



## **Advertising & Communication Policy**

### **1. Purpose**

The purpose of this policy is to enhance Glen Eira U3A's reputation by establishing and promoting a consistent approach to advertising, branding, design, editorial style standards and communication across Glen Eira U3A, including communication with the media.

### **2. Scope**

#### **2.1 Coverage of Advertising and Communication**

Advertising and communication involves any print or media used by Glen Eira U3A such as:

- Website
- Notice boards
- Emails
- Brochures and newsletters to promote courses, programs and activities
- Print material
- Merchandise
- Radio
- Video
- Social Media

#### **2.2 Communication with the Media**

The President is authorised to act as spokesperson on behalf of Glen Eira U3A. In specific circumstances, the President may delegate this responsibility to other representatives.

Glen Eira U3A does not promote any goods or services to our membership unless the Committee agrees that it is of significant value or importance to members and/or Glen Eira U3A.

#### **2.3 Advertising and Publicity Material**

- Any promotional literature displayed at Glen Eira U3A must be approved by a Committee member.
- Any material that does not conform with the above requirements is to be removed.

- Sales representatives for commercial products or services are not permitted to address classes or meetings of members.
- Any advertising on behalf of Glen Eira U3A must be approved by the Committee.

## **2.4 Social Media and Website**

Glen Eira U3A encourages and supports the use of social media for engagement opportunities with members, courses and promotion of events. The purpose of using these communication channels is to support Glen Eira U3A goals and promote any courses, campaigns and events of interest to the community.

The Committee must be consulted prior to establishing any form of social media involving Glen Eira U3A and advised of the intended platform.

## **3. Roles and Responsibilities**

This policy applies equally to all members and volunteers including:

- Glen Eira U3A Management Committee (the Committee)
- All volunteers (honorary and member), tutors (honorary and member) and/or contractors who undertake activities and functions performed on behalf of Glen Eira U3A

The Committee is responsible for:

- Developing, endorsing, implementing, publishing and reviewing this policy
- Reviewing and confirming any exemptions from this policy
- Investigating and resolving any serious issue or grievance about a breach of this policy within an acceptable time frame.

## **4. Revision History**

| <b>Version</b> | <b>Date</b>  | <b>Changes</b>                                 |
|----------------|--------------|------------------------------------------------|
| V1.0           | 17 July 2017 | Endorsed by Glen Eira U3A Management Committee |
| V2.0           | 11 May 2023  | Endorsed by Glen Eira U3A Management Committee |
| V3.0           | 30 May 2024  | Endorsed by Glen Eira U3A Management Committee |