



U3A MORELAND

UNIVERSITY OF THE THIRD AGE

U3A MORELAND COMMUNICATION POLICY & PROCEDURES

POLICY

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

This enables U3A Moreland to:

- communicate with the community about our Programs and Activities

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 meetings and various Program activities, in response to the COVID pandemic. COVID highlighted the challenges for some Members in using online 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.

All communication activities undertaken by Volunteers on behalf of, or concerning U3A Moreland operations, should be designed to further the objectives of the organisation, as outlined in **U3A Moreland Model Rules**, be consistent with the **U3A Moreland Privacy Policy** and follow these procedures.

PROCEDURES

These procedures 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 organisation and maintain an effective profile in the community.

1. **Incoming emails.** All emails received via the U3A Moreland official Gmail 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.

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 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 UMAS (U3A Membership Administration System), accessed via the U3A Moreland website - Admin Login - by the authorised Volunteer, as outlined by:
 - The Membership Facilitator in **UMAS Emailing Guidelines**. General Emails should be limited, to avoid overwhelming Members with email traffic, to essential information regarding U3A Moreland events, such as the AGM, Special Meetings or Socials; Programs and updates; Newsletters and, from time to time, any relevant information such as new Policies, or particular decisions affecting the Membership. These emails are forwarded only to current year Members and Inactive Members, except for each Term Program Guide which may be emailed to All Inactive Members.
- During the early months, eg, for Term 1 of each new Membership year, some General Emails may be sent to the previous year's Members who are still Inactive.
- 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 Gmail 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 (eg, 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. In order to minimize the amount of emails received by Volunteers, every effort should be made to limit copies to a 'need to know' basis.

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. The Marketing Team may suggest and prepare material for inclusion on the website. Material relating to U3A Moreland policy must be submitted to the Committee of Management for approval, prior to submitting to the Website Administrator. Regular website reviews, updates and postings will occur.

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 Administrator, who is a member of the Marketing Team.

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 to key people in the community.
- **Postcards** and **posters**, 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 organisations.

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 communicate with other organisations and the wider community, to promote its Activities eg, by radio & TV interviews, online videos, posters, information stalls, presentations etc. This is undertaken only by authorised volunteers, generally Members of the Committee of Management, or one of the various Teams. 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 the Secretary, 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.

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 online and print communications and verbal presentations.

14. Associations Incorporation Number

U3A Moreland's Associations Incorporation number should be included in all official publications, eg, the Newsletter, Annual Report etc.

RESPONSIBILITIES

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

Endorsed at Committee of Management meeting of 16 January 2024

Review: annually or as needed

Next review: January 2025