

# **Goodyear Global Union Network Blog**

Lessons Learned - Ideas Generated

ICEM World Rubber Conference

12-13 May 2009

<http://gygun.blogspot.com/>

# Why was it Created?

At 2007 Goodyear Global Union Network meeting:

- importance of communication discussed and stressed
- decided to try to use new technology



- Major start-up cost is staff time
  - <http://gygun.blogspot.com/>
- Varying levels of formatting sophistication
- Administrator can allow people to post (maybe one per continent)
  - this helps to control content

<http://gygun.blogspot.com/>

# What is on the blog?

- Steering committee
- Network rules
- Network contacts
- List of unions in Network
- Links
  - ICEM
  - Goodyear
  - Yahoo Finance

# Making it more interactive

- Large portion of page devoted to article posts
- Users can comment on posts
  - this can be filtered
- Email can be sent to alert users that something new has been posted
  - generating more use of blog

# Challenge: Dealing With the Issue of Multiple Languages

- while not perfect, online translation capability is getting better
- 2 options on the blog
  - Google translate
  - Yahoo babel fish

# Challenge: Getting People to Use the Blog

- Better Launch
  - improve communication about blog
  - what, why, how
- Training
- Locating People to Administer Blog (one per continent)

# Challenge: Make Blog Useful

- Be Specific About Topics to be Posted
  - instead of general company information have only information that pertains to unions or labor

# Communication

## Communication is Critical – Questions Moving Forward

- Can we use technology better?
- What other ways can we effectively communicate?