2022 Public Relations Manager Training Webinar
District Mission

We build new clubs and support all clubs in achieving excellence.
Agenda

• Objectives of the District
• Your responsibilities
  • Brand stewardship
  • Public relations and publicity
  • Social media
  • Communication program and planning
  • Collaboration with the District leadership team

www.toastmasters.org/dlh
The importance of the brand
The Brand Manual

Gotham Examples

Primary Colors
The palette for Toastmasters relies on True Maroon, Loyal Blue, and Cool Gray to support our elements of leadership, dedication, and empowerment.

- True Maroon: Hex #772432, C12, M95, Y59, K54, R119 G36 B50, Pantone 188
- Loyal Blue: Hex #400f65, C100, M43, Y12, K56, R0 G85 B101, Pantone 302
- Cool Gray: Hex #a08281, C23, M7, Y12, K18, R169 G178 B177, Pantone 442
Design tools
Brand goes beyond the logo
How can we be unique and on-brand?
Why does Toastmasters bend the rules?
Brand Resources

• Brand Manual
• Brand Portal
• Resource Library
• Toastmasters Gallery
• Policy 4.0 and Protocol 4.0: Intellectual Property
• brand@toastmasters.org
Public Relations and Publicity

“Good public relations is the practice of creating, promoting, and maintaining a favorable image of an institution among its audiences through the use of a variety of communication channels and tools.”
Public Relations and Publicity

Goal #1
Build membership

Goal #2
Generate media coverage

Goal #3
Enhance local public perception
Public Relations and Publicity

Paid Advertising VS. Free Publicity
Building an Effective Public Relations Program

- **District and Club Activities**
  - Success stories
  - Guest speakers
  - District conferences
  - Speech contests & winners
  - Officer installations
  - Special programs
  - Visiting dignitaries
Building an Effective Public Relations Program

• Success stories and best practices
  • Nancy Duckett (D3 PRM)
    • Generating publicity for District, club, and member success stories
  • Jann Carlo Rojas (D116 PRM)
    • Leveraging social media to highlight District events and news
Building an Effective Public Relations Program

• Your Role
  • Coordinating with local media
  • Contributing to website and newsletter content
  • Serving as spokesperson
  • Publicizing District news and activities
Building an Effective Public Relations Program

- **Let the World Know** manual
  - Creating a PR plan and goal-setting
  - Identifying target audiences
  - Building tactics for promotions and publicity
  - Extensive appendix
  - Sample news releases
Building an Effective Public Relations Program

PUBLIC RELATIONS

What is Public Relations?
Public Relations is a strategic communication process that builds mutually beneficial relationships between organizations and their public.

Public Relations Goals in Toastmasters
As the Public Relations Officer (PRO) or Vice President Public Relations (VP PR) your responsibility is to generate positive awareness of the Toastmasters brand for the purpose of attracting and retaining members. It requires keeping the public (external audience) and members (internal audience) informed about club or district activities through effective communication channels and media relations. Good public relations will build membership and gain public recognition.

HELPFUL RESOURCES

Let the World Know (PDF)
This handbook provides everything you need to know about conducting PR in Toastmasters.

Connect With Us
Find social media options and ways to connect with members and non-members alike.

Sample News Releases
Give your club or district the recognition it deserves by telling the local community about events, programs and achievements.

www.toastmasters.org/Leadership-Central/Public-Relations
Building an Effective Public Relations Program

• Time-tested communication tips

https://www.toastmasters.org/Resources/Video-Library

https://link.us-1.lytho.us/b/16402872552361cef4d9a-8102-46c0-8bcb-6aec8dfbf16e
Building an Effective Public Relations Program

• Defining your target audience
  • Local media
  • Prospective members
  • Toastmasters members
Building an Effective Public Relations Program

• **Working with the local media**
  - What media does your target audience prefer?
  - Who are those media representatives?
  - How should they be approached?
  - What messages will appeal to the media AND their audience?

