



u3a learn,
laugh,
live



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Hello u3a NWR Newsletter recipients

LOCAL NEWSPAPERS

It was great to see the feature about publicity for u3as, by David Blanchflower, in the December 2024 edition of the North West Region Trustee Newsletter. You may recall reading my comments in the January 2024 PRA Mailing – “As you may appreciate, many well-read local weekly and daily newspapers have had to drastically reduce the number of staff. Some have only one fully trained journalist. So, news releases have to be easy to ‘copy and paste’ and are better within the body of an email, rather than in the more usual separate attachment.” In that Mailing, there is an example of what I mean.

OTHER LOCAL PRINT MEDIA

However, please do not forget to send your news to the increasing number of well-read local newsletters and magazines produced by, for example, the local authority/Council for Voluntary Service/Town or Parish Council/Places of Worship/libraries. All of us need to raise the profile of u3a and the great benefits of joining.

SOCIAL MEDIA

Previously, I have written about the increasing number of u3as using social media. If u3as want to raise the u3a profile with younger age groups and more diverse communities then give it a go. It is a serious initiative which needs thorough discussion by your Trustees and the recruitment of at least two social media enthusiasts (you may have to look outside your u3a for them!). The Charity Commission has two helpful documents, the checklist (which is brief) and the guidelines (which is longer) ...

<https://northwestregion.u3asite.uk/wp-content/uploads/2025/01/SocialMediaChecklist.pdf>

<https://northwestregion.u3asite.uk/wp-content/uploads/2025/01/CharitiesAndSocialMedia.pdf>

**PLEASE REMEMBER to publicise everything that you do,
as well as externally in print/social media,
also internally on your website, in your newsletter, in the u3a Friends monthly newsletter, in
u3a Matters and in Sources.**

With very best wishes to you and your u3a members
Kelvin

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