



District 86 Council Meeting

Public Relations Manager Report – September 12, 2023

Primary goal of the public relations team is to support an active public relations and publicity in District 86. Public relation efforts (both internal and external) have included social media posts (Facebook, LinkedIn, Twitter), Meetup, direct emails, newsletters, blogs and the District website.

Blogs, Emails, Newsletters

Blog Report:

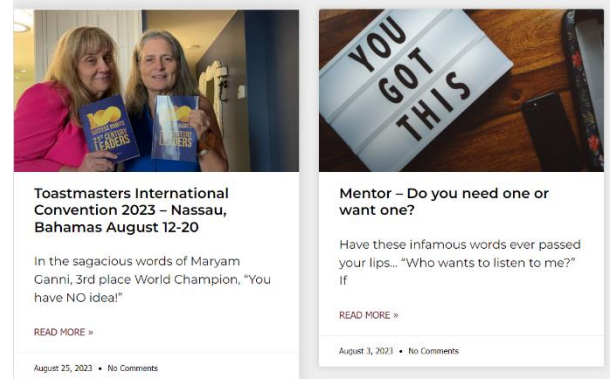
Blogs are written and submitted by members of District 86 and published on the District website.

4 new blogs published:

- ✓ Toastmasters International Convention 2023 – Nassau, Bahamas August 12-20
- ✓ Mentor – Do you need one or want one?
- ✓ Unprecedented Success – Milton Toastmasters' Journey in 2022-2023
- ✓ 4 Ways to Use ChatGPT in Toastmasters

Submit your own blog here:

<https://toastmasters86.org/district-86-blog-submission-form/>



Email (Mailchimp Report):

4 emails sent via Mailchimp

- 1) District Council Meeting Announcement
 - a. 65.4% open rate
 - b. 51 clicks
- 2) First Reminder email to Presidents and VP – Education
 - a. 71.3% open rate
 - b. 14 clicks
- 3) July Newsletter
 - a. 37.5% open rate
 - b. 127 clicks
- 4) August newsletter
 - a. 33.3% open rate
 - b. 47 clicks

NOTE: There are some people who have opted out who are active members and in some cases have District or club roles.

Newsletter

July Newsletter

Successful Deliveries	1803
Total opens	676
Total clicks	976
Unique clicks	127
Clicks to D86 website	143
Bounced	15
Unsubscribed	8

August Newsletter

Successful Deliveries	1794
Total opens	1111
Total clicks	115
Unique clicks	47
Bounced	16
Unsubscribed	2

Newsletter editor: Mikael Gatje, DTM

Graphic Design Report

Banners designed for July and August:

- Congrats Nikhita
- Area Directors Needed
- Of The Year Awards
- District Leaders
- D86 Fall Business Meeting Announcement



- Upcoming Banners
- Reminder for renewal dues
- Moments of Truth
- Open Houses

Graphic Design: Migelana Ivanova

Social Media Report

Facebook Public – <https://www.facebook.com/toastmasters86>

1600 followers

Facebook Coordinator – Deann Brown

Facebook Group – <https://www.facebook.groups/toastmasters86>

1267 members (up .16% from July)

Posts almost daily

Reminders of District level events and announcements like 7 out of 7 trained

Most have around 100 post reach – thanks to likes and comments

LinkedIn:

Just received access to this account – only a few posts to date.

3 different groups for D86

727 members / Higher education – 127 members / 375 members

<https://www.linkedin.com/groups/2821528/>

<https://www.linkedin.com/company/6979719>

Will be helpful in search for new corporate clubs since there is a huge work / business focus on LinkedIn.

Twitter:

<https://twitter.com/Toastmasters86> (@Toastmasters86)

Still working to get log in details.

A few posts done to date by tagging the account.

716 followers

publicrelationsmanager@toastmasters86.org

NOTE: Encourage all club officers and District level officers to follow Toastmasters 86 on social media.

MeetUp:

New members coming in everyday.

Following up with new members to meet up with a private message.

Many new members are disappointed that there is not enough detail about meeting information.

Corporate clubs not using meet up since they tend to be closed memberships.

publicrelationsmanager@toastmasters86.org

YouTube:

<https://www.youtube.com/user/toastmasters86>

Working on some new videos including tips for Area Director visits.

Submit videos for consideration for publication to D86 YouTube channel.

You Tube Coordinator – Randy Moore, DTM

Website:

<https://www.toastmasters86.org>

Banners updated

District team pages have been updated

New blogs uploaded

Resources page has helpful information

Website editor: Kristina Johnston-Naus, DTM, PDD

Press Releases (District):

Nikhita Winkler, member of D86 advanced to the International Speech Contest Semifinals.

Trio team announcement

Press Release Coordinator – Kevin Swayze

Upcoming resources / training

- Exploring the option of in-person training for VP-PR
- Considering a Google ads / Facebook ads partnership with clubs
- Monthly Public Relations workshops and brainstorming sessions (to start in September)

District 86 PR Resources:

<https://toastmasters86.org/public-relations-manager/>

Toastmasters International PR Resources:

<https://toastmasters.org/leadership-central/club-officer-roles/public-relations>

Prepared by

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District 86 – Public Relations Manager 2023-2024