**Communications Editor Report, Convention 2025**

**Welcome to Convention! I’m pleased to see everyone here in beautiful Membertou. Convention has always been a rewarding and memorable experience for me. Three years ago, I arrived at Convention as a delegate with few expectations outside of learning as much as I could. Then Nan announced from the front of the room that we’d be electing a new Communications Editor. I was nudged by a colleague and encouraged to run, and despite my initial resistance they were able to persuade me. During the next few days, I had discussions with fellow delegates and received advice from folks in leadership positions that energized and inspired me. It is because of those conversations that I am standing before you today as a proud member of your Executive Board. Therefore, I encourage you to embrace the opportunities to connect with your fellow delegates over the course of this Convention, whether they present themselves here on the convention floor or in less formal settings. Our strength as a union comes from moments like these, when we listen to each other and build relationships through finding common ground. Solidarity is not just a slogan, it’s an action.**

**It's been a busy year for me as your Communications Editor, so I’d be remiss if I didn’t express my appreciation for the efforts of CUPE’s communications staff: Haseena Manek and Taylor Johnston. I’m also grateful for the support and camaraderie of my colleagues on the Executive Board. Most of all I want to thank Nan, our fearless leader. You’ve made my time on the board enjoyable and fulfilling, and taught me so much about the labour movement. Thank you for your encouragement and belief in me, and especially for your friendship.**

**I’ve made quite a few posts on our website and social media accounts over the past year, and I’ve been happy to see many of you engaging with them. I hope you’ve found them to be informative and that they’ve made it easier for you to be active in your union. You may have noticed that our Twitter/X account has been deactivated. This was a decision made by the board in response to the sheer volume of hatred, bigotry and misinformation that was not only permitted but openly endorsed by Elon Musk. It was impossible for us to maintain a presence there while staying true to our progressive values, so we’ve instead chosen to migrate to Bluesky. I encourage you to do the same and follow us there. X does not, however, have a monopoly on the far-right ideology spreading on social media and in society at large. Every day I see hateful comments being made on our Facebook and Instagram posts, which serves as a frightening reminder of the current state of our discourse. This, comrades, sisters and brothers, is an obvious attempt to divide us. Their goal is to turn us against each other and thereby weaken our resolve. We must not allow them to succeed. Take a good look around this room. The other delegates you see don’t all look like you, pray like you, or love like you. However, I promise that if you make an effort to connect with someone, you’ll find that your differences are vastly outnumbered by what you have in common. So let’s stand together, fight together, and win together.**

**In Solidarity,**

**Matthew MacDonald**

**Communications Editor, CUPE Nova Scotia**