

TOASTMASTERS
INTERNATIONAL[®]
District 53

Public Relations Manger Report

Zachary Fisk, PM4

District Council Business Meeting 2023-09-21

Executive Summary

- PRM Responsibilities
- With our Webmaster Andrew Watt we designed a public relations landing page. Click about →public relations for access.
- Facebook Page
- Facebook Group
- Newsletter

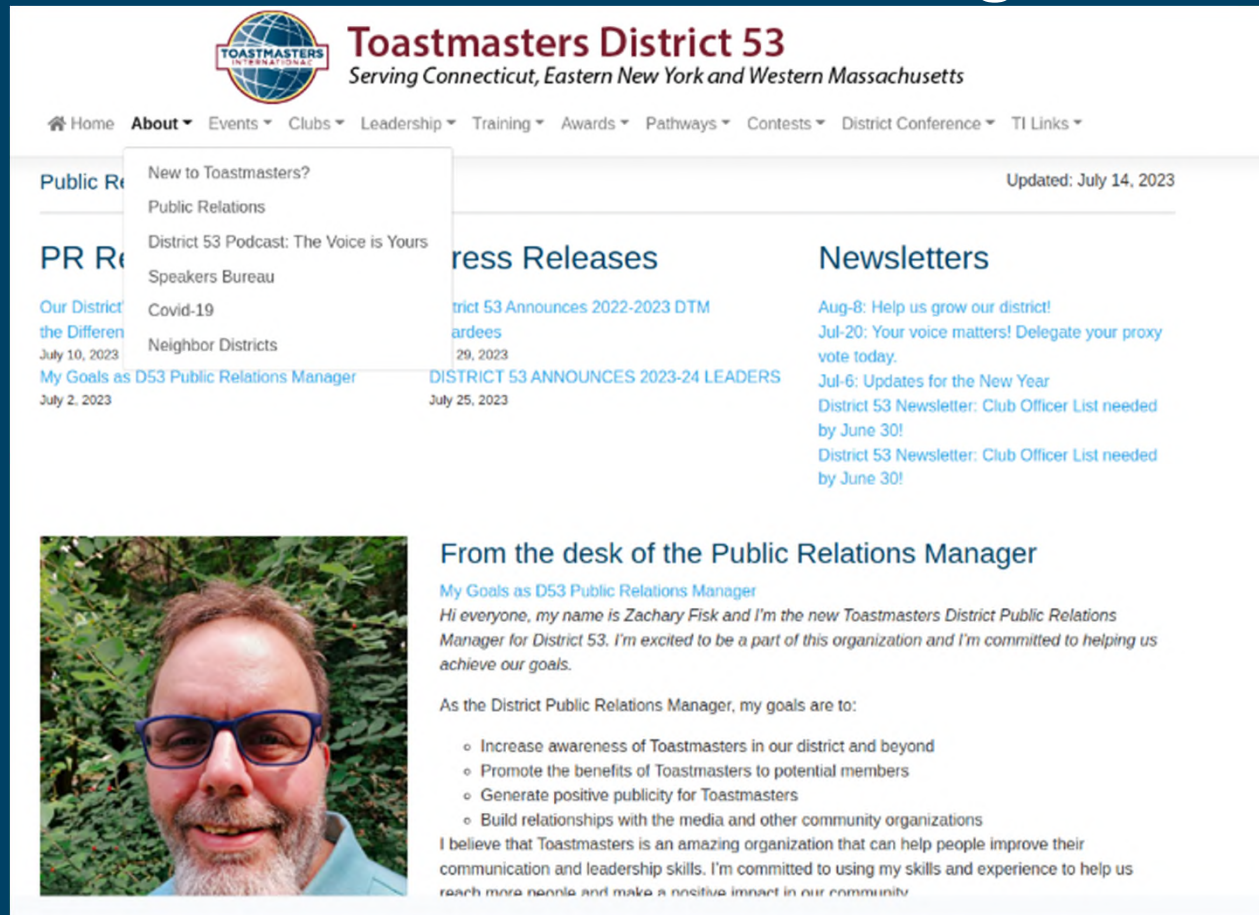
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PRM Report

- PRM Responsibilities
 - Developing and implementing a public relations plan for the district
 - Promoting Toastmasters to the public through media relations, social media, and other channels
 - Maintaining relationships with the media and other stakeholders
 - Supporting the club VPPRs in their public relations efforts
- With our Webmaster Andrew Watt we designed a public relations landing page. Click about →public relations for access.
 - PRM blog
 - Press Releases
 - Newsletters
- Facebook Page
 - Used to attract others to join clubs by sharing what we do and our successes
 - When we post like/share/comment to promote us with the algorithm.
- Facebook Group
 - Heather Turner, social media chair implemented a name change to highlight the group for sharing amongst ourselves.
 - Another source for district news, a place for toastmasters to gather and seek help.
 - Social Media Callout, anyone with ideas on using other platforms effectively, reach out.
- Newsletter
 - 1,534 subscribers out of how many district 1,690 members
 - We are sending communication to people that opted out in the past to opt-in
 - we are tracking down people that routinely have email bounces to update addresses.

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Website: Public Relations Page



The screenshot shows the website for Toastmasters District 53, which serves Connecticut, Eastern New York, and Western Massachusetts. The page features a navigation menu with options like Home, About, Events, Clubs, Leadership, Training, Awards, Pathways, Contests, District Conference, and TI Links. A dropdown menu is open under 'Public Relations', listing items such as 'New to Toastmasters?', 'Public Relations', 'District 53 Podcast: The Voice is Yours', 'Speakers Bureau', 'Covid-19', and 'Neighbor Districts'. The main content area is divided into three columns: 'Public Relations' with a 'Updated: July 14, 2023' timestamp, 'Press Releases' featuring articles like 'District 53 Announces 2022-2023 DTM Awardees' and 'DISTRICT 53 ANNOUNCES 2023-24 LEADERS', and 'Newsletters' with updates for August, July, and June. A section titled 'From the desk of the Public Relations Manager' includes a photo of Zachary Fisk and a list of goals such as increasing awareness, promoting benefits, generating publicity, and building relationships.

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Facebook and Social Media

- Our Facebook Page
 - - Like, Comment, Share
 - - Suggest content to Social Media Chair and Public Relations Manager
- Our Facebook Group
 - - D53 Toastmasters - A Place to Share
- Social Media Callout
 - - Public Relations Team open to other platforms
 - - Instagram, LinkedIn, YouTube

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Newsletter

- Mailchimp Dashboard
 - - Meaning of the numbers
- Newsletter subscription
- Clubs and AD engage members
- How to subscribe?
 - - <https://tinyurl.com/22n8v4nt>

August, 2023 (2)			
	August 29 Regular · D53 Members All Sent Tue, August 29th 12:00 PM to 1K recipients by you	Sent Classic Builder	48.3% Opens 12.0% Clicks
	August 8 Regular · D53 Members All Sent Tue, August 8th 8:00 AM to 1K recipients by you	Sent Classic Builder	42.7% Opens 4.1% Clicks
July, 2023 (2)			
	Jul-20 Regular · D53 Members All Sent Thu, July 20th 9:05 AM to 1K recipients by you	Sent Classic Builder	37.3% Opens 2.1% Clicks
	Jul-6 Happy Toastmasters New Year! Regular · D53 Members All Sent Thu, July 6th 9:00 AM to 1K recipients by you	Sent Classic Builder	40.8% Opens 4.8% Clicks

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