

UFCW Canada Leads the way on Facebook

Since creating its own profile page less than a year ago, UFCW Canada has become one of the most popular Canadian unions on *facebook* with more than 1,150 “fans.”

Facebook, of course, is the wildly successful social networking website that is – with over 222-million users worldwide – revolutionizing the way people share information, communicate with one another, and inform themselves. The *facebook* phenomenon is especially relevant in Canada where more than a quarter of all Canadians maintain profiles on the website.

“The UFCW Canada *facebook* page sailed past the 1,000-fan marker at the end of January, and has been racking up fans on a daily basis ever since,” reports UFCW Canada executive assistant Victor Carrozzino, who coordinates the National Office’s communications efforts.

“More and more UFCW Canada members and prospective members are using *facebook* as part of their daily lives,” he says. “It is proving to be an effective form of communication that gives us one more tool to listen to UFCW Canada members and supporters, while providing them with quick updates regarding national campaigns and other important initiatives by the union.”

UFCW Canada activists and supports can fan the union’s *facebook* page by visiting www.facebook.com/ufcwcanada.