



Sevenoaks U3A Communications

Policy for Social Media

A Sevenoaks U3A Facebook page has been established and its policy for use is set out below.

We currently do not intend to use other social media pages at this point in time. There are numerous sites identified in the YouGov poll, used by all age groups and the most popular are shown in the annex.

Founded in 2004, Facebook's mission is '*to give people the power to build community and bring the world closer together. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them*'.

Although Facebook is used only to a small extent by our age group and is recognised by National Office in their recent survey¹, we have followed their advice and for Sevenoaks U3A we therefore recommend that Facebook should act as a conduit to our Website where the key information about us will be maintained and protected.

We are aware that information posted on Facebook such as photographs or videos effectively pass free use of the Copyright to Facebook therefore we do need to protect our membership and make them aware of such issues and make sure they respect any privacy (GDPR) or copyright issues that may be involved.

The Sevenoaks U3A Facebook pages will the contain:

- A short outline of what the U3A movement is about and referencing the TAT website
- A brief history of Sevenoaks U3A
- A number Photographs illustrating the range of group activity
- Identify our Website as the key source of information about joining our U3A, Group activity and forthcoming events.

The Facebook page will not duplicate the website. Editorial rights for its maintenance will remain the responsibility of the Communications Officer and maintenance will be kept at a low level and reviewed periodically as all work on maintenance is undertaken by a volunteer team.

This policy will be reviewed after 6 months.

Chairman Communications Team

October 2020

¹ TAT Membership Survey Report Version 1 15/1/2020 revealed that Facebook is only used by 24.2% of the U3A population.



Annex

There are numerous social media websites on the internet identified in the YouGov poll, and the figures below represent all users. It does not reflect the use by the over 60 age group where usage will be much lower.

- 57% Facebook. Social Network. ...
- 46% Instagram. Social Network. ...
- 39% Google+ Social Network. ...
- 38% Twitter. Social Network. ...
- 34% Linkedin. Social Network. ...
- 31% Pinterest. Social Network. ...
- 28% Reddit. Social Network.