2021 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]
Why Our Brand is Important
Ok, But if I Remove the Logo...
Our Brand Unites Our Diversity
<table>
<thead>
<tr>
<th>User</th>
<th>Authorized</th>
<th>Non-Authorized</th>
<th>Responsible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clubs, Areas, Divisions, and Districts</td>
<td>Stations, business cards, business cards, newsletters, electronic media, websites, program covers, agendas, and similar items</td>
<td>Medals such as to pipes, ribbons, banners, certificates, clothing or other items, except by specific prior written authorization from the Chief Executive Officer</td>
<td>Club President, District Director</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Officer candidates at all levels</td>
<td>Stations, business cards, memberships, electronic media, websites, campaign literature, and similar items</td>
<td>Medals such as to pipes, ribbons, banners, certificates, clothing or other items, except by specific prior written authorization from the Chief Executive Officer</td>
<td>Candidate</td>
</tr>
<tr>
<td>Individual members, and officers at all levels</td>
<td>Stations, business cards, electronic media and websites, utility to indicate the purpose of affiliation with a member club</td>
<td>Any personal non-electronic media, bullets, or similar items, articles such as to pipes, ribbons, banners, certificates, clothing, or other items except by specific prior written authorization from the Chief Executive Officer</td>
<td>Individual</td>
</tr>
</tbody>
</table>

Trademark Use Request

Toastmasters International is committed to protecting its brand, trademarks, and copyrights and we count on your diligence to ensure the consistent presentation and use of the Toastmasters logo and other trademarked items. It is the responsibility of all members to use the Toastmasters trademarked items properly, as illustrated in the chart on this page. Please refer to the chart on this page for further information.

Trademark authorizations are valid for the terms in which they were granted and are not automatically renewed in order to prevent illegal use after previously authorized. Please review the insert in this brochure for more information.

If you are unsure whether you should submit a request or contact the Brand Team for approval, please contact the Brand Team for further information.

Trademark Use Request

Redirects International is committed to protecting its brand, trademarks, and copyrights and we count on your diligence to ensure the consistent presentation and use of the Toastmasters logo and other trademarked items. It is the responsibility of all members to use the Toastmasters trademarked items properly, as illustrated in the chart on this page. Please refer to the chart on this page for further information.

Trademark authorizations are valid for the terms in which they were granted and are not automatically renewed in order to prevent illegal use after previously authorized. Please review the insert in this brochure for more information.

If you are unsure whether you should submit a request or contact the Brand Team for approval, please contact the Brand Team for further information.
Brand Resources

• Brand Manual
• Brand Portal
• Policy 4.0 and Protocol 4.0: Intellectual Property
• [brand@toastmasters.org]
“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**
  • Grace Moran (D116 PRM)
    • Generating publicity for the District’s events and member success stories
  • Aishwarya Vijay (D98 PRM)
    • Using social media to promote the District, its clubs, members, and events through social media
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 (VPR), 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://toastmasters.photoshelter.com/index
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
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

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

- Media
- World Headquarters
- District
Toastmasters Social Media

Does your District currently have social media?

• Receive admin controls to the District’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 ___
How to Engage with a Social Audience

• Ask questions
• Use captivating images
• Share videos
• Show followers an inside look at your District
• 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
• Provide helpful links
• Keep an eye on what is trending
• Shorten URLs
• Follow character limits
• Understand hashtags
• Proofread before posting
Social Media Resources

- https://app.bitly.com/
- https://www.toastmasters.org/resources/brand-portal/design-elements
- 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>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Webmaster</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newsletter Editor</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media Coordinator</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public Relations</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graphic Designer</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>District Administration Manager</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Toastmasters International Branding</td>
<td></td>
<td>+1 (720) 439-5050</td>
<td><a href="mailto:brand@toastmasters.org">brand@toastmasters.org</a></td>
</tr>
</tbody>
</table>

### 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

### Audience:

- All Members
- Club Officers
- District Council
- Division Council
- Area Council
- District Executive Committee
- External
## PRM Communication Plan

