



Public Relations Manager Report

15 January 2022

Now that I am nearly seven months into the role of Public Relations Manager, most of my tasks have been streamlined. Below is an update of what I have been working on:

Website

This continues to be my main focus. Over the past couple of months, I have made a lot of changes to the District 72 section of the website to make it look less bureaucratic and more engaging. More videos have also been added to the Videos section, including the recordings of the recent WOW workshops.

I review the website once per week to check for errors. However, sometimes mistakes do slip through, so I really appreciate it when these are pointed out.

Social Media

This month, I have been running a campaign called "10 Reasons to Join Toastmasters" on Facebook and Instagram. This was designed to leverage off the heightened motivation that people have at this time of the year. So far, I have been very happy with how these have performed, with each post being seen by 4000 – 5000 people across both platforms.

It would be good to post more testimonials over the next five months, but I must admit that it is getting hard to find people who are willing to share their story.

Newsletter

We held a newsletter committee meeting in November, with six people attending. It is really important to me that the newsletter becomes a team effort so that it can carry on even once I have finished my term.

To be honest, readership of the newsletter could be better. Here are some stats from Mailchimp:

Email	Opens	Clicks
December Newsletter	675	151
November Newsletter	724	308
October Newsletter	736	244
September Newsletter	743	196

Overall, this continues to be an enjoyable role and I look forward to writing the next update in a few months' time!

Brad Grootelaar

D72 Public Relations Manager 2021-2022