

# LONDON REGION of u3as



**43 U3As**  
**Approx 20,000**  
**members**

**Catherine Ware**  
**Jenny Wilson**



London Region of U3As

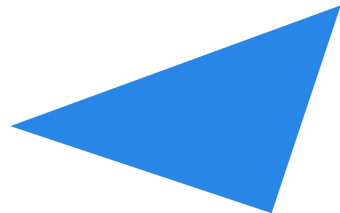
**Communicators Peer Group**

**Newsletters / Magazines\***

**Public Relations / Publicity**

**Outreach**

Rodney Fox  
London Region PR Adviser



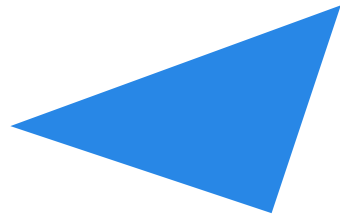


London Region of U3As

**Communicators Peer Group Workshop**

# **Facebook Pages, Facebook Boosts and and Facebook Ads**

Rodney Fox  
London Region PR Adviser



# Facebook:

I am delighted to introduce:

**Nicky Lee**

**Member of Chepstow u3a**

**Also Co-Chair**

**also Magazine Editor**

**Also Marketing**

**u3a** live life to the full  
Chepstow byw bywyd i'r eithaf



**No longer working full-time ?  
Come and Join Us  
Try something new in 2021**



# Facebook Page entry.. my home u3a

**u3a**  
Hillingdon

Hillingdon u3a members not only showed their own cars at the recent Eastcote House Classic Car Show but were also taking the opportunity to introduce the visitors to our u3a.



[www.u3asites.org.uk/hillingdon](http://www.u3asites.org.uk/hillingdon)

# Facebook Page entry.. my home u3a

Interested in the rich history of Hillingdon, Hillingdon's u3a has a Local History Group who love to share their knowledge.

**u3a**  
Hillingdon



No Longer  
In Full time  
Employment



## Local History Group

- Interested in the History of Hillingdon ?
- Want to share our passion ?
- Join our Interest group and learn more.
- You could Learn, laugh & live with our u3a.



**[www.u3asites.org.uk/hillingdon](http://www.u3asites.org.uk/hillingdon)**  
**Or phone Ann on 07532 268002**



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**On 1st September we shall launch our new Facebook page to advertise our u3a. It is hoped that this will keep members additionally informed about interest groups and events as well as promoting our u3a to others. We felt it was about time we stopped being one of the best well kept secrets and publicise what we do to a wider audience!**

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**Hi Rodney,**

**Our Secretary and Communication Officer will be representing Ealing u3a at your Facebook meeting.**

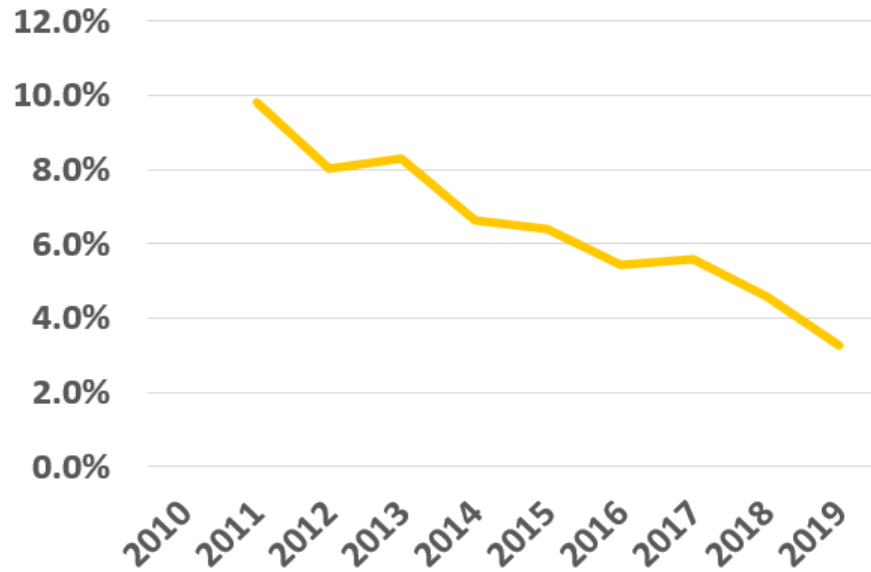
**They are both especially interested in the use of Facebook as a means of promoting Ealing u3a**

