

# 2020 PR GUIDE

Dear VP of Public Relations,

You have the exciting role of making the world aware of your club and what it's about! PR is critical to a healthy club, especially those looking to grow their membership base. Moreover, the VP of PR helps shape the way your club is organized and communicates with its current members. To help you hit the ground running, District 60 has put together a list of best practices so you know what to do!

Have a question? Email District 60's Director of PR here: [prm@toastmasters60.com](mailto:prm@toastmasters60.com)

## CHANNELS

### ADMIN & WEBSITE

Use [FreeToastHost](#) or [EasySpeak](#) to arrange meetings, fill roles, and schedule speeches in "members-only" areas.

Both offer public sections that you can utilize as your website - where you share info such as club details and role descriptions.

### GROUP & EVENT WEBSITES

Having a website alone may not garner much attention to your club and its meetings, however, sharing your club and meeting info on [Meetup](#) & [Eventbrite](#) because they are platforms where people go to search for groups and events.

### SOCIAL MEDIA

Social Media platforms such as [LinkedIn](#), [Facebook](#), [Twitter](#), [Instagram](#), and countless others are all at your disposal to raise awareness about your club and what its members are up to. Share public speaking & educational videos, club pics, and meeting info.

### LOCAL PUBLICATIONS

Community-based directories & advertising platforms such as [Snapd](#), [Elocalpost](#), and local newspapers are also fantastic places to share info about your club.

### AT YOUR VENUE

The location where you hold your meetings probably has foot traffic - some of whom may be interested in attending your clubs meetings. Make your presence known at your venue with a banner and/or venue newsletters.

### EMAIL

Email is a great too for keeping in touch with current members & guests. [EasySpeak](#) & [FreeToastHost](#) both offer the ability to send mass emails, but a platform like [Mailchimp](#) can help you with email automation and media-rich emails.

### TM WEBSITES

[Toastmasters International](#) offers a directory for people to find a club close to them. [District 60's website](#) has an event section where you can publicize your meetings & special events.

### REFERRALS

Friends, family, and colleagues are all fantastic people to invite to your club.



## ACTIVITIES

	CRITICAL ■	GOOD ■	BETTER ■	OPTIMAL ■
ADMIN & WEBSITE	<p>Use Free Toast Host (FTH) or EasySpeak (ES) to arrange roles, fill agenda roles, and schedule speeches.</p> <p>Publish basic club info such as address and meeting times on the public-facing side.</p>	<p>List your club's information on Google Maps via <a href="#">Google My Business</a></p>	<p>Use FTH or ES as an email tool to your club's members (send out meeting reminders, RSVP requests, role fulfilment, etc.)</p>	<p>Register guest information into FTH or ES and use the platform to encourage them to return to meetings by keeping them informed and up to date.</p>
GROUP & EVENT WEBSITES	<p>Create a MeetUp page for your club that includes a detailed description of what you offer and why people should attend.</p> <p>Schedule meetings in meetup.</p>	<p>Optimize the 'findability' of your MeetUp page by associating it with the right TOPICS in your MeetUp's settings (your meetup group &gt; group settings &gt; TOPICS)</p> <p>Advanced Clubs, request access to Division or Area Meetup pages</p>	<p>Regularly update your Meetup Page with new pictures and event information.</p>	<p>Create an Eventbrite account and list your meetings</p>
SOCIAL MEDIA	<p>Create a LinkedIn page for your club.</p> <p>Ask all members in your club to follow your page and share posts when they see them.</p> <p>Share meeting info on your LinkedIn page.</p>	<p>Do what you did for LinkedIn on Facebook.</p> <p>Post content other than meeting info such as meeting pictures and educational videos related to improving public speaking.</p>	<p>Add Instagram, Twitter and any other social platforms you like</p>	<p>Use a platform such as <a href="#">Hootsuite</a> to schedule and automate your posts to save you time.</p>
LOCAL PUBLICATIONS				<p>Post events and information about your club on Snapd, Elocalpost, and community newspapers.</p>
AT YOUR VENUE	<p>Ensure guests are welcomed, provided with Toastmasters general &amp; registration information.</p> <p>Invite guests to introduce themselves at the start of a meeting and for feedback at the end.</p> <p>If a guest expresses interest, invite them to join that day!</p>	<p>Order a club banner from the Toastmasters Store and hang it during meetings.</p> <p>Post Toastmasters and meeting information on notice boards or in the venue newsletter</p>		
EMAIL	<p>Obtain guest emails and register them on FTH or ES.</p> <p>Send registered guests a confirmation of their scheduled attendance at your meeting</p>	<p>Send out meeting reminders to your past guests inviting them back to meetings.</p>	<p>Send out role descriptions, accolades, educational videos, contest speech videos.</p>	<p>Automate this process using a platform such as <a href="#">Mailchimp</a>.</p>
TM WEBSITES	<p>List your club info on the <a href="#">Toastmasters International directory</a> &amp; your club meetings on the <a href="#">District 60 Website</a>.</p>	<p>Add special events to the District 60 Website.</p>		
REFERRALS	<p>Ask your members to invite friends, family, and co-workers to meetings.</p> <p>Ask them to find your club on social media and share your posts.</p>	<p>When a guest registers for a meeting, suggest that they bring a friend, family member, or colleague.</p>	<p>When a guest becomes a member, invite them to bring a friend, family member, or colleague.</p>	<p>Invite members to share your club info at the office verbally or by putting up posters.</p>



