



SCN Publicity Meeting Agenda

Tuesday Sept 20th 2022 10am –12 Noon via Zoom

Attendees

Sally Ingledew		SCN Manager
Kevin Stock		SCN Admin
Mike Polgreen	Emsworth	Chair
Ian Daish	Guernsey	Media Team Leader
Fran McQueen	Havant	Publicity
Ron Hammerton	Horndean & District	Publicity
Jean Barrow	Portsmouth	Publicity
Gilli Smith	Solent	Publicity & Secretary
Mo Brown	Solent	Speakers Secretary
Mike Young	Stubbington	Webmaster & Vice Chair

Apologies: Chichester, Hayling Island, Isle of Wight, Locks Heath, Meon Valley, Portsdown, Waterlooville

1. **Welcome** by Sally Ingledew, SCN Manager
Permission to record the meeting for the purpose of producing a report
2. **Meeting Procedures** Kevin Stock, SCN Administrator
3. **Introduction** by Sally Ingledew, SCN Manager
Attendees introduced themselves
4. **Presentation by Elise Sargent – PR role**
Followed by Q and A
Elise was unable to attend.

5. Do you have a dedicated Marketing/Publicity person?

If so, are they a committee member?

Several u3as do. Some committees share the load depending on their skills.

Another model is a media team, which may include members not on the committee. Ideally the team will be led by a committee member who can liaise with the committee. Some u3as who rely entirely on electronic communication and they have email buddies. Mailchimp is a good system with the advantage of knowing if emails have been opened and can be an interesting format. Another suggestion is that if anyone complains they get asked to join the committee.

6. Recruitment Notices for use in Village Halls etc

Does anyone have experience with this? (Horndean u3a)

Horndean are considering an eye-catching poster. Brand IQ was mentioned, the posters and flyers were not considered particularly vibrant. These can be personalise using photos from individual u3as. Stubbington have produced a very appealing poster which includes a list of all groups. SI suggested a qr code/ website because sometimes it is children that see posters and take details for parents.

Other ways to publicise at fairs, and contact social prescribers. Fareham have a leaflet listing all groups/organising.

One u3a has created a very eye-catching 10th anniversary poster and a bookmark which is left at book shops, libraries. Another suggestion was business cards to give to people interested in u3a. All attendees use local printers for printing as it's cheaper. The welcome leaflet from brand iq is a useful template for new members. SI emphasised that the logo must be correct on any publicity materials.

Libraries are a valuable resource and venue for open days and some notices.

There was a discussion about what u3a stands for. SI said do not use the word university and explained that the name cannot be changed. SI suggested youth club for retired/ semi-retired people, or for recycled teenagers

Guernsey bought one of all the items relevant to members, and displayed them at an AGM. The only items of interest were caps, and mugs and there was not that much interest in those.

FM said Havant have produced posters for various events and can make them available to the SCN so other u3as can see them as examples of what can be done.

(See Appendix 2)

NB at this point the video packed up !!!!

7. Does your u3a have a Facebook page or group?

If so, does it advertise meetings etc to your members or the public?

Several u3as do, and some have a public fb page and a closed fb group which is moderated. One u3a did have a public group but had an obscene image put up, so

made it private, SI said the only way to avoid that would be for a moderator to approve all posts but this is very time consuming. The general feeling was that fb groups and pages are a useful thing for u3as.

8. Using social media to grow your u3a Sally Ingledew

SI explained that she had been doing the social media to advertise a new u3a opening in Botley and that for her it has been a steep learning curve, and so thought this document may be of use to u3as. (See Appendix 1)

9. Any Other Business

KS said that Beacon now caters for Networks, and in conjunction with the Beacon Team they have created a Beacon site for the SCN. Emails from KS will therefore be via Beacon.

SCN Website: <https://u3asites.org.uk/hants-sc-network/home>

SE Region Website: <https://u3asites.org.uk/code/u3asite.php?site=465>

APPENDIX 1 – Sally Ingledeu

This is what I did when advertising the new u3a at Botley. I had created 2 flyers, one full size, and one as a banner to accommodate whatever space was allowed. This must be saved as jpeg, or png ie an image format, not a document format. Not even pdf. It is also useful to create a word document with the information on it and pictures. It also contained information about the national u3a movement.

I then created an Eventbrite page for public viewing with a few more details and the opportunity to sign up for the meetings. So far 5 people have signed up, but I am not sure how positive this really is.

In fact for u3as, the most useful link will be to their website.

From my facebook account groups, I searched for groups using the name of the locations the places I wanted to target, for community facebook groups.

Prioritising community pages over buy and sell pages, I joined the relevant ones. Some ask if you are local, in which case I contacted the moderator to ask if I could join, and why. The buy and sell don't have events, but it is possible to post a one off advert.

Once joined I could create an event under the event tab. This needed a few details and allowed a flyer to be posted

When I contacted the Discovery magazine they asked for some details, and they will write an article about the event.

Daily Echo and Portsmouth News both have free systems where you can upload and publish an event on Evvnt. The free version only allows publication to one paper. There is a paid version that allows publication to more than one.

I also contacted Wave 105 and added the event to their calendar. I contacted Radio Solent for an interview and had to send info to them for it to be considered.

APPENDIX 2 – Posters from Havant u3a



Havant u3a

Havant u3a are celebrating their 10th Anniversary on Thursday July 14th at the United Reformed Church, Havant, 2:00 to 4:00^{pm}.

Please come along and find out all about us. We can help you to meet new friends, learn and enjoy life.

Drop in and meet us over tea and a slice of celebratory cake!



Havant u3a

learn, laugh, live

Open House

Thursday 15th September 2022

2:00 to 4:00^{pm}

Bedhampton Community Centre

21 Bedhampton Road, Havant, PO9 3ES

Free admission, light refreshments

**Come along and find out what Havant u3a
can offer and explore our friendly groups:**

**Art, Bird Watching, Bridge, Canasta, Current Affairs, Cycling,
Dancing, Day Trips, Environment, Films, Gardens, Geology,
History, Languages, Literature, Music, Performing Arts,
Philosophy, Photography, Poetry, Scrabble, Socialising,
Technology, Walking, Writing, Wine Tasting**



u3a
learn, laugh, live

Havant

www.havantu3a.org.uk



What is your interest?

The choice is yours!

French Conversation

Adventures in Literature

Bird Watching

Bridge

Bus Pass Journeys

Canasta

Creative Writing

Current Affairs

Cycling for Fun

Day Trips

Environment & Technology

See also the other two lists!