

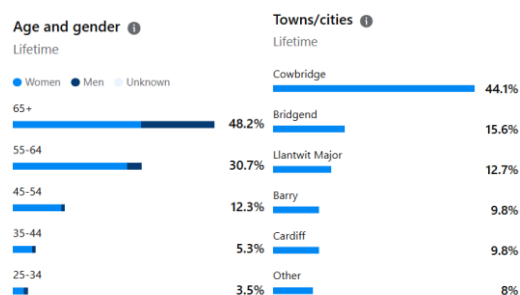
Press and Publicity Report July 2026

My focus this year was to introduce social media into Cowbridge u3a to increase our profile in the community and I am grateful to Anne Thomas in her assistance and support with this.

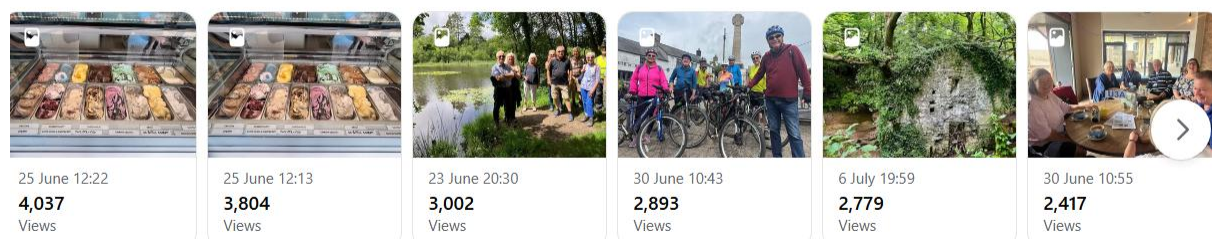
My business knowledge was that people may read posters etc whilst out and about but rarely retain the information by the time they get home. Posters in local businesses need constant maintenance as they quickly go out of date and posters need to remember where they have placed them so they can be retrieved efficiently. Posters also quickly become wallpaper so are not “seen.” Similarly, leaflets are expensive to produce and quickly go out of date becoming stale information.

By development of the Cowbridge u3a Website and the use of social media , I think we have become more visible in the community. I would like to publicly thank Graham Couchman for his work with the website , constantly updating it with information and photographs to make it visually appealing and interesting for members (and potential members to visit).

The **face book** page has 132 followers and we post to a number of groups in the area. Our posts are mainly seen by age 55 + (80%) , mainly women, 44% of whom live in Cowbridge. Photos and multi photos are the most popular posts.



Top content

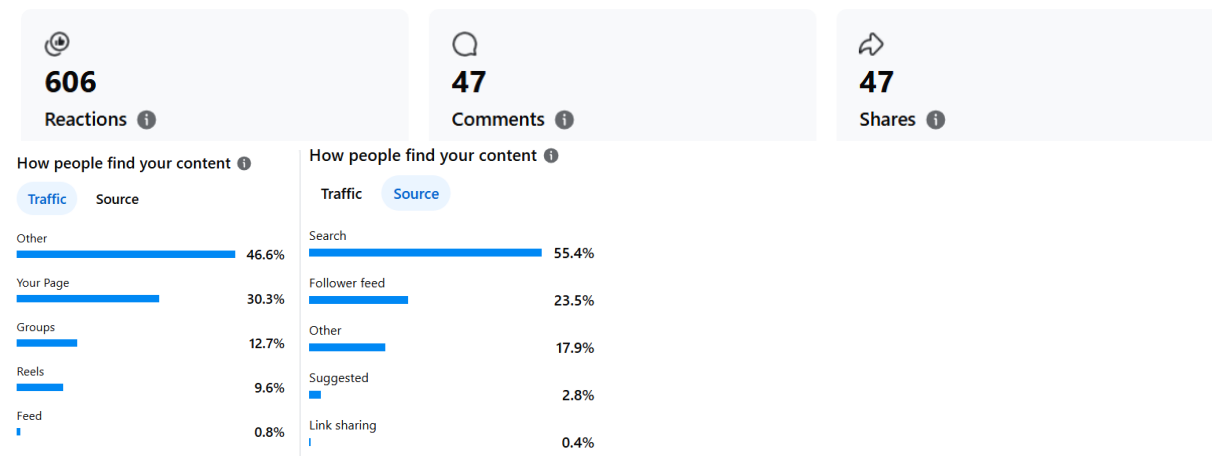


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Our engagement is high, figures from the last 90 days shown below with the peaks being where I have posted pictures, events etc.

6,838 Engagement ⓘ

+123.0% from previous 90 days



The focus for next year is to increase the number of posts per week and the number of groups we engage with. Also to tag local businesses/ places we have been to so that we become better known in the community. An example is the Cowbridge library where 2 of our reading groups meet who are grateful for the recognition.

From the groups, both Graham and I need more engagement with pictures of happy smiley people having fun and information on what the content of the next meeting is going to be.

I would like to suggest that each group has a target of sending me 3 photos a year of their group doing something they have enjoyed.

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Instagram

The Cowbridge u3a Instagram page has been difficult to set up and slow to start. We have posted a few times but this will be a focus for next year. Huge thanks to Paul Thomas for setting this up .

Village and Buddy magazine

These publications have been incredibly supportive giving a full “ what’s on” listing on a monthly basis for readers of these booklets.

The Glamorgan Star

We have had some success with this periodical. Philip, the editor is happy to put photographs of interesting events into the publication but it is more time consuming as it prints fortnightly and they are less able to cope with a month’s data in one hit.

U3a matters magazine

We have had Cowbridge articles in the last 3 issues which is positive. I would be grateful for anything that members might think of as interesting for publication as there is quite a significant lead time for this magazine.

QR code

I offered printed slips with the website address and QR code at both the open day and the May Fair. These were well received by the public and I propose that we may have some printed business cards made up for any future events as they are easy to put in a wallet.

Social media policy feedback

I am currently aware of 2 members who do not want their photo in social media. This has been easy to manage.

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Non-IT users

I am aware that there are still a very small number of people who do not have an email address or a smart phone and are not IT literate. A lady asked me for some details in the library and she wanted a phone number which I could not provide (due to GDPR of our committee members) and she did not want to visit our website or come to the coffee morning. I am aware that this may be a barrier and I am open to suggestions how to get round this.

Patricia Hulse July 2026