



Public Relations Manager Report

4 February 2023

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.

Not many clubs have come forward with information about celebrations and/or awards. We would love to publish more of these - it is a great way to share interesting ideas as well as re-live the celebrations. Clubs are encouraged to contact the PR team -

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

Social Media

Social media is our other focus. The Facebook team is working hard to post interesting items regularly. They are also trialling some promotion of posts. We will provide more information in the next report. We are also publishing Word of the Day posts on Instagram - usually Wednesdays and Fridays.

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.

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.

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