



Public Relations Manager Report

3 June 2022

Website

Quite a lot of work has gone into the website over the past couple of months. I manually sorted through the 1000 or so media files that had been uploaded, deleting over 300 of them and categorizing the remainder into neat and tidy folders. I also deleted over 20 old plugins and tidied up all of the pages. None of this is visible to anyone viewing the website, but it has made a huge difference for me while working in the back-end.

I will be staying on as webmaster for at least another year and possibly beyond. The website is still a work in progress and, as my skills improve, I keep thinking of new features that I want to add. My next task is to add a search bar to help people find all the resources that are available.

Social Media

I am currently running two advertisements on Facebook and Instagram. The first is a generic promo video that is being displayed in every town and city across the District. The second is more targeted towards the towns with low membership and is tailored for each geographic area to include information about the nearest club.

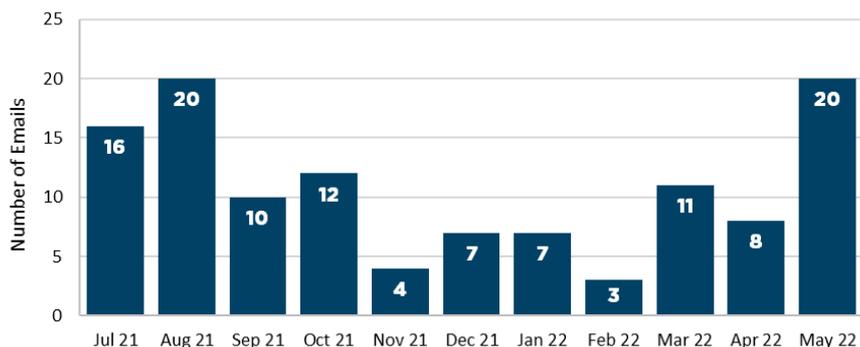
Interestingly, the targeted ads are performing almost twice as well as the generic “brand awareness” ads. For example, I spent \$36.87 on a targeted ad for Westport (who have a membership of 8) and that has already yielded 50 clicks through to their website! I think this would be an effective strategy for the District to use in the future.



Example of the targeted ad used in Westport. Similar ads were set up in other towns with low membership.

Email

Managing the emails has been an important part of my role. Below is a graph of how many enquiries we have received from the public over the year. A good percentage of these are people asking about Speechcraft courses, so if any clubs are planning to run one of these, please let me know so that I can advertise it on the website.



Newsletter

I have appreciated all the feedback on the newsletter over the past year. I must admit, these have been a lot of work and I was very hesitant to take on this task at the beginning of the year, but they seem to have been well received by members and I hope we can keep up the same format going forward. Below are our readership statistics from Mail Chimp:

Month	Email Opens	Click-Throughs to Newsletter
May	534	129
April	895	215
March	820	277
February	760	290
December	685	154
November	724	308
October	736	244

All the best to Kath Cherrie as my successor. I am inspired by her ability to form a highly motivated team and I know she will take our public relations to the next level!

Brad Grootelaar

D72 Public Relations Manager 2021-2022