

Digital strategy

2026-27

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This digital strategy is about making our organisation stronger, smarter, and more connected. It's about using digital to grow our membership, give every member a better experience and maximise the work we do. It's practical, outcome-focused, and designed for the whole organisation.

We've shaped it together – through conversations, feedback, and ideas from across the union. While the digital team will help lead the way, success depends on every team pulling in the same direction. The strategy has six clear objectives, all working together, and with the ultimate aim of growing our working membership.

Each pillar is designed to push us forward. Better digital tools and smarter processes will give staff more time to work on what really counts, data will help us learn what works, campaigns will be more effective, and members will get more value from their membership

This strategy is deliberately short and sharp, because it's designed to be used. It gives us a direction we can all point towards, while leaving space for teams to adapt, experiment, and make it real in their own work.

If we keep this strategy front of mind – sharing it, testing it, and building on it – we'll be best placed to make the most of the opportunities that come our way and to be the strongest digital union in the movement.

Six strategic pillars



- **Grow union membership**

We will do this by:

- developing and improving the technology and digital processes which support member recruitment and retention
- using data to test and measure different approaches to recruitment and retention and championing what works
- identifying and executing opportunities for lead generation

- taking advantage of new digital access rights.

- **Support branches to undertake effective digital organising**

We will do this by:

- developing and improving our suite of tools which allow branches to organise effectively
- empowering reps to use our suite of digital tools with guidance, training and efficient support
- communicating best practice and data about what works.

- **Improve operational efficiency**

We will do this by:

- empowering staff to use our suite of digital tools effectively
- improving the user experience on our digital tools
- using efficient processes that make everyday work easier and free up time for higher-value work
- sharing best practice.

- **Improve campaigning across the union**

We will do this by:

- ensuring digital tools are maximised with campaigning in mind
- championing the use of data to support campaigns
- ensuring members, supporters and stakeholders can easily access campaign content.

- **Deliver an excellent member experience**

We will do this by:

- striving to improve the user experience on our digital platforms.
- increasing the percentage of communications that are relevant for the member receiving it
- reducing the friction experienced by members when they need help.

- **Get to grips with artificial intelligence**

We will do this by:

- identifying the opportunities and challenges AI brings

- building AI literacy across the organisation, including both staff and reps
- putting the protection of staff and member data at the heart of any decisions around AI.

Six guiding principles

Six guiding principles that tie the work above together – they are relevant to all six pillars of the strategy and can help guide us through all our digital work.



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1. Focus on outcomes, not outputs.
2. Members come first.
3. Work in an Agile way.
4. Be confident to try new things.
5. Make decisions based on data.
6. Ensure tech stack is secure.