Building an Effective Public Relations Program

- **Digital Media Kit**
  - Toastmasters fact sheet
  - Toastmasters history
  - Organizational bios
  - Map with locations
  - Feature, Benefits and Value sheet
Building an Effective Public Relations Program

• Constructing a Press Release
  • Toastmasters letterhead
  • Typed and formatted
  • Contact information
  • Toastmasters International boilerplate
  • Pound symbol
Building an Effective Public Relations Program

• Constructing a Press Release
  • Headline and subhead
  • Dateline and lead
  • Body
  • Quote
  • Bullets
  • Call to action
  • Error-free
Building an Effective Public Relations Program

• Pitching story ideas to news media

**What is a pitch?**

An invitation to reporters to cover a topic or a local event. A good pitch presents a compelling and clear case about a subject of interest to the reporters’ readers or viewers.
Building an Effective Public Relations Program

• Elements of a basic pitch
  • Email subject line (short and catchy)
  • Greeting/salutation
  • 2 to 3 short paragraphs
    • Introduction
    • Uniqueness
    • Benefit to audience
    • Call to action/signature
Sample Pitch

**Subject line:** 28 Toastmasters advance in world’s largest speech contest

Dear Steve,

Results of the world’s largest speech contest are in: 28 semifinalists will compete for the Toastmasters World Champion of Public Speaking title!

A contestant from your area has advanced to the semifinals. Be the first to interview them. Follow the competition in August and find out whether they will advance to the World Championship of Public Speaking.

See the below news release or email me for more info. I’d be happy to arrange an interview with a contestant and a public speaking expert.

Signature/contact info
Building an Effective Public Relations Program

Approaching the media

- Don’t send attachments
- Follow up with a telephone call
- Always keep the brand in mind
Building an Effective Public Relations Program

- World Headquarters
- Media
- District
Does your District or club currently have social media?

- Receive admin controls to the District’s or club’s social media pages
- Complete a quick audit of your social pages
- Stay consistent and compliant with brand
Social Media Channels

Twitter
We are so excited for our #Toastmasters District event!

Facebook
Like our #Toastmasters District Facebook page

Instagram
Here’s a photo of our #Toastmaster members at a District event

YouTube
Watch the video of our Toastmasters District speech

LinkedIn
I’m a Toastmaster PRM at District ___

Social Media Explained
How to Engage with a Social Audience

• Ask questions
• Use captivating images
• Share videos
• Show followers an inside look at your District or club
• Be persistent
• Share timely content
• Get to know your audience
Social Media Do’s

• Prompt discussion for maximum engagement
• Answer questions and respond to feedback
• Share reels on Instagram and Facebook
• Provide helpful links
• Keep an eye on what is trending
• Shorten URLs
• Follow character limits
• Understand hashtags
• Proofread before posting

cocialmedia@toastmasters.org
What is digital advertising?
Digital advertising is the process of publishing paid, promotional material through online platforms, such as social media, search engines, websites, and any other program that can be accessed digitally.

Why advertise digitally?
• Create brand awareness
• Advertise to a target audience
• Promote the Toastmasters brand
• Generate leads
Social Media Resources

- https://app.bitly.com/
- https://www.toastmasters.org/resources/brand-portal/design-elements
- https://www.toastmasters.org/resources/facebook-ad-guide
- https://www.toastmasters.org/resources/linkedin-ad-guide
- https://blog.hootsuite.com/channel/strategy/
- https://www.socialmediatoday.com/
- https://www.shopify.com/blog/instagram-hashtags
- http://best-hashtags.com/
PRM Communication Plan

What is it?

• Tool to enhance PRM role
• Originated from Board Committee Study
• Supports strategies in DSP
• Your feedback is valuable
PRM Communication Plan

• **Benefits?**
  - Enhance role clarity
  - Guides PRM team development
  - Provides resources and tools
  - Template for events and examples
  - Facilitates internal and external communications
  - Communications for District Council meetings
# PRM Communication Plan

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
<th>Phone</th>
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<td>PRM</td>
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<td>Webmaster</td>
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<td>Newsletter Editor</td>
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<td>Social Media Coordinator</td>
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<td>Public Relations</td>
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<td>Graphic Designer</td>
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<tr>
<td>District Administration Manager</td>
<td>Toastmasters International Branding</td>
<td>+1 (720) 439-5050</td>
<td><a href="mailto:brand@toastmasters.org">brand@toastmasters.org</a></td>
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**Available Communication Methods:**

- District Website
- District Facebook Page
- District Facebook Members Group
- District Twitter Account
- District LinkedIn Group
- Bulk Email System (i.e. Constant Contact, etc.)
- Directed Email through Area Directors
- News Release

**Location**

**Coordinator**

- Directed Email through Area Directors: District Administration Manager

**Audience:**

- All Members
- Club Officers
- District Council
- Division Council
- Area Council
- District Executive Committee

