



# Public Relations Manager Report

9 October 2022

## Newsletter

The newsletter continues to be one of the regular ways we are interacting with members. It is published on the first Saturday of each month.

It is fantastic that we are receiving contributions from clubs about celebrations and promotions. Hopefully more clubs will let us know when they have exciting news. This is an excellent way for other clubs to be inspired. Both the September and October editions had great promotional examples that were a little different.

It was suggested we include an obituary for a member who passed away. We are unsure if this is a good idea and are concerned about missing people out.

We would welcome suggestions for the newsletter and offers of writing contributions.

## Social Media

Social media is our other focus. The Facebook team are working hard to post interesting items regularly. They are also trialling some promotion of posts. We will provide more information in the next report.

A request to help us measure effectiveness: please let us know if you have a guest or new member who mentions their interest was sparked by a post on the District 72 Facebook page.

A hint from Ngaio Club (October newsletter) having club members share club posts on their local community pages is a useful way to stretch your reach. They had great responses from this approach.

## YouTube

The videos we are publishing each month in the newsletter are published on our YouTube channel. Please subscribe to the channel to ensure you don't miss any new videos. The latest one provides interesting information about our Toastmasters who have been members for 10 years and longer.

We are keen to hear from other Toastmasters who want to stretch their speaking skills and be part of a video. There are a range of Pathways projects that would fit depending on the video:

- Question and Answer session
- Prepare for an interview
- Moderate a panel discussion

Kath Cherrie

**D72 Public Relations Manager 2022-2023**