically workers already supportive of unionization who work to convince their colleagues to join the union. These committees are sometimes successful in organizing workplaces without a formal union election.



HOW TO AVOID UNIONIZATION

1) ADDRESS THE CONCERNS OF YOUR EMPLOYEES

If your employees are considering unionization, it is likely because they have concerns about their wages, benefits, or working conditions. Employers should create a vehicle through which employees can raise concerns and then take steps to address these concerns and improve the overall work environment. If you don't address employee concerns, someone else will.



2) MAINTAIN A POSITIVE WORK ENVIRONMENT

Employers should foster a positive work environment where employees feel valued, respected, and engaged. This can help prevent employees from seeking union representation. Employee engagement is not guaranteed.



3) KEEP EMPLOYEES INFORMED

Keep employees informed about their rights and benefits. This can help prevent employees from being misled by union organizers.



4) BE PROACTIVE

Be proactive in addressing any issues that arise in the workplace. This can help prevent issues from escalating and becoming the basis for union organizing efforts.



5) TAKE STEPS NOW TO CONDUCT A VULNERABILITY ASSESSMENT



Kevin L. Carr
Spilman Thomas & Battle, PLLC
Co-Chair of the Labor and Employment Group
Charleston, West Virginia Office
Available for consultation in Jacksonville, FL
kcarr@spilmanlaw.com
304.389.8026

spilman
thomas & battle