



D72 Public Relations Manager Report August 2019

This Toastmasters year has started off strong and we intend carrying on in the same manner.

One of my goals this year is to align everything with current brand standards. Two District newsletters have been sent out (July & August) using the Toastmasters International template. The format is shorter and more concise than previous newsletters and feedback has been this is what members want.

I have started going through Club Facebook pages and it's disappointing to find some of them haven't been updated in nearly 5 years. Facebook is a free marketing platform that can generate a lot of interest for clubs but if visitors see a page is inactive, they may think the club is too. I have been reporting back to clubs and offering suggestions on how to update their pages. I have been sharing posts to our Facebook page to help promote clubs but will only do it if the page is up to date and in line with the TM brand.

Another major task I intend doing this year, is visiting all club websites and making sure they're also up to date. We also plan to update the District website with current information.

The District leadership team is committed to building clubs and growing membership this year and are continuing with the Club Promotional Fund where clubs with low funds can apply for up to \$400 per year to help market themselves. Details and the application form can be found at http://www.toastmasters.org.nz/district/district_promotions

We will also boost club Facebook events at no cost to your club. Email me details or private message me on Facebook.

A decision has been made by the top table to use the Toastmasters New Zealand Facebook page rather than the District 72 one. This is because there are over 8700 followers, so we already have a huge audience and a greater reach. Make sure you LIKE us so we can spread the word.

Basil Moskovis, Club Growth Director, has done a fantastic job designing back of the bus advertising. I shared the picture on Facebook, and it has been on-shared 31 times, reached over 4,700 people and has had over 550 engagements. I've also had 3 people looking for clubs – not sure if that was a coincidence or not. This is a free spin-off from the back of the bus campaign that we hadn't anticipated.

A private District 72 Members group has also been created on Facebook so we can share resources, advice, information and support without the public seeing everything. It's a closed group, but any District 72 member can ask to join, and we'll accept you.

With only a month into the Toastmasters year – it's been so busy but lots of fun.

Kendall Eade
D72 Public Relations Manager