

Online Presence Checklist

What the public see online creates an impression of your club and of Toastmasters. Let's show ourselves in the best light.

The checklist is designed to remove any barriers or negative impressions for the public.

The public do not always understand that we are a volunteer organisation. Their expectations may be higher than our skill level allows but we can remove barriers that may discourage them from finding out more about what we do.

Determine your club information:

- Club contact mobile numbers - preferably 2 or more.
- Club contact email addresses - preferably 2 or more.
- Physical address of the club.
- Zoom account information, if applicable.
- Any special directions to find or gain access to venue.
- Which days the clubs meets. If fortnightly, which weeks and possibly meeting dates.
- Start and finish times.
- What time a guest ought to arrive.

Check club information against online information

- Search Google (or other search engine) for your club name.
- For each search result, check the information you find against the club information. Make alterations if required. Also, check for spelling mistakes and typos.
- For each search result which is club-controlled site, record the username and password.
- Check the club website, club Facebook page (if it exists) and the Toastmasters International find-a-club and Toastmasters New Zealand find-a-club pages appeared and have correct information including how to ask questions, find your venue, and which days you meet, especially if you meet each fortnight (which fortnight?).

If you've completed the above, well done. You've removed several barriers that prevent people visiting and joining your club.

The following tasks may help that information stay up-to-date or identify any other barriers.

Keeping information up-to-date

- Schedule regular updates of your club's online presence. As July 1 often brings a change in the Club Committee and club contact details, this would be a good time to check or change those details and contact names for each channel. And while an annual check of the club website may be sufficient, social media such as Facebook may need weekly posts.
- When creating content, consider your clubs point-of-difference or unique-selling-proposition or simply what your club does that make you keep turning up. How can you show that to visitors to your sites?
- Remove content from websites that out-of-date such as notifications of past events.
- Check all links are working correctly.
- Determine dates for all non-standard meetings at the beginning of the year and notify - usually on your website calendar. These may include; contests, Moments of Truth, inter-club, open meeting, theme meeting and any missed meetings (due to holidays or other events).
- Delete any club-controlled site no longer being used.

Using a mystery shopper

- Consider using a non-toastmaster to check your club's online presence. A person with **no** prior knowledge is ideal to audit your online presence and give an insight into how a guest may view what is found. This may include checking each contact method for response style and response times.

Who will respond to enquiries

- Determine who will respond to enquiries.
- Determine whether to attach an information sheet, Visitors Pack or Guest Booklet to replies.
- Let enquirers know what to expect if they visit - welcomed, meeting explained, Toastmasters explained, opportunity to introduce themselves if they feel comfortable.

Storing online presence information

- Store the Club Information and Online Presence documents along with other club information documents in two or more locations in case one is misplaced. Perhaps a physical copy and one stored in the cloud ie. Google Drive.

Miscellaneous

Google analytics added to your club website can show number of visitors to your site and what pages they viewed.

Websites usually has general information about the club and Toastmasters the organisation.

Facebook pages usually have posts showing what's been going on and what is coming up.

Good content on either a website or social media will give the visitor value and encourage visitors to want to learn more and discover if Toastmasters is for them.

The Toastmasters New Zealand Meet Up group is free to join and needs little maintenance. Contact the District Public Relations Manager for more information.