2019 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

- Helps us be consistent, with a clear message
- Allows all our touchpoints to be instantly recognizable
- Defines our mission, our products, and services
- Differentiates ourselves from our competitors
Brand goes way beyond a logo

- It’s in our tone of voice and the way we interact with our members and community
- It’s in the environment we set in our meetings, conferences, contest, convention & events
- It’s in the products we develop and offer
- It permeates all our channels: website, emails, calls, magazine, social media
- It’s in every communication made by WHQ, districts, and clubs
That’s why it is vital to be brand compliant.
Brand Resources

- Brand Manual
- Brand Portal [Logos, Images and Templates]
- Policy 4.0 and Protocol 4.0: Intellectual Property
- The brand specialist [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

Goals

- Build membership
- Generate media coverage
- Enhance local public perception
Public Relations and Publicity

- Paid advertising
- 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
  - Virginia Keast (D21 PRM)
    - Communicating with the media to generate publicity for the district
  - Kamal Soan (D35 PRM)
    - Promoting 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 (VPPR) 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?

www.MondoTimes.com
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 News Release
- Toastmasters letterhead
- Typed and formatted
- Contact information
- Toastmasters International boilerplate
- Pound symbol
Building an Effective Public Relations Program

Constructing a News 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
Subject line: 14 Toastmasters advance in world’s largest speech contest

Dear John,

Results of the world’s largest speech contest are in: 14 semifinalists head to Denver to 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
Toastmasters Social Media

Does your district currently have social media?

- Work with the 2018-2019 PRM for admin controls to the District’s social media pages
- Complete a quick audit of the social pages to make sure name, location, graphics, and descriptions are up to date
- Stay consistent and compliant with brand
## Social Media Philosophy

### Social Media Explained

<table>
<thead>
<tr>
<th>Platform</th>
<th>Message</th>
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<tbody>
<tr>
<td>Twitter</td>
<td>I'm at my #Toastmasters district club meeting.</td>
</tr>
<tr>
<td>Facebook</td>
<td>Like our #Toastmasters district club and join our community!</td>
</tr>
<tr>
<td>Instagram</td>
<td>Here's a photo of our #Toastmaster members at a district event.</td>
</tr>
<tr>
<td>YouTube</td>
<td>Watch the video of our Toastmasters district speech contest.</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>I'm a Toastmasters PRM at district ____</td>
</tr>
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How to engage with a social audience

- Ask questions
- Use captivating images
- Stay on brand
- Share videos
- Show followers an inside look at your district
- Be persistent
- Keep posts simple
- Share timely content
- Get to know your audience
- Broadcast live
Social Media Do’s

- Prompt discussion for maximum engagement
- Answer questions and respond to feedback
- Provide helpful links
- Post photos
- Use bit.ly to shorten URLs
- Keep tweets under 280 characters to maximize retweets
- Retweet trending tweets
- Understand hashtags
- Proofread before posting
- Post videos
- Post real content

socialmedia@toastmasters.org
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
Review Plan Details

- Public Relations Team
- Resources
- Internal & External Communications
- District Council Meetings
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