



Public Relations Manager Report

5 August 2022

PR Team

We started the year by setting up a team to look after the District's public relations. We have a mix of Toastmasters and PR experience in the team, consisting of:

Jane Gregory
Sonya Fenton
David O'Brien
Brad Grootelaar
Mary Prendergast
Carol Mitchell
Keith Morris
Karen Lynley

Newsletter

We continue to use the newsletter format Brad used last year. Our plan is to publish a monthly newsletter on the first Saturday of each month.

To date we have received great support from various people in the District who have contributed articles, items and information. We are grateful for this as we want the newsletter to reflect the entire District as well as engaging and encouraging members.

A new feature of the newsletter is the videos we have been able to include. We plan to continue this and develop it going forward. As speaking in public is a big part of what we do as Toastmasters, it makes sense.

Please contact me if you want to contribute an article or be part of a video for a future newsletter.

Social Media

While we have some great plans for social media this year, we are starting small. We have established two sub-teams within the PR Team. One is focusing on continuing the Facebook page and group. The other is getting underway with using Instagram more effectively.

Facebook

We are continuing to use the Facebook page as a means of promoting Toastmasters to people who are not yet members. The Facebook group is a place for current members to share ideas and ask questions. We encourage all group members to remember the rules of the group:

- be kind and courteous
- no hate speech or bullying
- no promotions or spam
- respect everyone's privacy.

Instagram

We plan to use reels on Instagram to promote Toastmasters to potential future members. So far it is "watch this space".

Strategy

We are currently developing our social media strategy to guide our work in this area. We expect to have this to share with the District team and members very soon.

Kath Cherrie

D72 Public Relations Manager 2022-2023