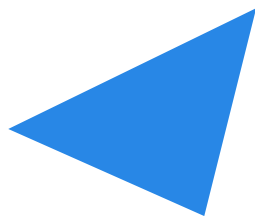




Social media for u3a

An overview of how the Third Age Trust uses social media – and tips you may want to use in your local u3a use of social media



Why do you want to use social media for your u3a?

- To create a community for members?
- To reach potential members?
- To connect with local community groups and press?
- To reach younger potential members?

These will dictate which social media platform you focus on.

Facebook

- Facebook is the Third Age Trust's primary social media platform – because statistically that's where most of our audience are
- 9.6% of Facebook users are 65+ and 11.2% are 55–64. At the start of 2023, 54.1 percent of Facebook's ad audience in the UK was female, while 45.9 percent was male (more balanced than other social media platforms.)
- It is currently our most successful platform – with a monthly reach of 10.3K

How the Third Age Trust uses Facebook

- A public Facebook page – speaking to members and potential members. The main messaging of this page is to share the joy and community of u3a – photos from u3as, photos from our learning initiatives, and opportunities for members to get involved in
- Facebook groups for u3a members – general and specific – a medium of connecting the movement together
- Facebook ad campaigns – a way of raising awareness of u3a movement to potential members. These can be very targeted and cost-effective. You pick an aim when you start a Facebook ad campaign – raising awareness/website traffic/engagement/leads/app promotion/sales. These dictate who your ad is shown to – and how results are measured.

Things to think about when posting

You want people to **comment** and to **share**

- Photos
- What is your messaging?
- Who is your audience?
- What do you want the reader to do next?

Examples


- Posts with biggest reach in last three months

u3a UK
Published by Nelly Mair · 5 February · 🌐

Try a new trail in 2024 🗺️

The u3a walking exchange gives u3a walking groups the opportunity to share walks and routes, with other u3as. Find out more <https://www.u3a.org.uk/learning/subjects/walking>

Pictured are walkers from Southport u3a, Buxton u3a and Isle of Man u3a exploring the Isle of Man on a recent joint trip.



u3a UK
Published by Nelly Mair · 15 January · 🌐

Our first ever u3a festival is taking place at the University of York between 18 and 20 July. There will be sport, music, workshops and more.

Find out more on our website - <https://buff.ly/3RO96Bd>



u3a UK
Published by Nelly Mair · 28 March at 15:31 · 🌐

"My membership of u3a has been such a good thing. Suddenly on my own after many years, membership made me 'brave' enough to venture out and meet new people. It is such a friendly group to be in, I love it!!"

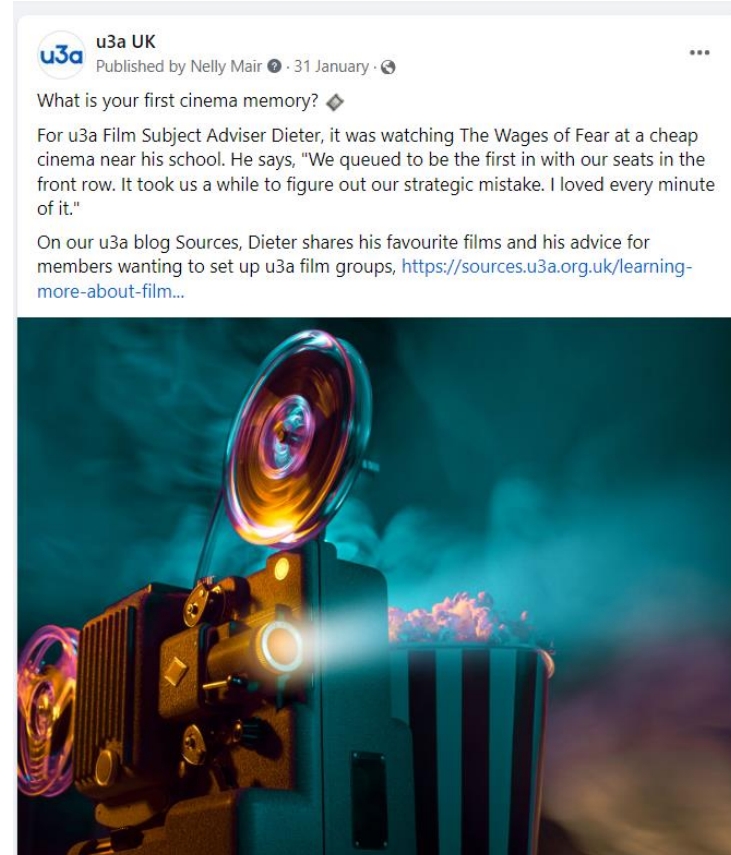
Barbara joined Daventry & District u3a after seeing a piece in a local magazine. She went on to create a motoring group (pictured below), join the supper club, and even become a member of the committee.

Start something new and find your community - join u3a, <https://www.u3a.org.uk/get-involved/join>



Examples

- Post with most comments in last three months



Facebook Adverts

- You can either boost existing posts or create an advert from scratch
- Boosted posts are the simplest way to create adverts but they have less customisation features than an advert created from scratch.
- Boosted post – you pick an existing post, pick budget, choose audience.
- Creating an advert from scratch – you can target audiences more specifically and have more creative control over the advert.

Other social media

- Twitter – press and political contacts
- Instagram – younger audience, picture and video-focussed
- YouTube – to share video content
- LinkedIn – for younger audience, who might be approaching retirement.

It's not all about posting

- Sharing posts
- Building community – liking, retweeting, responding (this is especially true if you're trying to raise your profile in your local community)
- You can enhance the reach of your posts by – sharing your Facebook posts to local groups, @-ing people, using hashtags.
- If it's relevant to local organisations, you could send them emails asking them to share it

Tips to get started

- How much time can you spare for social media? Set aside that time on a regular basis – to go onto the social media platform of your choice, interact with posts and to post yourself.
- Get inspiration! Follow other u3as on the social media platform you choose
- Work out who your audience is. Do you want to communicate to your members what you can offer them, or do you want to communicate to external people the benefit of being a member?

Posting tips

- Content gathering – how are you going to get regular content for your pages?
- Can you repurpose existing content (from your newsletters or website?)
- You can use tools like ChatGPT to make the content process quicker by using your existing content and asking it to write it as a social media post in a certain tone of voice. (It will need tweaks but it gives you a head start!)

More Help

- Guides on how to set up Facebook and using Facebook adverts – u3a Recruitment Toolkit – search recruitment on the website. <https://www.u3a.org.uk/member-login#recruitment>
- Facebook Meta Centre has guides for most things on Facebook – so Googling usually finds the answer
- There is lots of support available on the internet – so if you have a query people will have asked it before!

u3a

Any questions?



u3a

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