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
<th>I</th>
<th>J</th>
<th>K</th>
<th>L</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Online Resources</strong></td>
<td><strong>Link</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Let the World Know Handbook</td>
<td><a href="https://www.toastmasters.org/~media/4961f7be4b244a12a39426d0c9193cd1.ashx">https://www.toastmasters.org/~media/4961f7be4b244a12a39426d0c9193cd1.ashx</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public Relations Resources</td>
<td><a href="https://www.toastmasters.org/Leadership-Central/Club-Officer-Tools/Club-Officer-Roles/Public-Relations">https://www.toastmasters.org/Leadership-Central/Club-Officer-Tools/Club-Officer-Roles/Public-Relations</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Toastmasters Media Center</td>
<td><a href="https://mediacenter.toastmasters.org/">https://mediacenter.toastmasters.org/</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# PRM Communication Plan

<table>
<thead>
<tr>
<th>Description</th>
<th>Audience</th>
<th>Communications Method</th>
<th>Date</th>
<th>% Complete</th>
<th>Owner</th>
<th>Approver</th>
<th>Approval Lead Time</th>
<th>Tasks</th>
</tr>
</thead>
</table>
| District Appointments| All Members| 1. District Website  
2. District Facebook Members Group  
3. Email to All Members         | 7/1/2021  | 0%          | DD     | DD       | 2 days            | 1. Create email listing all appointed DEC positions  
2. Send to PR team for distribution                                    |
| District Calendar    | All Members| 1. District Website  
2. District Facebook Members Group  
3. Email to All Members         | 7/22/2021 | 0%          | DD     | DD       | 2 days            | 1. Finalize District Calendar  
2. Send to PR team for distribution                                     |
| Smedley Award        | Club Officers| 1. District Facebook Members Group  
2. Email to Club Officers         | 7/29/2021 | 0%          | CGD    | DD       | 2 days            | 1. Create email promoting Smedley Award  
2. Get DO approval  
3. Send to PR team for distribution                                     |
| Talk Up Toastmasters!| Club Officers| 1. District Facebook Members Group  
2. Email to Club Officers         | 1/25/2022 | 0%          | CGD    | DD       | 2 days            | 1. Create email promoting Smedley Award  
2. Get DO approval  
3. Send to PR team for distribution                                     |
| Beat the Clock       | Club Officers| 1. District Facebook Members Group  
2. Email to Club Officers         | 4/23/2022 | 0%          | CGD    | DD       | 2 days            | 1. Collect Articles from Members and District 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  
2. District Facebook Members Group  
3. Email to All Members         | determine schedule | 0%          | Newsletter Editor | DD | 2 days            | 1. Determine member for spotlight  
2. Get photos  
3. Interview member  
4. Write spotlight article  
5. Send to member for review  
6. Send to DD for approval  
7. Send to PR team for distribution                                     |
| Member Spotlight     | All Members| 1. District Facebook Members Group  
2. Email to All Members         | monthly   | 0%          | PRM    | DD       | 2 days            | 1. Collect Articles from Members and District Officers  
2. Compile into Newsletter  
3. Send to DD for Review  
4. Send to PR team for distribution                                     |

*Notes:*
- **District Website** refers to the official Toastmasters International website.
- **District Facebook Members Group** refers to the Toastmasters Facebook group.
- **Email to All Members** refers to an email sent to all members.
# PRM Communication Plan

<table>
<thead>
<tr>
<th>Description</th>
<th>Audience</th>
<th>Communications Method</th>
<th>Date</th>
<th>(% Complete)</th>
<th>Owner</th>
<th>Approver</th>
<th>Approval Lead Time</th>
<th>Tasks</th>
</tr>
</thead>
</table>
| Announce District Council Meeting | District Council Members | 1. Bulk Email  
2. Directed Email via Area Directors  
3. District Facebook Members Group  
4. District Website | 30 days’ prior (per Protocol 7.1.5 - District Council Meetings) | 0% | Admin Manager | DD | 2 Days | 1. Determine Council Date  
2. Setup Virtual Council Meeting URL  
3. Determine Voting Method  
4. Create Communication  
5. Send to PR team for District |
| | | 1. Bulk Email  
2. Directed Email via Area Directors  
3. District Facebook Members Group  
4. District Website | 14 days’ prior (per Protocol 7.1.5 - District Council Meetings) | 0% | Admin Manager | DD | 2 Days | 1. Complete agenda  
2. Create PDF of DEC Appr Budget  
3. Create PDF of District Appointments  
4. Create PDF of any other requiring a vote  
5. Get copy of Audit Comm Report  
6. Create communication, instructions on how to vote after meeting  
7. Approval of DD  
8. Send to PR team for District |

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