



BC FERRY & MARINE WORKERS' UNION

TO: PROVINCIAL EXECUTIVE
FROM: JACK BRUCKMAN
SUBJECT: INTERNAL COMMUNICATION POLICY
DATE: SEPTEMBER 30, 2021

Introduction

BCFMWU internal communications include communication between BCFMWU Union members, BCFMWU Executive, and BCFMWU Union Hall Staff.

Purpose

The purpose of this policy is to provide a framework for effective communication and flow of information in the workplace between departments, and communication amongst the Ferry Worker Union membership. This policy also supports BCFMWU's Strategic Plan, commitment to the dignity of the worker, create clarity and shared purpose, and to strengthen BCFMWU's Constitution and Collective Agreement. Good internal communication also supports the Admin and Servicing Unit Collective Agreements, as well as foster productivity, teamwork, and provide consistency for all internal messaging. Messaging happens between the Provincial Executive and general membership, Local Presidents and Local membership, between Union Hall staff and BCFMWU membership, and between Executive Management, Supervisors, and Union Hall Staff. Communication also happens between the Company and Union Hall Staff and/or elected for Governance and strengthening of the Collective Agreements and Constitution.

Target Audience

Union Hall Staff, Provincial Executive, Local Executive, BCFMWU membership.

Communication Tools

- Email - Exchange Outlook (official Union email) and personal email
- Bulletins - posted to web, sent in email, posted to social media
- Email marketing campaign - MailChimp
- Web site membership portal - login
- External Legal Counsel
- Social Media
- Project Management Tools
- Video conferencing Tools
- Communication Production Calendar
- Notice Boards/Posters/Signage
- Meeting Minutes and Memos

Email Etiquette

Union email is an official record of communication and best practices include:

1. Be professional, email is a formal communication format.
2. Be courteous - include a salutation and sign off.
3. Be clear - concise subject header, have a clear reason for the email.
4. Spelling and Grammar - use the Spelling and grammar check in Outlook.
5. Reply All - avoid using it unless absolutely necessary.
6. Signature - Include a signature that has your name, title, and contact info.
7. Proofread - Confirm correct recipient(s) and proofread text and tone.
8. CC - sender - for informational purposes only, don't expect a reply from a cc.
9. CC - recipient(s) information only and a reply is not expected.
10. Punctuation - avoid unnecessary or excessive punctuation and capitalizations.

Union email - all email addresses with @bcfmwu.com are managed by the Union IT Provider and is subject to Union Policies including Privacy Policy and I.T.D. Policy and the official email of the Union.

Personal email - If you use personal email addresses for official Union business then be prepared to not have your email answered, archived, or protected by the Union's Privacy Policy and commitment to PEPA and CASL.

Social Media - is covered by the Social Media Policy and is considered Internal Union Communication. The Union considers all messaging and media on the web site and on Facebook to be internal communications for legal purposes. Social media is monitored for questions and issues that are of interest to the BCFMWU elected Executive, and Company/Union relations. Staff at the Union Hall monitor official Union social media accounts.

Phone Etiquette

Be courteous, be professional, and be clear. Ask before putting someone on hold. When transferring calls, confirm the recipient is available unless connecting to voicemail but always confirm that the caller is being transferred to voicemail. Leave clear voicemails with contact info for responses.

Union Membership Communication with Union Hall Staff

The Union Hall can be reached by phone, fax, or email. The contact info is listed on the web site [here](#). The Union Hall servicing desk will transfer calls to an appropriate staff member or their voicemail.

For specific inquiries for the Union Hall, please use the following:

- Bookoffs@bcfmwu.com - for all book off requests and scheduling
- Nominations@bcfmwu.com - for all election related communication
- ExecutiveReports@bcfmwu.com - PE and SOC related reports and agenda items
- Education@bcfmwu.com - for all Shop Steward training waitlists

Timelines

All emails and phone calls to the Union Hall will be answered as soon as possible. Standard turn around response time is 24 to 48 hours or next business day Monday - Friday when possible. The Union Hall servicing desk general email is mailroom@bcfmwu.com, Monday - Friday 0830 to 1630.

Standard expectation regarding LRO communication with Local Presidents:

1. LRO's may be in the field and will respond as soon as possible to inquiries.
2. Phone calls from Local Presidents returned within 24 hours or next business day
3. All written correspondence from Local Presidents be replied within 48 hours; where full responses are not possible, the reply must commit to a firm date for follow up.
4. Emergencies or time sensitive matters affecting our members' rights are to be responded to without delay.
5. If on vacation, leave, or otherwise unavailable, LROs are to ensure the Office and Local Presidents are informed about who their alternative point of contact is for points 1 & 2 above.

Who in the Union should you contact?

BCFMWU's shop stewards and Local Executive are our members' first point of contact whenever a member needs to discuss a workplace issue. If any member has a question or concern about a workplace issue, please contact your shop steward or [Local Executive Representative](#). The Union's Labour Relations Officers are there to support the Union's Shop Stewards on issues that require complex analysis or escalation with the employer. More info for stewards in the Union's web portal can be found here: <https://www.bcfmwu.com/members/> and here: <https://www.bcfmwu.com/union-toolbox/collective-agreement/>.

After Hours

For urgent matters after hours' (after 1630 Monday - Friday), contact the Provincial President, SOC President, and/or Executive Director. The Executive Director can answer all after hour's media inquiries.

Related Policies

[Social Media Policy](#)

[Respectful Workplace Policy](#)

[Information and Technology Device Policy](#)

In Solidarity,

Jack Bruckman
Executive Director

Eric McNeely
Provincial President

Kevin Hall
Director of Labour Relations