

On line promotion of www.petitionpublicservice.eu



SYDESY
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How are we going to make it a success together ?

What are we going to talk about today ?

- Overview of results so far
- What can we do on a strategic level ?
- What shall we all do on a practical level ?
- What shall all the trade unions do ?
- How to co-operate better?
- Shouldn't take too long. Promise.

Where are we now ?(Results so far)

One of the differences between the internet and other media is that you can measure directly the results of your actions

- How visible ? ([links to petitionpublicservice](#), [search engines and referrals](#), [keywords...](#))
- How visited ? (visitors, visits, page views, referrals, countries...)
- How signed ? (signatures, "conversion" rate, confirmation)
- **Lies, damn lies and statistics!**

Levels of involvement

Passive

- not aware
- aware
- visitor of the petition

Active

- filled the form
- confirmed the email

Solo promoter

- Told some of his/her contacts
- Made a comment on a "public place" (forum/comment on an article, blog article...)
- Systematically tells his/her contacts (signature, mailing to the address book...)

Organisation level promoter

- his/her organisation promotes on its site
- his/her organisation promotes on its newsletter
- his/her organisation have added the message on all the signatures

Networked promoter

- Their contacts promote the petition
- Other organisations promote the petition

Use the power of the network. **Makes the petition viral**

Key questions when preparing your message

- What language(s) to use ? Image or text ? Formal or informal style ? Where to put it ? Shall I put the message here ? ...
- **Think about the people who are going to read it !**
- How long does every option take?
- How long does it take to change ?
- Can I measure the impact of the modification ?
- **The only way to be sure you won't make any mistakes is not doing anything**
- **That an incremental process, try, get feed-back, adjust.**
- **We don't need the perfect thing in 10 years, we need to do it, now !**

1st thing to do now for your email

So far, the links from the emails have been 10 time more effective than any website.

Add a message on your signature to request your contact to sign the petition. How to for outlook or outlook express

We support the ETUC campaign for high-quality public services, accessible to all: please sign the petition

Nous soutenons la campagne de la CES pour des services publics accessibles à tous et de qualité : signez la pétition

Sostieni la campagna della CES per i servizi pubblici accessibili a tutti. Firma la petizione

Wir unterstützen die EGB Kampagne für hochwertige öffentliche Dienstleistungen für alle: Bitte unterzeichnet die EGB Petition

Apoyamos la campaña de la CES por unos servicios públicos de calidad, accesibles a todos: firma la petición

Feel free to personalise and translate. That's your message, that's you asking.

Choose the language your want, the key is to think about who is going to receive it.

What to say to convince him/her to sign ?

NOW SIGN! the ETUC campaign for high-quality public services, accessible to all:

<http://www.petitionpublicservice.eu>

Thing to do on forums, comment places, articles

Everytime you read an article about public services, about a demo of public servants, about Bolkestein... about anything you **can relate to the petition**.

- Try to find if you can add a comment
- Take the few minutes to do it (you often have to register...)
- But stay relevant and ethical (don't spam)

Have a text ready, but try to customise it.

I think that to defend the public services, you need a protection at the European level, otherwise our country will have to accept that the hospitals are going to be private and most won't be able to afford them.

I've signed the petition of european trade union confederation petition at this site:

<http://www.petitionpublicservice.eu> and I encourage you to do the same if you want high quality public services for all.

Xavier

Thing to do for your website/trade union

- Publish article(s) about the petition.
 - [CGT energy](#)
 - [Epsu, an event](#)
 - [Renée Soum](#)
 - **Meaningful texts ("sign the public service petition", no "click here", call for action, linked with the news**
- Put button/banner/link on your website
 - [ETUC](#)
 - [EPSU](#)
 - [CCOO](#)
 - **Feel free to use them ([buttons or forms](#))**

Things to do for your newsletter/mail server

Again: so far, the links from the emails have been 10 time more effective than any website.

Part of the success is due to the change on the ETUC/ETUI/eurocadres mail servers. Every mail sent has a signature added.

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What to do to change it depends of your mail server and the infrastucture. Based on the results, that's really worthwhile doing.

If you can't, ask everyone in your trade union to do it in their mail client.

Try to get as many organisations/websites as possible on board

- Convince regional/cities websites of your union
- Convince sectoral websites of your union
- Convince federal websites of your union
- Convince individual blogs of members of your union
- Convince NGOs and organisations you work with
- Convince political parties

How can we work better together ?

- We are creating a mailing list so all of us can share information
- We are going to provide content (news) for your websites
- We are going to provide you statistics and analysis on a regular basis
- We can probably help on the measure if you want to test something

Conclusion

- Put links to the petition everywhere that's relevant
- Keep ethical, don't spam, injuries don't help.
- Think both for email and web support
- Try to convince people to do the same
- Get ownership of the message. You have to believe in what you write.
- Share your good ideas and success
- **Have fun !**