

# Marketing your group with the u3a media outlets

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Our u3a branch has three prime media vehicles for you to publicise your group. These are: the newsletter, a Facebook page, and a website. Each has a different purpose and should be treated differently. Use all three and you will have an effective marketing campaign for your group.

## The website

Each group has its own web page on the website. Additionally, other pages at the top of the web site can be used for announcements and news. Most people looking at the web site are existing members, but will also be looked at by potential new members. Your group web page is primarily for you to:

- Briefly describe your group and its activities. You want to make the group sound fun and entertaining.
- Include all the details about where, when, and how you meet or carry out the group activity.
- If certain equipment is provided, please say so. Or maybe members need to bring their own equipment.
- If potential new members need certain clothing or footwear, please say so.
- If your sport or activity is more unusual and not widely known, give a brief explanation.
- Also include if suitable for beginners or if prior experience/knowledge is necessary.
- Encourage potential members to contact you about the group if they have questions, or want to come along to try a session.
- Publish some photos to demonstrate what the group looks like.

Most of this information is quite static and would not usually change very much. You can get the contents of the page changed by contacting the [website manager](#) via the Contacts page on the website.

## Newsletter

This is a timely place to raise the profile of your group, to attract new members or celebrate special activities and achievements. If you are planning an event and want Members to come along, then this is a good place to post a notice. You will need to put an article together, ideally with an image or photo. The newsletter is published quarterly, so it will need planning to have the effect at the right time. Posts to the Newsletter can also be sent to our Facebook page to increase coverage. Send contributions to the [Newsletter editor](#) via the Contacts page on the website.

Newsletter contributions are sometimes also used as articles for the The Voice and The Boundary magazines every month. If you would like your group to feature in one or both of these local magazines then please send an article to the [Newsletter Editor](#).

## **Our Facebook page**

This is a dynamic medium that needs to be fed constantly. It is primarily aimed at new potential members who are considering new activity and possibly joining the u3a. We use advertising to attract readers. Existing members may also check the page from time to time to see what is going on, although, this is not the main purpose.

You do not need to have a Facebook account; our Facebook editor can post on your behalf.

Ensure that you let members know if you are going to post an image of them on Facebook. You may choose to take photos of activities without a full facial image of a person.

If you have photos, or videos, of activity, then this is the best place to put them. Add a short description and you have a post! Send it to the [Facebook editor](#) via the Contacts page on the website.