## TIPS & INFO

### CONTENT

1. Avoid TM terms/jargon (e.g. pathways, table topics, evaluations) and instead focus on benefits (e.g. confidence, advancing communication skills, impromptu speaking skills, providing effective feedback)
2. Make sure your club details and contact info is always clearly visible (description, where, when and who to contact)
3. Follow Toastmasters branding guidelines to ensure professionalism see: [www.toastmasters.org/brandportal](http://www.toastmasters.org/brandportal)
4. Social media is most effective with daily posts that are ENGAGING (be the TV show, not the commercial)
5. Share the achievements of club members
6. Portray the spirit and camaraderie of your club using pictures & video (e.g. show applause and smiles, social events and parties, milestones, contests, safe space, achievements of members)
7. Don't share images or video of anyone publicly without a signed release form <https://www.toastmasters.org/resources/photo-release-form>
8. Advertise club open houses, invitations for guests
9. Try different social media platforms to see what works best for your club's target market/audience
10. Maintain professional polish and TI feel (think about who you are trying to attract)
11. Ask club members to follow the club's social media pages and share your posts
12. Be the TV show, NOT the commercial. 80% of the content you share on social, email, or anywhere should be informative/educational/inspiring (e.g. speaking tips, videos from speech contests, writing tips, gestures, vocal variety, etc.)
13. 20% of your club's content should advertise meetings or special events

### HOW-TOS

Elocal Host: [https://elocalpost.com/how\\_to](https://elocalpost.com/how_to)

Eventbrite: <https://techboomers.com/t/create-eventbrite-event>

Facebook Page: <https://www.facebook.com/business/pages/set-up>

Facebook Group: <https://www.wikihow.com/Create-a-New-Facebook-Group>

Hootsuite: <https://www.youtube.com/watch?v=Bg1BcNDXBi4>

Instagram: <https://www.wikihow.com/Create-an-Instagram-Account>

LinkedIn: <https://www.wikihow.com/Create-a-Business-Page-on-LinkedIn>

Mailchimp: <https://www.youtube.com/watch?v=Qdk4iJPCkXA>

Meetup: <https://help.meetup.com/hc/en-us/articles/360002882111-Starting-a-Meetup-group>

Snapd: <https://snapd.com/services/creating-your-event/>

Twitter: <https://www.wikihow.com/Create-a-Twitter-Account-for-an-Organization>

### GUESTS > MEMBERS

1. Ask for contact information
2. Give guests information about what to expect before or when they come
3. Provide care and attention to guests during meetings (welcome, explanations, feedback, encouragement to participate, help them feel its a safe space)
4. Invite guests to introduce themselves at the start of the meeting. Ask them what their expectations are and why they have joined today.
5. Run quality meetings:
  - Ensure those with roles know how to perform them
  - RSVP participants in meetings
  - Introduce speakers
  - Starts and ends on time
  - Encourage guests to participate in Table Topics
6. At the end of the meeting invite your guests to provide feedback about their experience
7. If a guest has a positive experience and says they are interested in joining your club, **ASK THEM TO JOIN YOUR CLUB**
8. If a guest is unsure or needs more time, that's totally fine. Don't PUSH them. But don't make a guest who is ready to go wait to sign up. **SIGN THEM UP!**
9. If they are on the fence, find out why. For example, the distance may be an issue. If so, help them find an alternate club that is a better fit

### VIRTUAL MEETINGS

- Ask interested parties to complete a Guest Form or Guest Meeting Request Form
- Ask for contact information, why interested, what do they wish to achieve, where they learned about the Club Do not post meeting coordinates publicly (only send meeting details to members and registered guests)
- Should a guest behave inappropriately during a meeting, remove them

### REFERENCE LINKS

- EasySpeak Page: <https://easy-speak.org/portal.php?page=30010>
- Elocalpost: <https://elocalpost.com/harbordvillage/events/creatively-speaking-toastmasters-can-help-you-improve-your-speaking-skills-22888ce7-c480-4291-8da1-dfdb778d5390>
- Facebook: <https://www.facebook.com/groups/toastmasters60/>
- Free Toast Host: <https://7338.toastmastersclubs.org/>
- Instagram: <https://www.instagram.com/toastmastersinternational/?hl=en>
- LinkedIn: <https://www.linkedin.com/company/toastmasters-international/>
- Meetup: <https://www.meetup.com/Toastmasters-Bay-Street-Breakfast-Club-Meetup/>
- Snapd: <https://milton.snapd.com/events/view/1235576>
- Twitter: <https://twitter.com/toastmasters>