



Public Relations Manager Report - January 2020

This year continues to be much busier than I had anticipated although the pay-off is rewarding.

Facebook has been a huge part of my role this year and it had been an ongoing learning process which is proving very successful. We have reverted to using the Toastmasters New Zealand Facebook page which now has a following of over 9000 people. A lot of what I post is to create engagement – quotes and funny (cringe-worthy) jokes. We get a lot of likes and shares from this which helps spread the Toastmasters name and creates brand awareness. Peppered among these posts are posts shared from Clubs, Areas and Divisions which show what we do and the fun we have. Let me know if you have anything you want the District to know about and I'll share it for you.

We have ongoing advertising which continues to bring us leads each day. These ads are targeted only to our District so all inquiries are from people who will potentially visit (and join) our clubs.

The District is still boosting Facebook events for clubs holding demonstration/open meetings, but we haven't had as much uptake as we would have expected. This won't cost your club anything and those who have had events boosted have seen an increase in visitors. Even if your club isn't on Facebook, I can still create an event for you. Contact me for more information.

A reminder we also have the Club Promotional Fund which clubs can apply for to help with increasing brand awareness and growing membership. The application form can be found here: http://www.toastmasters.org.nz/member_resources/district_documents/district_promotions/district_promotions

Our website www.toastmasters.org.nz is currently going through a complete re-vamp thanks to Steve Preston. We anticipate a fresh, clean, more vibrant look and a site that is easier to navigate, with up-to-date New Zealand images. Exciting stuff! Along with this, Steve has also created landing pages for our Stuff online advertising campaign so we can ascertain how successful it is.

I'd like to acknowledge the work Mike Diggins has done for us as Webmaster this year and the support he has given me. The District is grateful for everything he has done and all the help he's given us. He will be missed.

With the Stuff advertising campaign kicking off this week, I'm looking forward to seeing more new members and growth within the District.

As we head into the second half of the Toastmasters year, now is the time to think about taking on a leadership role in the upcoming year. I encourage you to step out of your comfort zone. For me, this year has been a lot of learning and growth. I have been overwhelmed by the support I have received, not only by my peers but from people I don't even know – that's one of the things I love most about Toastmasters. It has been a challenge but it's so much fun! DO IT!

Looking forward to a successful Toastmasters year for all of us.

Kendall Eade