Social Media/Marketing Role

- To help promote our u3a in the local area as a sociable learning organisation for people no longer in full time employment
- Publicises u3a events and activities to the local press, radio, free newspapers and parish council newsletters.
- Make arrangements for publicity material, such as posters and leaflets to be disseminated around the local area.
- Seek new means of displaying our publicity, e.g. Libraries, churches, other volunteer organisations etc.
- Ensure we are involved in any local activities that could possibly be an opportunity for "self-promotion"
- Set up and administer a Chelmsford u3a Face Book Group on Social Media
- Consider publicity items for the u3a network, including the Third Age Magazine (TAM) and the National u3a Newsletter
- Liaise with the Web Manager about possible items for our website.
- Liaise with the Group coordinator and Group Leaders and others concerning articles for the local press etc.