



Barnsley and District U3A

Communication Guidelines:

There are many ways to communicate with people and we have a duty to ensure that all group members are kept properly informed and that the website is kept up to date with Group activities and contact details.

Electronic communication:

It is an inescapable fact that electronic communication is the fastest and cheapest way to contact people. It would therefore seem sensible to encourage all new co-ordinators to have an e-mail facility. Moreover, given the power of Beacon as a communications tool, it is desirable that they are Beacon Trained and encouraged to use Beacon for group communications.

Diversity:

Whilst 84 % of the current membership (October 2018) has an e-mail address, not all of us use e-mail as our preferred means of communication.

Coordinators should make every effort to ensure that group members who don't have/use e-mail are contacted by phone/text/royal mail and kept up to date with the Group's activities and opportunities. We are a broad and diverse group and not all of us are comfortable with digital technology. The introduction of a "Buddying" scheme can be very helpful in this respect.

Social Media: only 18% of the membership (October 2018) is registered on our Facebook Group. Coordinators should therefore bear in mind that posting information on our social media site is not a reliable means of contacting groups members.

The Website:

The Website showcases Barnsley U3A and is the most important source of information on the charity and its activities. It is essential that it is kept up date in every respect. This can only be done with the cooperation of the coordinators who should ensure that information on their group is accurate and up to date. This can be done in two ways: a coordinator can elect to maintain their own group page (with assistance from the Web Manager when needed) or he/she may elect to keep their group page current by notifying the Web Manager of any necessary updates.

Communications – Coordinators' Responsibilities:

- To ensure that all group members are kept advised of group activities and contact details
- To encourage the use of electronic communication via e-mail and Beacon
- To ensure that members who do not use electronic communications are adequately provided for and never excluded from group communications
- Not to rely on Social Media as a means of communication
- Website: to be responsible for maintaining their group profile, events and contact details on the BU3A website by either:
 - Updating their group page using the easy to follow instructions provided OR
 - Sending the relevant information to the Web Manager