



Report of the Public Relations Manager – District 69

Website – After a major overhaul of the District website, there has been a lot of effort gone into making it a viable resource once again.

Website – www.toastmastersd69.org

There have been a number of additions to the website that I am very proud of:

- Events calendar. Up to date information is being recorded so all members can make themselves aware of all that is happening across their Divisions and the District
- Pathways resources – A lot of effort has gone into creating a members resources for Pathways. These include orientation resources, VPE resources, marketing resources and general use forms. This information is additional to the information on the Toastmasters International website.
- Stars of 69 – Each month, member recognition is being posted. These include educational awards as well as long service recognition.
- Blog – The news of the District is posted here and then cross promoted to Facebook. Any extremely important news or announcements is also sent out via Campaign Monitor to all members email addresses.

Facebook page – www.facebook.com/ToastmastersD69

Our Facebook page has grown from 950 to almost 1200 likes in the past 8 months. This is due to targeted marketing. Leads have been sought through Facebook campaigns and we have new members as a direct result. Facebook marketing has played a role this year. I am extremely happy that our Facebook page is now a PR portal and is working as such, bringing in new members.

Facebook members page - www.facebook.com/groups/District69members/

Our Facebook members group started on the July 1st and since that time we now have 320 members. This is an internal group for members of District 69 to communicate openly about Toastmasters in general as well as the District. It has proven to be a valuable resource for members. Toastmasters related events, discussions, questions and feedback via this group has really opened the District to transparency.

Best online presence and Best newsletter awards

We are currently running two contests District wide. This contest is for clubs only. The finalists for each contest will be announced on Saturday 27th April, one week before the District conference. There will be one finalist for each contest from each Division. Each grand winner will be announced at the District conference in May. The grand final winner will be awarded a perpetual trophy as well as \$100.

We are currently very busy in the area of PR.