

Publicity and Communications Policy

1. Any publicity, promotion or advertising of U3AC and its activities should be designed to support its charitable objects and/or any policy objectives agreed by Council.
2. At the time of writing Council aims are:
 - to continue to increase U3AC membership at a manageable rate of around 1-2% per annum
 - to be open and friendly to potential members and other individuals
 - to cooperate informally with other organisations where this could benefit members.
3. Current publicity activities include:
 - An Open Day (annual or biennial)
 - A Web Site
 - A presence on Facebook
 - Posters and flyers
 - The Programme
4. Publicity and communications are the responsibility of the Chair while day to day matters are handled by office staff.
5. When appropriate Council may appoint an individual or group to undertake specific publicity activities for a designated period of time.
6. All press releases, social media posts, other public statements or information as well as responses to media or other queries about U3AC and its activities must be referred to the office for approval by the Chair or in their absence the Vice Chair.

Approved by Council: 24 June 2019

Next review date: June 2021