

U3A MORELAND COMMUNICATION POLICY & PROCEDURES

INTRODUCTION

Effective communication is essential to U3A Moreland operations. This enables Members

to:

- receive information

- keep up to date with developments at U3A Moreland, within the wider U3A Network and in the community

- connect with other Members

- connect with other volunteers

- receive support and advice

- participate in our Programs and activities

- coordinate activities and events

We operate in a dynamic, ever-changing communications environment, particularly in relation to social media. U3A Moreland attempts to adapt to change, as with the use of Zoom for the conduct of its meetings and various Program activities, in response to the COVID pandemic. COVID highlighted the challenges for some Members in using on-line and digital resources and services due to various limitations regarding:

- cost

- equipment,

- skills or knowledge,

or simply a preference for using more traditional means of communication.

COVID also impacted on our ability to attract and retain Members, prompting us to promote our Programs to a more diverse range of people in an attempt to expand our Membership base. Accordingly, the Committee of Management realizes the need for a policy to cover the many forms of communication used.

POLICY

All communication activities undertaken by volunteers on behalf of, or concerning the operation of U3A Moreland, should be designed to further the objectives of the organization, as outlined in **U3A Moreland Model Rules**, and be consistent with **U3A Moreland Privacy Policy**

PROCEDURES

The purpose of the following procedures is to provide guidance to U3A Moreland volunteers on the appropriate use of various communication tools, including verbal, printed and online communication, to ensure the successful operation of the organization and maintain an effective profile in the community.

1. Incoming emails. All emails received via the U3A Moreland official G-Mail address, info.u3amoreland@gmail.com, are sorted regularly (preferably every two days) by the Secretary and allocated to the appropriate category, or forwarded to the appropriate volunteer if requiring urgent attention.

Emails not relevant to U3A Moreland, or considered SPAM, are deleted.

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Emails to be retained as official records are transferred to the appropriate folder in G-Drive or a new folder created, as necessary.

2. Outgoing emails

Outgoing emails may be of several types:

Emails to Members.

- Various communication occurs using member.u3amoreland@gmail.com, regarding Members' Program enrolments, Membership queries etc. Queries are monitored and responded to by the Membership Facilitator, UMAS Administrator and Enrolments Volunteer or forwarded to another appropriate volunteer for attention.
- Other communication occurs using the UMAS (U3A Membership Administration System) and accessed via the U3A Moreland website - Admin Login - by the authorized volunteer, according to the UMAS guidelines, as outlined by:
 - The Membership Facilitator in **UMAS Emailing Guidelines**. These general emails should be limited, to avoid overwhelming Members with email traffic, and limited to essential information regarding special events, such as the AGM or socials; Programs and updates; Newsletters and, from time to time, to any immediate and relevant information
 - The Program Team in the **U3A Facilitator Guidelines** regarding communication from Facilitators for particular Program information to their group Members for effective Program delivery
- UMAS also sends numerous 'automatic' emails to members, acknowledging their enrolments, member detail changes, absences etc. These emails are sent from the members@u3amoreland.org.au account, with copies to the member.u3amoreland@gmail.com account.

Emails to external organizations.

- These are created using the U3A Moreland official G-mail address and limited to Members of the CoM or Teams. Copies of such correspondence may need to be filed in G-Drive.
- Official letters are sent on U3A Moreland letterhead as email attachments (e.g. letters of support, appreciation etc), signed by the appropriate person, saved as a pdf and a copy filed in G-Drive.

3. Internal emails

For day-to-day purposes, members of the CoM and Teams may communicate with each other regarding U3A Moreland matters via their personal emails. Where appropriate, a copy of these emails should be filed in G-Drive. Guidelines within the **Privacy Policy** need to be observed

4. U3A Moreland Website

The U3A Moreland website

- promotes U3A Moreland programs and activities and provides other U3A Moreland information
- facilitates the use of UMAS

It is managed by the Website Administrator, who advises Members on material submitted for posting. Material relating to U3A Moreland policy must be submitted to the Committee of Management for approval, prior to submitting to the Website Administrator.

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5. Facebook

The U3A Moreland Members Facebook Page is primarily designed for communication between Members. **A set of guidelines** for its use is posted on the Facebook page. Members may submit material for posting on the Facebook page, which is mediated by the Facebook Facilitator.

6. Other Social Media.

From time to time, U3A Moreland may use other social media to promote its activities, as authorized and posted by the Committee of Management or Teams.

Individual Members' use of their own social media to promote U3A Moreland and its activities is not encouraged or approved, without prior agreement from the Marketing Team.

7. Printed material

U3A Moreland uses a range of printed materials to communicate with its Members and the community including:

- The quarterly **Members' Newsletter**, distributed via email, and in hard copy to postal only Members and key people in the community.
- **Postcards** used to promote its activities and widely distributed in the community.
- The **Annual Report** presented at the Annual General Meeting
- Term **Program Guides** emailed or posted to all Members and distributed to other selected organizations.

All printed material is subject to review by the Marketing Team, the Program Team and /or the Committee of Management, before printing and distribution.

8. Other Marketing activities

From time to time, U3A Moreland may utilize a range of other means (e.g. radio & TV interviews, on-line videos, posters, information stalls, presentations etc) to communicate with other organizations and the wider community, to promote its activities. This is undertaken only by authorized volunteers, generally Members of the Committee of Management or a Team. A written record of these contacts should be kept in G-Drive, and reported to the Committee of Management as appropriate.

9. Zoom

U3A Moreland uses Zoom, (and may use other similar communications programs), to conduct meetings and run Program activities. Zoom bookings are made via the Zoom Support Team. Facilitators of these meetings, or Program sessions may receive training or support on request to the Zoom Support Team.

10. Telephone calls and voicemail messages

The U3A Moreland mobile phone is managed by a volunteer, who receives incoming calls and voicemail messages and refers any messages to other volunteers and Members as required.

11. Communication with Members not using email or social media

U3A Moreland fulfills its objective of inclusion of all Members in the communication of information, as outlined in this policy. For those Members not accessing the internet, email or social media, every effort is made to communicate with them via phone, mail or in person.

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12. Assessment and adoption of new means of communication

The Committee of Management monitors developments in communications media and assesses their relevance to U3A Moreland. Members will be consulted before any new communications media are adopted, or changes made to existing means of communications

13. Acknowledgement of donations & grants

Appropriate acknowledgement of donations and funding grants to U3A Moreland should be included in both on-line and print communications and verbal presentations.

RESPONSIBILITIES

It is the responsibility of the Committee of Management and the Teams to ensure the implementation of this policy

AUTHORISATION

This policy was agreed by the Committee of Management at its meeting on 18 October 2022

POLICY REVIEW

This policy is to be reviewed annually, or as circumstances require.

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