**Derek Atkinson, Chair, Ealing u3a**

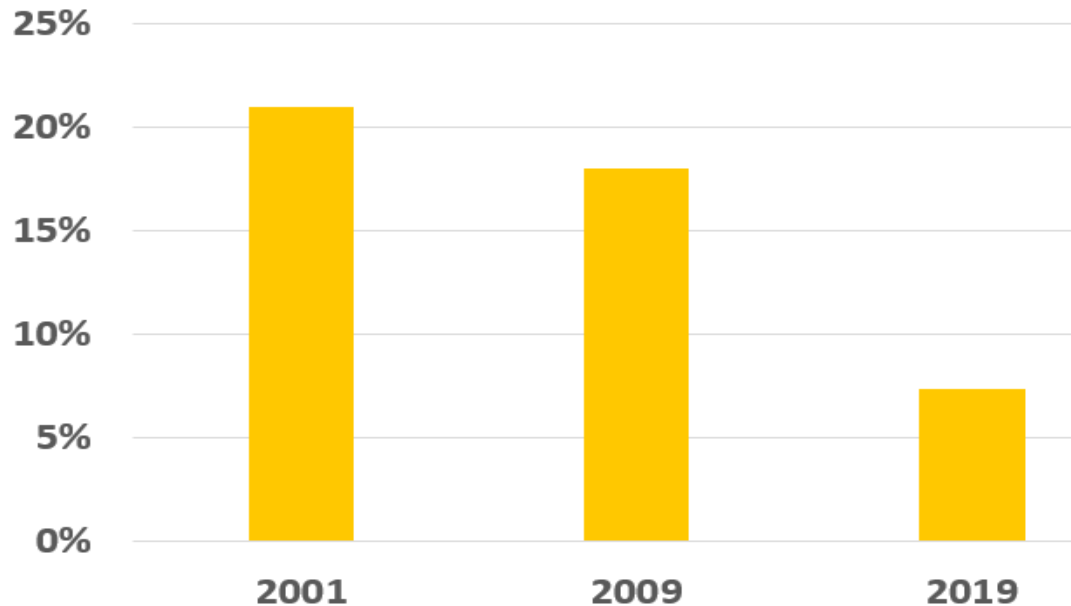


- **Return to “normal” u3a operations allowing for circumstances**
- **Raise the profile of our u3as**
- **Attract new members**
- **Attract new younger members**

**National Membership Growth Rate**



**% u3a members under age 65**



# Membership

The u3a movement is experiencing retention and recruitment problems:

1. We are recruiting fewer new members and almost no newly retired people
2. This problem has been exacerbated by covid
3. Lack of diversity is a major issue
4. There is very low public awareness of u3a

# Attracting more u3a members:

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- Traditionally more people like us!
  - Born in the UK
  - Older (u3a average age 74?) people
  - Retired (fully)
  - Middle class
  - Married, divorced or widowed
  - Relatively well educated
-

# Posters



**u3a**  
Hillingdon

No longer working  
full time?

Use your free  
time enjoyably



Looking to  
make new  
friends?

You will have  
800 fellow  
members



Looking for a new interest?  
Join one or more of our 80  
interest groups or take part in  
many other activities

Look at our website to learn more  
[www.u3asites.org.uk/hillingdon](http://www.u3asites.org.uk/hillingdon)  
Or call Ann on 07532 268002





# Brochures / Leaflets

## What is the u3a?

A self-help organization for people no longer in full time employment, providing educational, creative and leisure opportunities in a friendly environment.

Across the UK there are around 1050 local u3a organizations with a combined membership of over 440,000 members.

Local u3as are learning cooperatives which draw upon the knowledge, experience and skills of their own members to organize and provide a range of subject Interest Groups. They pursue an amazing range of topics; some academic, some practical and others recreational.

Local u3as offer a combination of opportunities to study, create, socialize, and contribute greatly to members' overall health and wellbeing.



**LEARN SOMETHING  
NEW**

**LAUGH AND MAKE  
NEW FRIENDSHIPS**

**LIVE AND EXTEND  
YOUR HORIZONS**

Visit the

**Hillingdon u3a  
Website**

[www.u3asites.org.uk/hillingdon](http://www.u3asites.org.uk/hillingdon)



facebook.com/HillingdonU3A



Twitter @hillingtonU3



**FROM RETIRED.....  
.....TO INSPIRED**

**u3a**  
Hillingdon

**No longer working full-time?  
Use your time enjoyably.**

**Looking for a new interest?  
Join one or more of our 80  
interest groups or take part in  
many other activities**

**Looking to make new friends?  
You will have  
800 fellow members**

# Publicity

- **Libraries**
- **Doctors' surgeries**
- **Village Halls**
- **Church Halls**
- **Supermarkets**
- **Shopping malls**
- **Council offices**
- **Tube stations**





# Speaking to People



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# Local Media

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- Working with and through local media organisations
  - Local Newspapers, printed and electronic
  - Community magazines
  - Glossy magazines
  - Radio / TV Stations
- 





# Is that enough? NO!

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**We need to do more to not just  
rebuild our numbers with more  
people like us.**

**We need to attract and recruit a  
more diverse set of new members**

**Working in partnership with other organisations to extend our “reach” in terms of visibility in the community and also recruitment**



# Example: A local Residents Association

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- They are interested in issues affecting the local community.. so are we!
- They have members, many of whom may not have heard of u3a!
- We have members who live in that residential area but haven't joined the Residents Association.
- (We almost certainly share some people who are members of both organisations!)

# Social Media:

Nicky Lee

Member of Chepstow u3a

also Co-Chair

also Magazine Editor

also Marketing

Facebook

**u3a** live life to the full  
Chepstow byw bywyd i'r eithaf



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**We plan to have brief Q and A time after each section of the presentation, and a round-up Q and A and Comments time after the presentation.....**



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**Communicators Peer Group Workshop**

**Facebook and Facebook Ads**

