



Marketing Zone

STAYING CONNECTED IN THE DIGITAL AGE

Personal connection and communication are the foundation of relationships in Toastmasters, but digital tools help to engage members beyond the club meeting. Savvy leaders use a variety of digital tools to stay connected with current and potential Toastmasters members.

Never underestimate the power of networking—both in person and online. When given a place to connect with each other, members will believe that their voices matter. Member communities, such as the official Toastmasters International Members groups on Facebook and LinkedIn can deliver tremendous value by providing members an opportunity to share common interests. Enhance members' experiences by encouraging them to develop online relationships to learn from each other.

Here are 10 tips and tricks for using digital marketing tools to stay connected:

1. **Send group texts** to remind members of meetings and events.
2. **Use Twitter** posts to create enthusiasm about speech contests.
3. **Publicize speech contest** results on the club website and Facebook pages.
4. **Publish member video testimonials** on the club website and YouTube channel to promote the benefits of being a Toastmaster.
5. **Share "public speaking survival tips"** in digital newsletters or on social media channels, such as Facebook, LinkedIn and Twitter, to benefit members while increasing awareness of your club.
6. **Send monthly or quarterly emails** that include announcements, club-growth tips and success stories, such as recent completions of club-officer training or education award achievements.
7. **Initiate and participate in conversations** via LinkedIn groups and promote district training opportunities by posting announcements on district websites and social media channels.
8. **Post messages** of congratulation, such as when clubs meet their Distinguished Club Program requirements, through club and district social media channels.

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What's New

Experience the *Toastmaster* on your iPad

The *Toastmaster* magazine is available to download in a fully interactive format for the iPad. It will soon be available on other popular mobile devices as well, offering instant access to monthly tips and articles that are enhanced with multimedia interactivity. Members will still receive the print edition unless they choose not to. To opt out, send a request to membership@toastmasters.org.

Toastmasters Video Brand Contest

Enter the monthly Toastmasters brand video contest to win a banner, a lectern or marketing materials for your club. To participate, send a 30- to 45-second video of your club members showing their excitement for the Toastmasters brand. Each month the top 10 club videos will be entered into a drawing. The winning club will be announced the first week of each month. The contest will run through January 31, 2014. Visit the [Brand Portal](#) for more information and to view winning club videos.

PR Zone



USE TECHNOLOGY TO CONNECT WITH MEMBERS AND PROSPECTS How to build and maintain meaningful relationships through social networking.



- ▶ **Send and receive short messages**—or tweets—of up to 140 characters quickly by posting on Twitter. You can easily create a profile and start tweeting today.
- ▶ **Post regularly** to keep followers engaged. Two times per day is a best practice, but there is no limit to the number of times you can tweet in a day.
- ▶ **Link posts** to your website, news articles or releases about your club or district by using [bitly](#), [goo.gl](#), or [ow.ly](#), and share pictures through [Twitpic](#).
- ▶ **Use hashtags**—keywords preceded by a “#” symbol—to attract followers. Track specific topics by searching hashtags. For example, search #Toastmasters (or #toastmasters), without a space inserted, to find Toastmasters-related tweets.
- ▶ Consider **using other popular Toastmasters’ hashtags**, such as #whereleadersaremade, #publicspeaking, #communication and #leadership.
- ▶ **Reply to new followers** directly to thank them.
- ▶ **Retweet** key posts or mark popular posts as your “favorites.”
- ▶ Follow [@Toastmasters](#) to receive news and updates from World Headquarters.

facebook

- ▶ Use this platform to easily **share pictures**, videos and longer posts with other members.
- ▶ **Build a fan page** to connect with an unlimited number of group members or fans.
- ▶ **Engage your fans** or group members by sending them regular group messages.
- ▶ **Tag friends** to customize your posts. Type an “@” sign within your post, and begin typing a friend’s name. A drop-down menu will appear for you to select the name of the person you want to address.
- ▶ **Use hashtags**—new to Facebook—to call attention to your posts. Type the “#” symbol, followed by a keyword(s) to create a searchable link.

LinkedIn

- ▶ Use this platform to network and stay abreast of Toastmasters activities, news, updates and insights.
- ▶ LinkedIn offers a place where members can participate in discussions, ask questions or provide advice on public speaking, communication and leadership, and club or district activities.

Access the Toastmasters’ social networking sites at www.toastmasters.org/socialnetworking. If you have a question about social networking, send it to socialmedia@toastmasters.org.

Q&A

Which social media channel is best for media engagement?

Twitter is the best method, because of its real-time feature. Reporters often scan Twitter feeds for news and local events, and use Twitter posts as leads for articles. As the district PRO or club VPPR, you should find and follow local media contacts. Comment on, or retweet, media posts to build relationships. Reporters, in turn, may follow you as a source for story ideas.

How can I use Twitter to pitch my event to the media?

Create a shortened link to your event news release or website to lead reporters to more detailed information such as dates, times and locations of your event (see the PR Zone for more information). Track how many times (or click-throughs) your link is opened to evaluate its effectiveness, and repeat any successes.

How do I use Twitter to create interest and drive traffic to my event?

You can send tweets to your followers well in advance of the event. Also send reporters direct tweets with a link to your news release or website and invite them to attend or announce your event.

You can also tweet during the event itself, which will stir conversation about highlights as they occur, such as key speeches, which may gain the attention of reporters who want to relay news to their audiences.

It's not over until the chatter ends, so don't stop tweeting when everyone packs up to go home. Keep media interested by tweeting the results of the event, even if it is just to show reporters what they missed. This will keep reporters listening for announcements of future events.



INCREASE YOUR CLUB'S EXPOSURE WITH A GOOGLE LISTING

Did you know a Google Business listing is a great way to raise awareness for your club or district? To get your free listing, go to [Google Places for Business](https://www.google.com/business/) and follow the prompts. Check to see that your contact information is accurate so that prospective members can find you. Also, consider listing your information on these online directories:

- ▶ **Yellow Pages**, www.yp.com
- ▶ **Bing Places**, www.bingplaces.com
- ▶ **Yahoo**, <http://smallbusiness.yahoo.com/local-listings>

Be sure to check the accuracy of your club's information on the Toastmasters [Find a Club](#) website link.

ARE YOU USING THE LATEST TOASTMASTERS BOILERPLATE?

The [Toastmasters' boilerplate](#) appears at the end of every news release. This brief summary of the organization may also be posted on your website as a description under "About Us." The boilerplate is updated annually by World Headquarters to reflect the latest membership statistics and should not be customized. To see how the boilerplate is used in news releases, visit the [PR Corner](#).

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9. **Keep officers informed** and motivated by sending messages of encouragement via email or text message whenever a new club is chartered, an existing club is challenged or a milestone is achieved.
10. **Collect testimonials** from successful corporate clubs and share them in social media posts and via email with corporations to generate interest in starting new clubs.

**GIVE US YOUR
FEEDBACK**

Review past issues of the *M/PR Newsletter* on the Toastmasters website at www.toastmasters.org/MPRNewsletter. Let us know what you liked and what you would like to see in future editions by emailing newsletters@toastmasters.org.