2020 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
Trademark Use Request

Toastmasters International is committed to protecting our brand, trademarks, and copyrights, and we count on your diligence to ensure the standards set in this manual are maintained. When in doubt, refer to the chart on the right for clarification.

**Trademark Use Request**

In order to obtain authorization for any use of Toastmasters International’s trademarks, please submit your proposed design through the Trademark Use Request form at Toastmasters.org/TrademarksUseRequest.

**Request Authorization**

All cases are evaluated individually. A request submitted for use with planning material for the Brand and Trademark Manual is usually reviewed in a few days.

**Trademark Uses for the Terms**

The following terms are used for trademark use:

- Toastmasters International
- Toastmasters
- Toastmasters International logo
- Toastmasters logo
- Toastmasters International name
- Toastmasters logo
- Toastmasters International logo

**Trademark Uses for Other Terms**

- Toastmasters International Conference
- Toastmasters International Convention
- Toastmasters International Convention logo
- Toastmasters International logo
- Toastmasters International logo

If you’re in doubt whether you should submit a request or contact the Brand Team for approval, please check this chart on this page regarding Toastmasters International®.

<table>
<thead>
<tr>
<th>User</th>
<th>Authorized</th>
<th>Non-Authorized</th>
<th>Responsible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clubs, Areas, Districts</td>
<td>Stationery, business cards, newsletters, electronic media, websites, program covers, agendas, and similar items</td>
<td>Articles such as ribbons, banners, certificates, clothing, or other items, except by special request</td>
<td>Club President, District Director</td>
</tr>
<tr>
<td>Individual members and officers at all levels</td>
<td>Stationery, business cards, electronic media and websites, utility to indicate the persona of leadership or membership</td>
<td>Articles such as ribbons, banners, certificates, clothing, or other items except by special request, prior written authorization from the Chief Executive Office</td>
<td></td>
</tr>
<tr>
<td>Individual members and officers at all levels</td>
<td>Any personal materials, such as notebooks, bulletin or similar items</td>
<td>Candidate</td>
<td></td>
</tr>
<tr>
<td>Individual members and officers at all levels</td>
<td></td>
<td>Individual</td>
<td></td>
</tr>
</tbody>
</table>

BRAND MANUAL | TOASTMASTERS INTERNATIONAL
Brand Resources

• Brand Manual
• Brand Portal
• Policy 4.0 and Protocol 4.0: Intellectual Property
• The brand specialist [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

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**
  • Ankur Yadav (D41 PRM)
    • Generating publicity for the District and events
  • Rose Kirland (D49 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 (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://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 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

New Delhi accountant named Toastmasters International President

Deepti Menon becomes leader of global educational organization.

NEW DELHI, India, Aug. 25, 2019 — Deepti Menon, an accountant from New Delhi, India, is the new International President of Toastmasters International, the world’s leading organization devoted to communication and leadership development. Deepti Menon assumed the presidency at the organization’s biennial International Convention held Aug. 23–26 in New Delhi.

Menon is a chartered accountant at T.K. Kapoor & Sons in New Delhi where she is a partner in the tax department. She oversees management and operations, and serves on the board of directors. Menon is also the founder of the Neev Foundation, a nonprofit organization that is focused on providing free legal aid to women. She is also a member of the Indian Institute of Chartered Accountants of India, where she also serves as a member of the International Financial Law Committee. Menon is a fellow student of the University of Delhi and a Fellow of the Indian Institute of Chartered Accountants of India. She also holds a Bachelor of Commerce from the University of Delhi.

Menon served as the Chief Development Officer for the Toastmasters’ Youth Leadership program in collaboration with the National Institute of Mental Health and Neurosciences in New Delhi and helped solidify Toastmasters’ brand by collaborating with the University of Delhi to develop an educational partnership for students in New Delhi. She also serves as secretary of the St. Germaine School, which serves students in India. She co-founded a publishing house, Anti-Knowledge Resources Private Limited, in 2005.

Menon joins 300 other Toastmasters International Presidents. She is the sixth female Toastmasters International President for Toastmasters International. She also serves as the President of the National Institute of Mental Health and Neurosciences.

"Toastmasters has taught me skills that I use in my job, college, and personally," said Menon. "I have helped people from being a poor player to become a great player, to bring great leaders to the forefront of the problem to bring the solution," she adds.

About Toastmasters International

Toastmasters International is a world leader in educational and professional development, with more than 300,000 members in 142 countries. Since 1924, Toastmasters International has helped people from diverse backgrounds become more confident public speakers and leaders. For more information, visit Toastmasters.org.
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

District

Media
Toastmasters Social Media

Does your District currently have social media?

• Work with the 2019-2020 PRM for admin controls to the District’s social media pages
• Complete a quick audit of the social pages to confirm name, location, graphics, and descriptions are up to date
• Stay consistent and compliant with brand
Social Media Philosophy

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
• 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
• Keep an eye on what is trending
• 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
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
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