



Public Relations Manager Report

28 July 2021

Public Relations Manager is proving to be a fun and rewarding role. I am enjoying the flexibility of this role and I like that it is giving me a place to apply my digital marketing knowledge to a larger audience. Below are some of the key areas that I will be focusing on this year:

Renaming / Rebranding

During my first week, I renamed our social media accounts to "Toastmasters NZ Lower North and South". Before this, we called ourselves "Toastmasters New Zealand". I can understand why we have been using that name, but the reality is that this was not accurate. At the same time, calling ourselves "District 72" has no meaning to potential guests. Hopefully, I have found a middle ground that allows us and our northern neighbours to promote ourselves without confusing the general public.

This went alongside an overall change to how we present ourselves. This year, I want to focus on showcasing our members. This means that our website and social media accounts will be loaded with images of our people, rather than using generic Toastmasters graphics. This also means that I am going to be very proactive with photographing all our District events.

Website

I feel that our website is our number one means of communicating with members and the wider public. For that reason, this is where I want to devote most of my time this year. I am incredibly grateful to last year's team for setting up a WordPress based website. This has given me additional customization tools that were not previously available to us.

Over the past month, I have given the members section a cosmetic facelift and made it easier for members to navigate. My focus will now shift to the public side of the website.

Social Media

I have reconnected our Facebook page to our Instagram account, so content will now be flowing through both channels. This year, Glen Pearce, Club Growth Director and I want to put more effort into growing our Instagram following, as this seems like the best opportunity for growth.

In terms of content, I have been trialing running testimonials from our members and these have been remarkably successful. I want to continue posting these throughout the year. Overall, I will be taking a narrower approach to content and I hope this will result in more views per post.

Workshops

On Sunday 18 July, I held a workshop on Facebook Marketing. I was very happy with the turnout for this and have really appreciated the positive feedback. I will be running more workshops like this, as I feel that we need to build up the digital marketing skills within the clubs. My next one will be on Website Building, which is scheduled for Sunday 15 August at 7pm.

D72 Public Relations Manager 2021-2022

Brad Grootelaar