**External**
# PRM Communication Plan

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<td>Toastmasters Media Center</td>
<td><a href="https://mediacenter.toastmasters.org/">https://mediacenter.toastmasters.org/</a></td>
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<th>Owner</th>
<th>Approver</th>
<th>Approval Lead Time</th>
<th>Tasks</th>
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</table>
| District Appointments | All Members  | 1. District Website  | 7/1/2021  | 0%         | DD    | DD       | 2 days            | 1. Create email listing all appointed DEC positions  
|                   |               | 2. District Facebook Members Group |          |            |       |          |                   | 2. Send to PR team for distribution                                |
|                   |               | 3. Email to All Members |          |            |       |          |                   | 2. Get DO approval                                                 |
| District Calendar  | All Members   | 1. District Website  | 7/22/2021 | 0%         | DD    | DD       | 2 days            | 1. Finalize District Calendar  
|                   |               | 2. District Facebook Members Group |          |            |       |          |                   | 2. Send to PR team for distribution                               |
|                   |               | 3. Email to All Members |          |            |       |          |                   | 3. Send to PR team for distribution                               |
| Smedley Award     | Club Officers | 1. District Facebook Members Group | 7/29/2021 | 0%         | CGD   | DD       | 2 days            | 1. Create email promoting Smedley Award  
|                   |               | 2. Email to Club Officers |          |            |       |          |                   | 2. Get DD approval                                                 |
|                   |               |                        |           |            |       |          |                   | 3. Send to PR team for distribution                               |
| Talk Up Toastmasters! | Club Officers | 1. District Facebook Members Group | 1/25/2022 | 0%         | CGD   | DD       | 2 days            | 1. Create email promoting Smedley Award  
|                   |               | 2. Email to Club Officers |          |            |       |          |                   | 2. Get DD approval                                                 |
|                   |               |                        |           |            |       |          |                   | 3. Send to PR team for distribution                               |
| Beat the Clock     | Club Officers | 1. District Facebook Members Group | 4/25/2022 | 0%         | CGD   | DD       | 2 days            | 1. Collect Articles from Members and District Officers  
|                   |               | 2. Email to Club Officers |          |            |       |          |                   | 2. Compile into Newsletter                                        |
|                   |               |                        |           |            |       |          |                   | 3. Send to DD for Review                                          |
|                   |               |                        |           |            |       |          |                   | 4. Send to PR team for distribution                               |
| District Newsletter| All Members   | 1. District Website  | Determine schedule | 0%         | Newsletter Editor | DD | 2 days | 1. Determine member for spotlight  
|                   |               | 2. District Facebook Members Group |          |            |       |          |                   | 2. Get photos                                                      |
|                   |               | 3. Email to All Members |          |            |       |          |                   | 3. Interview member                                                |
|                   |               |                        |           |            |       |          |                   | 4. Write spotlight article                                        |
|                   |               |                        |           |            |       |          |                   | 5. Send to member for review                                      |
|                   |               |                        |           |            |       |          |                   | 6. Send to DD for approval                                         |
| Member Spotlight   | All Members   | 1. District Facebook Members Group | Monthly   | 0%         | PRM   | DD       | 2 days            | 7. Send to PR team for distribution                               |
# PRM Communication Plan

## Virtual District Council Meeting

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## Annual Business Meeting

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<th>Owner</th>
<th>Approver</th>
<th>Approval Lead Time</th>
<th>Tasks</th>
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</thead>
<tbody>
<tr>
<td>Announce Annual Business Meeting</td>
<td>District Council Members</td>
<td>1. Bulk Email, 2. Directed Email via Area Directors, 3. District Facebook Members Group, 4. District Website</td>
<td>30 days' prior (per Protocol 7.1.5 - District Council Meetings)</td>
<td>0%</td>
<td>Admin Manager</td>
<td>DD</td>
<td>2 Days</td>
<td>1. Determine Council Date, 2. Determine Voting Method, 3. Create Communication, 4. Send to PR team for District Council Meetings, 5. Complete agenda</td>
</tr>
</tbody>
</table>
District Leadership

**Responsibilities**
- Coordinate with news media
- Serve as spokesperson
- Publicize district news and activities

**May contribute to**
- Outreach and retention
- Marketing projects
- District recognition activities
- Club Coach program
- Recruitment, training and supervision
District Leadership

• **Collaboration with your team**
  • Club Growth Director
  • Program Quality Director
  • District Director
  • Region Advisor

PR inquiries: pr@toastmasters.org
Brand inquiries: brand@toastmasters.org
Social media inquiries: socialmedia@toastmasters.org