Communications Policy

Committee Approved: November 2026

Next review date: November 2029

1. Purpose

This policy outlines how communication will be managed within and outside u3a to ensure clarity, consistency, and professionalism.

2. Scope

The policy applies to all trustees, group leaders, members and representatives of the u3a.

3. Objectives

- Promote clear, respectful, and timely communication.
- Ensure consistent messaging that reflects u3a values.
- Protect confidential and sensitive information.

4. Internal Communication

- The Newsletter will be the primary means of communicating with all u3a members.
- Along with in person meetings, the u3a will use email, WhatsApp and intranet (Beacon).
- Emails to be sent to members via Beacon (the u3a's administration system).
- WhatsApp use to have prior committee approval with email/written group members' approval. Messages to be used only for notifications not for bookings, photos or general conversation. *NB: any members of the group not on WhatsApp must to be notified separately each time.*
- Reminders of meetings to be sent to relevant group members only.
- All groups to be kept as open groups accessible to all members of the u3a via the correct channels.

Guidelines:

- Use professional and respectful language.
- Keep messages concise and relevant.
- Avoid sharing confidential information in unsecured channels.
- Aim to respond to internal messages within 1–2 business days.

5. External Communication

- Only designated trustees or group leaders may speak to media, clients, or the public on behalf of u3a.
- Items will appear on the u3a's and other websites only after inclusion in a Newsletter.
- Brand Consistency: All external messages must align with brand tone, style, and values.
- Approval Process: Trustees to review public-facing materials before release.

6. Confidentiality & Data Protection

- Do not disclose sensitive information without proper authorisation.
- Data protection laws and u3a privacy policies will be complied with.
- Photographs are personal data therefore consent needs to be obtained to both take and display photographs. This can be in writing for small groups or individual photos. For large groups ask people to step out of the shot if they are not happy having their photograph taken.

7. Related Documentation

- Data Protection Policy
- Information Sharing Policy
- Privacy Policy